



Annual Report 2010

Creating a Place of Comfort and Security for Older Adults in the Spirit of Christian Love since 1907



Bethesda Home is an affiliated Social Ministry Organization of the Evangelical Lutheran Church in America.



Message from the Board Chair

I had heard the story many times before. As I sat in the pew that Good Friday, the account of the Passion from the gospel of John was read. We all listened to the story as we did every year. However, this year, it hit me a bit differently.

Near the cross of Jesus stood his mother, his mother's sister, Mary the wife of Clopas, and Mary Magdalene. When Jesus saw his mother there, and the disciple whom he loved standing nearby, he said to her, "Woman, here is your son," and to the disciple, "Here is your mother." From that time on, this disciple took her into his home. John 19: 25 – 27

After that, Jesus asked for a drink, was offered vinegar and died.

Amidst the prolonged suffering of the passion story is this bit of last-minute family business. One of Jesus' last earthly acts was to make sure that his mother was cared for with someone he trusted. From that day on, Jesus' disciple John took care of Mary as though she were his own mother.

Fast forward 2,000 years. We have the same desire as Jesus – that our family members are cared for in a place of comfort and security in the spirit of Christian love. For the last 100 years, Bethesda has provided that place. Stop in anytime and you will see not only comfort and security but a variety of activities, with each resident's routine designed around their individual interests, abilities and needs.

The commitment of our staff, volunteers and board have moved the mission of Bethesda forward despite consistent economic and legislative obstacles. With the media focus on lack of quality in residential healthcare, it is refreshing and gratifying to see Bethesda recognized in the press for the opposite – quality care, progressive programming and culture change initiatives. Even so, we are pressing toward the future with plans to redesign our campus to better meet the needs of our residents and to contribute to our community.

It is an honor to be associated with Bethesda and I encourage your financial, volunteer and prayer support. This annual report is a testament that your investment will be well used to continue to provide security, comfort and care -- a home away from home – for the residents of Bethesda Home and Retirement Center

In the spirit of Christian love,
Beth A. Smoots
Chair, Board of Directors



Message from the CEO

I have been reflecting over this last year about the importance of the presence of Bethesda Home, a not for profit provider of housing and healthcare to surrounding community. First and foremost, we exist to provide a place of comfort and security for older adults in the spirit of Christian love. Bethesda served 142 people in 2010. Some stayed for a short time to rehabilitate from an injury and/or illness, and others settled in, making Bethesda their new community. Along with the 142 individuals comes their family and friends. The care and service that we provide to our residents and their family and friends is our core business, and has been since 1917, when the first home opened on Haddon Avenue in Chicago. It is a privilege to serve those that choose to come to Bethesda, and we are thankful for the trust that is placed in us.

Bethesda is also an employer of approximately 100 persons who keep things running 365 days a year, 24 hours a day. I am very proud of the people we have working at Bethesda. We enjoyed a stable workforce in 2010, with only 31% turnover. This is very low in comparison with healthcare industry benchmarks. Through the economic down turn over the last couple of years, we were able to maintain competitive health and retirement benefits for our employees.

Bethesda is a clinical training site for nursing students from a variety of schools in the area. Our staff and residents teach them about geriatrics and the essential elements of working in long term care. It is our hope that in doing this, we inspire these nursing students to choose careers that include older adults.

Volunteers are an important aspect of daily life at Bethesda. For area school children, we provide opportunities for engagement with older adults. Hopefully they develop a love and respect for older adults through their visits to Bethesda.

We are a community resource, providing information and referral services and education to individuals and groups on a variety of topics. We offer free space to the community for meetings and gatherings.

Over-arching all of this activity is a volunteer Board of Directors. In 2010, thirteen individuals donated a tremendous amount of time and talent paving the future path for Bethesda. I am so grateful for the support, collaboration and dedication they freely offer.

And under-pinning the culture of our organization is the spirit of Christian Love. Our task everyday is to create and maintain a place where belonging, home, wisdom, aging and personhood are valued. Our mission and values will continue to influence our decisions about the present and future.

Thank you again for the privilege of serving this community.

Sincerely,

Julie Boggess, CEO



Governance

Board of Directors 4/2010 – 4/2011

Beth Smoots, Chair
Thomas Noesen, Vice Chair
Chandler Barnes, Secretary
Dirk Danker, Director
John Lattyak, Director
Marilyn Wideman, Director
Marc Arndt, Director
Margaret Smith, Director

Bethesda Charitable Group
Corporate Member
11-15 Board Members

Elsa Jacobson, Foundation Chair
John Stodden, Foundation Vice Chair
David Hoyem, Foundation Secretary
Amalea Hendricksen, Foundation Director
John Kambanis, Foundation Director

Norwegian Lutheran Bethesda
Home Association
D/B/A Bethesda Home
8- 10 Board Members

Bethesda Foundation
3-5 Board Members

Management Leadership

Julie Boggess, CEO

Julie joined Bethesda Home in 2003. She has 20 years of Illinois nursing home administration experience. She received a B.S from Northern Illinois University in Child and Family Studies and a M.P.A from Roosevelt University. She serves as a nursing facilities cabinet member for Life Services Network of Illinois and a board member of Health Resources Alliance.

Paul Roberts, CFO

Paul assumed the position of Chief Financial Officer in June, 2010. He has a diverse background that includes banking, retail, real estate and non-profit healthcare. He has a B.S in Mathematics and Economics from Central Michigan University.

Suzanne Venema, Assistant Administrator

Suzanne spent four years as Director of Admissions at Bethesda Home before moving into her current role in Feb. 2008. She has more than 10 years of experience in long-term care, and earned a B.A in psychology and philosophy from the University of Michigan.

Janet Meyer, Director of Nursing

Janet holds a law degree from the University of San Diego, in addition to her BSN from Northern Illinois University, and worked as an attorney, risk management consultant and registered nurse before joining Bethesda Home in 2005. Janet has completed the Multi-disciplinary Certificate Program in Geriatrics for Non-Physicians, and is credentialed as a Resident Assessment Coordinator-Certified™.

Ruth Werstler, Director of Life Enrichment

Ruth has a life-long history of working with elders, beginning with volunteer work at the age of eight, and now loves working with Bethesda Home residents. Ruth worked for more than 10 years on a university campus, facilitating community involvement through experiential education. She also has ten years of experience in program development in volunteer management, and speaks at both state and national conferences.

Anne Echeverria, Director of Dining Services

Anne has spent 18 years as a clinical dietitian and food service manager in acute and long-term care settings. Anne is a graduate of Disney's College Program in Orlando and the School of Food and Nutrition at Purdue University.

Jorge Montemayor, Director of Environmental Services

Jorge joined the management team in July, 2010. He comes to Bethesda with over 20 years of experience in housekeeping, security and environmental services, much of which is in the healthcare setting. He has an Associate Degree in Business Management from Texas Southmost College

Nadine Kadus, Director of Human Relations

Nadine has been Bethesda's Director of Human Relations since 2005. She came to Bethesda after working 20 years in the banking industry where she held a variety of positions. She is certified by the Society for Human Resource Management.

T
e
a
m
w
o
r
k



Bethesda Charitable Group, Inc.

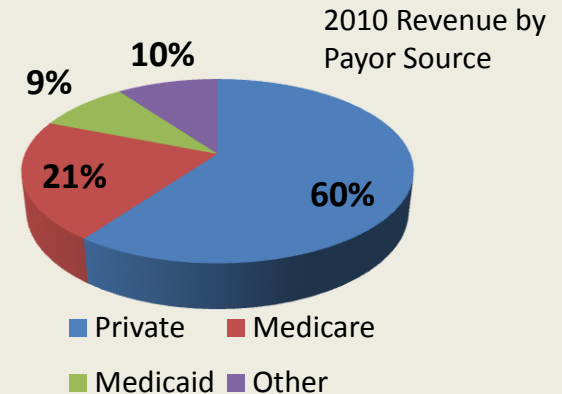
Audited Consolidated Statement of Activities

Summary

	2010	2009
Revenue, gains and other support	<u>\$7,076,509</u>	<u>\$5,881,077</u>
Expenses	<u>\$6,938,944</u>	<u>\$6,543,064</u>
Operating income (loss)	\$137,565	(\$661,987)
Change in unrestricted net assets	<u>\$386,366</u>	<u>\$449,404</u>
Change in net assets	\$378,120	\$449,840
Net assets:		
beginning of year	<u>11,330,197</u>	<u>10,880,357</u>
Balance, end of year	<u><u>11,708,317</u></u>	<u><u>11,330,197</u></u>

Bethesda enjoyed a healthy financial year in 2010. Resident census days increased over 2009 by an average of 5 residents per day. Revenue was also enhanced this year by two major bequests and a successful fund raising year.

Total revenues increased by approximately 20% while expenses only increased by approximately 6%. Increased revenues and being good stewards of these resources resulted in a good year.



Serving our Community & Charity

Bethesda provided 24,375 patient days of care in 2010. This translates into an average daily census of 66 residents each day

Bethesda coordinated volunteer services totaling over 6,200 hours in 2010

Bethesda residents and community members donated 2000 hours of community service working on a project that recycles plastic grocery bags into mats for the homeless called "New Life for Old Bags"

Bethesda welcomed nursing students for clinical rotation and training from Rush University and nursing assistants from the College of Office Technology

Bethesda's rehabilitation program successfully returned 21 clients back to their home in 2010

Bethesda is a charitable organization. Bethesda's Foundation subsidized \$387,000 to operations to cover the expense of some capital items such as new electric beds, room refurbishment, new blinds in the dining room and a new boiler. In addition, the endowment helps to subsidize our mission based programs of Pastoral Care and Life Enrichment.



The Spirit of Christian Love



Donor Development

Lead by Jill Vance, Director of Donor Development, Bethesda's annual fund successfully provided for new and innovative programming for residents. With the financial support of our generous donors, Bethesda was able to purchase two "It's Never Too Late" senior friendly computer work stations.

Bethesda was the recipient of a grant from the Lutheran Services for the Elderly Endowment Fund of the Evangelical Lutheran Church of America Foundation. This grant funded the "Get Creative" art therapy program. Beautiful works were created with wonderful expressions of creativity. Several resident art exhibit receptions were held over the year at Bethesda and in the community.

We were blessed in 2010 with support from the following faith communities and business partners:

Grace Lutheran Church, River Forest, IL
Grace Lutheran Church, Elmwood Park, IL
Atonement Lutheran Church, Chicago, IL
Bethany Lutheran Church and School, Wichita, KS
Welca United in Faith Women's Group
Elderly Endowment Fund of the Evangelical Lutheran Church of America Foundation
Thrivent Financial for Lutherans
Fifth Third Bank
The Christopher Family Foundation
Sawgrass Partners, LLC
Ceres Food Group
Dart Chart Systems, LLC
Wolf & Co
Pepsi Co.



2010 Donor Honor Roll

Visionary Partners (\$2,500+)

ELCA Foundation
Grace Lutheran Church-River Forest
Marilyn Holst Bequest
Ole O Anderson-Outstby Bequest
Jeanette & Leland Larson Bequest
Chuck and Annette Finn
Dorothy Honey

Progressive Leaders (\$1,000-2,499)

Mr. & Mrs. Paul Burtness
The Christopher Family Foundation
Robert Cwynar
Dirk Danker & Sue-Olsen Danker
Thomas & Julie Noesen
Beth Smoots & James McClanahan
Susan Weber-Russell C. Weber Trust
Fifth Third Bank
Sawgrass Partners, LLC
Thrivent Financial for Lutherans

Caring Family (\$500-999)

James & Julie Boggess
Barbara Brush- Leon Rydel Trust
Wolf & Company
Grace Lutheran Church-Elmwood Park
David & Carol Hoyem
Jon & Anne Knudsen
Reverend & Mrs. Ken Stangeland
John & Valerie Stodden

You are a
Gift

Dedicated Friends (\$100-499)

Atonement Lutheran Church
James & Gerianne Alhberg
Mr. & Mrs. Ralph Allen
Marc & Rachel Arndt
Drs. Barber, Loicano & Walsh
Dr. Chandler Barnes
Norma Berke
Bethany Lutheran Church- Kansas
The Bethesda Ladies Auxillary
Finn Braathen
Ernest Cameron
Ceres Food Group- John Koubeck
Frances Coe
Dr. & Mrs. Coon

DaRT Chart Systems

Barry & Susan Davis
Bernard & Dorothy Dehlin
Catherine Dieffenderfer
Doris Elmer
Dr. Benedict Gierl & Associates
Boyd & Janis Harman
Clarence Healy & Bonnie Kinyon
Daniel & Amalea Hendricksen
Dr. & Mrs. Sherwin Ho
John Hogel
Patricia Janezich
Mr. & Mrs. John Kambanis
Robert & Cynthia Klein

Julius Koch Jr.
Gwen Lipsey
Maurice Nelligan
Charles Neumann
John Ohl
Bridgette O'Keefe
Raymond & Jane Ovresat
John C. Pender
Mary Rasmussen
Paul and Megan Roberts
Lynn Sivertsen
Charles and Jean Smoots
Pepsi, Co

June Steine
Eunice Treadway
Cecelia Tozzi
Margaret Wagner
Dr. & Mrs. John Walsh
Richard & Eileen Weicher
Ruth Wensel
Marilyn Wideman
Dr. John Wiley



2010 Donor Honor Roll cont.

Nurturing Neighbors (\$1-99)

Shirley Anderson

Orosola Augello

Nancy Banchy

Susan Barklage

Laura Bell

Paul Belloni

Sylvia Bocskay

Edward Brauer

MaryBeth & Robert Buschmann

Dr. & Mrs. Calhoun

Joseph Cannova

Mr. & Mrs. Eugene Carlson

Mr. & Mrs. Richard Dalbke

Judy Eckberg

Clarence & Edwina Engmann

Larry Engmann

Alice Erie

Anne Echeverria

Ralph & Anita Esposito

Lynne & Stacey Fotias

Jeff Greve

Cindy Gross

Edward & Joan Grendahl

George Gulbrandsen

John & Roberta Gunderson

Amanda Haan

Earl & Alice Hansen

Melvin Hamm

Clarence Healy

Laura & Charles Holmes

Edward & Donna Jacobek

Marian Johnson

Marilyn Johnson

Susan Johnson

Thor & Darlene Jondahl

Jennifer Katele

Shirley Keeney

Rita Kenning

James Klemme

Mr. & Mrs. Mark Koch

Gerald Koenig

John & Loretta Lattyak

Virginia Lewinski

Don & Marilyn Lien

Catherine Litt

William & Karen Long

Antoinette Lorvig

Michael W. Martin

Virginia McClanahan

Margaret Mischnick

Florence Overton

Lisa Paolantonio

Ruth Philip

Dan & Karen Pietrini

Andy & Linda Polizzi

Beverly Rogers

Mr. & Mrs. Rolseth

Marlene Romozzi

Julian & Eileen Ronning

Peggy Rothgeb

John & Marjorie Sanger

Bernice Sarch

Thordes Schober

Doris Simek

Robert Skow

Genet Soule

Joel Spann

Jack & Pam Stanis

Karen Svendsen

Zolita Thomas

Dorothy Tidd

Cecelia Tozzi

United In Faith-Lutheran Church

WELCA

Esther Weder

Pearl Wendt

Ruth Werstler

Lydia Wissman

Mary Wong

Judith Yarwood

You are a
Blessing

The Benefits of your Contributions



Thank you



Bethesda is a 501(c)(3) not for profit organization. Contributions are tax deductible per IRS guidelines. The main benefit of choosing a not for profit senior residence is that in a good year when profit is realized, it is reinvested to support the mission and that directly benefits residents. Mission support is the first priority, which is why Bethesda has been successfully providing housing and healthcare for over 100 years. We are a sustainable organization committed to serving seniors through quality housing and healthcare.



Nursing Home Culture Change Bethesda in the News

REPORT
BY
JULIE BOGGESS

Chicago Tribune

MAIN NEWS

SATURDAY, JULY 27, 2008

Making it OK to sleep late

Nursing home change treats residents as people, not patients

By Barbara Brothman
TRIBUNE REPORTER

The revolution at the Bethesda Home and Retirement Center began with sleeping in. Letting people sleep late may not sound subversive. But in the traditional world of nursing homes, which for decades have been run like highly regimented mini-hospitals, it is a radical change.

And when Bethesda made that change two years ago, it was taking its first step to join a movement that hopes to transform the nation's nursing homes.

The "culture change" movement seeks to get these facilities to alter their physical layout and their caregiving practices to create homelike environments where residents are seen not as passive recipients of care but as individuals with control over their lives.

Nursing homes that embrace the new philosophy are letting residents decide when to bathe, eat and sleep, allowing them to organize their own activities; and redesigning nursing units into small "households."

Advocates say residents in such homes are happier and healthier, the employees have more job satisfaction, and giving care this way even costs less.

And baby boomers who need long-term care will expect no less, said Julie Boggess, chief executive officer at the Bethesda Home, on the Northwest Side. "I became an adult in the late '60s. I'm real accustomed to doing things my way, and I'm not very apologetic about it," she said.

She doesn't even like to speak of "allowing" residents to sleep late. "It's not for us to give them that freedom," she said. "They should have it."



Helen Sudargren, 91, gets her nails done by Gwerdolyr Matthews at Bethesda Home and Retirement Center on the Northwest Side. MICHAEL TERCHA/TRIBUNE PHOTO

But until Bethesda began adopting culture change two years ago, they didn't. And at many nursing homes, they still don't.

The idea is not new. The Pioneer Network, a national umbrella group of nursing home providers and consumer advocates, has been promoting it since it was formed in 1997.

Yet only 25 percent of the nation's nursing homes say they have "for the most part" embraced culture change, according to a 2007 survey by the Commonwealth Fund, and only 5 percent say they have done so "completely."

Nursing home operators, who are un-

der tremendous pressure to cut costs, are often afraid that culture change would be too expensive, said Robert Mayer, president of the Chicago-based Hulda B. and Maurice L. Rothschild Foundation, which supports culture change. In fact, he said, flexibility is more cost-efficient.

And there is little pressure from consumers, he said; there are so few "culture change" homes that most people don't know they exist.

Even nursing home operators who want to make the changes find it hard. "Nursing home rules make it very difficult to do a lot of this stuff," said Kirk

Bethesda remains committed to changing the nursing home culture from that of an institution to home, where resident schedules and preferences are honored and engaging activities bring meaning and fulfillment.

Bethesda was recognized this year for our efforts to transform culture.

Chicago Parent Magazine
November 2010

Bring a Pet (Chicago)

At Bethesda Home and Retirement Center, kids help out best simply by stopping in and hanging out. Bethesda strives to feel like a real home, rather than an institution, and kids are a big part of establishing that feeling of kinship. "My philosophy is, I want as many people as I can get in Bethesda so that it feels like a true community," says Ruth Werstler, director of life enrichment. Bethesda currently has 130 volunteers who range in age from young children to older adults. The opportunities for what volunteers can do are virtually limitless. Parents bring babies in to play with residents through a program called Baby and Me, and children often come in with their pets. For children without pets, they can simply spend time with residents, playing Nintendo Wii, drawing pictures or passing the time. Werstler says the activity and youthful energy makes a world of difference to residents, who grow very close to their young visitors.



The Future

Bethesda continues on the path to reposition its aged campus. Conceptual plans have been developed to add independent living apartments and construct new assisted living and healthcare residences at our current location.

The economic climate has slowed progress, but the vision remains very much alive with the Board of Directors and the Management Team.

Time was spent in 2010 exploring options and opportunities to make this project a reality. The planning will continue into 2011 with an incredibly talented and faithful Board of Directors and a management team that is committed to transformation and quality.

Thanks to all who support Bethesda through prayer, the giving of time and talent, financial contribution and friendship.

God Bless