

Community Connect

Fall | Winter 2014

Your Trusted Neighbor
Bethesda

Bethesda Breaks Ground for Expansion

Bethesda Board Members break ground for expansion. Left to right: Richard Larson, Vivian Olsen, Karol Markfelder, Larry Knutson, Steve Renquist, Karen Schueler, Carla Lagerstedt, Carole Vennerstrom, Ted Olson, Marlin Henjum, Ray Poage, Michelle Haefner. Not pictured: Mona Doering



On August 21, 2014, Bethesda kicked off a \$21 million redevelopment and \$3 million capital campaign with a ground breaking celebration. Scheduled for completion in the winter of 2015, this new campus will ensure that seniors have a place to live that allows them to age with grace and dignity and to stay connected to their families, friends, churches and community.

Bethesda, a 501 (c)(3) non-profit corporation partnered by 25 area congregations, was established in 1897, originally as an orphanage. Since it's founding, Bethesda has consistently lived up to its mission: to provide a full continuum of services for older adults of all faiths and cultures to enhance their quality of life. As a result, thousands have participated in programs including assisted living, hospice, skilled nursing, rehabilitation and transitional care, home care and wellness programming. In 2014, Bethesda served more than 1,500 older adults in Willmar and the surrounding communities.

"Once again, Bethesda finds itself with the opportunity to change the paradigm. Using the whole-person model, we have the opportunity to create a community that focuses on enhancing quality of life and provide services carefully designed to fully address an individual's well being" said Michelle Haefner, President and CEO for Bethesda. Haefner continued to say, *"Our continuum of care meets the needs of the entire spectrum of the senior population, from those who wish to celebrate active aging and desire to live independently, to those who require skilled nursing care or seek nursing support to accompany a short-term stay."*

The groundbreaking event, held at the Bethesda Pleasant View Campus, included Bethesda Board Chairman Larry Knutson, City of Willmar Mayor Frank Yanish, Chamber of Commerce President Ken Warner, Senator Lyle Koenen, Representative Mary Sawatzky, Bethesda trustees, honorary campaign chairs, campaign cabinet, campus residents,

prominent business leaders, senior Bethesda management and staff involved in the development of the new campus.

Larry Knutson, Board Chair and Vice-Chair of the *Investing in a Healthy Future Campaign* welcomed the invited guests to this historic occasion. Mr. Knutson stated, *"There has never been a more exciting time in the history of Bethesda than now."* Mr. Knutson acknowledged the role being played by his campaign cabinet and honorary campaign chairs. Knutson, President of Concord Banks continued, *"Like the leaders and builders before us, the project that we are celebrating today has required leadership, foresight, careful planning and philanthropy."*

"Once again, Bethesda finds itself with the opportunity to change the paradigm."

Willmar Mayor Frank Yanish was an honorary guest and spoke about the benefits provided by Bethesda to the area and local commerce. General Contractor Welsh Construction and Architect Horthy Elving also joined in the groundbreaking celebration for Bethesda's transformational campus project. After the ceremony, guests were welcomed to a reception hosted by Bethesda.

Designed by Horthy Elving, Architects of Minneapolis, MN, this new 88,000 square foot expansion will be constructed adjacent to the existing Bethesda Pleasant View Campus. When completed, it will allow Bethesda to introduce a new kind of enhanced continuing care retirement community that encourages active lifestyles - all on one campus. This includes a thriving town center, encompassing independent living apartments, assisted living and memory care, a wellness center, walking path, a cafe, a chapel and other wonderful amenities.



For more information about the *Investing in a Healthy Future Campaign* contact Stefanie Ryan, Bethesda Foundation Development Director, at (320) 214-5600 or via email at stefanier@bethesdawillmar.com

Investing in a Healthy Future: The Project

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. Bethesda now has the tremendous opportunity to enhance these services and invest in a healthy future.

This expansion project is not about building buildings but about granting seniors the right to age with grace and dignity through a healing environment that inspires and serves. The new campus will include relocating the residents from Heritage Center onto the Pleasant View Campus into eight new neighborhoods of 20 residents. The neighborhood design will create a home-like feel of community within the Bethesda campus. Individuality and personalized care is enhanced with all private resident rooms that include full bathrooms with showers.

The heart of each neighborhood includes a kitchen, dining room, living room and indoor porch area. The new design enhances quality of life and sense of purpose by creating

familiar spaces for resident use such as social areas, walking paths, gardens and neighborhood laundry. The required nursing stations and other service areas will be tucked away to allow resident living spaces to remain the focus.

The neighborhoods are connected to the main hub or "town center" where the new chapel, salon and café are located. A new café is designed for residents, staff and visitors to enjoy a cup of coffee anytime throughout the day and a great place to meet for lunch with offerings such as sandwiches, soups and salads.

A new 36-bed short-term care building will also be constructed. This area will reflect an environment of

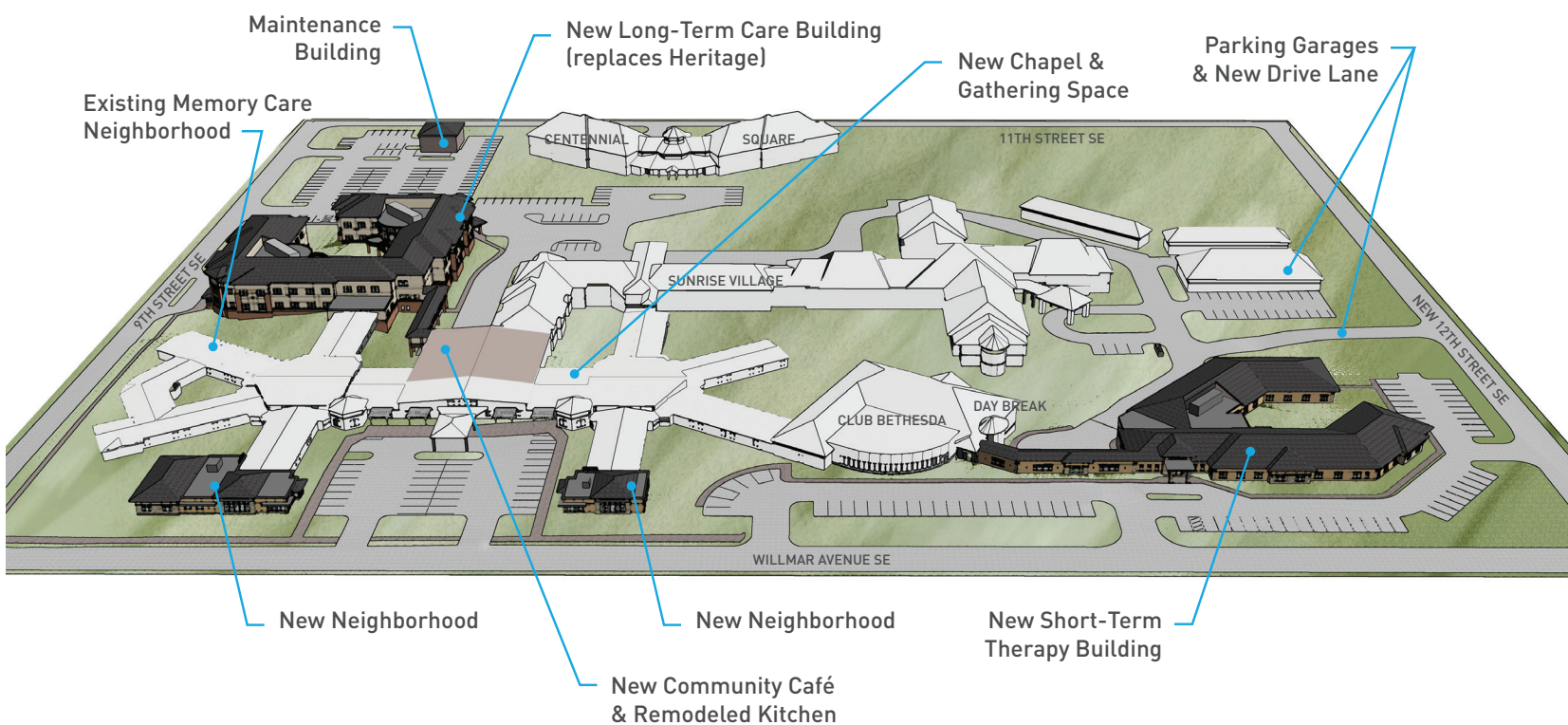
wellness and healing for post-acute recovery and will feature spacious rooms, open layout, modern décor and a separate entrance for visitors to promote

independence, socialization and family involvement. A bright corridor will connect the short-term care to the Wellness Center. A new 1,000 square foot therapy suite will also be available for patients to receive therapy services on-site.

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. It will also allow for tenants to stay on campus and receive appropriate housing options, such as assisted living or memory care, should their health needs change.

investing IN A HEALTHY FUTURE

THE CAMPAIGN FOR BETHESDA





Entrance of the new Bethesda building

Bethesda Leadership Division Sets 100% Campaign Participation Goal

The Bethesda Leadership Division hosted a dinner this past June at O'Neil's in Spicer to celebrate the launch of Bethesda's *Investing in a Healthy Future* Capital Campaign. A 100% leadership campaign participation goal was set at the event.

"For us to achieve this very ambitious goal, we will once again need to count on the support and goodwill of those who live in and around our community and those that use and depend on the services that Bethesda provides," stated Larry Knutson, Bethesda Board Chair/Vice Chair Business Division. *"We will need to generate a significant level of support if we are to achieve our goal of \$3 million and our Leadership Division is no different."*

Larry Knutson introduced Doug Bultman as the Vice-Chair of the Leadership Division of the Campaign to the assembled guests.

Doug Bultman is a past President of the Bethesda Board and the Vice-Chair of the Leadership Division of the *Investing in a Healthy Future: The Campaign for Bethesda*. Doug has been involved with Bethesda for many years and brings to the campaign his unique, strong and warm personality. He is dedicated to the goals and objectives of Bethesda and his work on Bethesda's behalf is tireless and widely appreciated. His contributions have been many and varied but none more important than the work he has been doing for the capital campaign. Doug and the team he has assembled have set a goal of 100% participation from Bethesda Leadership.

"My wife, Loni, and I are committed to this campaign, and I know that each of us will have to make up our own minds as to our commitment. In the end, I hope that you will agree with

us on the importance of the campaign and why your gift will make a difference in the outcome and our ability to Invest in a Healthy Future of care in Willmar for generations to come," shared Doug. *"As trustees, staff and friends of Bethesda—I know you will share our commitment to ensuring that, for years to come, Kandiyohi County residents will benefit from high-quality patient care, rehabilitation services, wellness center and advocacy programs in our community."*

The generosity of many individuals and families in our community is needed if we are to achieve our goal and raise the funds to impact the needs of the people in the communities we serve. Bethesda is committed to continuing to "bring the best" in health care to our communities.



Bethesda Leadership Division comes together in support of the "Investing in a Healthy Future" Campaign

Calvary Lutheran Church Pledges \$25,000 to Investing in a Healthy Future: The Campaign for Bethesda



Under the leadership of Brad Rice and Bunne Frost Johnston, Co-chairs of the Congregation Division, the *Investing in a Healthy Future* Campaign got off to a great start with a pacesetting gift of \$25,000 from the Calvary Lutheran Church Congregation.

"Getting this wonderful gift today from Calvary is a reminder to all of us that Bethesda is a Social Ministry Organization and is supported by an ecumenical group of 25 area churches including Lutheran, Roman Catholic, Episcopalian, Presbyterian and Methodist," stated Bunne.

The Congregation Division's goal is to reach out to all the churches in our community to share the Bethesda Story. If your church would like to have Bunne and Brad out for a visit, please contact Stefanie Ryan, Bethesda Foundation Development Director, at (320) 214-5600 or via email at stefanier@bethesdawillmar.com.

"Getting this wonderful gift today from Calvary is a reminder to all of us that Bethesda is a social ministry organization."

A Message from Bethesda's President and CEO



It is an exciting time at Bethesda as we move forward with our plan to knit our care centers together onto one campus and create beautiful, innovative spaces based on resident's current and future needs. The timing of this project is ideal, as it not only allows us to replace our aging Heritage Center building, but also allows us to respond to the changing senior demographics and preferences by redefining our care model and environment.

In the beginning of this project, our goal was to create a design that enhances quality of life for residents, increases efficiencies and create a better work flow for staff. Today,

we are pleased to announce that our design achieves these goals and so much more.

As we reflect on Bethesda's 117 years of service, it is exciting to look into the future as we redesign our campus with a continued commitment to offer a full continuum of excellent care. We invite you to learn more about our expansion in this issue of the Community Connect.

Sincerely,

A handwritten signature of Michelle Haefner in black ink.

Michelle Haefner
President and CEO

Bethesda is pleased to announce our Campaign Cabinet:

Doug Bultman

Vice-Chair Leadership Division
and Past Bethesda Board Chair

Bunne Frost-Johnston

Vice-Chair Congregation Division

Dean Johnson

Vice-Chair Special Friends/Foundations
and Past Bethesda Board Chair

Larry Knutson

Vice-Chair Business Division

Brad Rice

Vice-Chair Congregation Division

Jon Saunders

Vice-Chair Bethesda Family Division

Carole Vennerstrom

Vice-Chair Communications
and Bethesda Board Member

Bethesda would also like to thank our Campaign Honorary Chairs:

Ken and Alix Behm

John and Donna Haines

Les Heitke

Richard and Delores Hoglund

John and Mary Lindstrom

James and Barb Swenson

Dr. James and Marilyn Tiede

Paul and Sandra Vollar

Improving Lives at Bethesda through Philanthropy

Philanthropy can be defined in many ways. The word comes from the Greek, meaning, "love for humanity." Modern definitions include voluntary giving by an individual or group to promote the common good and improve quality of life.

There is no greater way to give than by supporting our community. Through your gift to *Investing in a Healthy Future: the Campaign for Bethesda*, you may take comfort and satisfaction in the knowledge that your own journey has been a meaningful one, and you are directly benefiting the lives of others. Through your generosity, we will build a stronger community for the future.

How to Make a Gift to Investing in a Healthy Future: The Campaign for Bethesda

Option #1: Gift of Stock

Despite the ups and downs of the investment markets, donating appreciated securities remains a smart way to pay your pledge. Many donors own financial assets that have grown significantly in value in the past several years. The double benefit of taking a charitable deduction, plus avoiding capital gain taxes, should be appealing to anyone with appreciated securities.

Option #2: Planned Gifts

A bequest in your will or a living trust can be an effective way of making a gift to Bethesda while reducing the taxable portion of your estate. Whatever your goals or financial situation, planned giving offers a number of options from which to choose.

Option #3: Gifts of Cash or Pledges

Gifts of cash may be mutually beneficial, providing funds to Bethesda and tax savings for you. Pledges covering a period of three to five years are most welcome, as the campaign goals and objectives are expressed over this time-frame. Some donors may wish to consider longer or shorter arrangements. Flexibility is key.

The Bethesda Foundation will be happy to work with you to develop a gift plan that fits your particular needs and interests. To learn more, contact Stefanie Ryan, Bethesda Foundation Development Director, at (320)214-5600 or via email at stefanier@bethesdawillmar.com.

Bethesda Participates in Willmar Area 2014 Walk to End Alzheimer's

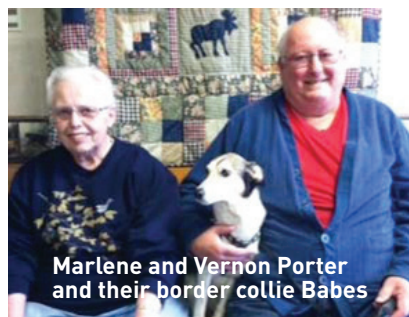
The Alzheimer's Association Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide, this inspiring event calls on participants to reclaim the future for millions. Together, we can end Alzheimer's disease, the nation's sixth-leading cause of death.

The Bethesda Friends and Family Team was proud to participate in the 2014 Walk to End Alzheimer's that was held at the Willmar Civic Center on Saturday, October 4th. This year, Team Bethesda won three awards: 1st Place in the Team Spirit Award, 3rd Place in the Total Donations Award (more than \$4,000!) and they tied for 1st Place in the Largest Team Award. 100% of proceeds from this event go to the Alzheimer's Association for Education and Research.



Raising Money, Awareness and Hope for Alzheimer's: The Porter Family

For the past several years, Vernon Porter and his family, Marlene, Vicki, Glen and Gary, have been actively involved on Team Bethesda for the Walk to End Alzheimer's.



Marlene and Vernon Porter and their border collie Babes

Chester, Bethesda Social Services Director shared, *"The Porters have been wonderful supporters of this event, and we are so glad to have them as part of Team Bethesda."*

When Vernon's wife, Marlene, was diagnosed

with Alzheimer's approximately three and a half years ago, they looked to Bethesda for help. On the Bethesda Campus, they found a caring and compassionate memory care neighborhood that provides Marlene the opportunity to live in a safe environment and continue her active lifestyle. Vernon visits regularly, often with their border collie Babes, who is a bit of a celebrity in the halls at Bethesda.

100% of proceeds from this event go to the Alzheimer's Association for Education and Research

Well versed in supporting good causes, The Walk to End Alzheimer's wasn't the first time Vernon and Marlene raised money for a good cause. Passionate about their philanthropic causes, they've been raising funds for as long as they can remember. In particular, the Porters have been active members of the Fraternal Order of the Eagles for much of their lives. Both holding presidential titles, they were looked upon to set examples that exemplify the Eagle's motto, "People Helping People." Vernon continues to be active in the Eagle's organization as he approaches 50 years of service. *"I'll continue to raise money for organizations in need as long as I'm able to."* said Vernon.

Thank you to the Porter family and all other Bethesda families, friends and staff who helped raise money and participated in The Walk to End Alzheimer's.

To learn more about Memory Care at Bethesda, please contact Kris or Becki in the Welcome Center at 320-214-5643.



Your Gift Makes a Difference



As a non-profit organization, your support enables us to enhance services and develop innovative programs to serve the needs of our seniors.

As 2014 comes to a close, Bethesda would like to thank you for your support. We are grateful to each and every resident, friend and neighbor who supports our commitment to exceptional care.

Please complete the enclosed remittance envelope and return it with your year end gift or donate online at www.bethesdawillmar.com. Join us on our journey to revolutionize the senior health care experience. Help us celebrate and share in the excitement! Thank you for your thoughtful consideration.

We wish you a blessed and happy holiday season!

A Message from Bethesda's Board Chair



Our region has grown tremendously in recent years, and Bethesda has grown along with it, developing into an outstanding regional center with consistently high satisfaction ratings. We've relied on a dedicated staff and the support of friends and neighbors to nurture and grow what has become the well-respected facility we have today.

None of our accomplishments would have been possible without our partnership with the community. We now find ourselves facing opportunities and challenges as the population we serve has grown tremendously in recent years.

In response, Bethesda board members, professionals and leadership have come together and, after extensive study, reached consensus that a carefully designed expansion of \$21 million would address our community's most urgent needs while protecting the long-term financial stability of Bethesda.

Our Capital Campaign—***Investing in a Healthy Future***—has a goal of securing \$3 million in philanthropic support for this \$21 million project. This campaign will ensure the quality and course of senior care for generations to come. Your participation will mean a better community in which to live and an enhanced quality of life for your loved ones. We invite you to join us on this journey to revolutionize the senior health care experience.

With Gratitude,

Larry Knutson

Board Chair/Vice-Chair Business Division of the
Investing in a Health Future Campaign



Our mission:

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



Contact us:

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 facebook.com/bethesdawillmar

 linkedin.com/company/bethesda-willmar

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Change of Address? Call or email Stefanie: 320-214-5600 or stefanier@bethesdawillmar.com