



2015 **ANNUAL REPORT**

PRESIDENT'S MESSAGE



Thomas Nobel
President and Founder
Baruch Senior Ministries

Thank you for taking the time to read the Baruch Senior Ministries 2015 Annual Report. Our theme for the year was, "Thrive", based on the popular song by Casting Crowns. Throughout this report you'll see references to this theme, as we plan to continue its message in 2016 and beyond.

I want to call your attention to two phrases from the song. First, "to know God and to make Him known". One of our Baruch values states that we are based on faith. Our faith basis encourages us to carry out actions that enable us to better know God and then to make Him known through our caregiving actions. The second phrase, "we were made to more than just survive, we were made to thrive" reflects our attitude during 2015 and going forward. The stories and financial report you see are a few indications of how we thrived and were blessed in 2015. It challenges us to do even more in the future.

My heartfelt thanks to the over 800 Baruch team members, serving throughout Michigan, fulfilling our mission to thrive and be good stewards of the gifts they're given. Most importantly, these team members enable us to provide loving homes for our senior residents where they can thrive. You will also see photos and read stories of our thriving residents throughout this Annual Report.

Please enjoy the Annual Report. Feel free to contact any of us with comments or questions.

2015 Board of Directors

The volunteer Board of Directors for Baruch Senior Ministries is an active and diverse group of Michigan professionals committed to ensuring that our mission and values are carried out through all levels of the organization. The Board also plays a significant role in strategic planning and helps to guide Baruch's future direction to ensure that the mission is carried out for many years to come.

A special thank you to Scott Zylstra and Lynne Stahlbusch who both completed their service to the Baruch Board of Directors at the end of 2015. We truly appreciate their contributions and selfless commitment to the values and mission of Baruch Senior Ministries throughout their 8 years of service.



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

Matt Wieringa, Secretary/Treasurer
G&T Industries
Vice President, Sales/Marketing

Ken Drenth, Member
Superintendent - Les Cheneaux
Community Schools (Retired)

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

Matt McGowan, Member
Wells Fargo Bank NA
Vice President
Senior Relationship Manager

Lynne Stahlbusch, Member
Pine Rest Christian Hospital
Registered Psychiatric Nurse

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

Rich VandeVegte, Member
Leisure Living Management
Information Technology Director

John Lewis, Emeritus member
Attorney, President - Wingshadow Ministries

Brian Mattila, Emeritus member
Buiten & Associates
Certified Insurance Counselor

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

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

ABOUT BARUCH

Baruch Senior Ministries seeks to honor God by serving people as they age.

Established in 1997, Baruch Senior Ministries is a faith-based nonprofit organization operating 22 licensed assisted living communities throughout the state of Michigan. Our focus in each community is to create a compassionate and loving environment where seniors can make a lasting home. With God's direction, Baruch seeks to understand the individual needs of our residents, providing them quality physical care as well as emotional and spiritual care.



Why the name 'Baruch'?

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

– Jeremiah 33:6

This is God's promise as written in Jeremiah. As Jeremiah's disciple and scribe, Baruch served as an instrument for assuring God's people would never be abandoned. Just as he remained selflessly true to his charge, Baruch Senior Ministries promises to uphold its commitment to provide seniors, disabled friends, and neighbors with housing, care, and programs that nourish their body and soul.

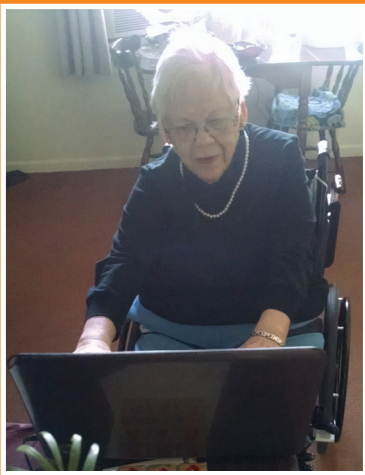
Income-Based Program

As a nonprofit organization, Baruch is able to offer more affordable costs to seniors, and we reinvest our earnings to maintain and renovate our communities. To further support its mission, Baruch has established an income-based program that provides reduced rent to qualified residents based on their individual monthly income. This program is completely confidential and ensures them the same level of care as all of our residents. The income-based program also assures a resident and their family that they will never be asked to leave due to personal financial circumstances.



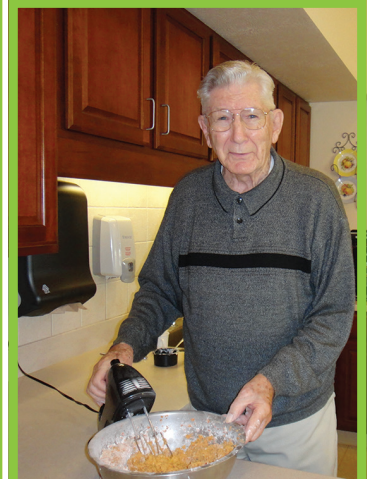
RESIDENT LIFE

Baruch Senior Ministries is dedicated to quality senior care that promotes enjoyment, community, vitality and purpose for every individual resident. From everyday tasks to life enrichment activities and special events, our focus in each community is to create a compassionate and loving environment for our residents. We seek to help seniors across Michigan experience the comfort and assurance of knowing they are home.



Resident Journalist

Throughout her life, Greta Heugel, a resident of Yorkshire & Stonebridge Manor in Walker, has enjoyed writing and sharing the stories of those around her and being active within her city and church. Greta now regularly writes a brief life history about other residents for the monthly newsletter at Yorkshire & Stonebridge. Like a seasoned journalist, she meets with a resident and their family and gathers notes that she later uses to write her articles. What a great way to share her gift of writing.



Helping in the Kitchen



Gardening



Bible Study



Trick or Treat



Karaoke



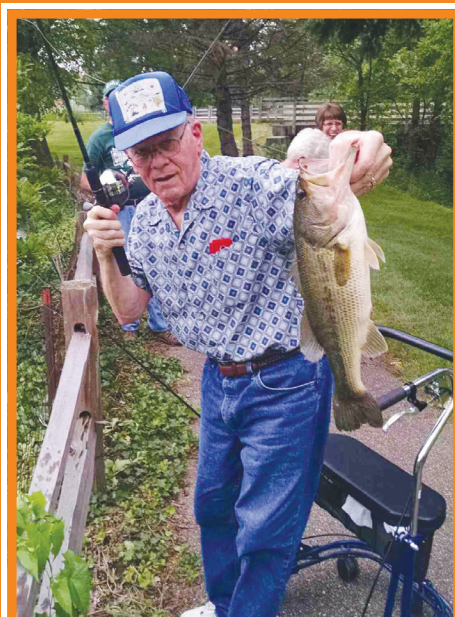
Resident Preacher

Leoff C. Curtis, Jr., a former pastor and current resident of Georgetown Manor, presented the sermon at a Sunday worship service for the other residents at Georgetown & Cambridge Manor. During his working years, Leoff served as a pastor for nine years in Illinois and Indiana, and dedicated 35 years to being a school teacher and principal in communities throughout the Midwest. Leoff also has four children who have all followed his path of service in Christian ministry. It was a special treat for the residents of Georgetown & Cambridge Manor to hear a message from a fellow resident.

Celebrating Special Occasions



Honoring our Veterans



Fishing Derby



Family Picnic



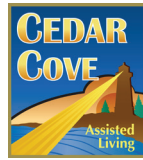
Salon Time

BARUCH SERVES MICHIGAN COMMUNITIES



1

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



2

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



3

Cherry Hill Haven of Kalkaska
3412 American Way
Williamsburg, MI 49690
231.258.5900



7

FountainView Retirement Village of Fremont
102 Hillcrest Avenue
Fremont, MI 49412
231.924.5050



8

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



9

Fountain View of Lowell
11537 Fulton Street SE
Lowell, MI 49331
616.897.8413



13

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



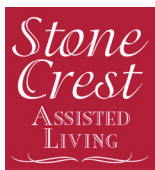
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Hyde Park Assisted Living & Memory Care
3100-3200 Wyndham Drive
Flushing, MI 48433
810.659.3000



15

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



19

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



20

Sunnyside Senior Living
108 Wildwood Drive
Cadillac, MI 49601
231.775.7750



21

The Willows Assisted Living
3440 Niles Road
St. Joseph, MI 49085
269.428.0715

*Managed Community



4

Cherry Hill Haven of Traverse City
4885 North Long Lake Road,
Traverse City, MI 49684
231.645.2341



5

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



6

Fountain View Assisted Living
640 West Randall Street
Coopersville, MI 49404
616.997.9253



10

Fountain View Retirement Village of Portage
7818 Kenmure Road
Portage, MI 49024
269.327.9595



11

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



12

Hale Creek Manor*
3191 M-65
Hale, MI 48739
989-728-1300



16

Living Joy Memory Care
1525 E. Pierson Road
Flushing, MI 48433
810.659.8507



17

Northern Pines Assisted Living
130 Mary Ann Street
Grayling, MI 49738
989.344.2010



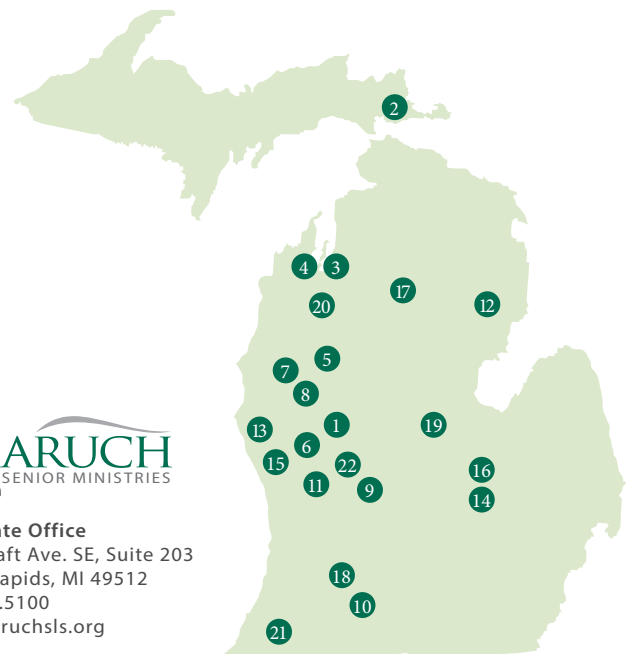
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Park Place Assisted Living
4222 S. Westnedge
Kalamazoo, MI 49008
269.388.7303



22

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



Corporate Office
3196 Kraft Ave. SE, Suite 203
Grand Rapids, MI 49512
616.719.5100
www.baruchsls.org

OUR TEAM

Baruch Makes a Move



To accommodate its growing operation and staff, Baruch Senior Ministries moved its corporate office in 2015 into a space to call its own in the Glenwood Hills Corporate Centre on Kraft Avenue in Grand Rapids. Our new home includes individual offices, cubicles, and workstations, with some extra space also ready to accommodate future growth. The new office space also features a sizeable separate classroom that is continuously used for larger group meetings and training events for our team members.

New Team Members

As we continued to expand our mission to more communities, Baruch welcomed two new Regional Operations Directors and a Project Coordinator to its full-time corporate staff in 2015.

Patricia Herrema joined the corporate team as a full-time Regional Operations Director in November. Patricia brings a wealth of experience to her new position after serving 20 years as the Administrator at Baruch's Yorkshire & Stonebridge Manor in Walker. Dan DeVries was also named a part-time Regional Operations Director, while he continues to serve as the Administrator at Park Place Assisted Living in Kalamazoo.

Early in 2015, Baruch also welcomed James Tew to the team to serve in the newly-created position of Project Coordinator. James is responsible for developing and coordinating information related to a number of ongoing projects, including research, market studies, and financial analysis of potential acquisitions and new construction projects.

*"... serve one another humbly
in love."*

– Galatians 5:13

Administrator Graduation Luncheon

In December, Baruch hosted a celebration luncheon for our Administrators at Frederick Meijer Gardens in Grand Rapids, with Special Christmas music provided by Gwenneth Bean. We were pleased to honor the accomplishments of our Administrators who completed various levels of certification from Senior Living University as part of their continuing growth as caregiving professionals. In 2015, 24 Baruch Administrators earned certifications, including five that earned Assisted Living Administrator Level 1 Certification, while 19 others completed courses to further enhance their operational expertise and leadership expertise.



The Baruch website has received a facelift! Visit us online at www.baruchsls.org.

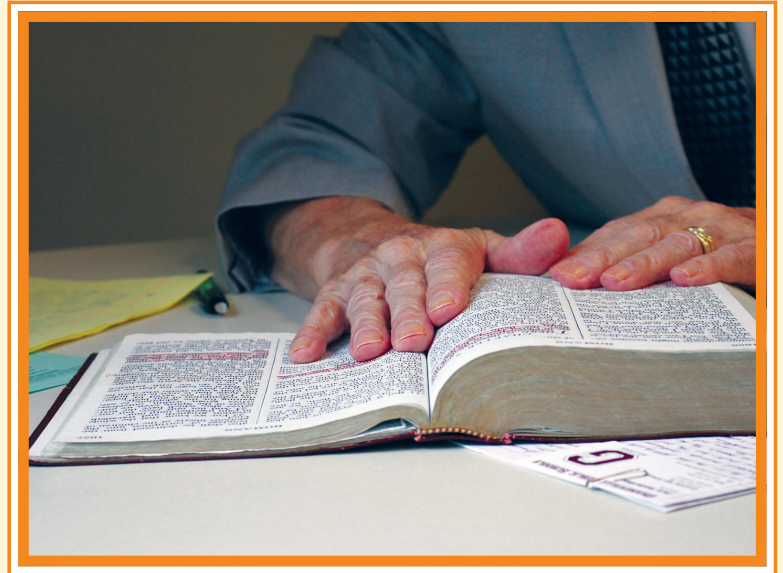
SPIRITUAL CARE

*“ I have come that they may have life, and have it to the fullest.”
– John 10:10B*

Spiritual Care

The spiritual care and emotional well-being of our residents and staff is a cornerstone of Baruch Senior Ministries’ mission and purpose. Baruch’s Spiritual Care Department includes a full-time Spiritual Care Coordinator/Chaplain, two part-time Chaplains, and a full-time support person. Our Spiritual Care Coordinator also works with local churches, pastors, and lay people in each Baruch community to provide on-going worship services and Bible studies for our residents.

This team regularly visits each Baruch community to lead Bible studies, worship services, memorial services, and other special events to consistently support our residents and staff. The team also provides one-on-one pastoral calls to individual residents and staff members for personal counseling and to help them through personal concerns or challenges.



Pastor Rick Kiekintveld, Spiritual Care Coordinator

*“I am so fortunate to live in a Christian environment at this stage of life and give God all praise.”
– Bishop Hills Resident*

Chaplain Valjean VandeHaar Ordained

In 2015, Baruch’s Chaplain Valjean VandeHaar passed the Classical Examination and became ordained through the Christian Reformed Church, Commissioned to Baruch Senior Ministries. ‘Chaplain Val’ is also an Endorsed Chaplain through the Chaplaincy and Care Ministry of the Christian Reformed Church. Baruch is extremely proud of her accomplishments this past year and the dedication that Chaplain Val has shown to our residents and staff as a part-time Chaplain in our Spiritual Care Department.



Chaplain Valjean VandeHaar

COMMUNITY UPDATE

Baruch Welcomes Hyde Park and Living Joy

At the end of 2015, Baruch Senior Ministries added two (2) homes to its family of communities - Hyde Park and Living Joy located in Flushing. Hyde Park is comprised of two (2) buildings that can each accommodate up to 20 residents. Hyde Park Assisted Living provides individualized supportive care for those who may require various levels of assistance with daily activities, while Hyde Park Memory Care is designed for those residents with special medical needs, including Alzheimer's, dementia or other neurological disorders. Like Hyde Park Memory Care, Living Joy is a separate 20-bed home also designed to serve residents with special medical needs. Baruch welcomes Hyde Park and Living Joy to the family and looks forward to serving the Flushing area for many years to come.



Fountain View of Lowell Gets Connected



The construction of a 4,900 square foot building which connects the north and south resident buildings at Fountain View of Lowell was completed in 2015. This new connector building includes administrative offices, kitchen, and some new amenities for our residents, including a hair salon, spa room, and spacious activity room. We are proud that this wonderful addition to Fountain View of Lowell was one of three local projects presented with a "2015 Brick Award" by the Lowell Area Chamber of Commerce. This award recognizes those businesses that are making an investment to grow and further develop their business and creating vibrancy within the community.

Renovation Completed at Park Place Building 'A'

A complete renovation and upgrade of Building 'A' at Park Place in Kalamazoo was completed in 2015. The renovation includes new wallcoverings, flooring, and paint, as well as a number of upgrades to the infrastructure of the building such as a new HVAC system and the addition of a new fire suppression system. All of these upgrades will further enhance the comfort and security of our residents at Park Place.

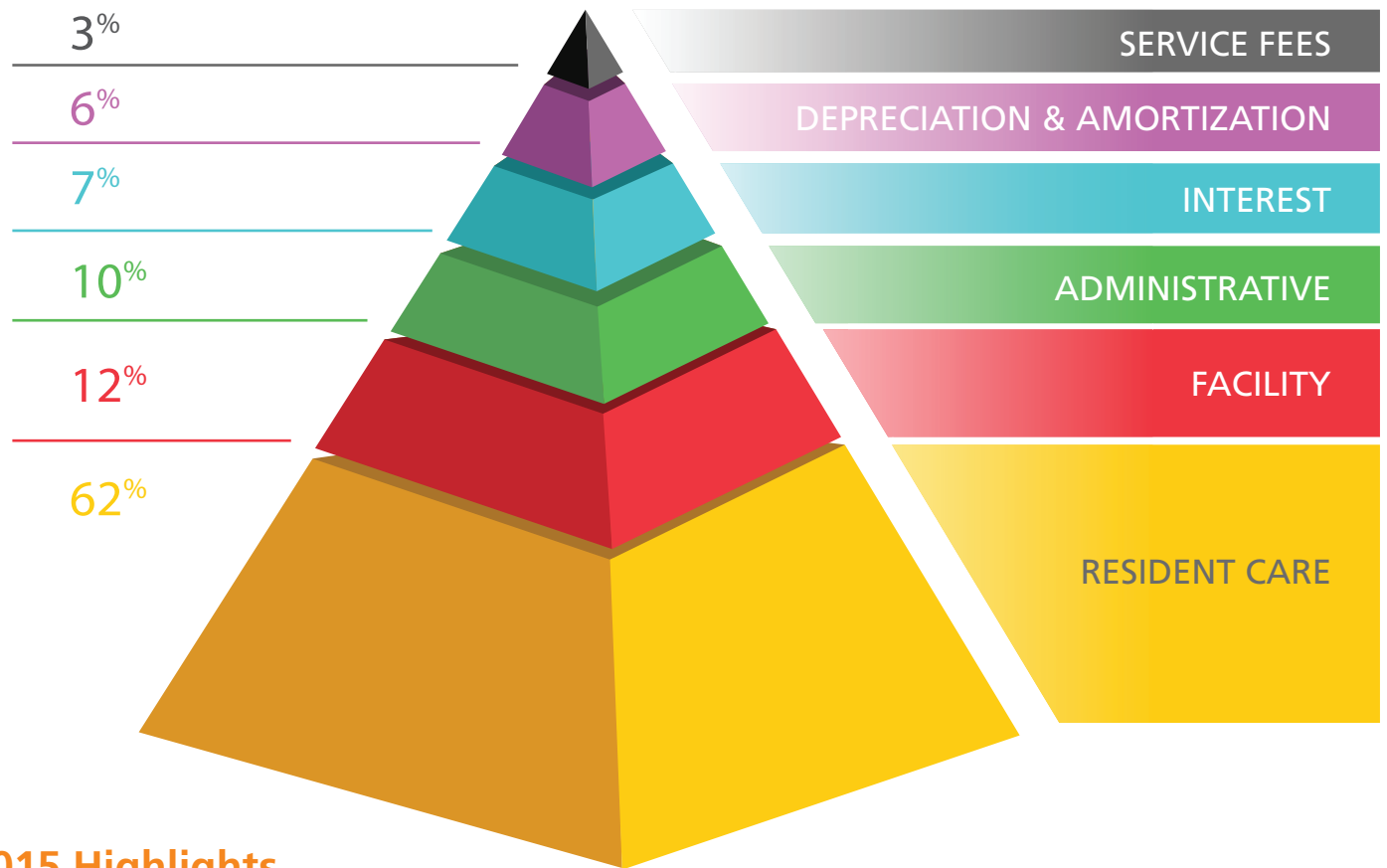


FINANCIAL OVERVIEW

Revenue and Expenses

For the Year Ending December 31

	2014	2015
Total Revenue	\$26,461,127	\$29,099,233
Total Expenses	\$24,064,688	\$27,302,462



2015 Highlights

- Baruch completed the acquisition of two homes in Flushing in the 4th quarter of 2015 – Hyde Park Assisted Living & Memory Care and Living Joy Memory Care. These transactions were both financed through the USDA Rural Development direct loan program.
- The connector building at Fountain View of Lowell and the renovation of Park Place Building 'A' were completed in 2015. By the end of the year, renovation projects were also under way at Park Place Building 'B' and at Sierra Lakeshore.
- Baruch paid down \$1.9 million in debt in 2015.

Our 2015 Balance Sheet is strong and is summarized as:

Current Assets	\$3,744,601
Current Liabilities	(1,488,372)
Property, Plant & Equipment	53,106,518
Intangibles	9,800,487
Debt	(53,183,522)
TOTAL FUND BALANCE:	\$11,979,712

Baruch SLS, Inc. (dba Baruch Senior Ministries) is a 501(c)(3) nonprofit corporation.

How Great Thou Art

CD1-5

O Lord my God, when I in awe-some won-der con-sid-er all the
 worlds* Thy hands have made; I see the stars, I hear the roll-ing*
 thun-der, Thy pow'r thro'-out the u-ni-verse dis-played.

Chorus
 Then sings my soul, my Sav-ior God to Thee: How great Thou
 art, how great Thou art! Then sings my soul, my Sav-ior
 God to Thee: How great Thou art, How great Thou art!



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