60 YEARS OF SERVICE

2019

Social Accountability Report

2019
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. 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.

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.

For over 60 years

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
TOTALED
$8 MILLION in FY2019

Subsidized Care

Bethesda’s 1st nursing home, Bassett, Nebraska
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

$2.2 MILLION

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

Medicaid - Equivalent Care

$4.8 MILLION

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.

Charitable Gifts

OVER $1 MILLION

- 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

---

Alzheimer’s Association
Amy’s Wish Inc
Arlington Life Shelter
Avondale United Methodist Church
Beyond the Hurt
Bridges for Youth
Camp Craig 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
Minienounters
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 Advocacy Center Inc.
The Little Log Church
The Resource Exchange Inc.
Town of Monument
Tri-Lakes Care
Tri-Lakes Monument Fire Protection District
Tri-Lakes United Methodist Church
University of Nebraska Foundation

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.

---

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

---

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

Join Bethesda in helping support more at-risk children like Ewoi and Benjamin: ONECHILD.ORG/SPONSORSHIP/
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.

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