



A MISSION TO MAKE A DIFFERENCE



ASSOCIATED WITH BETHESDA SENIOR LIVING COMMUNITIES, ONECHILD, & BETHESDA CHRISTIAN BROADCASTING



A FOUNDATION OF FAITH

CHANGING LIVES LOCALLY & GLOBALLY

At Bethesda Ministries, we operate under the core belief that business and service go hand in hand. Since our founding in 1959, we have offered faith-based care to seniors and reinvested our revenue to support missionary endeavors around the world.

Today, we serve people from all walks of life through our ministries: Bethesda Senior Living Communities, OneChild and Bethesda Christian Broadcasting. Through virtuous business practices and revenue reinvestment, we are able to change lives locally and abroad.



THREE MINISTRIES, ONE MISSION

For more than 60 years, we have expanded our reach across the world, serving with three key ministries.

1

BETHESDA SENIOR LIVING COMMUNITIES

VISIT US: BethesdaSeniorLiving.com



OVER **1000** EMPLOYEES
&
OVER **1500** RESIDENTS SERVED DAILY

WE CONTINUALLY RE-INVEST IN OUR COMMUNITIES TO MEET AND EXCEED CUSTOMER EXPECTATIONS

FOUNDED IN 1959

AT BSLC, WE ARE COMMITTED TO MAINTAINING OUR FOUNDING VALUES:
FAITH, SERVICE, CHARITY, AND A COMMITMENT TO HELPING SENIORS

WE ARE HEADQUARTERED IN COLORADO SPRINGS AND HAVE

20 COMMUNITIES ACROSS **17** CAMPUSES

\$8 MILLION PROVIDED IN CHARITABLE CARE LAST YEAR

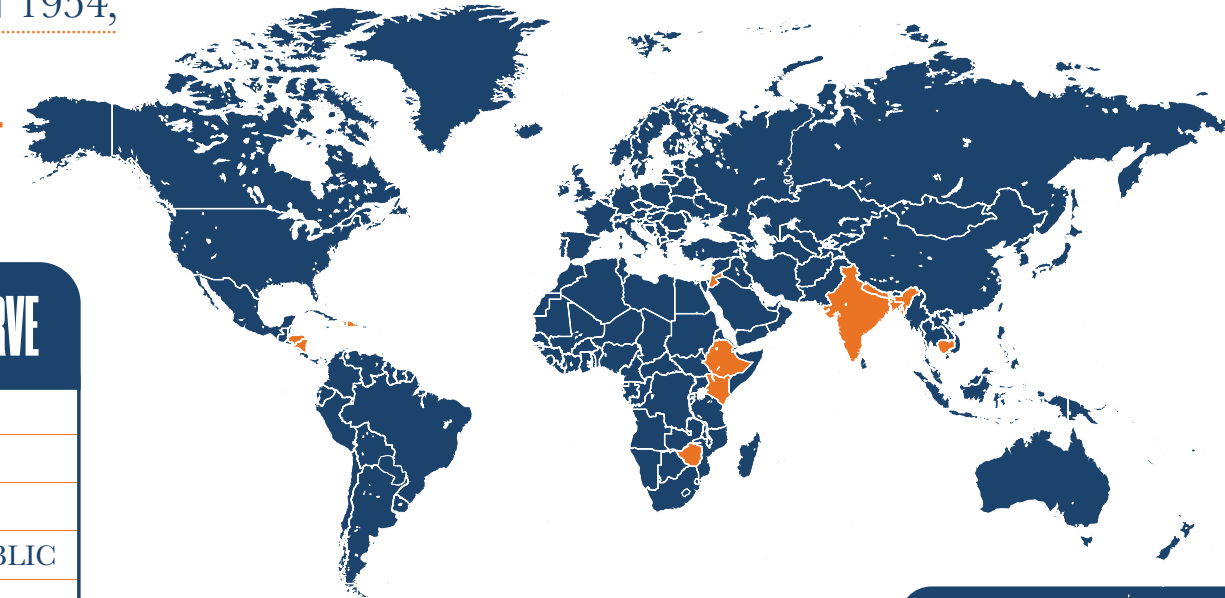
ONE CHILD

2

LEARN MORE: OneChild.org

FOUNDED IN 1954,

ONE CHILD IMPACTS 14+ COUNTRIES



COUNTRIES WE SERVE

HONDURAS
NICARAGUA
HAITI
DOMINICAN REPUBLIC
ZIMBABWE
KENYA
ETHIOPIA
LEBANON
JORDAN
INDIA
NEPAL
CAMBODIA
BANGLADESH
PHILIPPINES

\$15 MILLION TO HELP CHILDREN IN 2021

SERVING NEARLY **40,000** CHILDREN EVERY YEAR

HOPE
•
TRUTH
•
LIFE
•
LOVE
•
MERCY

BETHESDA CHRISTIAN BROADCASTING

3

TUNE IN: BCRadio.org

ESTABLISHED IN 1991

INCLUDING THE BREEZE, KSLT AND KLMP { **3 STATIONS / 5 STATES / 1 MESSAGE**
MONTANA • WYOMING • NEBRASKA • SOUTH DAKOTA • NORTH DAKOTA

EACH YEAR, THE FESTIVAL DRAWS
OVER 50,000 FANS

EACH YEAR WE ALSO SPONSOR THE POPULAR FREE CHRISTIAN MUSIC FESTIVAL

HILLS ALIVE

ONE OF THE LARGEST IN THE NATION!

240,000+ PEOPLE REACHED WITH BCB SIGNALS
HAVE WE REACHED YOU?

WE EXIST TO IMPACT LIVES ON A LOCAL, REGIONAL, NATIONAL, AND INTERNATIONAL LEVEL, BY CHALLENGING OURSELVES AND OTHERS TO CHANGE THE WORLD IN WHICH WE LIVE.





BETHESDA SENIOR LIVING COMMUNITIES

EXPERIENCE INSPIRED SERVICE

Senior Living is the cornerstone of our business. With 20 senior communities across 17 campuses, we offer inspired care for older adults in warm, home-like atmospheres. Our friendly and experienced team members embrace the model of selfless service, which means everything we do is in service to our residents. We offer several retirement options to serve residents with the right care at the right time.

INDEPENDENT LIVING

Vibrant independent living communities offer a maintenance-free retirement where older adults can remain active, pursue their interests and share the companionship of family, friends and neighbors.

ASSISTED LIVING

Assisted living residents enjoy stimulating environments rich with social activities and wellness programs. In addition to personalized care and daily activities, we foster a strong sense of community.

MEMORY CARE

Memory care neighborhoods provide customized care and specialized activities to manage memory loss. Our compassionate team members work with residents and their families to help loved ones thrive.

RESPITE

We also provide short-term stays for older adults with temporary care needs—offering a friendly and caring home away from home.

DID YOU KNOW?

As a faith-based, nonprofit, we re-invest our profits to serve both our residents and our other ministries. In fact, Bethesda Senior Living Communities is the largest single donor to OneChild, serving some of the world's most impoverished children with food, medicine and spiritual care.

DID YOU KNOW?

"Sponsorship through OneChild connects caring individuals with children living in hard places to bring them hope."

OneChild helps meet the physical and spiritual needs of children living in poverty and empowers them to reach their God-given potential. 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 who are crucial to ensuring a child's success, and many more.



OneChild®

Hope in hard places.

The Vision for OneChild is simple: Give children around the world a chance to overcome their difficult circumstances and thrive. One person can make a tremendous difference — even in the midst of overwhelming poverty. This guiding principle goes back to our ministry roots and has driven us for more than 60 years.

OneChild ministers to children in 14 countries where Child Champions help meet impoverished children's needs. 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. Child Champions help kids in a variety of places, from the inner cities in Honduras to remote tribes in Kenya and the Philippines. When a child feels loved, is cared for and encouraged, that child is much more likely to reach his or her goals. And it all starts with a sponsor willing to give a child in poverty a chance.



BETHESDA CHRISTIAN BROADCASTING

EMPOWERING LISTENERS WITH A MESSAGE OF FAITH



Radio has the power to reach people from all walks of life, crossing social, economic, demographic and denominational boundaries. Since 1991, our Christian radio networks have been inspiring listeners across the Great Plains with the best in contemporary Christian music, as well as premium talk and teaching programs. Through radio, concerts and community involvement, we offer a message of hope and encouragement to thousands of people every year. Our stations are also available on phones, tablets and smart speakers.

HILLS ALIVE

Each July, we sponsor one of the largest free Christian music festivals in the nation. Held in Rapid City, S.D., Hills Alive draws over 50,000 fans annually, where attendees have sponsored thousands of children in partnership with OneChild.



BUSINESS FOR BENEVOLENCE

INVESTING IN GLOBAL SERVICE

Since 1959, we have operated under a simple guiding principle: that business and service go hand in hand. We strive to make wise business decisions so we can re-invest money from our profitable ventures into our ministries—allowing us to provide hope and care to thousands of people around the world.

Guided by faith and with a mission of global service, Bethesda Associates serves our other organizations through its investment portfolio and by managing finances. Bethesda Associates also provides shared services, such as accounting, information technology, risk management and human resources to foster the growth and health of our ministries.



BETHESDA SENIOR LIVING.COM

ONE CHILD.ORG

BCB RADIO.ORG

HILLS ALIVE.COM

KSLT.COM

KLMP.COM

979 THE BREEZE.COM

BETHESDA MINISTRIES.COM



BETHESDA