Robert J. Bruce Memorial Award

Honoring the legacy of an inspiring leader

WHITE HORSE VILLAGE FOUNDATION, INC.

Help us recognize those making an impact in our community

Dr. Robert "Bob" Bruce was recognized as a visionary leader, not motivating by edict but by building consensus. From his decades as a transformational president at Widener University to his effective leadership of the White Horse Village Foundation in retirement, he used his gifts to leave organizations and causes stronger.

The Robert J. Bruce Memorial Award, established in 2024, honors his legacy each year by recognizing full-time team members at White Horse Village who have shown strong initiative and, like Bob, are making a positive difference in the lives of others.

The lasting legacy of Bob Bruce

Bob provided sound guidance as the White Horse Village Endowment Fund transitioned into the White Horse Village Foundation, ensuring that the tradition of resident leadership was recognized. Serving as board chair, he oversaw robust fundraising that solidified the Foundation's finances, especially the Resident Reserve Fund, which aids residents who outlive their resources.

"Robert Bruce was a visionary leader who inspired others to embrace excellence," says Marylou McLaughlin, who served alongside him on the Foundation board. "He had a unique ability to achieve consensus in decision-making. He brought all the traits that made him successful at Widener to White Horse Village, where he laid the groundwork for the Foundation's continued growth. It was an honor and a pleasure to work with him."

Give today to remember the impact Bob made while celebrating team members!

About the award

The Robert J. Bruce Award is given each year to the team member best exemplifying Bob's personal qualities, including a commitment to serving others.

Nominees must be team members in good standing who have been employed for a minimum of six months, demonstrate White Horse Village Values, support and work well with other team members, and go above and beyond to enhance the community. Senior management (directors, senior directors, and vice presidents) are not eligible.

How the recipient is selected:

- Residents and team members can nominate one team member for consideration.
- The Selection Committee reviews each nominee to determine the one who best meets the criteria.
- The Foundation honors the chosen recipient(s) each fall at a special event.

Make a gift today

Please make your check payable to White Horse Village Foundation, Inc. and indicate "Robert J. Bruce Memorial Award" in the memo line.

Send to:

White Horse Village Foundation, Inc.
Mission Enhancement Department
535 Gradyville Road
Newtown Square, PA 19073

Make an online gift by visiting
whitehorsevillage.org/foundation

For questions, please contact:
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