



BARUCH SENIOR MINISTRIES

2010 ANNUAL REPORT



It is the purpose
of Baruch Senior Ministries

to honor God by providing
quality senior lifestyle services
that promote

the value

and dignity

of every person.

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A Calling and Commitment

Sharing the implementation of Baruch's mission statement is an important assignment. To Baruch, a "mission" statement is an "action" statement, not just printed words. Every new year ushers in opportunities that inspire, encourage, as well as challenge. Highlights of our commitment to excellence are summarized below:

- **General Interactions.** Every day, Baruch team members interact with residents, exercising Philippians 4:8, "*Whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable--if anything is excellent or praiseworthy--think about such things.*" Every day, these Baruch employees marvel at the enduring image of God that is evident in each resident.
- **Care Services.** In today's culture, a person's worth is often defined by his or her financial status. In God's society, however, every person is a valuable creation. At Baruch, we maintain the sanctity of human life by providing a lifestyle that recognizes the worth and dignity of every individual. We continually provide services from daily supportive care to specialized care, all with an emphasis on spiritual care.
- **Development.** Baruch aims to build assisted living homes compatible to the marketplace. We continually look for new ways to enrich the lives of our residents and expand our ministry. We are renovating resident rooms at Grant and have added sunrooms at Walker and Grandville. Our latest development is the new addition at the Cedar Cove Assisted Living facility, which will provide seven additional beds, two apartments, and a community commons.
- **Budgetary.** Baruch Senior Ministries has completed several debt refinancing programs and developed additional lending relationships, while continuing to pursue donor contributions. A strong financial year has enabled us to provide over \$325,000 of free care through our expanded income-based program.

Providing this environment is our calling and commitment. We will continue to adapt to the needs of each person and expand our ministry. As you read this report, you will better understand our pursuit of excellence.

Sincerely,

Thomas Nobel
President and Founder
Baruch Senior Ministries





God's Promise, Our Mission

It is our mission to carry out God's promise in Jeremiah 33:6 among the senior and disabled citizens of our communities.

Baruch Senior Ministries is a Christ-centered nonprofit organization inspired by the prophet Jeremiah and the trust he placed in his scribe, Baruch. Jeremiah purchased land to ensure his people's long-term security, then placed the deeds in Baruch's hands to display God's commitment and faithfulness to his people.

In Jeremiah's time, Baruch served as an instrument for assuring God's people that they would never be abandoned. Just as Baruch selflessly faithfully carried out his charge, Baruch Senior Ministries promises to uphold its commitment to provide senior and disabled friends and neighbors with housing, care, and programs to meet their needs and lift their spirits.

Specifically, Baruch develops and operates care facilities that serve as home to seniors. Baruch offers specialized end-of-life care to individuals and support to their families. Finally, Baruch provides financial support to residents who outlive their financial resources.

Members of Baruch's Board of Directors - all area residents - take their mission very seriously. Their aim is to glorify God by ensuring that seniors never feel abandoned. Regardless of their personal circumstances, they can always be certain of the Lord's faithfulness.

"Give thanks to the Lord of hosts, for the Lord is good,
for His steadfast love endures forever!"

- Jeremiah 33:11

"I will heal my people
and will let them enjoy
abundant peace
and security."

-Jeremiah 33:6

Our Story.

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Testimonials

What residents and their families are saying about Baruch Senior Ministries:

“It is such a great feeling to know your mother is in a God-centered place as you have to offer”

-Grandville Family Member

“I think it’s a wonderful place to be when you can’t be in your own home anymore”

-Fountain View of Grant Resident

“Cedar Cove has lived up to our original expectations of being part of the greater Cedarville community, providing quality care and living options, encouragement, laughter and unique options to all who reside there”

-Cedarville Community Member

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Our People.



“Be strong and courageous.

Do not be terrified;
do not be discouraged,

for the Lord your God will be with
you wherever you go.”

-Joshua 1:9

Spiritual Care

Baruch Senior Ministries seeks to care for the complete individual. An important part of this holistic approach is our desire to provide emotionally and spiritually for our residents. Rick Kiekintveld, Spiritual Care Coordinator/Chaplain, both directs and provides hands-on emotional and spiritual care to the residents of our facilities.

Pastor Rick (as he is called) works with area churches, pastors, and lay people to provide on-site worship and Bible studies at each of our facilities. He also regularly visits each facility and while there makes pastoral calls on residents, leads worship and Bible studies.

Pastor Rick came to Baruch Senior Ministries in January of 2010 after serving over 35 years as a staff pastor for five churches in New Jersey, Indiana, and Michigan. He is married and has been blessed with four children and eight grandchildren. He loves to bicycle. In August of 2010 he biked from Georgetown & Cambridge Manors in Grandville, MI to Sunnyside Senior Living in Cadillac, MI, over 100 miles on the White Pines Trail, raising funds for Baruch. Pastor Rick's life verse is 1 Thessalonians 2:8; *“We loved you so much that we were delighted to share with you not only the Gospel of God, but our lives as well, because you had become so dear to us”*.

Pastor Rick is also a resource for the members of the Baruch leadership team in providing emotional and spiritual care to individuals as needed. He daily supports the ministry in prayer, praying for both the residents and the ministry team.

Important Spiritual Care accomplishments in 2010:

- Development of worship guidelines for our Baruch facilities
- Beginning of annual Memorial services at each Baruch facility
- Beginning of annual Pastor/Volunteer appreciation receptions
- Expanding of Community Christmas Tree Lighting services





Breaking ground on the new Cedar Cove addition.

God's Grace: Our Growth

We at Baruch serve God and only His grace allows us to successfully implement our plans. This year there is much to be thankful for:

- Successfully completed the acquisition and integration of three new properties.
- Hired a chaplain and strengthened spiritual care programs in the facilities.
- Provided over 125,000 days of care to residents and their families.
- Provided an internship opportunity in Operations and Strategic Planning to two Calvin College students.
- Broke ground and completed an addition of seven beds and two apartments at Cedar Cove Assisted Living in Cedarville, MI.

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New @ Baruch.

Financial Overview

- Revenues increased primarily due to the inclusion of three new facilities this year
- Interest rates held steady; enabling us to benefit from low floating rates on a portion of our debt
- We were able to generate a modest surplus
- We are investing \$225,000 of 2009's surplus, and \$175,000 from the 2010 surplus in property enhancements

Our 2010 Balance Sheet is strong and is summarized as

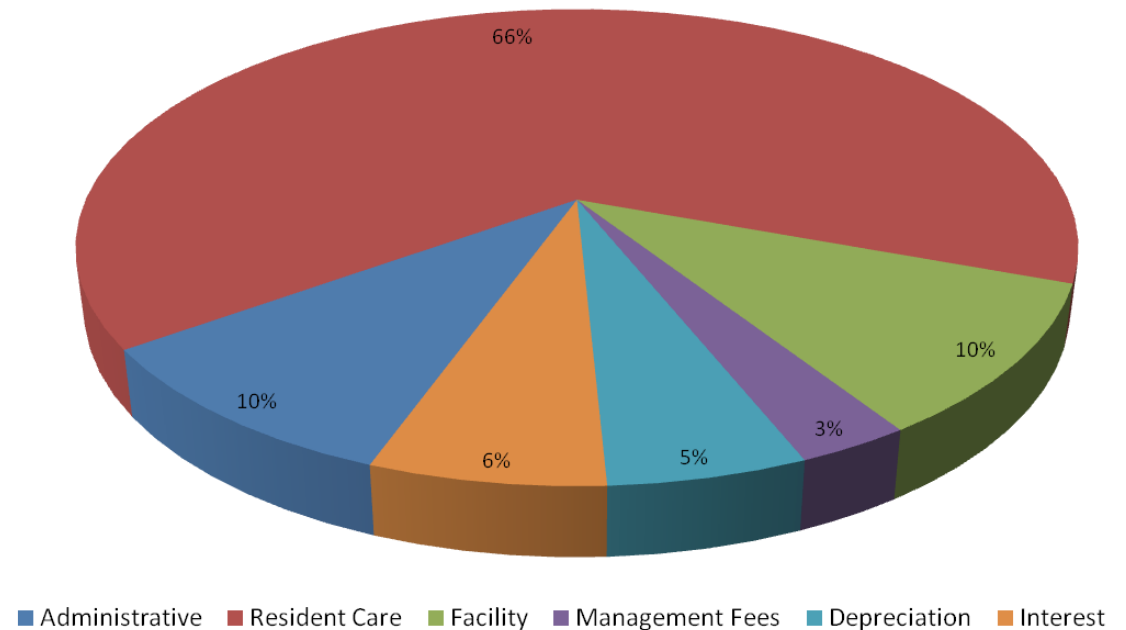
Current Assets	\$ 1,346,179
Current Liabilities	(502,883)
Property, Plant, and Equipment	14,567,421
Intangibles	3,304,157
Debt	(15,856,341)
Total Fund Balance:	\$ 2,858,533

Revenues and Expenses

Baruch Senior Ministries
For the Year Ended December 31

	2009	2010
Total Revenue	\$ 7,850,025	\$10,600,543
Total Expenses	\$ 7,158,397	\$ 10,156,545

Expenses 2010



Baruch Team

Every day our Leadership and Caregiving Teams make a difference for residents and their families.

- Baruch employs 459 team members
- Honored twenty-two employees for achieving twenty years or more of service
- Education is a core value of Baruch
- Five administrators received their national assisted living sales and marketing certification
- Team members attended seminars, classes, and in-services to continue their growth as caregiving professionals

Baruch Senior Ministries is an Equal Employment Opportunity Employer.

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Volunteers taking part in music ministry at FountainView in Coopersville.

In 2010, 113 volunteers provided almost 2500 hours of their time to Baruch facilities.

For more information regarding gift-giving, volunteer opportunities, or community wish lists, visit our website at www.baruchsls.org, or call our Volunteer Coordinator at 616.285.0569.



Getting Involved

Your gifts to Baruch Senior Ministries helps us provide quality programs, services, and facilities for our area residents. Gifts can come in many different forms, including the donation of time and talent through volunteering, making a monetary donation, or providing specific items needed by our local assisted living communities.

Volunteers

Volunteers are a vital part of our mission, helping residents, families, and staff to create and maintain connections with the community. From maintenance and housekeeping, to assisting with resident activities, dietary needs, special events, or simply reading to residents, Baruch Senior Ministries has many volunteer opportunities for you to help the senior residents of our communities. Everyone has their own gifts to share, and Baruch can match your talents and time with existing needs. This is a great opportunity for you to enhance the quality of life for our residents, while at the same time making long-lasting friendships and receiving the joy and personal satisfaction gained from helping others. The possibilities are endless!

Memorial, Honor, and Support Gifts

Monetary gifts help Baruch Senior Ministries to continue our mission and make it possible to assist residents who have outlived their financial resources. Your gifts help to fund our Resident Assistance Programs, the upkeep and remodeling of our facilities, enhanced programming for our residents, and so much more.

Memorial Gifts to Baruch are given in memory of a deceased family member or friend to express sympathy for another's loss. Baruch sends an acknowledgement of your gift with an appropriate message of sympathy to the recipient designated on your gift form. The amount of the gift will not be shown.

Honor Gifts acknowledge special people and occasions by expressing appreciation for family or friends by recognizing birthdays, anniversaries and other moments of significance to you or to others. Baruch sends an acknowledgement with appropriate greetings to the honoree designated on your gift form. The amount of the gift will not be shown.

Support from people like you allows Baruch's mission to continue. We invite you to join us in this mission so that family, friends, and neighbors may enjoy peace, security, and steadfast love.

Locations We Serve

Cedar Cove Assisted Living*

266 Mary L Street
Cedarville, MI 49719
906.484.1001

Fountain View Retirement Village

50 South Maple Street
Grant, MI 49327
231.834.8202

The Hume Home of Muskegon*

1244 West Southern Avenue
Muskegon, MI 49441
231.755.1715

Sunnyside Senior Living

108 Wildwood Drive
Cadillac, MI 49601
231.775.7750

Stone Crest Assisted Living

255 N Main Street
Freeland, MI 48623
989.695.5035

* a managed facility

FountainView Assisted Living

640 West Randall Street
Coopersville, MI 49404
616.997.9253

Georgetown & Cambridge Manors

141-151 Port Sheldon Road
Grandville, MI 49418
616.457.3050

Lakeshore Assisted Living Homes

Seville

16331 Robbins Road
Grand Haven, MI 49417
616.847.4242

Simarron

15255 Clovernook Drive
Grand Haven, MI 49417

Sierra & Sorrell

16216-16224 Mercury Dr
Grand Haven, MI 49417

Yorkshire & Stonebridge Manors

3511-3515 Leonard Street NW
Walker, MI 49534
616.791.0111



Baruch serves nine Michigan communities.

Our various assisted living facilities allow us to serve communities where needs exist, while keeping costs manageable. This keeps residents close to the family and friends that they value.

Although financial assistance is important, Baruch also emphasizes the crucial role of caring relationships in all phases of life.

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Our Locations.

Peace and Security

These are the assurances Baruch Senior Ministries strives to provide seniors, disabled family members, friends, and neighbors.

Baruch is a nonprofit organization and is effective because of donations from generous people like you.

We use this funding to:

- Develop and operate care facilities that serve as home to seniors and are licensed by the State of Michigan
- Provide an income-based program for care within an assisted living facility
- Offer end-of-life care to individuals and families in their final months and days of life

Please consider a donation.

Please consider volunteering.

Contact Baruch

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