

# MESSAGE FROM THE PRESIDENT

How do you begin to write an annual report to show God at work in Baruch Senior Ministries? It all begins and continues with our mission statement. Each day, and over the past 20 years, we have had serving people throughout Michigan be the focus and foundation of our ministry: **Baruch Senior Ministries seeks to honor God by serving people as they age.**

You might be curious as to how Baruch Senior Ministries got its name. The vision of assisted living that would meet the needs of those who could not afford nor remain in typical assisted living was present, but what would it be called? I opened my Bible to the book of Jeremiah where the prophet Jeremiah is entrusting to the scribe Baruch the deed to the land God promised and is urging him to be faithful in proclaiming God's message of peace and security to the people. It was providentially clear that this is also the call of our organization, and thus it came to be called Baruch Senior Ministries. As you read through the Annual Report, I hope you can see the ways that Baruch has been faithful to its call and all the ways God has blessed and continues to bless this mission.



*Thomas Nobel, President and Founder Baruch Senior Ministries*

## ABOUT BARUCH

Established in 1997, Baruch Senior Ministries is a faith-based nonprofit organization operating 26 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 affordable, quality care.

Baruch Senior Ministries is founded upon the promise of Jeremiah 33:6:

**“I Will Heal My People And Will Let Them Enjoy Abundant Peace And Security.”**

Just as Baruch, Jeremiah's disciple and scribe, remained faithful to his call, so 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 comfort of home – and abundant peace and security.

# 1997



# PROGRAMS

**“I Came That They May Have Life And Have It Abundantly.”**

**-John 10:10**

## INCOME BASED

As a nonprofit organization, Baruch offers an affordable option to seniors. As part of its mission, Baruch has also established an income-based program that provides reduced rent to qualified residents based on their individual monthly income. This program is entirely confidential, ensures that the resident will remain in the same room with an equal level of care, and assures a resident and their family that they will never be asked to leave due to personal financial circumstances.

## SPIRITUAL CARE

At Baruch Senior Ministries we recognize that spiritual care is as important as physical care. To better serve our staff, residents and families, Baruch Senior Ministries has a Spiritual Care Team led by our Spiritual Care Director/Chaplain, along with three additional chaplains and an assistant, who regularly visit each Baruch community to lead Bible studies, worship services, and memorial services, and to provide one-on-one pastoral calls for counseling and care. The team also works with local churches, pastors, and laypersons in each Baruch community to provide ongoing worship services and Bible studies for our residents. It is the heart of our Spiritual Care Team to be available to staff and residents, to lift them up in prayer, and to provide loving and compassionate support.

# LIFE ENRICHMENT

Baruch Senior Ministries is dedicated to enriching the lives of our residents by providing meaningful and engaging activities to promote enjoyment, community, vitality, and purpose. We celebrate holidays and significant events in our residents' lives, encourage the sharing of our residents' gifts and talents, and invite family and community involvement.





# CELEBRATING 20 YEARS OF BARUCH

## 1997

- Baruch SLS, Inc. forms, receives IRS tax exempt status, and starts conducting business as Baruch Senior Ministries.

## 2004

- Cedarville Commons forms and develops the new Baruch - managed community in Cedarville.

## 2006

- Baruch acquires Georgetown & Cambridge Manors in Grandville and the Yorkshire & Stonebridge Manors in Walker.

## 2009

- Baruch acquires Grand Haven's Lakeshore Assisted Living Homes, Sunnyside Senior Living in Cadillac, and Stone Crest Assisted Living in Freeland.

## 2001

- We establish the first Baruch community, Fountain View Assisted Living in Coopersville.

## 2005

- Fountain View Retirement Village in Grant joins the Baruch family.

## 2008

- Baruch partners with Hume Home in Muskegon.

## 2010

- 2010-2011 A full-time Chaplain and Volunteer Coordinator join the Baruch staff - Spiritual care programs in facilities strengthened.



**October was a significant month for Baruch Senior Ministries: October 2nd marked 20 years of serving the seniors of Michigan.**

In recognition of these 20 years, on October 3rd Baruch presented 48 sheet cakes to the 26 assisted living communities across Michigan, including our two newly acquired communities in Tecumseh and Blissfield. The corporate staff, based in Grand Rapids, drove across Michigan hand-delivering these cakes to all of the communities from St. Joseph to Cedarville. The cakes were delivered to each location by noon and received with joy. Each community organized their own celebration: Bishop Hills Assisted Living in Rockford, for example, had the residents practice singing "Happy Birthday" as Baruch's Executive Assistant, Barbara, walked in with their cake. It was a wonderful way to connect the Baruch family across Michigan.

The celebration continued on October 26th, as Baruch Senior Ministries hosted an open house for our business partners, board members, and other friends of Baruch. It was a delightful evening of socializing with hors-d'oeuvres and desserts. Baruch was blessed to host and thank many of the people who have supported and worked alongside us to make our ministry possible.

**2011**

- Baruch selected for "West Michigan's Best and brightest Companies to Work For".
- Biking for Baruch is launched.
- In Kalamazoo, Park Place Assisted Living joins the Baruch family.

**2013**

- Baruch acquires Fountain View Assisted Living in Lowell, Portage, and Fremont, as well as The Willows Assisted Living in St. Joseph.
- We open a new Baruch community in Grayling, Northern Pines Assisted Living.
- Connie Clauson named Vice President of Operations.

**2014**

- Baruch reaches an agreement to manage Hale Creek Manor in Hale.
- Cherry Hill Haven of Traverse City and Kalkaska are acquired.
- Baruch Acquires Cedar Cove in Cedarville, MI.

**2016**

- Baruch acquires Effie's Place in Leland, MI.

- Bishop Hills Elder Care in Rockford and Evergreen Terrace Assisted Living in Big Rapids are acquired.

**2012**

- Baruch grows into new office space in the Glenwood Hills Corporate Centre on Kraft Avenue, Grand Rapids.
- Baruch continues to grow, acquiring Hyde Park Assisted Living and Living Joy, both in Flushing, MI.

**2015**

- Baruch acquires Mallard Cove of Petoskey, as well as Blissfield Place and Tecumseh Place.

**2017**

**Baruch Celebrates 20 Years Of Serving.**

**1 Bishop Hills**  
4951 11 Mile Road, Rockford, MI 49341  
(616) 866-8227



**2 Blissfield Place**  
301 North Quick St., Blissfield, MI 49228  
(517) 682-1504

**3 Cedar Cove Assisted Living**  
266 South Mary L Street, Cedarville, MI 49719  
(906) 484-1001



**4 Cherry Hill Haven of Kalkaska**  
3412 American Way, Williamsburg, MI 49690  
(231) 258-5900



**5 Cherry Hill Haven of Traverse City**  
4885 North Long Lake Road, Traverse City, MI 49684  
(231) 645-2341



**6 Effie's Place**  
300 Grand Avenue, Leland, MI 49654  
(231) 256-8874



**7 Evergreen Terrace Assisted Listing**  
801 Fuller Avenue, Big Rapids, MI 49307  
(231) 527-1050



**8 Fountain View of Coopersville**  
640 West Randall Street, Coopersville, MI 49404  
(616) 997-9253



**9 Fountain View of Fremont**  
102 Hillcrest Avenue, Fremont, MI 49412  
(231) 924-5050



**10 Fountain View of Grant**  
50 South Maple Street, Grant, MI 49327  
(231) 834-8202



**11 Fountain View of Lowell**  
11537 Fulton Street SE, Lowell, MI 49331  
(616) 897-8413



**12 Fountain View of Portage**  
7818 Kenmure Road, Portage, MI 49024  
(269) 327-9595



**13 Georgetown & Cambridge Manors**  
141-151 Port Sheldon Rd., Grandville, MI 49418  
(616) 457-6010



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# BARUCH SERVES MICHIGAN COMMUNITIES

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Hale Creek Manor

**Hale Creek Manor 14**

3191 M-65, Hale, MI 48739  
(989) 728-1300



**Hume Home of Muskegon 15**

1244 West Southern Avenue, Muskegon, MI 49441  
(231) 755-1715



**Hyde Park Assisted Living & Memory Care 16**

3100-3200 Wyndham Drive, Flushing, MI 48433  
(810) 659-3000



**Lakeshore Assisted Living 17**

16331 Robbins Road, Grand Haven, MI 49417  
(616) 847-4242



**Living Joy Memory Care 18**

1525 E. Pierson Road, Flushing, MI 48433  
(810) 659-8507



**Mallard Cove Assisted Living 19**

2801 Charlevoix Avenue, Petoskey, MI 49770  
(231) 347-2273



**Northern Pines Assisted Living 20**

130 Mary Ann Street, Grayling, MI 49738  
(989) 344-2010



**Park Place Assisted Living 21**

4222 S. Westnedge, Kalamazoo, MI 49008  
(269) 388-7303



**Stone Crest Assisted Living 22**

255 N. Main Street, Freeland, MI 48623  
(989) 695-5035



**Sunnyside Assisted Living 23**

108 Wildwood Drive, Cadillac, MI 49601  
(231) 775-7750

**Tecumseh Place 24**

1311 Southwestern Dr., Tecumseh, MI 49286  
(517) 423-3374



**The Willows Assisted Living 25**

3440 Niles Road, St. Joseph, MI 49085  
(269) 428-0715



**Yorkshire & Stonebridge Manors 26**

3511-3515 Leonard Street NW, Walker, MI 49534  
(616) 791-9090

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# 2017 HIGHLIGHTS

## NEW TEAM MEMBERS

In this past year, we have added five new members to the corporate team: Will Noyes as Financial Analyst, Chris Murphy as V.P. Advancement, Rich Vande Vegte as Special Projects Director, Ben Krombeen as V.P. Finance, and Sheri Leisman as an additional part-time chaplain. We are so glad to have each of them as valuable members of our Baruch team.

## ACQUISITIONS

Baruch Senior Ministries also expanded in its family of communities. In March we completed the acquisition of Mallard Cove in Petoskey; in October we added Blissfield Place and Tecumseh Place in the southeast region of Michigan.



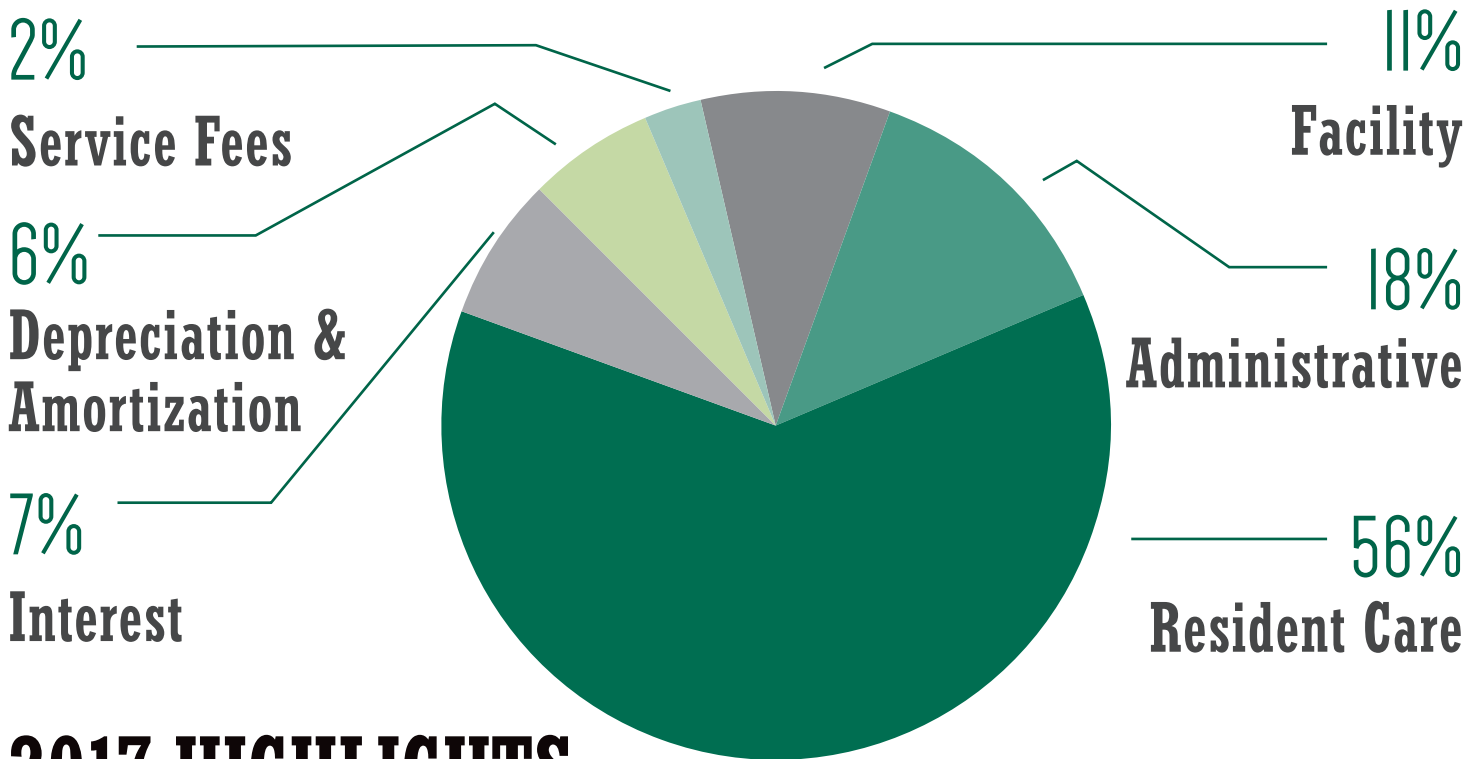
## PROPERTY TAX CASE

2017 marked the end of a lengthy contest through the judicial system for Baruch Senior Ministries regarding our qualification for property tax exemption as a nonprofit charitable organization. In 2010, Baruch appealed a local township's denial of property tax exemption for one of our assisted living communities. On June 28, 2017, the Michigan Supreme Court issued an opinion in Baruch's case against the township that clarified the guidelines under which charitable organizations may qualify for real and personal property tax exemptions. Based on the Supreme Court's opinion, the township conceded Baruch was entitled to the exemption. Baruch anticipates that this case will be used as a precedent for other nonprofits that have been taxed, and will also provide clarity that will be beneficial to local municipalities in determining the qualification for property tax exemption for other organizations throughout the state.

# FINANCIAL OVERVIEW

## Revenue and Expenses For Year Ending December 31

	<u>2016</u>	<u>2017</u>
Total Revenue	\$33,219,198	\$38,094,265
Total Expenses	\$31,572,201	\$34,770,897



## 2017 HIGHLIGHTS

- Baruch completed the acquisition of three (3) homes – Mallard Cove in Petoskey, Tecumseh Place, and Blissfield Place. These transactions were all financed as part of the renewal of an existing loan program with a bank group consisting of Independent Bank, Macatawa Bank, Mercantile Bank, and ChoiceOne Bank.
- Successfully settled a number of pending property tax exemption claims, resulting in significant refunds of previous years' property tax payments.
- Completed a major renovation project at Sorrell Lakeshore
- Completed implementation of MatrixCare for Senior Living software throughout all of Baruch's communities. MatrixCare is the industry's most comprehensive senior living EHR solution for managing resident care and business operations for senior living providers.
- Hired a full-time Vice President of Finance.

## OUR 2017 BALANCE SHEET IS STRONG AND IS SUMMARIZED AS:

Current Assets	\$5,010,475
Assets Limited To Use	1,335,028
Current Liabilities	(4,675,940)
Property, Plant & Equipment	65,702,880
Intangibles	10,949,621
Debt	(61,371,628)
<b>TOTAL FUND BALANCE:</b>	<b>\$16,950,076</b>



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# IMPACT OF GIVING

Our communities seek to provide the best care possible, and your gifts make a significant difference to the residents in our communities. Gifts are not only monetary but also come in the form of time, care, and prayer. If you would like to give, consider the following:

**DONATE** at [www.baruchsls.org/donate](http://www.baruchsls.org/donate) or in the enclosed envelope or contact any one of our communities for needed donation items

**INCLUDE** our ministry in your legacy planning

**VOLUNTEER** at one of our 26 facilities

**SPONSOR**, donate and/or ride in our annual Biking for Baruch fundraiser

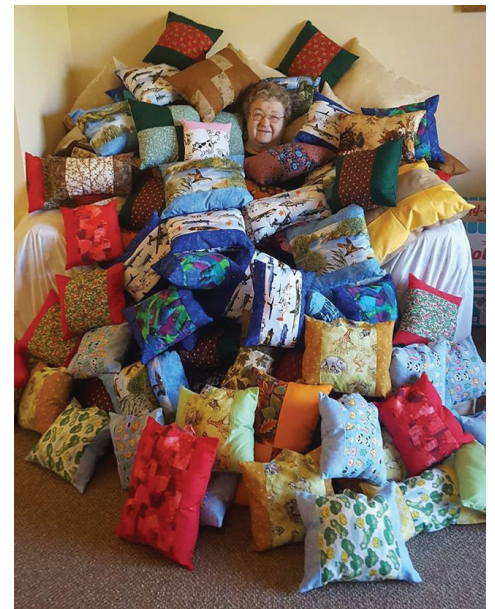
**WORK** with us and share your gifts with our residents and staff

**PRAY** for our ministry, our residents and staff

## AN EXAMPLE OF GIVING

The Big Rapids community gave. A resident of Evergreen Terrace in Big Rapids gives out of her passion for sewing.

The Life Enrichment Director at Evergreen Terrace brought in a sewing machine and asked resident Reva Lieder to teach her to sew. Reva would continually respond, "I can't even thread a needle anymore." With encouragement, however, and generous fabric donations from the community, Reva went on to sew over 800 pillows! At Evergreen Terrace's craft sale, Reva sold for donation over 600 of these pillows. Pillows she has not been selling, she has been donating to schools and children's hospitals. Her story was featured in the Big Rapids Pioneer and on the 9&10 TV news—a story that is a touching example of the importance of giving and enrichment in the lives of our residents.



# A SPECIAL THANK YOU

A special thank you to our donors, volunteers, staff, business partners, and board for making our ministry possible. You have allowed us to effectively serve and carry out our mission of honoring God by serving people as they age for 20 years. We look forward to many more years of continuing our mission with you. Thank you.



**“Serve One Another Humbly In Love.”**  
**–Galatians 5:13**

## BOARD MEMBERS

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 furthermore plays a significant role in strategic planning and assists in guiding Baruch’s future following our mission emphasis.



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**Matt Wieringa**  
**BOARD CHAIRMAN**  
 Thermal-Tech Roofing  
*National Sales Director*



**Jim Tuinstra**  
**SECRETARY / TREASURER**  
 Kent Health Plan  
*President, CEO*  
 Hope Network (Retired)



**Arie Goudswaard**  
**MEMBER**  
 Amway Corporation  
*Manager Global Sales*  
 (Retired)



**Matt McGowan**  
**MEMBER**  
 Wells Fargo Bank NA  
*Vice President*



**Ken Drenth**  
**MEMBER**  
 Les Cheneaux  
 Community Schools  
*Superintendent,*  
 (Retired)



**Joan Cornelison**  
**MEMBER**  
 Esther’s Hope Ministries  
*Founder/President*

## EMERITUS MEMBERS

**John Lewis**  
 Wingshadow Ministries  
*Attorney, President*

**Brian Matilla**  
 Buiten & Associates  
*Certified Insurance Counselor*

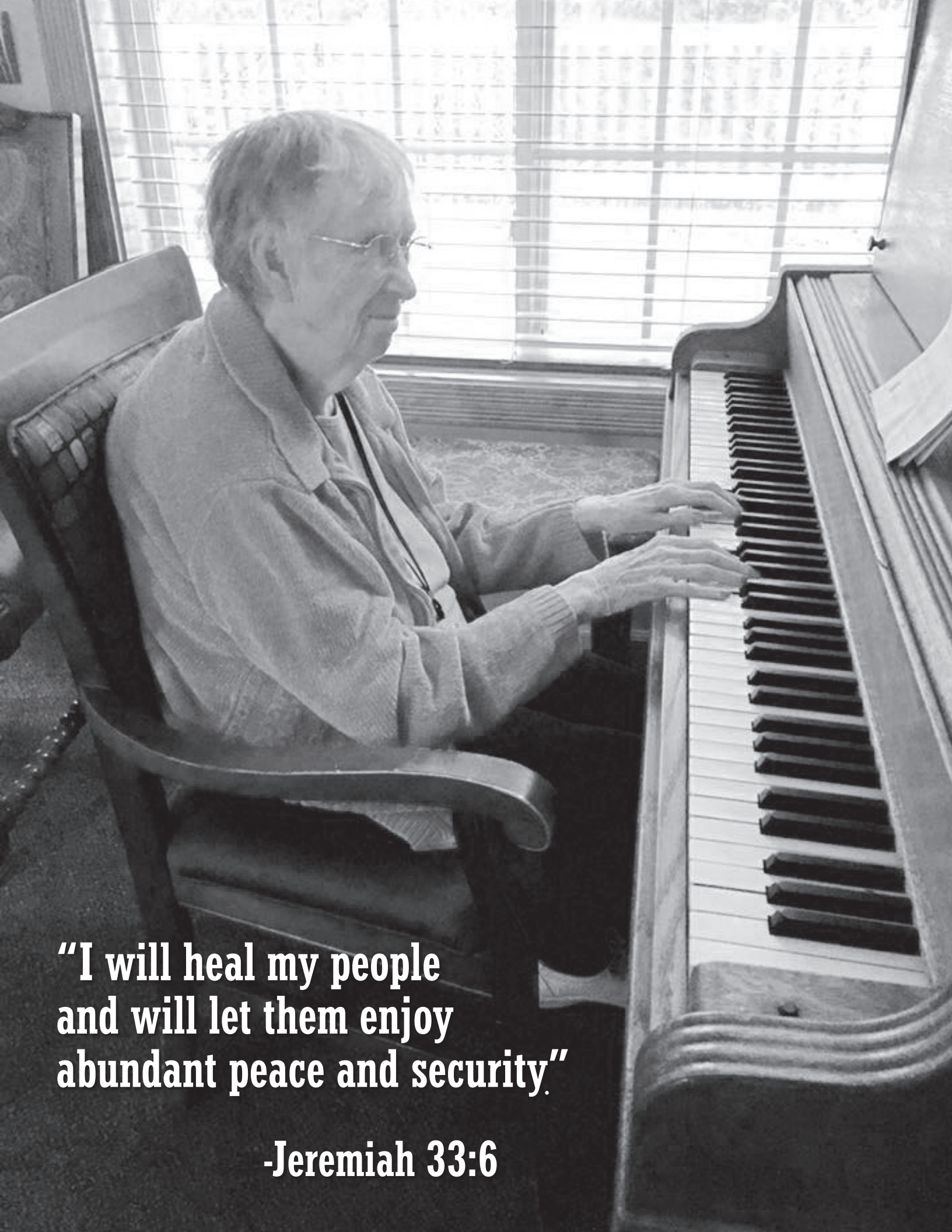
**Lynne Stahlbusch**  
 Pine Rest Christian Hospital  
*Registered Psychiatric Nurse*

**John VanderWilp**  
 John Wayne Construction Co.  
*Emeritus Member Owner*

**Christopher P. Murphy**  
 Baruch Senior Ministries  
*Vice President/ Advancement*

**Scott Zylstra**  
 Cascade Engineering  
*General Manager*

**We thank you for reading our 2017 Annual Report.  
 Please feel free to contact us with your questions or comments.**



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

**-Jeremiah 33:6**