



MESSAGE FROM THE PRESIDENT

2016 was a year of blessings and renewed commitment to our mission. Reading through this Annual Report, we hope you will see how God is leading us to serve people as they age.

We learn from God’s Word that He is ever present with us, and that His provision in the past, His blessings of the present, and His promises of the future lead us in the ministry of Baruch.

As we look back at 2016, we see evidence of God’s work and hand in our ministry: in finances, in the growth of staff, in the renovation and expansion of communities, and, most importantly, in the stories and the testimonies of residents. Looking ahead to 2017, and the celebration of Baruch Senior Ministries’ 20th anniversary, we see how the events of 2016 will impact our growth in the years to follow.

In the pages of this Annual Report, you will see the fruit of God’s work through Baruch’s mission. Many thanks to the Baruch team members and volunteers throughout Michigan who participated in Baruch’s mission this past year and to those who will still be actively involved in carrying it on into the years to come.

Thomas Nobel, President and Founder
Baruch Senior Ministries

The promises of Psalm 32:8 will continue to be our guide and focus in the years ahead: “I will instruct you and teach you in the way you should go; I will counsel you with my loving eye on you.”

Enjoy and share this 2016 Annual Report, and please feel free to contact us with any comments or questions.

2016 BOARD OF DIRECTORS

The volunteer Board of Directors for Baruch Senior Ministries is an active and diverse group of Michigan professionals committed to seeing that our mission and values are carried out through all levels of the organization. The Board furthermore plays a significant role in strategic planning and assists in guiding Baruch’s future in accordance with its purpose—to honor God by serving people as they age.

We would like to extend an earnest welcome to Joan Cornelison who became a new board member in 2016, and a thank you to Rich Vande Vegte who completed his term in 2016. We truly appreciate the service of our board members, both former and present.

Matt Wieringa, Chairman
Director of Marketing and Sales
Byrne Electrical Specialists

Jim Tuinstra, Secretary/ Treasurer
President - Kent Health Plan
CEO - Hope Network (Retired)

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

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

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

Joan Cornelison, Member
Executive Director
Hope Network Ministries

Rich Vande Vegte, Member
Information Technology Director
Leisure Living Management

Emeritus Members

John Lewis
Attorney
President - Wingshadow Ministries

John VanderWilp
Owner
John Wayne Construction Co.

Brian Mattila
Certified Insurance Counselor
Buiten & Associates

Christopher P. Murphy
Vice President - Treasurer
Leisure Living Management

Lynne Stahlbusch
Registered Psychiatric Nurse
Pine Rest Christian Hospital

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

ABOUT BARUCH

Established in 1997, Baruch Senior Ministries is a faith-based not-for-profit organization operating 23 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. Baruch seeks to understand the needs of each resident as an individual and seeks to meet these needs with **quality care**. Baruch also understands the difficulty in moving from home, and thus seeks to create a place with the comfort, peace, and security of home.

“I will heal my people and will let them enjoy abundant peace and security.”
- Jeremiah 33:6

Throughout the Book of Jeremiah, God continually expresses through His prophet His commitment and faithfulness to His people. As Jeremiah’s disciple and scribe, Baruch penned these promises of God, and thus served as an instrument for assuring God’s people would never be abandoned. Just as Baruch remained faithful to his call, Baruch Senior Ministries promises to uphold its commitment to provide seniors and the disabled with housing, care, and programs that meet their physical, emotional, and spiritual needs. The residents of Baruch communities can enjoy the care, comfort, and abundant peace and security that God desires for His people.



SPIRITUAL CARE

As a **faith-based** organization, Baruch Senior Ministries recognizes that not only physical care, but also emotional and spiritual care are essential to our mission and purpose.

To fulfill this mission and purpose, Baruch Senior Ministries has a Spiritual Care team committed to meeting the emotional and spiritual needs of residents, families, and staff. Spiritual Care works with local churches, pastors, and lay persons in each Baruch community to provide ongoing worship services and Bible studies for our residents. The Spiritual Care team also regularly visits each Baruch Community to lead Bible studies, worship services, memorial services, and other special events to further facilitate spiritual involvement for our residents and staff. The team furthermore provides one-on-one pastoral calls, tending to individual residents and staff members for personal counseling and care. It is the heart of Spiritual Care to be available to staff and residents, to lift them up in prayer, and to provide loving and compassionate support.



INCOME-BASED PROGRAM

Baruch Senior Ministries also recognizes the need for **affordable** care.

As a not-for-profit organization, Baruch offers a more affordable option to seniors, and as God blesses us, we utilize our resources to maintain and renovate our homes and to grow so that we may serve more 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 entirely confidential and secures the same level of care as all of our residents. The income-based program assures a resident and their family that they will never be asked to leave due to personal financial circumstances—assures they will never be abandoned.

“Do not cast me away when I am old; Do not forsake me when my strength is gone.”

– Psalm 71:9



RESIDENTS

Baruch Senior Ministries is dedicated to quality senior care that promotes enjoyment, community, vitality, and purpose for every individual resident. For this reason, we provide meaningful and life-enriching activities for our residents, celebrate holidays and significant events in our residents' lives, encourage the use and the sharing of our residents' gifts and talents, and invite family and community involvement together with our residents. It is Baruch Senior Ministries' aim to provide seniors with not only quality care, but quality of life—a full life.



RESIDENT LIFE

THEY STILL DO

Bernard and Viola, a couple from Park Place Assisted Living in Kalamazoo, renewed their vows on their 75th wedding anniversary!

Spiritual Care Chaplain Ryan performed the ceremony for the devoted couple.



**“I HAVE COME
THAT THEY
MAY HAVE LIFE,
AND HAVE IT TO
THE FULLEST.”**

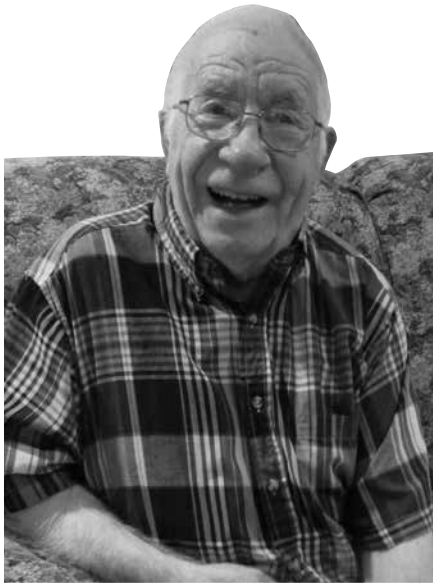
—JOHN 10:10B

MAKING HEADLINES

One of our own, Jack Chandler, a resident of The Willows in St. Joseph, was featured on the front cover of *The Herald Palladium* paper in August, together with his son Gregg Chandler. The article described the special father-son bond over a shared devotion to photography and to fighting memory-impairing disease. Jack Chandler's photography career is nothing short of impressive—the article states that he served with the Marines as an aerial photographer during the Korean War—and though retired, Jack continued to use his gift with his son by photographing the Walk to End Alzheimer's event that was held August 13th of 2016 in St. Joseph.

MILESTONES

Two of our homes, Bishop Hills and Lakeshore, celebrated significant anniversaries in 2016: Bishop Hills 20 years in the Rockford community and Lakeshore 30 years in the Grand Haven community. Baruch Senior Ministries celebrates with them as we honor the legacy of each home in their community.



WORKING AS A COMMUNITY

Bishop Hills of Rockford partnered with local Crossroads Church to pack Samaritan's Purse Operation Christmas Child shoeboxes with gifts and supplies to be delivered to kids throughout the world. Bishop Hills and Crossroads completed a total of 60 boxes, and plan to complete still more next year.



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



4 Cherry Hill Haven of Traverse City

4885 North Long Lake Road,
Traverse City, MI 49684
231.645.2341



5 Effie's Place

300 Grand Avenue
Leland, MI 49654
231.256.8874



6 Evergreen Terrace Assisted Living

801 Fuller Avenue
Big Rapids, MI 49307
231.527.1050



7 Fountain View Assisted Living

640 West Randall Street
Coopersville, MI 49404
616.997.9253



8 FountainView Retirement Village of Fremont

102 Hillcrest Avenue
Fremont, MI 49412
231.924.5050



9 Fountain View Retirement Village of Grant

50 South Maple Street
Grant, MI 49327
231.834.8202



10 Fountain View of Lowell

11537 Fulton Street SE
Lowell, MI 49331
616.897.8413



11 Fountain View Retirement Village of Portage

7818 Kenmure Road
Portage, MI 49024
269.327.9595



12 Georgetown & Cambridge Manors

141-151 Port Sheldon Rd.
Grandville, MI 49418
616.457.6010



BARUCH SERVES MICHIGAN COMMUNITIES



Hale Creek Manor

Hale Creek Manor 13

3191 M-65
Hale, MI 48739
989.728.1300



Hume Home of Muskegon 14

1244 West Southern Avenue
Muskegon, MI 49441
231.755.1715

Hyde Park
Assisted Living

Hyde Park Assited Living & Memory Care 15

3100-3200 Wyndham Drive
Flushing, MI 48433
810.659.3000



Lakeshore Assisted Living Homes 16

16331 Robbins Road
Grand Haven, MI 49417
616.847.4242

Living Joy
Assisted Living

Living Joy Memory Care 17

1525 E. Pierson Road
Flushing, MI 48433
810.659.8507



Northern Pines Assisted Living 18

130 Mary Ann Street
Grayling, MI 49738
989.344.2010



Park Place Assisted Living 19

4222 S. Westnedge
Kalamazoo, MI 49008
269.388.7303



Stone Crest Assisted Living 20

255 N. Main Street
Freeland, MI 48623
989.695.5035



Sunnyside Senior Living 21

108 Wildwood Drive
Cadillac, MI 49601
231.775.7750



The Willows Assisted Living 22

3440 Niles Road
St. Joseph, MI 49085
269.428.0715



Yorkshire & Stonebridge Manors 23

3511-3515 Leonard Street NW
Walker, MI 49534
616.791.9090

NEW TO BARUCH

Barbara Rhodes-Williams joined Baruch Senior Ministries in May 2016 as the Executive Assistant to the Vice President of Operations. Barbara is responsible for managing tasks related to the executive's work, project management, coordinating meetings, special events, managing schedules, and is communication liaison to team members, customers, and vendors. Barbara brings a wealth of administrative education and experience including a Master's degree in Business Administration and a Bachelor's in Administrative Services.

Barbara enjoys spending time with her family, conducting genealogy research, and shopping.

Michelle Schmuland also joined the corporate team in November 2016 as the Office Assistant. Michelle provides general office support, updates and maintains the website, and assists in writing and editing. Michelle graduated from Liberty University of Virginia in May 2016, earning her Bachelor's in English.

Michelle enjoys exploring quaint towns, eating sushi, and studying English and Russian literature.



ADMINISTRATOR ACCOMPLISHMENTS

Baruch hosted a graduation luncheon in December in celebration of our Administrators who completed various levels of certification from Senior Living University. The Senior Living certification courses are designed to develop leaders, operational expertise, and enhanced understanding of Assisted Living. In 2016, a total of 27 certifications were awarded, including six Level 1 certifications, sixteen Level 2 certifications, and five re-certifications. We are proud of our Administrators for their commitment to their communities and for their growth as caregiving professionals.



Baruch Senior Ministries is pleased to have added Effie's Place to our family of communities in February of 2016. Effie's Place is located in the lovely resort town of Leland on the Leelanau Peninsula, approximately 30 miles Northwest of Traverse City. The home includes a total of 8 rooms, both suites and studios, charming and fitting to the needs of the Leland community. Effie's has a nostalgic history in the community: it is the original property of Pete Johnson and his wife, Effie Johnson, the beloved local librarian of thirty years whom after the facility is named. Baruch is honored to be able to carry on the cultural heritage of the Leland home.

COMMUNITY RENOVATIONS

At Baruch Senior Ministries, we make resident security, comfort, and enjoyment our priority. One of the ways in which we carry out this priority is to invest in community renovations for the benefit of our residents. It is of great importance to us that our facilities are continually improving so that each would be more than a functioning facility to our residents, but also a comfortable home.

Continuing the renovation work from 2015, the makeover of Building 'B' of Park Place in Kalamazoo was completed in 2016. To enhance the comfort and security of the home, cosmetic updates such as new wallcoverings, flooring, paint, as well as infrastructural updates such as a new HVAC system and a new fire suppression system, have now been put in place in Building 'B'.

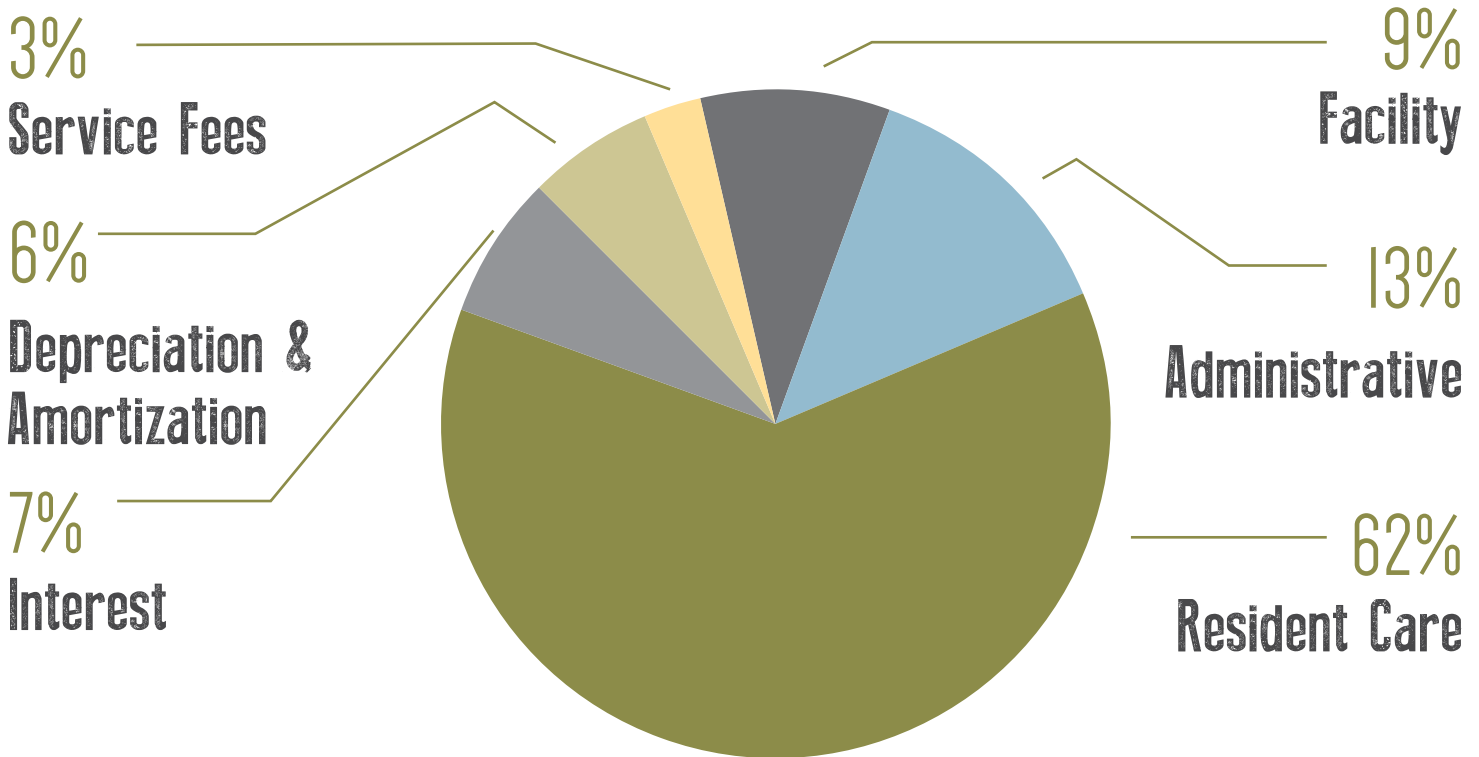
Lakeshore Sierra also experienced a full renovation in 2016. The updates include added fire suppression, a new roof, exterior paint, new cabinets, new lighting, new furniture in the common areas, new paint and new carpeting in all resident rooms, and an additional resident room.



FINANCIAL OVERVIEW

Revenue and Expenses For Year Ending December 31

	2015	2016
Total Revenue	\$29,099,233	\$33,219,198
Total Expenses	\$27,302,462	\$31,572,201



2016 HIGHLIGHTS

- Baruch completed the acquisition of Effie's of Leland. This transaction was financed through the USDA Rural Development direct loan program.
- Major renovations of Park Place Building B and Sierra Lakeshore were completed in 2016. By the end of the year, a renovation project was also under way at Sorrell Lakeshore.
- Assets grew by approximately \$1.5 million, compared to declining liabilities and increasing net assets.

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

OUR 2016 BALANCE SHEET IS STRONG AND IS SUMMARIZED AS:

Current Assets	\$2,707,579
Assets Limited To Use	1,400,831
Current Liabilities	(3,547,420)
Property, Plant & Equipment	53,657,616
Intangibles	9,445,260
Debt	(50,037,158)
TOTAL FUND BALANCE:	\$13,626,708

LOOKING BACK AT 2016



**“THE LORD HIMSELF
GOES BEFORE YOU
AND WILL BE WITH
YOU; HE WILL
NEVER LEAVE YOU
NOR FORSAKE YOU”**

-DEUTERONOMY 31:8



**THE LORD GIVES
STRENGTH TO
HIS PEOPLE;
THE LORD BLESSES
HIS PEOPLE
WITH PEACE.
— PSALM 29:1**