



2019
**ANNUAL
REPORT**



www.baruchsls.org



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



LETTER FROM THE FOUNDER & CEO

TOM NOBEL _____

Home. Since the Garden of Eden we have all longed for that sense of home—a place of love, family, comfort, peace, and rest. "Home" was Baruch Senior Ministries' theme for 2019 and home is what we seek to create for our residents.

Through the pages of this Annual Report, I hope you see the sense of home that is shared by residents, their families, and staff. From our income-based program that gives residents peace of mind, to our individual care plans, to programs offered by our Spiritual Care and Life Enrichment teams that invite family and community involvement, each of our 26 communities across the State of Michigan is a place that Baruch's residents can call their home.

We would like to thank every member of the Baruch family. Whether you are a resident, loved one of a resident, staff, board member, donor, or business partner, it is your support and belief in our mission that allows us to provide so many with a forever home.

Enjoy the 2019 Annual Report, and please do not hesitate to contact us with any questions.

Sincerely,

Tom Nobel , Founder & CEO of Baruch Senior Ministries



WE ARE A FAITH-BASED NONPROFIT ORGANIZATION

providing excellent, affordable senior living, including assisted living, memory care, and independent living in our 26 state-licensed homes across Michigan. We seek to give families peace of mind that their loved one will receive compassionate care in a place they can call home.



**I WILL HEAL MY PEOPLE
AND BRING THEM ABUNDANT
PEACE AND SECURITY.
-JEREMIAH 33:6**

Our mission is to honor God by serving people as they age, and we know that through the aging process, needs change. Furthermore, each resident is an individual with unique care needs. Our care is all-inclusive, meaning that 24-hour care, meals, cleaning and laundry services, social and recreational activities, spiritual care, and coordination with outside care agencies is all included. Our caregivers will work with families to create a care plan that fits their loved one's individual needs.

Residents can further have peace of mind that their home will be a forever home, even if they no longer can afford the monthly rate. Our Income-Based Program is an entirely confidential program providing a reduced rate to qualifying residents based on their individual monthly income.

In 2019 approximately 24% of our residents were served through the Income-Based Program.

SPIRITUAL CARE

As a faith-based organization, Baruch Senior Ministries integrates residents' physical care with emotional and spiritual care: recognizing both as an essential aspect of a resident's life. For this reason, the Spiritual Care Team offers gracious, personalized spiritual care in accordance with each resident's spiritual beliefs and practices.

Baruch's Spiritual Care Team embodies the mission of Baruch Senior Ministries by caring for the spiritual needs of residents, families, and staff. Our staff dedicates their time to others through individual visits, leading worship, and displaying a sustained sense of love in our homes. Our chaplains seek to encourage staff to use their gifts to bless residents and their families. The Spiritual Care Team also partners with local faith groups to provide ongoing spiritual support for residents.

**"... use whatever gift you have received to serve others, as faithful stewards of God's grace."
-1 Peter 4:10**



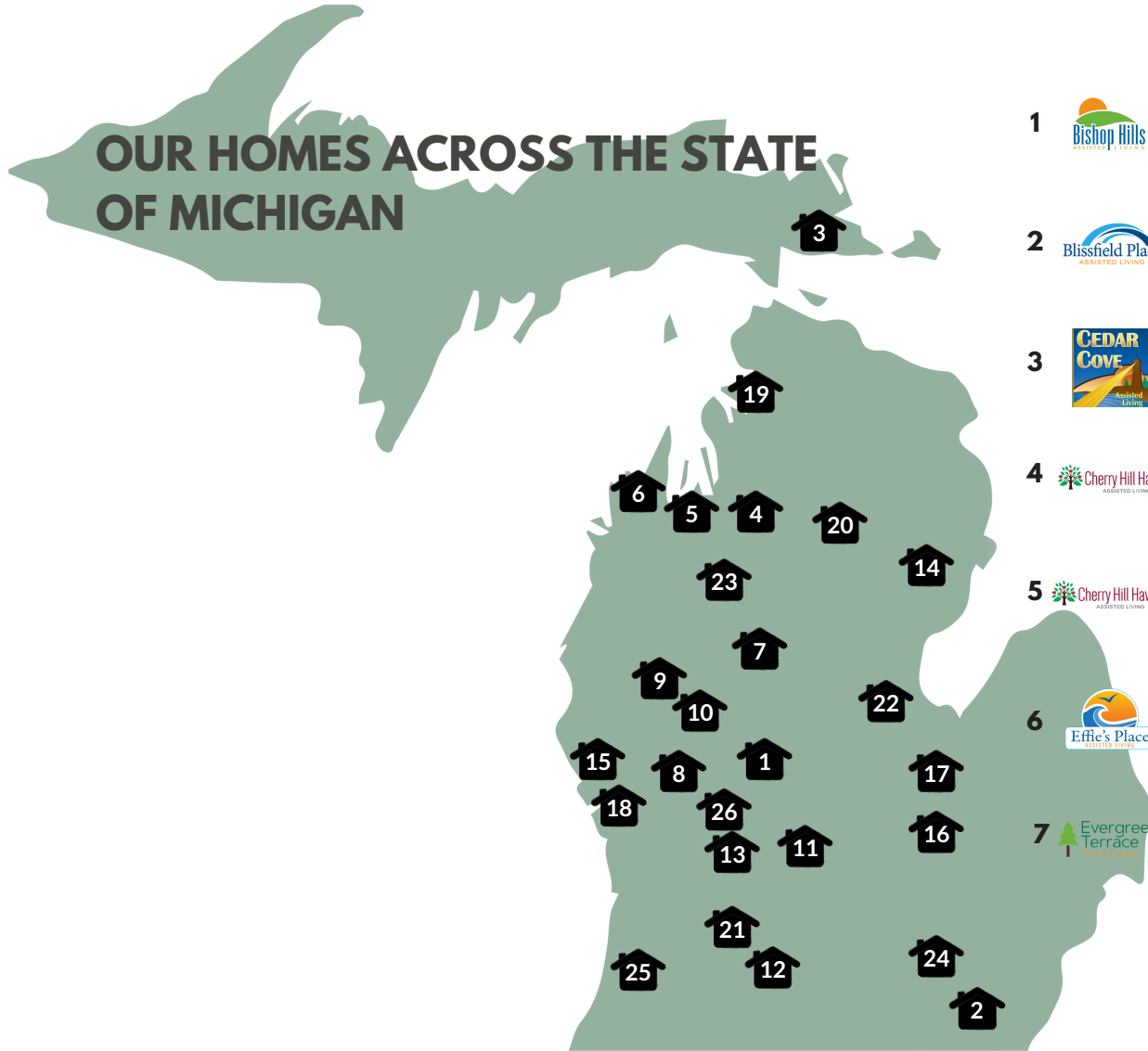


LIFE ENRICHMENT

**"Being surrounded by what you love makes it home."
-Jolene Brackey**

Feeling at home means participating in activities you enjoy and celebrating life's special moments together with family and community. Games, parties, picnics, field trips, Bible studies, pet or music therapy, gardening, and arts and crafts are just some examples of the many different activities you can find in Baruch homes. Our Life Enrichment teams and volunteers are dedicated to planning activities for our residents that are meaningful, enjoyable, and engaging.

OUR HOMES ACROSS THE STATE OF MICHIGAN



- 

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

Blissfield Place
301 North Quick St.
Blissfield, MI 49228
517.682.1504
- 


Cedar Cove
266 South Mary L St.
Cedarville, MI 49719 PO Box 580
906.484.1001
- 


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


Cherry Hill Haven, Traverse City
4885 North Long Lake Rd.
Traverse City, MI 49684
231.645.2341
- 


Effie's Place
300 Grand Ave.
Leland, MI 49654
231.256.8874
- 


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

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

9  **Fountain View of Fremont**
102 Hillcrest Ave.
Fremont, MI 49412
231.924.5050


10  **Fountain View of Grant**
50 South Maple
Grant, MI 49327
231.834.8202


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

12  **Fountain View of Portage**
7818 Kenmure Rd.
Portage, MI 49024
269.327.9595

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


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

15  **Hume Home***
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 Charlevoix Ave.
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

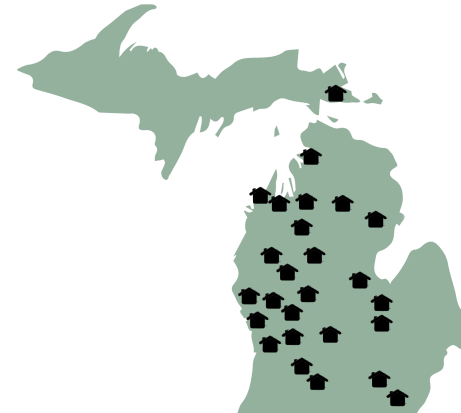
22  **Stone Crest**
255 N. Main St.
Freeland, MI 49623
989.695.5035

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**
3511 Leonard St. NW
Walker, MI 49534
616.719.9090



FINANCIAL OVERVIEW

REVENUE & EXPENSES FOR YEAR ENDING DECEMBER 31

	<u>2018</u>	<u>2019</u>
Total Revenue	\$ 39,101,787	\$ 41,071,576
Total Expenses	\$ 38,114,025	\$ 39,401,586

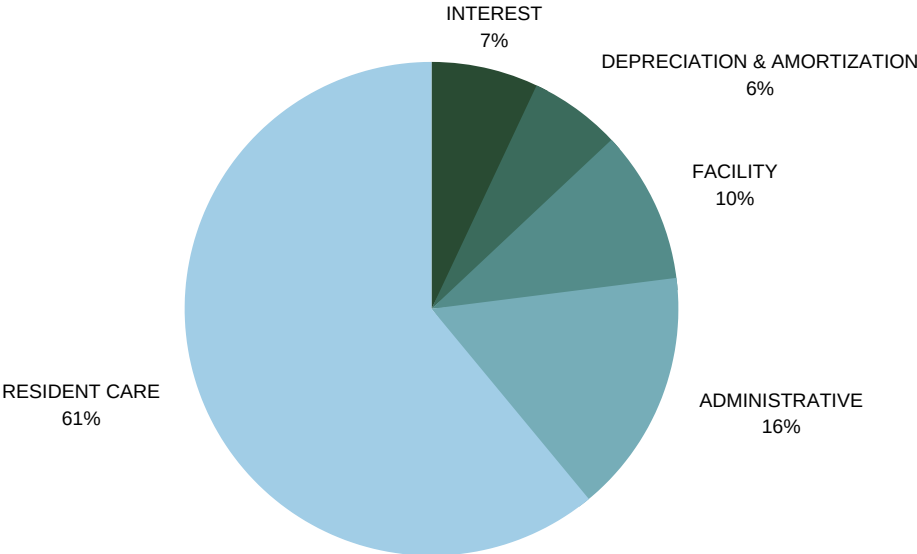
OUR 2019 BALANCE SHEET IS STRONG AND IS SUMMARIZED AS:

Current Assets	\$ 6,885,921
Assets Limited to Use	\$ 642,088
Current Liabilities	\$ 4,579,525
Property, Plant & Equipment	\$ 64,076,607
Intangibles	\$ 10,949,261
Debt	\$ 58,366,519
TOTAL FUND BALANCE	\$ 19,607,833

2019 Highlights

- Authorized over \$1.3 million in capital improvements to improve the lives of our residents throughout Michigan, including a number of core infrastructure upgrades such as IT, roofs, HVAC, fire panel, and the like, as well as other renovation and remodel projects.
- Reduced total long-term debt by \$2.6 million.

In 2019, Baruch provided a net charitable benefit of \$3.3 million to our income-based residents.



2019 HIGHLIGHTS



BIKING FOR BARUCH FUNDRAISER

Biking for Baruch is our largest fundraiser, a bike ride along the Fredrick Meijer White Pine Trail. In addition to raising funds for Baruch and Baruch homes, the event promotes wellness, fellowship, and fun. Riders have the opportunity to collect pledges and on the day of the event bike however many miles they wish at their own pace. Following the ride, all participants—whether riders, sponsors, donors, volunteers, or residents and families—gather for a celebratory lunch.



In 2019, our riders biked a total of 1,800 miles for Baruch! Furthermore, this year's event not only saw sunny weather, but the largest sponsorship support to date! Baruch and its communities raised approximately \$25,000 through sponsorships, donations and pledges.

A huge thank you to all involved.

STAFF APPRECIATION

In October, we held our annual Staff Appreciation Luncheon for over 200 of our team members. We had the honor of having author and speaker Jolene Brackey with us. She presented "Creating Moments of Joy", a topic that was educational and gave recognition to the compassionate care our team members provide for the residents of our homes everyday.



**"BUT AS FOR YOU, BE STRONG AND DON'T GIVE UP, FOR YOUR WORK WILL BE REWARDED."
- 2 CHRONICLES 15:7**

GRADUATION



As part of Baruch's commitment to continuing education, our Administrators complete training courses through Senior Living University (SLU). In 2019, we had six Administrators complete their SLU Level 1 and two Administrators and one corporate team member complete their SLU Level 2. We recognized our graduates and celebrated with a luncheon and truffle making class at the Local Epicurean in Grand Rapids, followed the next day by Leadercast at Calvin University.

BARUCH TEAM UPDATES

- Clint Cleveland joined us as a full-time chaplain to serve our Northern Homes.
- Allyson Reiffer transitioned to full-time Office Assistant upon graduation from Kuyper College.
- Michelle Milowe transitioned to the role of Administrative Assistant, reporting to President Mitch McNeal and Founder/CEO Tom Nobel.
- Renovations of the corporate office were completed in anticipation of the future growth of the Baruch Team.



IN 2019, WE SERVED A TOTAL OF 1,507 RESIDENTS THROUGHOUT OUR HOMES. THIS IS WHAT THE BARUCH MISSION MEANS TO RESIDENTS & FAMILIES:



"The quality of care there could not be improved upon. The staff was wonderful, always very attentive. The home was bright and clean. The meals were true home cooked, fresh fruit, vegetables, I will always be grateful to all the people for caring so lovingly for her." -Family Member



"We want to thank each of you for the special care you gave to our mom. . . Your job is not easy, but it is extremely important - helping the elderly keep their dignity and joy of living as long as possible on their last journey of life. And also giving families peace of mind and the ability to be sons and daughters again, not caregivers." -Family Member



"I remember. . . feeling like I was walking into someone's home....pictures on the walls, comfy furniture, kitchen tables in the dining room, real dishes used during meals and smiles on the faces of the residents and staff. It didn't feel like we were walking into an assisted living facility at all. We were told to bring whatever was needed to make our dad's room feel like home. Our grandma moved in a few years later and we ensured her room felt like home. There is a feeling of caring when you walk in the door. Being greeted with smiles and hugs by the staff truly gives you a sense of being at home. "
- Family Member



**“PEOPLE WILL FORGET THE THINGS YOU DO, AND PEOPLE WILL FORGET THE THINGS YOU SAY. BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL.”
-MARY ANGELOU**

Thank you to all of our generous donors, devoted volunteers, hard working staff, and loving family members for supporting the ministry of Baruch. We thank you for your time, resources, and prayers that help us continue to carry out our mission of honoring God by serving people as they age, and making our residents feel at home.

Thank you for taking the time to read the 2019 Annual Report. If you would like to help support the mission of Baruch, there are many ways you can give. Feel free to contact any one of our communities for employment or volunteer opportunities, or if you wish to donate, visit our website at **baruchsls.org**. Thank you!

Thank you to the Baruch 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.

Matt Wieringa, Chairman of the Board

Kent Home Services
President/Owner

Ken Drenth, Director

Les Cheneaux Community Schools
Superintendent (Retired)

Joan Cornelison, Director

Esther's Hope Ministries
Founder/President

Matt McGowan, Secretary/Treasurer

Wells Fargo Bank NA
Vice President

Dave Koetje, Director

Christian Schools International
President/CEO (Retired)

Scott Zylstra, Director

Automatic Spring Products
VP of Finance

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Attorney

John VanderWilp

John Wayne Constuction
Co. Owner

Jim Tuinstra

Kent Health Plan
President
CEO, Hope Network (Retired)

Brian Mattila

Buiten & Associations,
Partner

Christopher P. Murphy

Baruch Senior Ministries
VP Business Development

Rich Vande Vegte

Baruch Senior Ministries,
Special Projects Director

Lynne Stahlbusch

Pine Rest Christian Hospital,
Registered Psychiatric Nurse

Arie Goudswward

Amway Corporation
Manager Global Sales (Retired)



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Baruch Senior Ministries Seeks to Honor God
by Serving People As They Age.

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

Baruch is an active member of:

Leading Age National

Leading Age Michigan

Michigan Assisted Living Association

Michigan Nonprofit Association

The Employer's Association

HPS

Numerous local Chambers of Commerce