



2012 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





Message from the President

Thomas Nobel
President and Founder
Baruch Senior Ministries

In this annual report, as in many others, we measure growth and progress by way of statistics and numbers, such as buildings, resident beds, communities, finances, and other objective criteria. This year, I'd like to start with a different focus - the people we serve and the development of our team. Our real growth, progress, and a successful year is best measured by the lives we've touched and the families we've served.

The 639 team members employed by Baruch Senior Ministries, together with the help of over 160 volunteers, have provided over 197,000 days of quality care to our residents and their families in 2012. In order to ensure that residents are receiving the best possible care, our team members attend numerous training seminars, classes, and in-service to continue their growth as caregiving professionals.

As we celebrate this year of tremendous growth, we also want to recognize the efforts of those communities, families, and team members that have contributed to the Baruch mission for many years. They have clearly set the standard and it is only through their continuous commitment and dedication that we are able to grow and expand the reach of our ministry to others.

In this annual report, you'll read articles about special events and new programs to enhance resident care. 2012 has been a good year, a year in which we've tried to emulate the historical Baruch, a servant of God. We have been blessed with great opportunities and resources, with wonderful results. We encourage you to join us in this journey as we seek to serve and minister to seniors in our communities.

I hope you enjoy this report and are challenged to engage in the Baruch ministry.



Board of Directors

The volunteer Board of Directors for Baruch Senior Ministries take their mission very seriously. The aim of the Board is to glorify God through efforts to ensure that seniors never feel abandoned - no matter what their personal circumstances, seniors can always be certain of their hope in the Lord.

Brian Mattila, Chairman
Buiten & Associates
Certified Insurance Counselor

Christopher P. Murphy, Secretary/Treasurer
Leisure Living Management
Vice President / Treasurer

Lynne Stahlbusch, Member
Pine Rest Christian Hospital
Registered Psychiatric Nurse

Scott Zylstra, Member
Cascade Engineering
Director of Finance - Industrial and Retail
Solutions Division

Jim Tuinstra, Member
President, Kent Health Plan
CEO - Hope Network (Retired)

Arie Goudswaard, Member
Amway Corporation
Manager Global Sales (Retired)

Matt Wieringa, Member
Leland International
President

John Lewis, Emeritus member
Attorney, President - Wingshadow Ministries

John VanderWilp, Emeritus member
Owner - John Wayne Construction Co.



Baruch Senior Ministries

Baruch Senior Ministries (Baruch) is a faith-based nonprofit organization inspired by the prophet Jeremiah and the trust he placed in his scribe, Baruch. In Jeremiah's time, Baruch served as an instrument for assuring God's people that they would never be abandoned. Just like its namesake, Baruch Senior Ministries desires to provide assisted living communities where residents are not abandoned, but are accepted and loved. With God's direction, Baruch Senior Ministries provides hope by seeking to understand the needs of our residents, providing them quality physical care as well as spiritual care that brings comfort to them in this life and assists them in preparation for the life to come.

By the end of 2012, Baruch is operating twelve (12) licensed assisted living communities throughout the state of Michigan that serve as home to seniors. It is the intent of Baruch to make its quality housing and exceptional assisted living services available to those seniors who may not be able to afford similar care in existing for-profit communities. In recognizing the importance and desire of a resident never wanting to move again, Baruch also provides financial support to residents who outlive their financial resources.

Our Baruch team is committed to providing quality housing and senior lifestyle services that promote the value and dignity of every person.



Spiritual Care



As Baruch continues to grow and expand its reach throughout the state of Michigan, the spiritual care and emotional well-being of our residents and staff remains a primary focus of Baruch Senior Ministries and our local communities. With the help of other Baruch staff, local churches and pastors, lay people and other local volunteers, our full-time Spiritual Care Coordinator/Chaplain, Pastor Rick Kiekintveld, is committed to ensuring that all Baruch communities provide regularly scheduled Bible studies, worship services, memorial services, and special events that continuously promote the spiritual and emotional well-being of residents and staff. Pastor Rick and others also offer their time and services to individual residents and Baruch staff on a regular basis for one-on-one visits for personal counseling and to help them through personal concerns or challenges.

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

– Jeremiah 33:6

Baruch Introduces Music Therapy

In its continuing effort to enhance the quality of life for its residents, Baruch has recently introduced music therapy in many of its senior residential communities, including Georgetown & Cambridge Manors and Yorkshire & Stonebridge Manors. Music therapy is a clinical and research-based use of musical interventions in a group setting to provide pleasurable experiences, help reduce anxiety, encourage increased alertness, increased social interaction and awareness, and increased motor coordination and range of motion. Music therapy is also offered to individual residents to further promote alertness, reminiscence, and pain management.



The pilot for Baruch's music therapy program is being offered by certified music therapists through an agreement with the Franciscan Life Process Center in Lowell.

Hume Home Celebrates Centennial



The Hume Home of Muskegon, an assisted living community managed by Baruch Senior Ministries, celebrated 100 years of service to the Muskegon community in 2012. The Hume Home was a gift to Muskegon from lumber baron Thomas Hume who wanted to leave a permanent legacy of foresight and care to the town he loved. Hume's idea of providing a gracious retirement home for the elderly so they could live out their lives in dignity and respect, was very progressive for its time, but clearly fits the mission and values of Baruch today. To celebrate this milestone in its history, the Hume Home held a number of special events in 2012, including an open house, centennial ball, golf tournament, 5k run/walk and holiday tea. Congratulations to the Hume Home - we appreciate the opportunity to assist in providing quality care and services to seniors in the Muskegon community.

Outreach



Bikers celebrate with residents and staff at Sunnyside Senior Living after a day-long ride to support Baruch Senior Ministries.



The 2012 Biking For Baruch fundraising event featured 20 bike riders who logged over 1,100 total miles to raise almost \$12,000.00 for Baruch Senior Ministries and our local communities. Eight (8) riders completed the entire 100-mile course. In 2012, a new feature was added to the fundraising aspect of Biking for Baruch – riders had the option to

designate any funds raised through pledges to a specific Baruch community. A special trophy was awarded to Georgetown & Cambridge Manors for their efforts in raising the most pledge money among all of the Baruch communities.



Welcome to Stonebridge

Baruch's Yorkshire & Stonebridge Manor was awarded Third Place for this photo in the nationwide 5th Annual Long Term Care Photo Contest sponsored by HealthCap, the nation's leading liability insurer exclusively serving the senior care industry.

Support Baruch's Mission

Volunteer

Volunteers help 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 the existing needs of our homes. 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.

Donate

Monetary gifts help Baruch to continue its mission and further enhance the quality of life for our residents. These gifts will help to fund our resident assistance program, which allows residents to remain in a Baruch community even when they outlive their financial resources. They also help to fund the upkeep and renovation of our buildings, and provide enhanced programming for our residents. Our homes also have needs for specific items that provide a direct impact on the day to day lives of our residents, so item donations are a quick and easy way to help us serve those residents.

To find out more about volunteer opportunities or to make a donation, visit our website at www.baruchsls.org.

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

OVER 160 VOLUNTEERS ARE SERVING RESIDENTS THROUGHOUT BARUCH COMMUNITIES.



2012 A Year of Growth



Baruch Will Carry On Bishop Hills Legacy

In December, Baruch completed the purchase of Bishop Hills Elder Care Community in Rockford. Bishop Hills has developed a reputation as an outstanding assisted living community, with a desire to offer seniors an opportunity to thrive and live with purpose, even during advanced years. Bishop Hills has assembled a talented staff and achieved a very unique status, with seven (7) consecutive years of perfect annual surveys for its Home for the Aged license. Baruch has great respect for what has been created in life enrichment and culture at Bishop Hills and is committed to continuing that legacy in the Rockford community.



Opening in 2013.....

Northern Pines Assisted Living in Grayling

Baruch is finalizing the construction of a new 20-bed assisted living community in Grayling scheduled to open in 2013 – Northern Pines Assisted Living. At Northern Pines, Baruch is committed to providing the same quality care and services to the seniors in the Grayling area that we provide in the other Michigan communities that we serve.



Hale Creek Manor

Baruch Partners With Hale Area Assisted Living Corporation

In 2012, Baruch began the process of lending a hand to a group of dedicated individuals in the community of Hale to begin planning for the construction of a new 32-unit assisted living home in their community. These individuals formed a Michigan non-profit corporation, Hale Area Assisted Living Corporation, to meet a tremendous need that they identified in their community for assisted living. Baruch is working hand-in-hand with the organization throughout the development stages and construction of Hale Creek Manor, which is scheduled to begin in 2013. After construction is completed, Baruch will be managing the day-to-day operation on behalf of the local organization.



Baruch Acquires Evergreen Terrace in Big Rapids

Baruch acquired Evergreen Terrace Assisted Living in Big Rapids in November. Evergreen Terrace is a 20-bed community that offers convenience and safety features, as well as a variety of room sizes to accommodate residents through their journey. The staff is a team of committed individuals who are focused on providing quality personalized care to their residents, allowing as much independence as possible. Baruch welcomes the opportunity to continue providing the quality care and compassion that families are looking for in the Big Rapids community.

Financial Overview

Summary

- Improved cash position
- Repaid over \$1,125,000 of debt
- Several bank loans were renewed and refinanced at attractive interest rates
- Completed the acquisition of two (2) homes and started construction of another

Our 2012 Balance Sheet is strong and is summarized as:

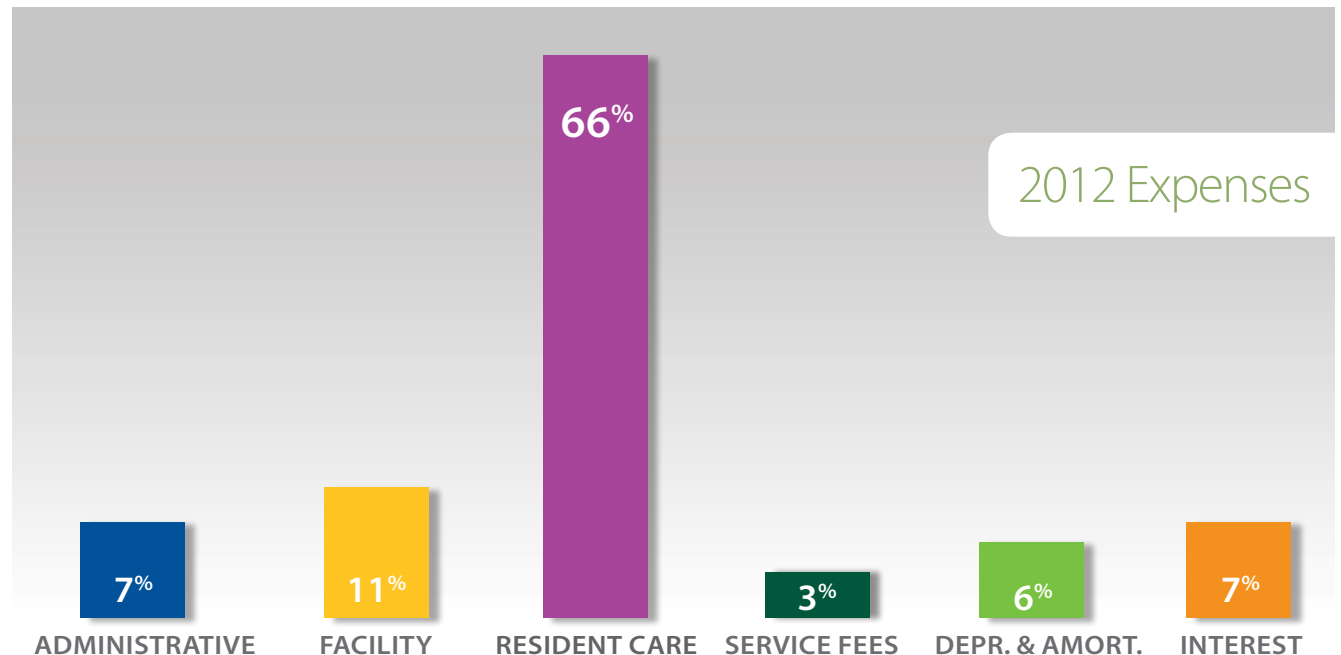
Current Assets	\$2,412,992
Current Liabilities	(1,212,077)
Property, Plant & Equipment	24,673,592
Intangibles	4,408,872
Debt	(24,080,317)

TOTAL FUND BALANCE: \$6,203,062

Revenue and Expenses

Baruch Senior Ministries For the Year Ending December 31

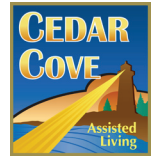
	<u>2012</u>	<u>2011</u>
Total Revenue	\$15,666,576	\$11,643,721
Total Expenses	\$13,777,459	\$10,938,309



BARUCH SERVES 14 MICHIGAN COMMUNITIES:



1 **Bishop Hills Elder Care**
4951 11 Mile Road
Rockford, MI 49341
616.866.8227



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



3 **Evergreen Terrace Assisted Living**
801 Fuller Avenue
Big Rapids, MI 49307
231.527.1050



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



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



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



Hale Creek Manor

7 **Coming Soon! Hale Creek Manor***
3191 M-65
Hale, MI 48739



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



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



10 **Opening in 2013! Northern Pines Assisted Living**
130 Mary Ann Street
Grayling, MI 49738
989.344.2010



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



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



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

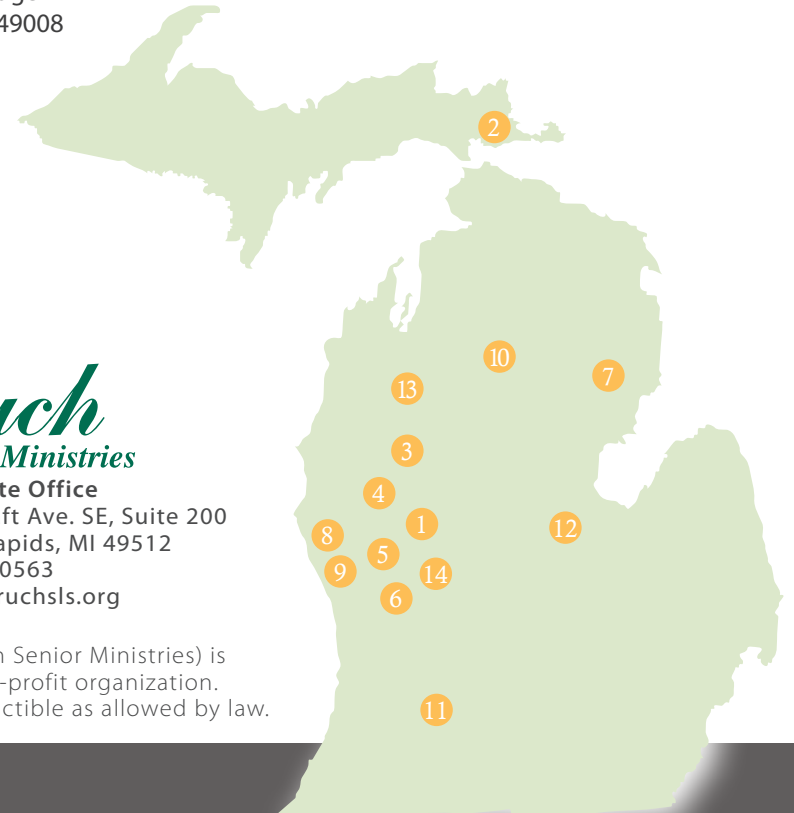


14 **Yorkshire & Stonebridge Manors**
3511-3515 Leonard Street NW
Walker, MI 49534
616.791.0111



Baruch Senior Ministries
Corporate Office
3196 Kraft Ave. SE, Suite 200
Grand Rapids, MI 49512
616.285.0563
www.baruchsls.org

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



*Managed community