

investing IN A HEALTHY FUTURE

THE CAMPAIGN FOR BETHESDA

The Town Center

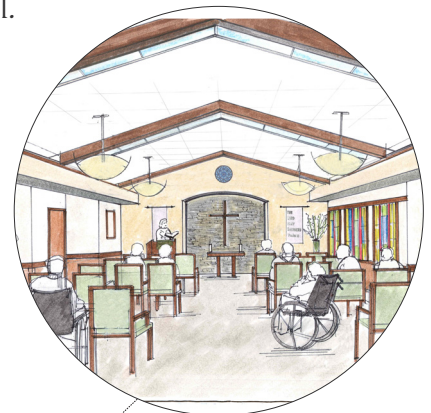
Key to Bethesda's vision for the future is a new kind of senior care community that encourages active and healthy lifestyles; a community offering both a full continuum of care and the amenities our seniors deserve.

Our campus redevelopment project will make this vision a reality. Consisting of three key components, the new campus will be an asset our community is proud of; a new long-term care building, a new short-stay therapy center and connecting it all together, the heart of our new campus and the heart of Bethesda, will be the new Town Center.

THE TOWN CENTER: A HUB FOR BETHESDA'S FOCUSED LIFESTYLE PROGRAMS

The Town Center will be a focal point of our focused lifestyle programs; a holistic approach to active community living that focuses on five dimensions of wellness including intellectual, social, physical, emotional and spiritual.

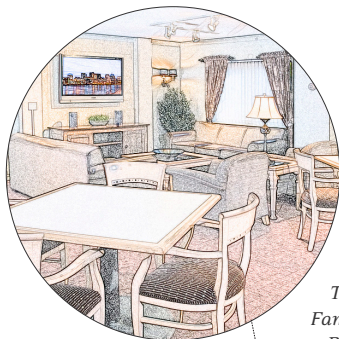
"Our vision is to invite residents into our senior living community, not just to live with us, but also, to thrive with us."
- Michelle Haefner, President/CEO



The Charles and Sharon Olson Chapel

THE TOWN CENTER VISION:

- The Charles and Sharon Olson Chapel
- Pastoral Care Office
- The Norling Family Cafe
- Bistro
- General Store
- Salon
- Meditation Room
- Activity/Game Areas
- Guest Lounge
- Library/Computer Area
- Private Party Room
- Community/Hobby Areas
- Free Wi-Fi Services



Private Dining Area



The Norling Family Cafe and Bistro Areas



Pastoral Care Office



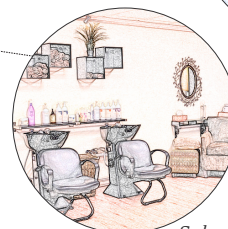
Restorative Therapy



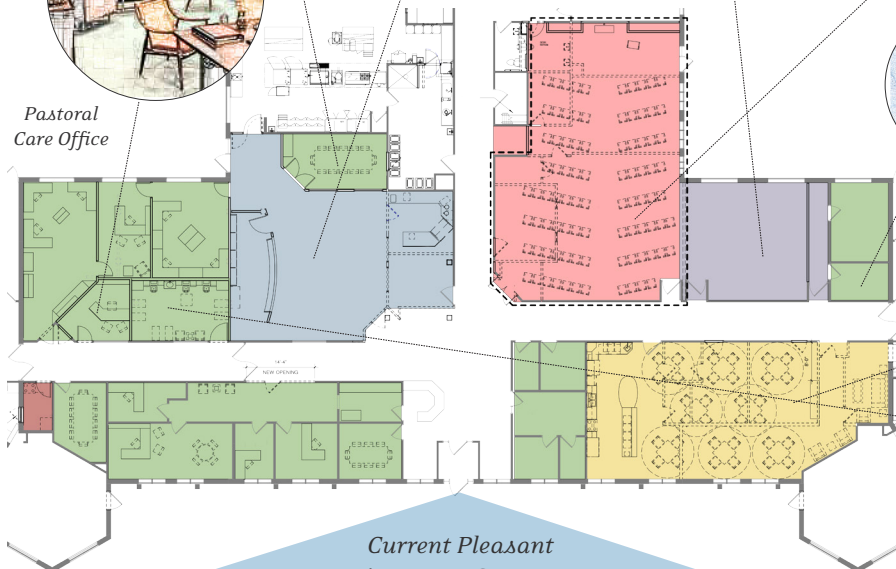
Computer Area



Community Area



Salon



Current Pleasant View Front Entrance

** This is a conceptual drawing and is subject to change.

FOCUSED LIFESTYLE PROGRAMMING

The new Town Center will be easily accessible from all areas of campus, including the Club Bethesda wellness center, the short-stay therapy center, the outdoor gardens, the Bill Linder Walking Trail and the long-term care buildings.

While at the Town Center, residents and visitors will enjoy various focused lifestyle programming options.

THE INTELLECTUAL DIMENSION OF WELLNESS

Encourages creative and stimulating mental activities with programs designed to promote a healthier lifestyle such as:

- Photography
- Bird Watching
- Art Classes
- Book Clubs
- Intro to Computers
- Local History Classes
- Creative Writing
- Using an iPad

THE SOCIAL DIMENSION OF WELLNESS

Encourages positive interactions with others to increase one's impact on their community with programs that strengthen one's social network and support system such as:

- Theatre Outings
- Board/Card Games
- Scrapbooking
- Movie Matinees
- Fishing Outings
- Pet Therapy

THE PHYSICAL DIMENSION OF WELLNESS

Encourages regular physical activity to maintain a healthy body and to improve mood and self-esteem with programs such as:

- Balance/Strength Class
- Fitness Walking
- Weight Resistance Training
- Aquatic Therapy
- Chair Aerobics
- Dancing



THE SPIRITUAL/EMOTIONAL DIMENSION OF WELLNESS

Spiritual care has always been a deeply rooted part of life at Bethesda. The spiritual/emotional dimension encourages individuals to seek meaning and purpose for the depth of life with programs such as:

- Bible Study
- Church Services
- Inspirational Readings
- Religious Studies
- Favorite Prayer Recitals
- Meditative Techniques
- Communion
- Parish Nurse Project

THE IMPORTANCE OF PHILANTHROPY: MAKING THE TOWN CENTER A REALITY

The total estimated cost for this project is \$21 million, of which \$18 million has been secured through a USDA loan that can only be applied to the cost of the new long-term and short-term care buildings. Bethesda's Board of Directors has approved the \$3 million *Investing in a Healthy Future Capital Campaign* to fund the new Town Center.

When completed, through the generous support of the giving community, this campus will be a major step toward Bethesda's goal of creating a new kind of senior care community - all on one campus!

The success of the *Investing in a Healthy Future Campaign* will allow the Town Center to become a reality and be completed as envisioned. It will mean programs central to Bethesda's mission, such as spiritual care and wellness, continue into the future.

NAME THE TOWN CENTER

Bethesda is offering a limited number of naming opportunities. To learn more about how your gift can receive prominent recognition while naming the Town Center, contact the Bethesda Foundation at 320-214-5600.

*"Here may you live life at its best and
may you find comfort and rest."
- Anonymous*

investing  **IN A HEALTHY FUTURE**

THE CAMPAIGN FOR BETHESDA

FOR CAMPAIGN INFORMATION:
Bethesda Foundation
901 Willmar Avenue SE
Willmar, MN 56201
Phone: 320-214-5600
www.bethesdawillmar.com