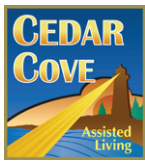


BARUCH SERVES 10 MICHIGAN COMMUNITIES:



- 1 Cedar Cove Assisted Living***
266 Mary L Street
Cedarville, MI 49719
906.484.1001



- 6 Park Place Assisted Living**
4222 S. Westnedge
Kalamazoo, MI 49008
269.388.7303



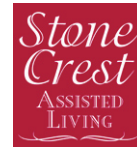
- 2 Fountain View Retirement Village**
50 South Maple Street
Grant, MI 49327
231.834.8202



- 7 Sunnyside Senior Living**
108 Wildwood Drive
Cadillac, MI 49601
231.775.7750



- 3 FountainView Assisted Living**
640 West Randall Street
Coopersville, MI 49404
616.997.9253



- 8 Stone Crest Assisted Living**
255 N. Main Street
Freeland, MI 48623
989.695.5035



- 4 Georgetown & Cambridge Manors**
141-151 Port Sheldon Rd.
Grandville, MI 49418
616.457.6010



- 9 Lakeshore Assisted Living Homes**
16331 Robbins Road
Grand Haven, MI 49417
616.847.4242

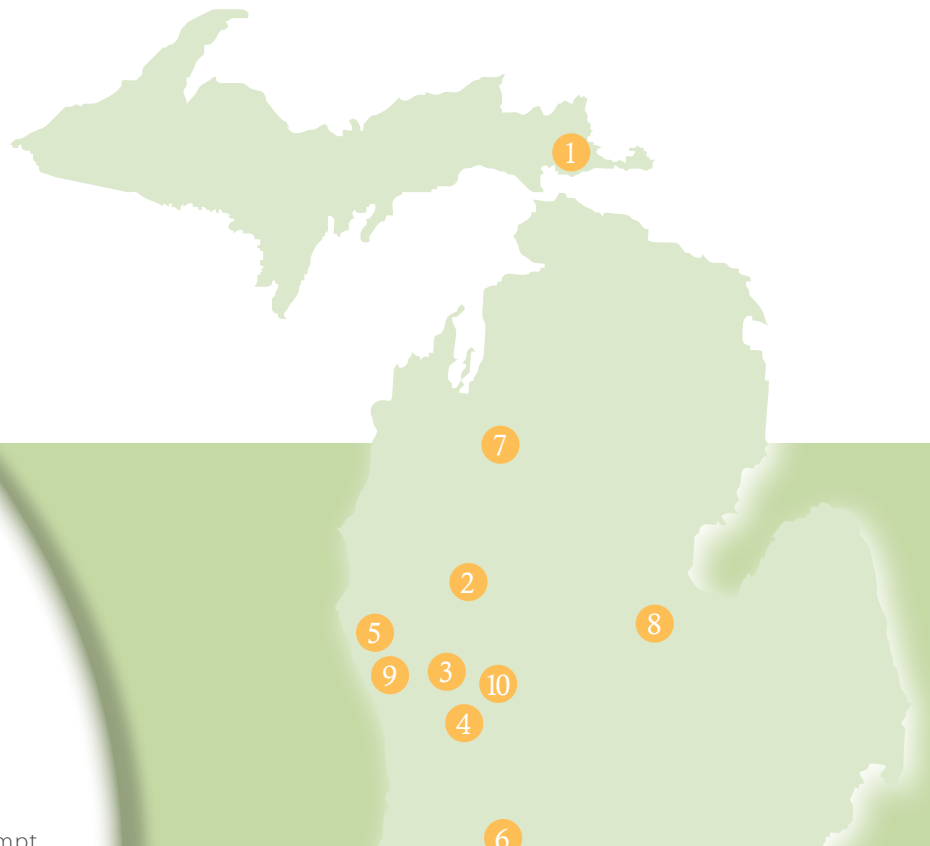


- 5 The Hume Home of Muskegon***
1244 West Southern Avenue
Muskegon, MI 49441
231.755.1715



- 10 Yorkshire & Stonebridge Manors**
3511-3515 Leonard Street NW
Walker, MI 49534
616.791.0111

*Managed community



Baruch Senior Ministries is a 501(c)(3) tax-exempt, non-profit organization. Donations may be tax-deductible as allowed by law.



2011 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.



A Non-Profit Leader
in Providing Assisted
Living Services
Throughout Michigan



Thomas Nobel
President and Founder
Baruch Senior Ministries

from the President ...

As you begin reading this annual report, I want you to have a feeling for the type of year 2011 was for Baruch Senior Ministries. We were truly blessed and enabled to serve many others. The following pages highlight only a few of the year's activities, so let me pause to give an overview about what Baruch Senior Ministries is.

Baruch was a servant. We, too, want to serve seniors, their families, our staff and the communities of which we are a part.

Annual reports depict numbers but that is not our bottom line. It is the heart and soul of the people of whom we've been a part.

Reaching out to meet more needs: growth at existing properties, new locations, and more involvement in the community.

Unless there is a strong commitment to values, God will not be honored by what we do.

Consciously working with our dedicated staff caring for the needs of those entrusted to us.

Helping to make life better through quality care, dignity and respect and working to meet the physical, spiritual and emotional needs of thousands of people.

That's what we're about!



In closing, let me tell you about one event of 2011. I had the privilege, with others, of meeting at each location with nearly all of our staff. Our focus was **values**: personal, professional and organizational. We emphasized the importance of values being consistent among the three areas. After further discussion, we asked staff what they thought Baruch's values were. Here's the result:

Based on faith

Always quality care and caring

Respect

Using the gifts of a team

Compassion

Honesty and Trust

Our goal in 2012 and beyond is to use these values as a guide, to keep them in front of us at all times and, with God's help, do our best to continue serving.

Please enjoy this report and join us in our mission.



SPIRITUAL CARE

The spiritual care and emotional well-being of our residents is a primary focus of Baruch Senior Ministries and our local communities. Our Spiritual Care Coordinator/Chaplain, Pastor Rick Kiekintveld, 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 community to lead worship and Bible studies, and to make individual pastoral calls to residents and staff. Under the direction of Pastor Rick, 2011 saw numerous advancements that continue to enhance the quality of life of our residents, including:

- Pastor Rick achieved his Pastoral Care Specialist certification with the American Association of Pastoral Counselors.
- The publishing of an end of life resource, *Abide With Me*, which provides Bible verses and other information to assist and comfort our resident families during this difficult time.
- Over 90 individuals and churches are now providing spiritual care to our residents through regular worship services, Bible studies, music and one-to-one visits.

WHO IS BARUCH?

In the Bible, Baruch, whose name means “blessed (by the Lord)”, was the prophet Jeremiah’s closest companion and faithful secretary. Jeremiah purchased land to ensure his people long term security and placed the deeds in Baruch’s hands to display God’s commitment and faithfulness to His people. Thereby, Baruch served as an instrument for assuring God’s people that they would never be abandoned. Baruch brought hope to his people who were forced to leave their homeland with few possessions and live in exile, lost in despair. He pointed them to a God who knew their needs, who cared for them, and who promised them a final reward and resting place.

Baruch Senior Ministries currently operates ten (10) licensed assisted living communities throughout the State of Michigan. Just as Baruch selflessly and faithfully carried out his charge, Baruch Senior Ministries promises to uphold its commitment to provide seniors with housing, care, and a life enrichment program that promotes the value and dignity of every person. We strive to provide communities where seniors are accepted and loved. With God’s direction, Baruch Senior Ministries provides loving and caring communities through quality physical as well as spiritual care that brings comfort to them in this life, and assists them in preparation for the life to come. Our resident assistance program makes it possible for seniors to stay in our assisted living community even when outliving their financial resources.





BARUCH ONE OF WEST MICHIGAN'S BEST AND BRIGHTEST

Every day, the leadership and caregiving teams at Baruch and its communities make a difference for residents and their families. In recognition of these efforts and the commitment demonstrated to its employees, Baruch Senior Ministries was selected by the Michigan Business & Professional Association as one of “West Michigan’s 101 Best and Brightest Companies to Work For” in 2011. Award recipients have exceeded traditional human resource practices to recruit, develop, motivate and retain their employees. They acknowledge the value their employees have on affecting the success of their company. Baruch congratulates the entire corporate team and members of each team in our communities for their efforts and support in making this recognition possible.



“I want to once again take this opportunity to thank you and your staff for the wonderful, loving care you provided for my mom...”

The attention, love and care shown to her made her feel so accepted, safe and even pampered.

What I saw and heard was commitment, dedication, patience and humor. Love was graciously and practically exemplified in so many different ways.”

– Georgetown & Cambridge Manor resident family member



BIKING FOR BARUCH A SUCCESS!

The 2011 Biking For Baruch fundraiser was held in July. Biking For Baruch is a pledged bike ride with the emphasis on the benefits of riding, being outdoors with friends and family, and raising funds for Baruch. We had a great day, with our participants riding over 460 combined miles, including two (2) riders – our very own Pastor Rick Kiekintveld and New Jersey’s Barry Young – pedaling the entire route from Georgetown & Cambridge Manors in Grandville to Sunnyside Senior Living in Cadillac (100+ miles!), primarily on the Fred Meijer White Pine Trail. Thanks to our riders, sponsors, and generous donors, in 2011 we were able to raise over \$6,700.00 for Baruch Senior Ministries and the senior residents of our assisted living communities!

GETTING INVOLVED How You Can Help.

Volunteer

Volunteers are a vital part of our mission, helping residents, families, and staff to create and maintain connections with the community. Everyone has their own gifts to share, and Baruch can match your talents and time with existing needs.

Donate

Monetary donations or providing specific items needed by our local communities helps Baruch continue our mission and further enhance the quality of life for our residents. Your monetary gifts help to fund our resident assistance program, which allows residents to remain in a Baruch facility even when they outlive their financial resources. They also help to fund the upkeep and remodeling of our facilities and provide enhanced programming for our residents.

Visit our website at www.baruchsls.org or contact Baruch corporate offices or an individual community to find out more about volunteer opportunities or to make a donation.

Baruch Senior Ministries is a 501(c)(3) tax-exempt, non-profit organization. Donations may be tax deductible as allowed by law.



◀ In August, many employees and their families joined us for a fun night at Fifth Third Ballpark for a West Michigan Whitecaps baseball game to celebrate the success of Biking For Baruch. In recognition of his efforts, Pastor Rick threw out the first pitch at the ball game!

“My grandmother still has fond memories of home but loves her ‘new family’. To her, the future seems a little brighter!”

– Stone Crest resident family member



OUR GROWTH:

Park Place Assisted Living In Kalamazoo Joins Baruch Family

Baruch Senior Ministries continues to grow by partnering with communities that align with our mission, operate in a similar manner, and look for new creative ways to support seniors in assisted living within their community. In keeping with this direction, Baruch completed the acquisition of Park Place Assisted Living in Kalamazoo in December, 2011. Park Place has five buildings, each with twenty residents in a warm, intimate setting. Various levels of care are offered in the designated buildings. Just like the other Baruch communities, the staff members of Park Place are proud of the quality of care they provide, looking after the needs of the residents. We would like to welcome Park Place to the Baruch family and look forward to continuing quality care to Kalamazoo's senior community for many years to come.

Cedar Cove Addition Completed

A new building addition was completed at Cedar Cove Assisted Living in 2011, which added seven (7) specialized care beds and two (2) apartments to the Cedar Cove community. The new wing also features 'The Rock Fitness Center' which is available to use at no cost to our residents and to donors who become a Cedar Cove supporter. We are proud to offer this additional housing and recreational opportunity to our residents and the community.



Fountain View of Coopersville Awarded Grant for Renovations

Fountain View Assisted Living of Coopersville was awarded a \$500,000 Affordable Housing Program (AHP) grant from the Federal Home Loan Bank of Atlanta in 2011. This competitive grant, awarded annually to organizations for the funding of housing projects for very low to moderate income families and individuals, will be used for major renovations and upgrades at FountainView. This major project is scheduled to be completed in 2012, and will include numerous upgrades to the infrastructure of each of the three (3) buildings at FountainView and also upgrades to individual resident rooms, all of which will further enhance the quality of life for our Coopersville residents. The AHP grant application and this project was made possible through the local support of Bank of America.



"Having recently moved from Kansas, I feared never feeling at home again, but with your love and care, it was not long before I came to feel a part of your special family and that I was 'home'.

I appreciate all your loving, compassionate care."

- Fountain View Grant resident

FINANCIAL OVERVIEW

- Improved cash position
- Strong operating results and a \$750,000 gain on acquisition generated a 50% increase in Unrestricted Net Assets
- We continued to benefit from low floating interest rates
- Several bank loans were renewed and refinanced at attractive interest rates
- Property enhancements will be funded through \$275,000 from the 2011 surplus

Our 2011 Balance Sheet is strong and is summarized as:

Current Assets	\$1,540,677
Current Liabilities	(668,553)
Property, Plant & Equipment	20,103,069
Intangibles	3,536,733
Debt	(20,197,981)
<hr/>	
TOTAL FUND BALANCE:	\$4,313,945

REVENUES & EXPENSES

Baruch Senior Ministries
For the Year Ending December 31

	<u>2010</u>	<u>2011</u>
Total Revenue	\$10,600,543	\$11,643,721
<hr/>		
Total Expenses	\$10,156,545	\$10,938,309

EXPENSES 2011

