



BETHESDA
SENIOR LIVING COMMUNITIES

Social Accountability Report

2019

Our story

Our story began in rural Nebraska when our Founder, Rev. Charles Turner, set out to provide life-honoring, faith-based care for seniors in his local community while, at the same time, generating funds that would bring hope to those living in poverty around the world.



Bethesda's Founder, Charles Turner



Bethesda's 1st nursing home, Bassett, Nebraska

James 1:27

“Pure and genuine religion in the sight of God the Father means caring for orphans and widows in their distress...”

This became the mandate which is still pursued today. From this deep commitment, Bethesda's Business for Benevolence model evolved into charitable support around the country and globe through Bethesda Senior Living Communities, OneChild, and Bethesda Christian Broadcasting.



Bethesda Senior Living Communities (BSLC) has been whole-heartedly dedicated to its mission of serving seniors by enriching their physical, emotional, and spiritual health as well as serving our local communities by sharing God's love through advocacy, respect, and virtuous business practices.

The information captured for this report reflects giving in the reporting period of October 2018 – September 2019, our fiscal year.

“We consider it a privilege to do what we do, working in God's service for our seniors, our employees, our local communities and the greater world. We take our mission seriously and are honored to be able to give back – whether it's to a fire department down the street or children in need on the other side of the world.

Larry Smith, *President*
BETHESDA SENIOR LIVING COMMUNITIES

Our commitment to service is deeply embedded in the heart of Bethesda Senior Living Communities. We serve...

- ▶ as caregivers and advocates for seniors
- ▶ by providing a nurturing lifestyle where residents thrive
- ▶ as a resource for families and the greater community
- ▶ as a place of growth and learning for others
- ▶ by assuming a position of leadership within our industry
- ▶ God by being involved in the expansion of his kingdom



Charitable Giving



Subsidized Care

TOTALED

\$8 MILLION

in FY2019

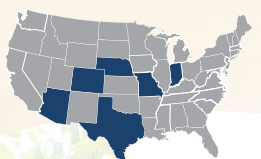
BSLC operates:

21 

COMMUNITIES

18 

CAMPUSES

6 

STATES

2019 brought more than

2,300

RESIDENTS to our communities to serve and care for - each one with a rich history and story of their own to share. Our obligation is to these residents instead of shareholders, making service the cornerstone of our existence.

Our mission and sound, virtuous business practices enable us to serve our residents by investing in high-quality, nurturing environments, the latest technology to keep everyone safe, and vibrant programs to ensure residents have the opportunity to live the active, independent lifestyles they choose.

SERVING OUR RESIDENTS & OTHER CHARITABLE ORGANIZATIONS

Charitable Support

- Market-rate discounts
- Subsidized care
- Community fee waivers
- Discounts
- Debt forgiveness when residents have lost their ability to pay by often outliving their savings

\$2.2
MILLION

Medicaid - Equivalent Care

When Medicaid reimbursements fall short of covering the entire cost of care provided to qualifying residents, BSLC responds by absorbing this shortfall and subsidizing the cost of care for these residents.

\$4.8
MILLION

Charitable Gifts

- Contribution to OneChild
- Community Benefit Grants
- Employee Benevolent Fund
- Additional contributions

OVER
\$1
MILLION

Our mission and commitment to serve reaches beyond senior care.

We are also committed to giving back to the neighborhoods where we live and work. We support worthy causes by investing not only our time but our financial resources as well.

Community Benefit Grant Program

The Community Benefit Grant Program was established with the charge to each BSLC community to make a difference by making grant contributions to charitable organizations in their local communities at large. These gifts made throughout the year provided almost \$1 million of support and is a part of BSLC’s over \$8 million in total Charitable Giving & Subsidized Care.

In Missouri, one community’s contributions was given to the “Night of Superstars” event which recognizes kids facing various disabilities who have reached beyond their adversities excelling in academics, athletics and community service with an evening to celebrate them. Contributions were also used to provide medical treatments, equipment and support for these inspiring children.



“The Tri-Lakes firemen have become a team that Bethesda Gardens Monument relies on for support. Whether we have an emergency with a resident or with our fire alarm going off, they are always here within minutes. This grant was our opportunity to give the fire department the thanks they deserve for their faithful and vital service. The grant money was used to replace the fire station’s thin, over-used, and well-worn mattresses.

Caitlin Riccardino, *Director of Sales & Marketing*
BETHESDA GARDENS MONUMENT

Arlington Life Shelter was the recipient of a grant from one of our Texas communities. Money from this grant will provide evening childcare for younger children while their parents attend training to return to the workforce. Older children, who call the shelter home, will receive much needed school uniforms and shoes.

— GRANT RECIPIENTS —

- Alzheimer’s Association
- Amy’s Wish Inc
- Arlington Life Shelter
- Avondale United Methodist Church
- Beyond the Hurt
- Bridges for Youth
- Camp Criag Allen Inc
- City of Colorado Springs
- City of Thornton
- Dementia Friendly Communities of N. Colorado
- Denver American Indian Festival
- Dreamweaver Foundation
- For Paws Sake
- Greater St. Louis Honor Flight
- Hearts & Horses, Inc
- Hilltop Health Services
- Homewardbound of the Grand Valley Inc
- Humane Society of the Pikes Peak Region
- Indiana Foster and Adoptive Parents
- Kearney Area Community Foundation
- Meals on Wheels
- Miniencounters
- Monument Community Presbyterian Church
- Monument Hill Kiwanis Club
- Mountain Community Senior Services
- Newborn’s In Need
- Paws N Hooves
- Phoenix Fire Foundation
- Pikes Peak Academy
- Redeemer Lutheran Church
- Ronald McDonald House Charities of Southern Colorado
- Sunrise United Methodist Church
- The Ascent Church
- The Backstoppers Inc
- The Child Advocay Center Inc.
- The Little Log Church
- The Resource Exchange Inc.
- Town of Monument
- Tri-Lakes Cares
- Tri-Lakes Monument Fire Protection District
- Tri-Lakes United Methodist Church
- University of Nebraska Foundation



Paid Employee Volunteer Time



Bethesda Employee Benevolence Fund

This year also brought the realization of one of Bethesda’s long-term goals: the establishment of a new 501 (c)3 non-profit corporation, the Bethesda Employee Benevolence Fund. Designed to assist employees in a time of hardship, any employee of Bethesda may qualify for emergency aid in the event of unforeseen and catastrophic expenses. Initial funding came from BSLC with a seed of \$50,000 and continued funding will come from individual contributions, fund raisers and additional corporate gifts making it possible to provide a helping hand to our valued employees.

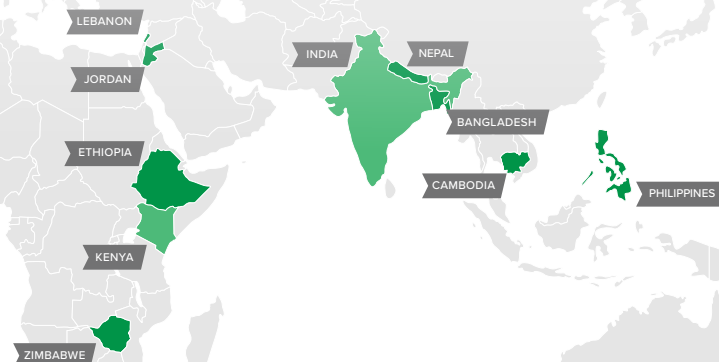
Galatians 6:2
“Bear one another’s burdens and thereby fulfill the law of Christ.”



Hope in hard places.

OneChild serves more than 43,000 children in 14 countries.

17.6 MILLION RAISED IN SUPPORT



A WIDOW'S PLIGHT

Child Champions and sponsors are bringing opportunities and help to children and families in Turkana, one of the most remote, impoverished parts of Kenya.

Forty-year-old Leah Aiyo sits on a blanket outside her mud hut with her six children and her mother-in-law, Miriam. It is 7:00 p.m., and dark. Miriam has just finished cooking the family's dinner of maize and beans on an open fire and starts to scoop their portions into bowls. Since they have no electricity, they will eat in the dark. This is the way most families in Turkana eat dinner. The heat is more bearable once the sun goes down. Had it not been for the help Leah and her family have received from OneChild, Leah would be filled with uncertainty about how to care for her children.

They registered three of her boys in OneChild's child sponsorship ministry and offered Leah a job as a cook at a Hope Center near her home. She gladly accepted and is thankful for this steady income and the other help she and her family have received from OneChild over the years, including mosquito nets to combat malaria, school uniforms, and bed mattresses. Her son Ewoi, who has a sponsor, also received crucial medical care for a foot infection, an issue that can turn deadly without medical treatment.

Leah's sponsored boys also enjoy getting letters from their sponsors. Because of the love and care they have received, the boys are thriving. Thirteen-year-old Benjamin dreams of being like his Hope Center pastor when he grows up. "I want to help people to know the Word of God," he says, "and show them how to grow in faith." The church's influence and help in sponsoring her boys have been a lifeline for Miriam.

"I am happy, she says. "It is all because of GOD'S MERCY."

Leah's husband was gunned down more than a decade ago in a raid while he was herding goats. Leah, who stayed home with their children, didn't know what she would do to take care of them. She considered gathering wood to make coal to sell, but this is a sporadic job that does not pay well. That's when OneChild's Child Champions at her local church rallied around her.

Join Bethesda in helping support more at-risk children like Ewoi and Benjamin:
[ONECHILD.ORG/SPONSORSHIP/](https://onechild.org/sponsorship/)



Continuing an over 60-year mission of service, Bethesda continues to help bring hope to children living in hard places through support of our sister ministry OneChild.

OneChild is an international child development ministry that brings hope to children living in hard places.

OneChild helps meet the physical and spiritual needs of children living in poverty. OneChild empowers children to reach their God-given potential. Care is customized in each country; in some countries, children go to church-based Hope Centers where they receive food, education, medical aid, and hope in Jesus Christ. In other countries, children go to schools. OneChild also supports a rescue home for trafficked girls in the Philippines and a home for abandoned babies in Kenya.

This dynamic ministry is filled with a community of Child Champions, people who give of themselves so that children can thrive. They include tutors volunteering their time, Christian artists using their platform to speak up, sponsors supporting a child through prayers and finances, and many more.



Bethesda Christian Broadcasting

Shop with a Cop

KSLT partnered with Badges for Hope, a local, non-profit, organization that reaches children in need. Many of these children are at risk teens, have parents who are incarcerated or are homeless. Badges of Hope educates them about the services of law enforcement officers in order to help cultivate positive relationships between officers and the youth of the community. KSLT helped raise over \$20,000 to be distributed over three separate nights. As children received \$100, they were paired with a law enforcement officer to buy Christmas gifts for their family members and themselves. KSLT handed out Bibles, candy and hot cocoa each night, and the love of Christ was shown as the event's efforts expanded to include even more youth.



Home for Homeless Middle & High School Students

This was the 3rd year for this powerful outreach to homeless middle and high school students in the Rapid City Area School district. There are over 400 homeless students with no permanent address. Our hearts are for the older ones who often get overlooked in the benevolent Christmas season. We asked listeners to donate \$25 that would be given to the students in the form of a \$25 Visa Gift Card. First Interstate Bank joined us in this outreach and gifted the cost of the cards and the processing fees. A record-breaking amount of \$14,325 was given by listeners to benefit 459 students. Representatives from the school district including Superintendent Dr. Lori Simon, were present at the Mark Schultz concert to receive the presentation.



My Golden Valentine Project

This year we reached thousands of elderly folks all around the five state area and beyond. This year we set up a booth at the Rushmore Mall and let people sign Valentines during a ladies evening out and the Rapid City Regional Hospital had a valentine making event to collect several hundred valentines as well. We collected well over 11,000 Valentines from various areas including schools, listeners and businesses. We received so many that we were able to cover all of the Bethesda Senior Living Communities as well as other facilities in several states and cities around the country.



POWER **kslt**
107.1

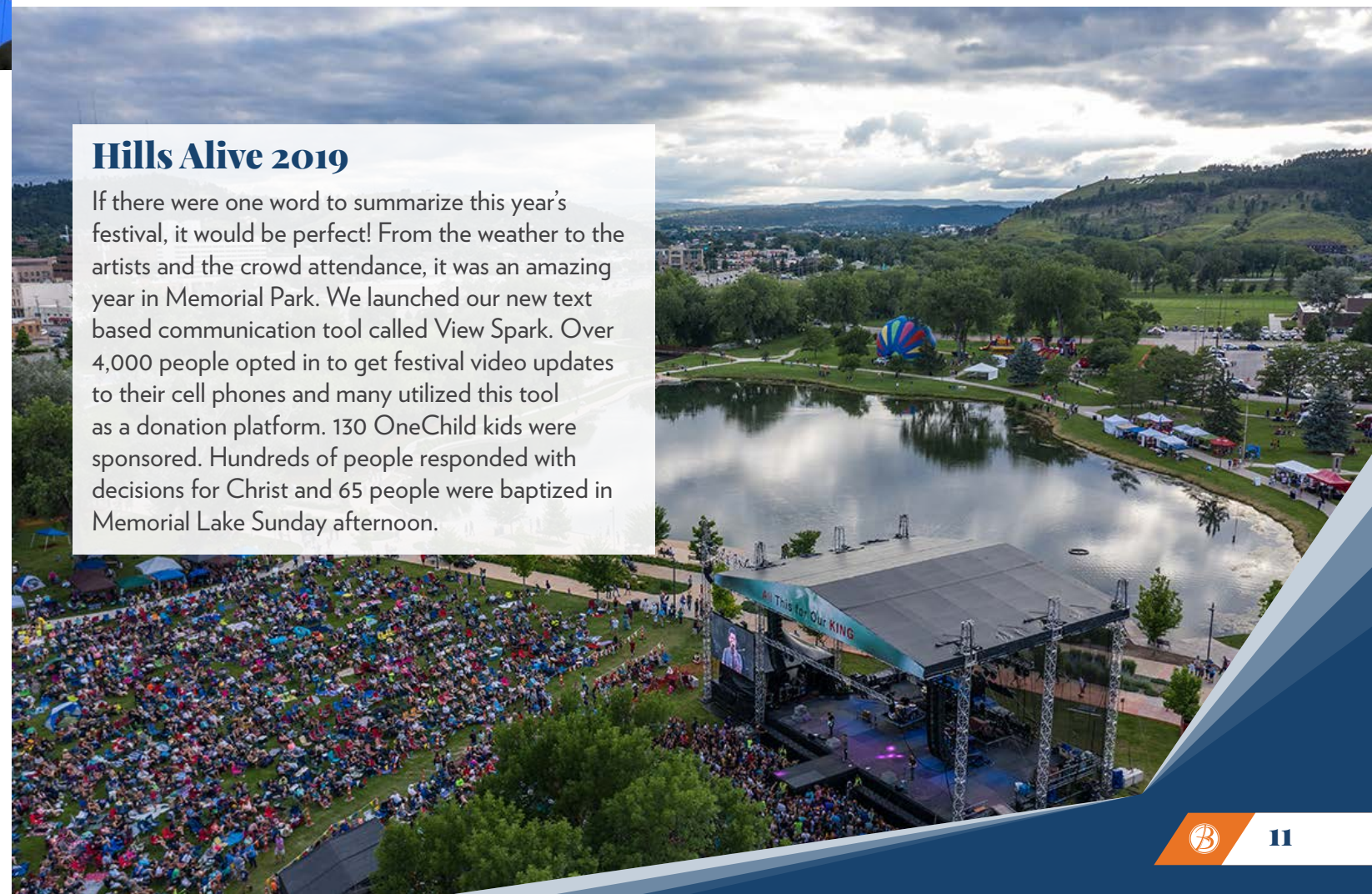
97.9 *the*
Breeze

88.3
KLMP
Words for Life

Hills Alive
free summer music festival

Hills Alive 2019

If there were one word to summarize this year's festival, it would be perfect! From the weather to the artists and the crowd attendance, it was an amazing year in Memorial Park. We launched our new text based communication tool called View Spark. Over 4,000 people opted in to get festival video updates to their cell phones and many utilized this tool as a donation platform. 130 OneChild kids were sponsored. Hundreds of people responded with decisions for Christ and 65 people were baptized in Memorial Lake Sunday afternoon.



COMMUNITY LOCATIONS

Phoenix, AZ

Colorado Springs, CO

Ft. Collins, CO

Grand Junction, CO

Loveland, CO

Thornton, CO

Arlington, TX

Ft. Worth, TX

Frisco, TX

Omaha, NE

Kearney, NE

Terre Haute, IN

Springfield, MO

Kansas City, MO

Creve Coeur, MO

Ellisville, MO



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