

investing  **IN A HEALTHY FUTURE**

THE CAMPAIGN FOR BETHESDA



*“ Bethesda is always my first choice!
I would recommend Bethesda to anyone
and I wouldn’t change anything. ”*

Gladys, Bethesda Resident



Our Mission:

*... creating quality health,
housing and home-based choices
primarily for older adults.*

*“
If anyone had told me I
could go to a place like
this and have such a great
experience I wouldn’t have
believed it. ”*

Mamie, Bethesda Resident



From the Board Chair and the President

Each of us is on a continuing journey of discovery—of ourselves, and of the world around us. For more than 100 years, Bethesda has been a trusted guide for many a journey, helping men and women traveling a number of different paths discover how to cope gracefully with the fear, loss, loneliness and uncertainty that can be associated with aging.

Today, we are at an important crossroads—a defining moment that will shape Bethesda and allow us to take a leadership role in development of more responsive and flexible programs for older adults for decades to come.

The key to our success will be the willingness of each of us to educate others and ourselves about the needs of the elderly: to confront the attitudes, fear and misunderstanding that remain barriers before us. We need to communicate that it is honorable to grow old with dignity. When complete, the project will ensure our mission for many years and will

place us in a leadership role in making all stages of life enjoyable and meaningful.

There has never been a more exciting time in the history of Bethesda. To ensure that we fulfill our true promise for future generations, while maintaining both a statewide and regional leadership role, we must seek the interest, involvement and support of all who care about the future of our community and its families. As the *Investing in a Healthy Future Campaign* continues through the months ahead, please lend it your generous support.

INVESTING IN A HEALTHY FUTURE

The Board of Trustees of Bethesda is pleased and honored to affirm their unequivocal support of this campaign and the outcomes it seeks to achieve.

“

We are all caregivers in one way or another—whether we are accompanying a loved one for a procedure, co-coordinating a patient’s care, or supporting Bethesda with personal philanthropy. ”

Michelle Haefner, President & CEO, Bethesda

Larry Knutson
Chair, Board of Trustees, Bethesda

Michelle Haefner
President & CEO, Bethesda

“Home is where one starts from.”

— T.S. ELIOT

As young people, we can hardly wait to leave home. Then in our later years when the walls around us have embraced decades of love and laughter, and any number of milestones have been marked and traditions kept, leaving home is one of the things we fear most.

Those who make Bethesda the next stop on their life’s journey enjoy a wonderful opportunity to create a new place to call “home.” One door closes: another door opens.

Bethesda has spent more than a century caring for area seniors, creating a community that focuses on enhancing quality of life and providing support services tailored to address individual physical, social and spiritual needs. Offering a continuum of care, we meet the needs of the entire spectrum of the elderly population: independent or frail, enjoying reasonable assets or requiring public assistance.

We provide a continuum of housing for all stages of the aging process, from independent market-rate apartments with services, to income-based housing, to a nursing home.

Yet our commitment to those we serve extends beyond shelter. That is what sets Bethesda apart.

In each of our facilities we strive for a comfortable home-like setting, minus the daily worries of maintaining a house. We encourage and enable independence, helping residents retain and enhance their unique identities. Individual needs are fulfilled while lives are enriched through meeting new people and gaining new experiences.

Our staff and volunteers share a heartfelt belief that each and every person has value, is deserving of respect, and has a lifelong need to be creative, productive and useful. The high quality of life enjoyed at Bethesda is a testament to the legacy of these women and men.

NOW MORE THAN EVER

As baby boomers age, the senior population is poised for dramatic growth, both nationwide and in our local community. Demand for senior housing and services, already great, will grow dramatically in the years to come.

Who will care for our seniors? Will there be enough affordable housing for them?

INVEST IN A HEALTHY FUTURE

Bethesda sets the standard for the long-term care industry with high-quality housing, innovative programs, care alternatives and pricing options. Our commitment to excellence in the provision of compassionate and respectful care is well known.

As we strive to build on this strong foundation, a growing senior population is only one of many concerns we face. Labor shortages necessitate a renewed emphasis

on efficiency, and older facilities require substantial upgrades.

Investing in a Healthy Future, the \$3 million Campaign for Bethesda, is an ambitious fundraising project that will help us meet these and other challenges. As with any investment, there are vehicles we use to get from one place to another. Guided by the vision of our strategic planning committee, this campaign is the vehicle by which Bethesda will travel from an exceptional past into an even more promising and secure future.



“*I’m very happy that I chose Bethesda. It’s now my home. The atmosphere is very pleasant, the staff are knowledgeable and caring, and the food is excellent.*”

Bruce, Bethesda Resident

A Rich History



BETHESDA COUNTRY HOME

Bethesda has a rich history serving the community of Willmar and the surrounding area. Founded in 1897 as an orphanage, in 1939 Bethesda began serving the elderly exclusively. In 1953, Bethesda Heritage Center, a 125-bed skilled nursing facility opened, and in 1979 the 123-bed Pleasant View Nursing Home was constructed.

Though Bethesda Heritage is 'landlocked' in a residential area of the city, when Pleasant View was planned, it was located where sufficient land could be acquired to expand services for the community as they were needed. Since that time, Bethesda has developed Terrace Homes, Sunrise Village Independent Living and Assisted Living, and Centennial Square, an income-based senior housing development funded through HUD.

Bethesda expanded its services to Olivia, MN, a neighboring community, providing a 20-unit assisted living facility. In addition, Bethesda Home Health serves persons in the comfort of their homes, Day Break provides adult day services, and in 2010 the Bethesda Wellness Center opened and is home to Club Bethesda.

In 2011, a warm water therapy pool was opened in the Club Bethesda wellness center.

Much has changed, certainly, since our modest beginnings, but the tradition of caring has not. The quest for creative ways to meet seniors' needs has never wavered. Our legacy is very much alive; our vision for the future is built upon it.

Where We Are Today

Well aware of the value senior citizens offer a community, we are committed to finding ways to keep them here in Willmar. Situated in a vibrant regional center—full of activity and life—we serve as a bridge between bustling commercial activity, or vibrant agricultural community and residential neighborhoods.

Our efforts have resulted in a diverse campus that reflects our surrounding area's variety of races, religions, and ethnic backgrounds. People from many walks of life come together at our facilities, sharing views and experiences,

and learning from one another. It's wonderful to witness.

Individual needs, of course, vary. While some seniors look for a community setting where they may continue to live independently, others need skilled nursing care. Thanks to the alternatives we are able to offer, all may find a home with us. Our continuum of care also means that an assisted-living resident, as he or she becomes more frail, does not have to leave the Bethesda campus, but may move to long-term care for an increased level of service.

“By keeping seniors active, healthy and engaged we help them live life to its fullest.”

Melissa Wentzel, Wellness Director



Looking Ahead

In recent years, Bethesda has achieved recognition for clinical quality and innovation, as well as received high praise from families, caregivers, and leaders in the fields of health care and business.

Market research shows that demand for senior housing in our community still far exceeds what we are able to offer. Even with our plans to include more short-term units, the current demand is several times greater than the available supply. The census data tell us those numbers are climbing at an incredibly fast rate.

In the next twenty years or so, Minnesota will experience the most profound age shift ever experienced in its population. The baby boomers will lead the way, and by 2030, one out of every four state residents will be over 65.

Many of these aging individuals will, at some point, need health and long-term care. Yet, because of the numbers involved, their needs are likely to overwhelm traditional family, community and government resources.

The issue of finding enough housing for older adults is one thing, but there is an even more critical issue: assuming adequate housing is built, will seniors be able to afford it? People are living longer than ever, so even those who plan well for retirement could find themselves outliving their financial resources.

Some 30 percent of all elderly persons currently pay more than they can afford for

housing; one report estimates that between 10 and 20 percent of seniors will live in or near poverty by 2025.

There is already an acute shortage of market-rate and subsidized, independent senior housing. The existing supply of federally-assisted housing is actually shrinking as owners convert federally-assisted housing to market-rate housing. Meanwhile, other units are being lost due to lack of funds to modernize them.

Not only is there a critical need to increase production of affordable elderly housing, but it is also absolutely vital that everything possible be done to preserve our existing supply.

“
We have access to the best resources and a talented group of professionals. That allows us to ensure that the elderly enjoy their stay at Bethesda.”

Danielle, Bethesda Caregiver

OUR MOST VALUABLE ASSET

It's an uncertain and challenging time for the nursing home industry. Labor shortages threaten care delivery and industry consolidation means fewer nursing home beds just as the senior population is on the brink of explosion. Declining Medicare/Medicaid payments have taken facility budgets to the breaking point, and there is inadequate legislative support for significant change. Simply put, we have our work cut out for us!

Fortunately, thanks to skilled management, dedicated trustees, caring staff and wonderful volunteers, Bethesda is well equipped to conquer these challenges and more. Existing facilities must be improved, additional housing created, and technology upgrades made that will facilitate efficiency and enable us to serve our mission with greater effectiveness.

Accomplishing all we envision is not without cost.



investing HEALTHY FUTURE

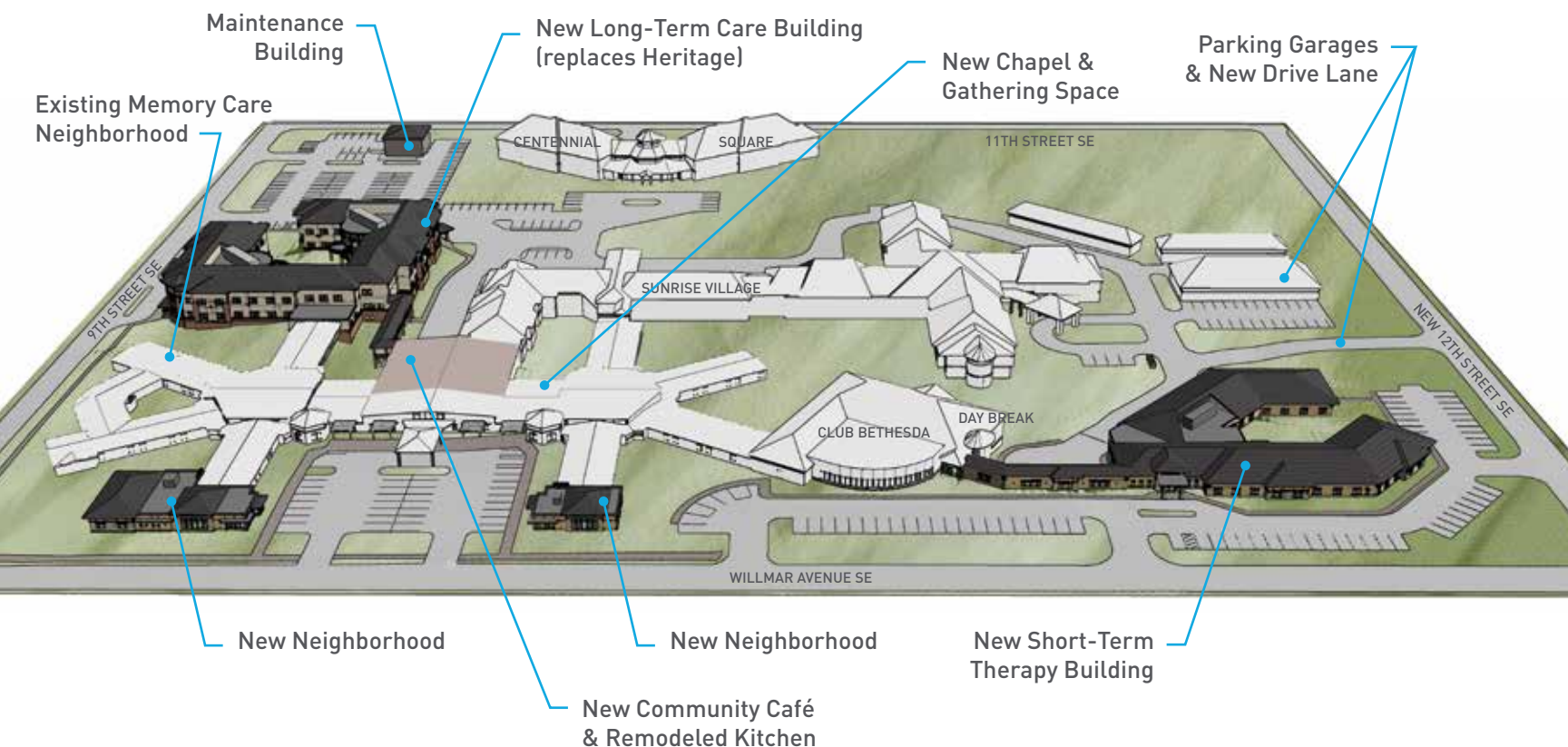
THE CAMPAIGN FOR BETHESDA

Today's seniors have more active lifestyles than previous generations. At Bethesda, we recognize this paradigm shift and encourage aging with vitality by offering opportunities for socialization and exercise, combined with the ability to foster special interests, retain dignity and maintain strong community ties. There's no question that providers encouraging active, healthy lifestyles are those that will endure and thrive in the years ahead.

Following extensive study and thought, Bethesda has embarked on the *Investing in a Healthy Future* fundraising initiative with the goal of creating a new paradigm in senior care that will transform the living experience for the older adults in our community.

At Bethesda we are committed to transforming the lives of seniors by investing in the quality of their care, serving the whole person by virtue of our full continuum of services dedicated to maximized wellbeing.

► Campaign Goal: \$3 Million



Project Priorities

At Bethesda we see the importance of maintaining and growing our community, and working to keep seniors living in the Willmar area is an absolute priority. Our hope is for a diverse campus that reflects our surrounding area's variety of races, religions and backgrounds. In an effort to further expand the mission of Bethesda, we have been granted approval to replace the existing Heritage Center and relocate its 125 beds to the new Bethesda campus.

When completed, the project will be a major step toward our goal of creating a new kind of continuing care retirement neighborhood, one that fosters active lifestyles and community relationships. Housing options will include independent living, assisted living and spaces tailored to the special needs of those struggling with Parkinson's, memory loss and Alzheimer's.

Each of the new construction elements planned will be carefully designed to enhance the quality of life for residents and ensure

that all aspects of living are embraced. And, while some seniors will come looking for a community setting where they can live independently, others may need enhanced nursing care.

Care programs will reflect the needs of today and the preferences of the next generations needing care. Of particular importance will be a special focus on wellness, maintaining physical and mental function, rehabilitation, and special memory loss programs.

A successful *Investing in a Healthy Future* campaign will allow us to support a range of needs for those we serve. It will also allow for tenants to stay on campus, and receive the appropriate housing option, such as assisted living or memory care, should their health needs change.

Beyond these services, wellness programming will continue to be a significant presence at the new Bethesda campus.



NEW NEIGHBORHOOD AND CAMPUS ENTRANCE

NEW COURTYARD



NEW CAFÉ AND CHAPEL



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THE CAMPAIGN FOR BETHESDA

The good news is that we are living longer, healthier and more productive lives. Yet, as the number of seniors exceeds available resources, how can we ensure that our later years will be lived with comfort and dignity?

Minnesota's senior population will more than double by 2025. Growth is expected to start in earnest in 2014, as a result of aging baby boomers. Nearly half of all those who reach age 65 will spend time in assisted living or long-term care.

That's startling information, but it confirms the importance of Bethesda to our community and underscores the challenges ahead of us.

Spurred by changes in the senior housing and health care environments, the Board of Directors and staff of Bethesda began a strategic planning process to develop a financially sound and detailed plan in keeping with our strong tradition of caring and innovation. Out of this plan came the commitment to replace the Heritage Center complex built in 1953, to relocate the 125 residents to a new integrated campus and to launch a \$3 million capital campaign.

Our capital campaign—*Investing in a Healthy Future*—has a goal of securing \$3 million in philanthropic support for this \$21 million project.

Investing in a Healthy Future will ensure the quality and course of senior care for genera-

tions to come. A substantial financial investment in facilities, technology, programs and people is required if we are to transform our community's health care future. Your participation will mean a better community in which to live and an enhanced quality of life for your loved ones.

Please join us on this journey to revolutionize the senior health care experience. Help us celebrate our history of achievement. Share in our excitement about the promise of possibilities. Step forward with the financial support to ensure the finest care.

We cordially invite you to join us.

— The Campaign Cabinet

“*Bethesda is an important part of our community—we have a responsibility to maintain it for the present and for the future.*”

Ken and Alix Behm
Honorary Campaign Co-Chairs
Past Board Chair, Bethesda

Giving Opportunities

For more than a century, Bethesda has played a key role in improving the health of the communities we serve. We commit our skills and resources to the benefit of the whole person by providing the finest in health care while addressing the physical, emotional, and spiritual needs of individuals and their families.

In order to achieve our ambitious goals moving forward, and to ensure that we remain a world-class health care system for individuals and families, we need your support. The success of our *Investing in a Healthy Future, the Campaign for Bethesda* will allow us to build upon your past investments.

Your gift can make all the difference in the success of *Investing in a Healthy Future, the Campaign for Bethesda*. In return for your financial support, you may take comfort and satisfaction in the knowledge that your gift has been a meaningful one, that your generosity will directly benefit the lives of others.

Please join individuals, families, physicians, corporations, foundations and the people of our region with your own commitment to *Investing in a Healthy Future, the Campaign for Bethesda*.

NAMING OPPORTUNITIES

A wide variety of recognition opportunities are offered in our *Investing in a Healthy Future, the Campaign for Bethesda* to encourage the fulfillment of our campaign objectives and to recognize significant commitments. All donations will be recognized in suitable ways.

Commemorative opportunities will include named endowments, named program funds, and donor recognition within individual spaces. You may wish to associate your name permanently with Bethesda or honor a family member, friend or colleague. A list of naming opportunities is available for your consideration; campaign staff will assist you in determining a suitable form of lasting remembrance.

“*Maria has nothing but praise for Bethesda. She calls the staff ‘her family’ the nurses treat her as though she were family. They know her needs and ours. She is happy, and healthy.*”

Tara, Granddaughter of Bethesda Resident

PHILANTHROPY

The seniors of our community deserve the best in health care. Contributions to the Bethesda capital campaign will help us achieve our goal of quality senior care services in the county. Philanthropy provides not only the direct resources for brick and mortar, but also aides in our recruitment, education and retention of a new generation of health care professionals and leaders.

There is no greater way to give than by supporting our community—our family, friends and neighbors. This is an important commitment and we cannot do it alone. We urge you to join us in this campaign. Together we can

Invest In A Healthy Future. It is our shared responsibility to ensure that we provide the finest available care of our seniors—in this community, our community.

Investing in a Healthy Future, the Campaign for Bethesda is a capital campaign with a \$3 million goal. When a donor makes a gift to the campaign, the money is invested and placed in a temporary restricted account in support of the designated project.

All gifts are tax deductible, and Bethesda Foundation is recognized as a fully qualified, not-for-profit organization under section 501(c)3 of the Internal Revenue Code.



Campaign Leadership

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Larry Knutson, Vice Chair, Business Division

Carole Vennerstrom, Vice Chair, Communications

Dean Johnson, Vice Chair, Institutional Foundations

Bunne Frost-Johnston, Vice Chair, Congregation Division

Brad Rice, Vice Chair, Congregation Division

Jon Saunders, Vice Chair, Bethesda Family Division

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John & Donna Haines

Les Heitke

Richard & Delores Hoglund

John & Mary Lindstrom

James & Barbara Swenson

Dr. James & Marilyn Tiede

Paul & Sandra Vollan

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Karol Markfelder

Vivian Olsen

Ted Olson

Ray Poage

*“You don’t stop laughing
when you grow old,
you grow old when
you stop laughing.”*

George Bernard Shaw

brochure flap



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THE CAMPAIGN FOR BETHESDA

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