



# 2018 ANNUAL REPORT



BARUCH SENIOR MINISTRIES  
SEEKS TO HONOR GOD BY  
SERVING PEOPLE AS THEY AGE.



*“It is His faithful guidance that has allowed us to grow, serve, and meet the needs of the aging.”*

# WELCOME

*from the Founder & CEO, Tom Nobel*

Since its founding in 1997, God’s hand has been on the development of Baruch Senior Ministries. His hand has continued to guide our ministry for over 20 years and especially in 2018. It is His faithful guidance that has allowed us to grow, serve, and meet the needs of the aging. We echo the Scriptures and say, “For You, O LORD, have made me glad by what You have done, I will sing for joy at the works of Your hands” (Psalm 92:4).

We would also like to express our sincere gratitude to others who have had a hand in our mission: our board, staff, volunteers, donors, and the families who have entrusted us with the care of their loved ones. Because of you, we are able to provide seniors with excellent, affordable care and a forever home.

After 20 plus years leading Baruch through continued growth and expansion of our mission across the state of Michigan, it has been my desire to move further towards “partial” retirement. In 2018, the Baruch Board appointed a small task force to work on succession planning. As a result of this effort, I am pleased to report that the Baruch Board approved the appointment of Mitch McNeal as President of Baruch Senior Ministries, and I will continue as Founder and CEO. Mitch has been with Baruch for nearly eight years, serving most recently as VP - Business Development. Please join me in congratulating Mitch on this new step in his service through Baruch.

I hope that as you read the pages of this Annual Report, you are able to see how the hand of God has been in our ministry through 2018 and how supporters—like you—have helped carry out our mission to “honor God by serving people as they age.”

## thank you to our Board

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. Thank you for the invaluable time and commitment you dedicate to this ministry and its mission.

Matt Wieringa  
BOARD CHAIRMAN  
Thermal-Tech Roofing  
National Sales Director

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

Arie Goudswaard  
Amway Corporation  
Manager Global Sales  
(Retired)

Joan Cornelison  
Esther's Hope Ministries  
Founder/President

Ken Drenth  
Les Cheneaux  
Community Schools  
Superintendent (Retired)

Matt McGowan  
Wells Fargo Bank NA  
Vice President

## emeritus members

John Lewis  
Attorney

Brian Mattila  
Buiten & Associates  
Partner

Lynne Stahlbusch  
Pine Rest Christian Hospital  
Registered Psychiatric Nurse

John VanderWilp  
John Wayne Construction Co.  
Owner

Christopher P. Murphy  
Baruch Senior Ministries  
Vice President Business Development

Scott Zylstra  
Cascade Engineering  
General Manager



## family member TESTIMONY

“ . . . Every single staff member was always patient, kind and loving towards (my wife), treating her as if she was their own mother. Thank you all staff members.

Your willingness to add hospice services for (my wife) completed the whole spectrum of care. I will always cherish the memories created by the two of us sitting close together on the green couch with my arm around my wife and her looking up at me with complete love and comfort in her eyes. This became our new normal life, encouraged, supported and accepted by the staff members. . . ”

# about BARUCH

Baruch Senior Ministries is a faith-based nonprofit organization operating 26 licensed assisted living communities throughout the state of Michigan. Our focus is to provide excellent, affordable senior living, including assisted living, independent living, and memory care services.



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

Baruch Senior Ministries is founded upon the promise of Jeremiah 33:6: Baruch, Jeremiah’s disciple and scribe, was an instrument to assure God’s people that they would never be abandoned. As Baruch was faithful to his call, so Baruch Senior Ministries is committed to providing quality care and the comfort and security of a lasting home for the aging.

## spiritual care

To further fulfill its mission, Baruch Senior Ministries provides Spiritual Care. Led by a Spiritual Care Director/Chaplain, our Spiritual Care Team regularly visits each Baruch community to lead Bible studies, worship services, memorial services, and to provide one-on-one pastoral calls. The team furthermore coordinates with local churches to provide the communities with additional spiritual resources. Our Spiritual Care Team is available to all staff, residents and family to lift them up in prayer, to provide a listening ear, and to offer loving and compassionate support.



# income-based program

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 will never be asked to leave due to personal financial circumstances.

*“Thank you for the years Fountain View people took care of my mother in-law. Even after her money ran out, you accepted her SS account. God bless you all.”*

*-Family of Resident*



## the impact

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WE UNDERSTAND THE IMPORTANCE AND SECURITY OF HOME. THROUGH OUR INCOME-BASED PROGRAM, WE ARE ABLE TO GIVE OUR RESIDENTS A FOREVER HOME.

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IN 2018 WE SERVED A TOTAL OF 1,432 RESIDENTS THROUGHOUT OUR COMMUNITIES

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302 OF THESE RESIDENTS WERE SERVED THROUGH THE INCOME-BASED PROGRAM

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THIS MEANS THAT NEARLY 25% OF OUR RESIDENTS DEPEND ON THE INCOME-BASED PROGRAM FOR A FOREVER HOME

# community LIFE



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 and invite family and community involvement.

*"Your love has given me great joy and encouragement, because you, brother, have refreshed the hearts of the Lord's people."*

*-Philemon 1:7*





Picnics, fishing derbies, car shows, classes, and holiday parties are just some of the great activities our residents participated in this year! We even had some celebrations make the news, such as Yorkshire & Stonebridge Resident, Ruth, celebrating her 108th birthday! She was featured on WZZM13 News (left)! It has been an exciting year for Life Enrichment in our communities!

*"I have come to give them life and life to the fullest." -John 10:10*

serving 26 communities across the state of

# MICHIGAN



**1 Bishop Hills**  
4951 Eleven Mile Rd.  
Rockford, MI 49341  
616.866.8227



**2 Blissfield Place**  
301 North Quick St.  
Blissfield, MI 49228  
517.682.1504



**3 Cedar Cove**  
266 South Mary L St  
Cedarville, MI 49719 PO BOX 580  
906.484.1001



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



**5 Cherry Hill Haven, Traverse City**  
4885 North Long Lake  
Traverse City, MI 49684  
231.645.2341



**6 Effie's Place**  
300 Grand Ave  
Leland, MI 49654 PO Box 1028  
231.256.8874



**7 Evergreen Terrace**  
801 Fuller Ave.  
Big Rapids, MI 49307  
231.527.1050



**8 FV of Coopersville**  
640 W. Randall  
Coopersville, MI 49404  
616.997.9253



**9 FV of Fremont**  
102 Hillcrest Ave  
Fremont, MI 49412  
231.924.5050



**10 FV of Grant**  
50 South Maple  
Grant, MI 49327  
231.834.8202



**11 FV of Lowell**  
11537 Fulton St. SE  
Lowell, MI 49331  
616.897.8413



**12 FV of Portage**  
7818 Kenmure Rd  
Portage, MI 49024  
269.327.9595



**13 Georgetown & Cambridge Manor**  
141-151 Port Sheldon Rd.  
Grandville, MI 49418  
616.457.3050



Hale Creek Manor

**14 Hale Creek Manor \*managed community**  
3191 M-65  
Hale, MI 48739  
989.728.1300



**15 The Hume Home \*managed community**  
1244 West Southern Ave.  
Muskegon, MI 49441  
231.755.1715



**16 Hyde Park**  
3100-3200 Wyndham Dr.  
Flushing, MI 48433  
810.659.3000



**17 Living Joy**  
1525 Pierson Rd.  
Flushing, MI 48433  
810.659.8507



**18 Lakeshore**  
16331 Robbins Rd  
Grand Haven, MI 49417  
616.847.4242



**19 Mallard Cove**  
2801 Charleviox Avenue  
Petoskey, MI 49770  
231.347.2273



**20 Northern Pines**  
130 Mary Ann St.  
Grayling, MI 49738  
989.344.2010



**21 Park Place**  
4222 S. Westnedge  
Kalamazoo, MI 49008  
269.388.7303



**22 Stone Crest**  
255 N. Main St.  
Freeland, MI 48623  
989.695.5035



**23 Sunnyside**  
108 Wildwood Drive  
Cadillac, MI 49601  
231.775.7750



**24 Tecumseh Place**  
1311 Southwestern Dr.  
Tecumseh, MI 49286  
517.423.3374



**25 The Willows**  
3440 Niles Rd.  
St. Joseph, MI 49085  
269.428.0715



**26 Yorkshire & Stonebridge Manor**  
3511 Leonard St.NW  
Walker, MI 49534  
616.791.9090

# BIKING for BARUCH

This year's Biking for Baruch was a success! We enjoyed sunny weather and a celebratory picnic following the ride!

Biking for Baruch is not a race but a pledged bike ride to promote fun, community, and wellness while raising funds for Baruch and its programs. It is our biggest fundraiser, and furthermore brings together the communities, families, business partners and friends of Baruch.

We are thankful to our riders, volunteers, donors, and sponsors for making the 2018 Biking for Baruch the best event yet!



- 2018 featured 52 bike riders, which was an increase of 24% over our 2017 participation.
- Our riders pedaled over 1,500 miles, the equivalent of traveling from Grand Rapids to Key Largo, Florida!
- The support from our business sponsors was at an all-time high, up almost 100% over 2017.
- The total fund-raising was also at an all-time high, with a total of \$24,213.44 raised for Baruch and our communities this year! Biking for Baruch has raised over \$100,000 since 2011!

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“God is not unjust; he will not forget your work and the love you have shown him as you have helped his people and continue to help them.”

-Hebrews 6:10

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a special thank you to  
Pastor Rick!

Rick Kiekintveld (Pastor Rick) was the original rider and founder of Biking for Baruch. In 2010, he decided to gather pledges and rode 100 miles to support Baruch. This year, he rode a total of 65 miles!

In 2018 Pastor Rick announced his retirement. We are thankful for his years of service as our Spiritual Care Director and Chaplain—and as a devoted rider! We wish him the very best!

Pastor Rick pictured at the 2018 Biking for Baruch with his granddaughters.



# 2018 HIGHLIGHTS

“The LORD has done great things for us, and we are filled with joy.”  
-Psalm 126:3

## team updates

- We congratulated Mitch McNeal, formerly VP - Business Development, on his new role as President of Baruch.
- We congratulated Chaplain Ryan Hoekstra on his new role as Spiritual Care Director.
- We hired two new Regional Operations Directors, Matt LeBlanc & Chris Milowe.
- We welcomed two summer interns from Kuyper College as part of our internship program. Alysson Reiffer stayed on as our new part-time HR Assistant. Welcome, Allyson!

## staff accomplishments

- During our spring Graduation Luncheon, we honored six of our administrators who completed Level 1 and three who completed Level 2 of Senior Living University as part of their ongoing education.
- We congratulated our Founder/CEO Tom Nobel on receiving the Advocacy Award from Leading Age Michigan.
- We congratulated our VP - Operations Connie Clauson on completing her Master of Management from Aquinas.



Socializing at the Administrator Graduation Luncheon



Magician PJ Webber entertains at the Staff Appreciation Luncheon



## staff appreciation

During our October Staff Appreciation Luncheon, we honored 68 people celebrating employment anniversaries of 5, 10, 15, 20, and 25 years, and one employee, Gloria Martinez, who has been with Fountain View of Lowell for 40 years!

## staff, resident, family survey

Baruch Senior Ministries seeks to honor God by serving people as they age. We seek to fulfill this mission in every community and through every program we offer. To assess the degree to which we are fulfilling this mission, in 2018 Baruch conducted a staff, resident, and family survey through a third party survey agency. Though there are still areas of growth, the results were overall encouraging. The survey concluded as follows:

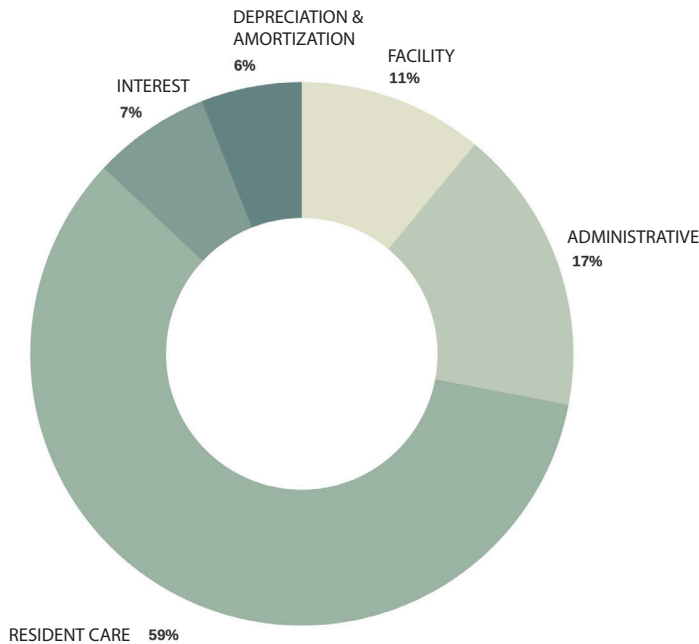
The conclusion of the Oversight Network research team is that Baruch Senior Ministries has much to celebrate about its relationship with its constituents. While there are always elements of mission and values to work on in practice, the data show that this is a strength for the organization and its ministry, and we congratulate the leadership of Baruch for its stewardship of its mission and values.”

An enormous thank you to those who participated—with your valuable input, you help us to better serve our staff, residents, and families and carry out our mission and values in our communities.

# FINANCIAL OVERVIEW

## REVENUE AND EXPENSES FOR YEAR ENDING DECEMBER 31

	<u>2017</u>	<u>2018</u>
Total Revenue	\$ 38,094,265	\$ 39,101,787
Total Expenses	\$ 34,770,897	\$ 38,114,025



## OUR 2018 BALANCE SHEET IS STRONG AND IS SUMMARIZED AS:

Current Assets	\$ 5,951,661
Assets Limited to Use	500,073
Current Liabilities	(4,452,159)
Property, Plant & Equipment	65,442,454
Intangibles	10,949,261
Debt	(60,453,452)
<b>TOTAL FUND BALANCE:</b>	<b>\$ 17,937,838</b>

## 2018 highlights

- Completed significant renovations and upgrades to the infrastructure at The Willows
- Completed renovations of Cherry Hill Haven, Traverse City Building #2
- Successfully completed settlement of all pending property tax exemption claims
- Reduced total long-term debt by approximately \$1.3 million

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



Thank you to our donors, volunteers, staff, business partners, board, residents and families for making our ministry possible. Your partnership with us has enabled us to effectively serve and carry out our mission of honoring God by serving people as they age. We look forward to many more years of continuing our mission with you.

**For more information about Baruch Senior Ministries and our communities, please visit [baruchsls.org](http://baruchsls.org).**

Thank you for taking the time to read our 2018 Annual Report. Please feel free to contact us with any questions or comments.

# THANK YOU.

want to have a hand  
in our mission?



## PRAY

For our ministry,  
residents, and staff

## VOLUNTEER

- Contact any one of our communities for volunteer needs
- Volunteer or ride in our Biking for Baruch Event



## DONATE

- Visit [baruchsls.org/donate](http://baruchsls.org/donate)
- Contact any one of our communities for needed donation items
- Sponsor, donate or collect pledges in our Biking for Baruch event
- Include our ministry in your legacy planning



## BARUCH SENIOR MINISTRIES

**3196 Kraft Ave SE, Suite 203  
Grand Rapids, MI 49512**

**616.719.5100  
info@baruchsls.org  
baruchsls.org**

