

Community Connect

Bethesda

A new place to call home. Senior care you can trust.

Spring 2015

“Investing in a Healthy Future” Campaign Garner Leadership Support from Community Members

Bethesda is privileged to have Ken and Alix Behm serve as two of our Honorary Campaign Chairs of the “Investing in a Healthy Future” campaign. There is no one more emblematic of our organization’s mission and vision. Ken and Alix’s personal and family generosity are providing leadership inspiration and motivation for the campaign.

When asked about the decision to get involved and give to “Investing in a Healthy Future,” the Behm’s said, “Bethesda is an important part of our community - we have a responsibility to maintain it for the present and for the future of senior healthcare in rural Minnesota.” Ken continued, “On a personal level, my mother, Luella, was recently a resident on the Bethesda campus and she so enjoyed the people and the weekly spiritual services held in the Chapel. It means a lot to my family that she was happy there.” Ken and Alix are residents of Willmar, active community members and owners of Home State Bank.

To ensure that Bethesda fulfills our true promise for future generations, we must seek the interest, involvement and support of all who care about the future of our community and those who live here. As shared by Charles and Sharon Olson of Spicer, “We are pleased to support Bethesda, because we believe in its Mission of caring for seniors in our community.” Through their leadership support, Charles and Sharon have reserved the naming opportunity of the new Chapel at Bethesda; one of the many naming



Ken and Alix Behm



Charles and Sharon Olson

opportunities available. Bethesda would like to thank each of you for your leadership support of the “Investing in a Healthy Future” campaign and those who will benefit from your gifts today and into the future.

“Bethesda is an important part of our community - we have a responsibility to maintain it for the present and for the future of senior healthcare in rural Minnesota.”

As shared by Michelle Haefner, Bethesda President/CEO, “This expansion will make Bethesda a first-class facility offering a full continuum of care all on one campus - but more important than the bricks and mortar are the stories of those who will live and get well within the walls of the new buildings. We strongly believe that our investment will help ensure a bright future and positively impact the seniors and families in our community.”



Courtyard rendering of new long-term care building

To learn more about how you can make a difference by supporting the “Investing in a Healthy Future” campaign, or to recognize or honor a family member, please visit our web site www.bethesdawillmar.org or call the Bethesda Foundation at 320-214-5600.

A Message from Bethesda's President/CEO



Dear Friends,

Spring is a time of rebirth and new beginnings. At Bethesda, this spring season also marks the beginning of our new campus as we welcome construction crews on site to transform our campus into a beautiful new retirement community. When complete, fourteen months from now, the new Bethesda campus will be a major

step toward our goal of creating a new kind of continuing care retirement community, one that promotes active lifestyles, community/social relationships and meets the current and future expectations of seniors and their families.

Our commitment to the community is ever present as we anticipate the positive impact this \$21 million project will have on the thousands of people we serve each year. Every senior should have a place they call home and receive the care they need. This is especially important today as our senior population is about to double.

Seniors are living longer and maintaining more active lifestyles focused on wellness and prevention. This trend is very evident in our Club Bethesda membership of over 750 individuals and couples. There is a need to expand our wellness model. We've had several Club members say to us, "I'm getting a knee or a hip done, can I come to Bethesda for rehab?" The answer is yes, absolutely; we have provided short-term therapy services at both care facilities for more than 15 years. We recognize the preferences of our "club members" are different than the preferences of the previous generation, which is what prompted the expansion of our Club Bethesda Wellness Center as part of our campus redevelopment. The club expansion will offer a short-term stay option at the "Club" for those recovering from a surgery or illness.

It is with thanks and appreciation to our community leaders, businesses, churches, Bethesda friends and families that we have extraordinary support in achieving our goals in serving seniors in the Willmar area.

Happy spring to you and your family; may you enjoy the beautiful blessings of the season.

Sincerely,

Michelle Haefner
President/CEO

Bethesda

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*Rendering of Bethesda's new Short-Stay Therapy Center
(A view from Willmar Avenue)*

Why Philanthropy Makes Good Business Sense

Business philanthropists support our local non-profits, because they know that healthy, vibrant communities are essential to the long-term success of our businesses. *"Business philanthropy and community involvement are good things,"* said Larry Knutson. Knutson is the President of Concorde Bank of Willmar and Blomkest and has been a long-time friend and supporter of Bethesda and many other organizations in the Willmar area. He is currently the Bethesda Board Chair and the Business Division Campaign Vice-Chair for the *"Investing in a Healthy Future"* capital campaign.

*"You make a living by what you get.
You make a life by what you give."*

- Winston Churchill

Knutson truly believes that the business of business is not just making money but also giving back. *"We appreciate the support of the business community and all the citizens of Willmar and surrounding areas,"* stated Knutson, who has assembled a team of like-minded community and business leaders to work along side him in the *"Investing in a Healthy Future"* campaign endeavor.

Campaign leadership includes Doug Bultman, Carole Vennerstrom, Dean Johnson, Bunne Frost-Johnston, Brad Rice and Jon Saunders. Honorary Campaign Chairs include Ken and Alix Behm, John and Donna Haines, Les Heitke, the late Richard and Delores Hoglund, John and Mary Lindstrom, James and Barbara Swenson, Dr. James and Marilyn Tiede and Paul and Sandra Vollan. *"Like the leaders and builders before us, the success of this project has required leadership, foresight, careful planning and philanthropy,"* said Ken Behm, Honorary Campaign Chair.

The newly expanded Business Division has been actively meeting with the business community and includes Craig Holmgren, Nathan Streed and Steve Renquist. *"Recently, my mother-in-law received great care at Bethesda Heritage. Helping with this campaign is a way to say thank you to the staff. The new campus plus the great staff is a winning combination,"* shared Craig Holmgren, of Holmgren Appraisals in Willmar.

"I am happy to assist in raising funds for Bethesda because I believe in offering a complete array of services to a broad segment of our population. Bethesda is a place that meets the needs of virtually all stages of senior living" stated Steve Renquist, Executive Director of the Kandiyohi County and City of Willmar EDC and Bethesda Board Member. *"It is only through the generosity and investment of our friends that allows us to fully offer high quality services at a very competitive cost."*

Philanthropic support from the business community and families for the campaign will ensure that the valued community resource we have in Willmar survives and thrives in the long term and that the significant advantage our seniors enjoy in seeking health care services will remain in place for years to come.

Dean Johnson, Campaign Vice-Chair, stated, *"Fortunately, generous members of the community share our commitment to ensuring that for years to come, Willmar residents will have access to an even broader range of specialties and services and receive excellent personal care close to home from staff they know and trust at Bethesda."*

If your business is interested in participating in the *"Investing in a Healthy Future"* campaign or you would like to have a presentation made to your employees on what Bethesda's building project entails and services offered, please contact the Bethesda Foundation at 320-214-5600.

Making a Tax Free Charitable Donation from an IRA

Leaving money to charity when you die is a noble and selfless act. But giving money away while you're still alive is a lot more satisfying. A provision in the pension reform legislation will make it easier for older people to donate money in their individual retirement accounts to charity.

The provision, which is currently effective for 2013 and 2014, allows individuals who are 70½ or older to take tax-free withdrawals from their IRAs as long as the money goes directly to charity. Under the new provision, withdrawals that are donated directly to charity are excluded from your income. You can't claim the deduction, but you do not have to worry about unintended consequences either.

There is another benefit: The withdrawal counts against your required minimum distribution for the year. IRA owners who are 70½ or older are required to withdraw a minimum amount every year and pay taxes on the money, even if they do not need it. By donating the money to charity, you can meet the requirement without incurring a tax bill.



"It was an easy gift to give," shared an anonymous donor to the campaign. *"One of our family members received wonderful care while residing at Bethesda. It was her home and the staff was her family. We are happy to honor her memory by supporting this project."*

To learn more about how you can make a gift to *"Investing in a Health Future,"* contact the Bethesda Foundation at 320-214-5600 to discuss a plan that works best for you.

A Community within the Community

Maria has nothing but praise for Bethesda. She calls the staff “her family” and the nurses treat her as though she were family. They know her needs – and ours. At Bethesda, she is happy, healthy and taken care of.” - Tara, Granddaughter of a Bethesda Resident

When a loved one moves into an assisted living facility or long-term skilled nursing care or requires short-stay therapy services or home health care, it impacts the entire family. At Bethesda, we understand that transitions can be hard, which is why we strive to make the transition from a previous living environment to life at Bethesda as easy and enjoyable as possible. Once an individual has made the choice to move onto the Bethesda campus, we hear things like “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!”

Bethesda is a community within the community of Willmar and is a great place to call home. The family members of those who reside here also become a part of our community. They get to know the friends their loved ones make. They get to have the opportunity of learning from the wealth of knowledge and life experiences that live in these buildings.

Bethesda is a community within the community of Willmar and is a great place to call home.

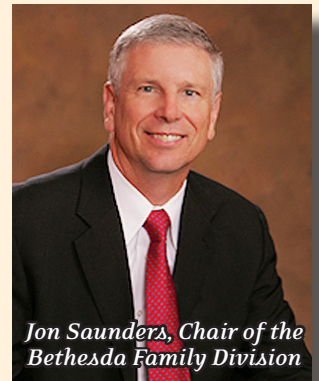
Jon Saunders, Chair of the Bethesda Family Capital Campaign Division shares, “My mom lived in the Sunrise Village independent living apartments on the Bethesda campus. She wasn’t sure she wanted to leave her home before moving in, but once she was here and made friends, all she kept telling me was that she wished she had moved here five years earlier!” Saunders is a Partner at Anderson, Larson, Saunders & Klaassen, a full-service, multidiscipline law firm in Willmar. Jon and his wife, Linda, have three children and reside in Willmar.

The Bethesda Family Division is hard at work, holding bi-weekly meetings for Bethesda’s “Investing in a Healthy Future” capital campaign. Jon has recruited a great team to work alongside him raising funds to benefit those served at Bethesda. Each of the committee members working in the Family Division currently has or have had family members who lived on the Bethesda campus.

“I am helping raise funds for the “Healthy Future” campaign, because I’m familiar with the difficulty some seniors experience in transitioning from the independence of their own home to the care needed in a long-term care facility.” shared committee member Sherri Pool. She continued, “I’m involved because I want to help build on the rich history and many strengths of Bethesda while making improvements that can help make the transition easier. Providing quality, affordable care for the current residents, as well as future generations, is a vision I’m happy to be involved with.” Sherri is a retired teacher who spent her career teaching at Central Minnesota Christian School in Prinsburg. She and her husband Ron have two children, six grandchildren and reside in Roseland. Sherri’s mom is a current resident at Bethesda’s Pleasant View campus.

“As a past board member of the Bethesda Foundation and the Bethesda Board of Directors and someone who has had many family members reside at Bethesda over the years, it is my pleasure to help raise funds for those who currently reside at Bethesda and for those who will reside here in the future,” shared Audrey Nelsen, who is a Certified Preplanning Consultant at Peterson Brothers Funeral Home in Willmar. “My mom personally experienced the full continuum of care offered at Bethesda through Home Health Care services, the Adult Daybreak program and when her health needs changed, as a resident of the Pleasant View campus.” Audrey and her husband, Paul, reside in Willmar and have three children. She is an active member of Vinje Lutheran Church in Willmar and is active in the community, serving on the Willmar City Council.

It takes a community coming together to provide the wide ranges of services available to those who reside in Kandiyohi County and the surrounding area. **Bethesda is happy to be a part of this community and is thankful to the Bethesda Family Division for sharing their time and talents to help raise funds for those served by Bethesda.** If you are interested in getting involved in the Family Division, please contact Stefanie Ryan, Bethesda Foundation Development Director at stefanier@bethesdawillmar.com or 320-214-5600.



Jon Saunders, Chair of the Bethesda Family Division



Willmar United Methodist Church Celebrates Bethesda Sunday

Willmar United Methodist Church is one of 25 sponsoring churches in the Willmar area that entered into a Covenant relationship with Bethesda many years ago," stated Carole Vennerstrom, member of Bethesda's Board of Directors and United Methodist Church. "The core elements of the Covenant state that "This covenant shall not create formal or legal obligations, but is intended to annually reaffirm our commitment and understanding of our partnership in mission and ministry to older adults."

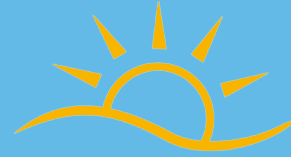
Carole continued, "A very important part of that partnership is our opportunity to serve on the policy-making body - the Bethesda Board of Directors. Like many members of the board, I have a grateful personal connection to Bethesda. My mother was a resident at Bethesda Heritage for three years before her death in 1991. The opportunity to serve is rotated among the sponsoring member churches. As you can see, service on the board isn't a ceremonial role. We approve the budgets, do strategic planning, set policy and hire the CEO."

This past March, Willmar United Methodist Church celebrated "Bethesda Sunday." Michelle Haefner, Bethesda's President and CEO spoke at both services and at coffee hour about Bethesda's history, the relationship with United Methodist, services offered and the future redevelopment plans that are currently in process. It was a day to communicate to church members about the governing relationship their church has with Bethesda's Board of Directors.

Rev. John Darlington, Pastor at United Methodists Church shared during his sermon, "Jerusalem and Willmar have two things in common. They both have a pool; they both have a Bethesda. Both are associated with healing. When I came to Willmar and attended one of my first meetings, I asked about health and recreational facilities and was immediately told about Club Bethesda and the pool there. Everyone had a good impression of that pool and its healing powers. I've seen this pool, and I think it's a wonderful thing."

Bethesda is supported by an ecumenical group of 25 area churches including Lutheran, Roman Catholic, Episcopalian, Presbyterian and Methodist. *If your church is interested in hosting a presentation on Bethesda's history, future, services and/or connection as a member church, please contact Stefanie Ryan, Bethesda Foundation at 320-214-5600 or stefanier@bethesdawillmar.com.*

Planned Giving: Leave a Legacy at Bethesda



LEAVE A LEGACY®

A legacy gift ensures that Bethesda remains a vital community asset for future generations in our community. Planned giving is the process of carefully selecting the best methods and assets for making a gift such as cash, stocks, bonds, real estate, trusts and bequests for meeting your long term financial and philanthropic goals. Such gifts provide an opportunity to support those served by the Bethesda Foundation while benefiting you and your family. How can you help to ensure Bethesda's future?

Planned giving is the process of carefully selecting the best methods and assets for making a gift to meet your long term financial goals.

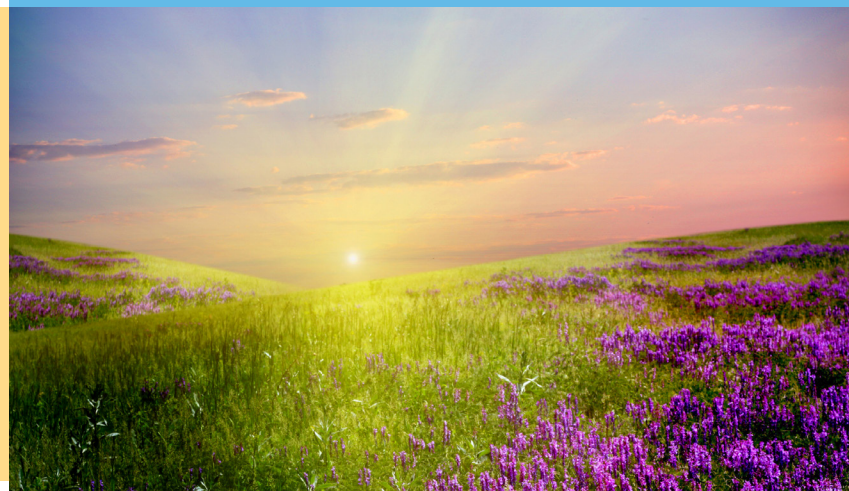
Consider including Bethesda in your Will:

A bequest in your will or a living trust can be an effective way of making a gift to the Bethesda Foundation 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.

As you consider your options, remember that everything you own may be subject to federal estate tax. Charitable deductions allow you to deduct every dollar you give to charity through an outright bequest. Also, property placed in a charitable trust generally will not be subject to federal estate tax when the donor dies. If you have included a bequest for the Bethesda Foundation in your estate plan, please contact us to let us know. We would like to thank you and recognize you for your gift. To learn more about planned giving, visit www.bethesdawillmar.org.

Memorial Gifts: In Lieu of Flowers...

Donations large and small have allowed Bethesda to enhance the lives of our residents, tenants, clients, families, friends and neighbors. A gift made in a loved one's name is always a meaningful way to mark a special occasion or to remember or honor a beloved family member, respected friend or colleague. When you make a Memorial or Honor Gift to the Bethesda Foundation, we will send your honoree or their family a card acknowledging your generosity. Make a donation online today at www.bethesdawillmar.org.



Bethesda at Home: What is Home Health Care?



There's no place like home. That's why most people want to stay there. But as we age, staying at home can be a daunting challenge. Families often need to hire others

to help a loved one remain comfortable and independent for as long as possible.

What is home health care? Home health care helps seniors live independently for as long as possible, given the limits of their medical condition. It covers a wide range of services and can often delay the need for long-term nursing home care.

If you or a loved one are to the point where extra care may be required, the first step is to figure out exactly what kind of help you need. Bethesda offers home health care services to residents of the Kandiyohi and Renville County areas and would be happy to talk to you about your situation.

Bethesda at Home is committed to providing customized, quality medical and personal home health care services in the comfort of your home. Our dedicated and skilled staff work with you to come up with a plan of care that fits your needs and provide assistance to stay safely at home.

Bethesda at Home services available include:

Skilled Nursing: Provides assessment, monitoring, health education and reassuring support after a recent hospitalization or nursing home stay or to maintain current health. Services include but are not limited to medication set up, wound care, IV therapy, catheter or colostomy care, diabetic supervision or monitoring vital signs.

Physical Therapy: Provides restorative therapy after surgery, stroke or illness.

Occupational Therapy: Provides instruction in performing personal cares independently or with an assistive device.

Speech Therapy: Provides treatment and instruction for speech and swallowing problems.

Medication Reminders/Monitoring: With the Honeywell HomMed MedPartner, our clients are reminded, with voice commands and light cues, when it is time to take their medication, the number of pills and the appropriate bottle. A daily record is sent to Bethesda at Home for clinical review.

Home Health Aide: Assists with personal cares including bathing, dressing or an exercise programming.

Homemaker Services: Provides light housekeeping, laundry, shopping, meal preparation and companionship.

To learn more about Bethesda at Home, contact Shannon Lanzrath, Home Health Director at 320-214-5640 or at shannon.lanzrath@bethesdawillmar.com.

Club Bethesda: Growing Old Isn't for Sissies

Growing old isn't for sissies." Club Bethesda member Ken Newberg comments. Ken and his wife joined the Club two years ago after being recommended by their doctor. Although they had never been gym members before, they thought they would give it a shot. They joined right away and started a beginners program that consisted of strength training and walking a few times a week.

Ken kept up with his walk program for a few months and decided he'd like to try running as his daughter was an avid runner. He soon added bouts of running into his routine and slowly increased his running sessions. "I felt so good when I was running, and I had so much energy when I was done." shared Newberg. Then Ken had a wild idea to start training for a 5K. His goal was to have it completed by his 70th Birthday. Ken spent many training sessions at the Club, and when the weather was nice he would run outdoors around Bethesda's campus. Ken found out that his church was hosting a 5K and it just so happened to fall on his 70th birthday. He knew that would be his big race. After numerous training sessions the day was here - race

day! Ken had many family members on the sidelines cheering him on and one of his daughters running by his side. He ran the whole way and ended up finishing the race with a great time.

Ken achieved his goal of running a 5K by his 70th birthday, but his running story doesn't end there. Since then, Ken has completed 15 other races and placed 2nd in his age group in the Glacial Ridge Running Series. He has also cut his medication in half and his body is feeling better than ever. "It's never too late to start exercising!"



Club Bethesda Member Ken Newberg pictured with his race memorabilia.



Bethesda Launches New and Improved Website

Bethesda is pleased to announce the launch of our new and improved website! The new design features a fresh look and improved navigation system, along with expanded information on our programs and services offered.

"Our goal with this new site is to provide our visitors with a user-friendly way to learn about what Bethesda offers, why we do what we do and how they can get involved." shared Brandon Pietsch, Bethesda Campus Administrator. *"In addition, we have added a blog to provide readers with helpful information on caregiving, aging, healthcare topics for seniors and to keep families informed about what is taking place at Bethesda on a regular basis."*

Bethesda's social media sites, including Facebook and LinkedIn, have also been incorporated into the new website. Remember to "like" us on Facebook and "follow" us on LinkedIn to keep up-to-date with Bethesda happenings and activities.

We invite you to take a look around by visiting the new site at www.bethesdawillmar.org. We hope you find the new website has a fresh look, is easy to use and is informative. Please send your feedback and/or comments to Stefanie Ryan by emailing stefanier@bethesdawillmar.com.



A Message from Bethesda's Board Chair



Spring is in the air and there are many exciting things happening at Bethesda as construction begins again. Bethesda's \$21 million redevelopment project and the \$3 million *"Investing in a Healthy Future"* capital campaign are well under way.

Throughout the past few months, the Campaign Cabinet has expanded and added a Business Division and a Bethesda Family Division. The new divisions are made up of local community members and business leaders who have committed their time, talents and philanthropy to Bethesda's campaign.

Experience has taught us that governments cannot fund all the social programs our citizens need and want. Nor can individuals; There simply aren't enough Bill Gates or Warren Buffets around to do the job. That leaves businesses, business owners and families to fill in the gaps. And modern society has come to expect the business community to respond when social problems remain unresolved. Without philanthropy and through your generosity, Bethesda would not be able to provide the kinds of services it does now. *Philanthropy is the spark that allows Bethesda to do more than they ever dreamed possible and is the difference between a good organization and an excellent center capable of innovation and change.*

Businesses that adopt a long-term perspective and understand the value of sustained community involvement and investment are the ones that will gain strategic advantage and do the best job of protecting shareholder interests. In the words of our 35th president, John F. Kennedy: *"If we who have cannot help those who have not, then we cannot help ourselves."* This is what business philanthropy is all about. It's good business - and it's the right thing to do.

Sincerely,

Larry Knutson

Board Chair/Vice-Chair Business Division

Bethesda's Mission:

*To create quality health,
housing and home-based
choices for older adults.*

Change of Address?

Call or email Stefanie:
320-214-5600
or stefanier@bethesdawillmar.com



LEAVE A LEGACY®

Contact us:

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Email: info@bethesdawillmar.com
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First Presbyterian-Willmar
Redeemer Lutheran-Willmar
United Methodist-Willmar
Vinje Lutheran-Willmar
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Peace Lutheran-New London
First Lutheran of Norway Lake-New
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Mamreland Lutheran-Pennock
St. John's Lutheran-Pennock
Svea Lutheran-Svea

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