



2021

ANNUAL REPORT

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

Welcome to the 2021 Annual Report

Whether you are a resident, family member, employee, business partner, donor, volunteer, or someone interested in our ministry, we appreciate the opportunity to share with you more about Baruch Senior Ministries and the joys and celebrations that occurred in 2021.

Our theme for 2021 was "Joy". The word "Joy" is found in scripture 51 times in the New Testament; it means "calm delight". Even during times of uncertainty, we all can experience this "calm delight" in the character of God. Joy is not based on circumstance, but on the faith in God. 2021 continued to challenge us as the COVID-19 pandemic remained evident all around us. However, through amazing dedication from our community, we did find joys to celebrate in 2021.

"The joy of the Lord is my strength." - Nehemiah 8:10

Through the pages of this Annual Report, I hope you see how joy and celebration were planned and recognized within our communities, and how the surrounding community supported us. We also rejoice for the additions and growth of our leadership team in 2021. We are blessed with the continued opportunity to gain experience and further serve the seniors across the state of Michigan.

We would like to thank every member of the Baruch family for a joyous 2021. Whether you are a resident, a loved one of a resident, a staff member, board member, donor, volunteer, or business partner, it is your prayerful support and belief in our mission that allows us to celebrate and bring joy to so many residents.

As we transition into 2022, it is with great anticipation and thankfulness that Baruch celebrate its 25th anniversary of serving seniors in Michigan.



Sincerely,

Tom Nobel

**Founder & CEO
Baruch Senior Ministries**

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seeks to honor God by
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WHO WE ARE

Baruch Senior Ministries is a faith-based 501(c)(3) nonprofit organization providing excellent, affordable senior living, including assisted living, memory care, and independent living. In our 27 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 will let them enjoy abundant peace and security." - Jeremiah 33:6

Baruch expands upon the promise of Jeremiah 33:6. Just as Baruch, Jeremiah's disciple and scribe, remained faithful to his call, so Baruch Senior Ministries promises to uphold its commitment to quality care that promotes enjoyment, community, vitality, and purpose for every individual.

THE BARUCH DIFFERENCE

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 rate 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, are all included in the residents' monthly fee. 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 2021, Baruch served a total of 1,497 residents in our homes.

31% ***of Baruch's residents benefited from our Income-Based Program in 2021.***

Joy & Celebration

Amidst these challenging and unusual times, we have found numerous ways to experience joy. Thank you to everyone who has helped encourage, uplift, and bring joy to our residents, staff, and families. Here are some stories of joy and celebration from 2021!



Our Big Rapids community, Evergreen Terrace Assisted Living, was voted the Best Assisted Living & Best Retirement Community in Mecosta County. Congratulations to the Evergreen Terrace staff!

Baruch Senior Ministries congratulates all residents who celebrated anniversaries in 2021. One couple celebrated their 59th wedding anniversary. Congratulations!



Our communities do a wonderful job celebrating resident birthdays. A 104th birthday was celebrated in one of our communities. When asked what her best piece of advice would be, she said "Just always be kind to everyone, and live your life the best way you can, and you'll be happy."



In honor of Veterans Day, our communities celebrated the sacrifices made by the men and women who served our country in the armed forces.

"The joy of the Lord is my inheritance...." - Psalm 16:5



BARUCH COMMUNITIES ACROSS THE STATE OF MICHIGAN

1



Bishop Hills

4951 Eleven Mile Rd
Rockford, MI 49341
616.866.8227

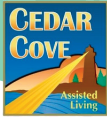
2



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 Rd
Traverse City, MI 49684
231.645.2341

6



Effie's Place

300 Grand Ave
Leland, MI 49654
231.256.8874

7



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



Heron Senior Community*

2106 Leonard St NE
Grand Rapids, MI 49505
616.818.4601

16



Hume Home

1244 West Southern Ave
Muskegon, MI 49441
231.755.1715

17



Hyde Park

3100-3200 Wyndham Dr
Flushing, MI 48433
810.659.3000

18



Living Joy

1525 Pierson Rd.
Flushing, MI 48433
810.659.8507

19



Lakeshore

16331 Robbins Rd.
Grand Haven, MI 49417
616.847.4242

20



Mallard Cove

2801 Charlevoix Ave.
Petoskey, MI 49770
231.347.2273

21



Northern Pines

130 Mary Ann St.
Grayling, MI 49738
989.344.2010

22



Park Place

4222 S Westnedge
Kalamazoo, MI 49008
269.388.7303

23



Stone Crest

255 Main St.
Freeland, MI 48623
989.695.5035

24



Sunnyside

108 Wildwood Dr.
Cadillac, MI 49601
231.775.7750

25



Tecumseh Place

1311 Southwestern Dr.
Tecumseh, MI 49286
517.423.3374

26



The Willows

3440 Niles Rd
St. Joseph, MI 49085
269.428.0715

27



Yorkshire & Stonebridge

3511 Leonard St. NW
Walker, MI 49534
616.791.9090

*a managed community

ADVANCEMENT

In 2021, we welcomed Brian Nitz as our new Vice President of Advancement. Brian has been an integral part of Baruch and our mission for many years as an Administrator and Regional Operations Director. Brian is now leading the effort to carry the Baruch Mission and philosophy of fundraising and philanthropy throughout the organization. This includes developing the overall vision for all fundraising and development projects and forging new relationships to build Baruch Senior Ministries' visibility, impact, and financial resources across the state.

FIRST ANNUAL WING-A-THON FUNDRAISER



In June, fourteen two-person teams, from six Baruch homes, competed to eat the most chicken wings in a 60-minute timed, virtual event. A combined total of 1,062 wings were consumed and over \$5,000 was raised. Fountain View of Fremont raised the most funds for the community and The Wing Dings - David and Matt - ate 123 wings! Cherry Hill Haven of Traverse City and Team TC Wing Nutz was recognized for the individual team who raised the most money at this event. This was a great first inaugural fundraising event where we saw community sponsorship and support. Thank you to all who participated and donated!

BIKING FOR BARUCH

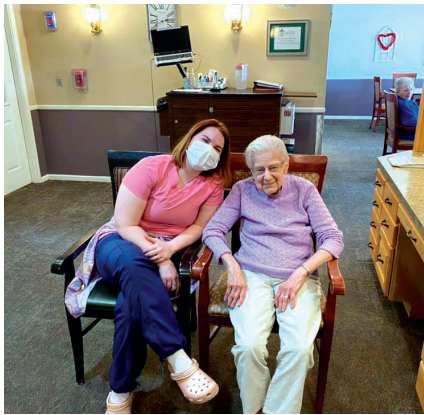
The 11th year of Biking for Baruch kicked off in September at Millennium Park. The 46 participating riders collectively rode 2676.12 miles during the two week event. Baruch saw a new record number of corporate sponsors and the donations collected by our riders exceeded \$41,000! Thank you for the continued support from our sponsors, riders, volunteers, and community supporters!



Making a Lasting Difference

Our "Make a Lasting Difference" campaign was an opportunity to educate and gain support for our income-based program. This campaign brought in over \$60,000 in donations. As the need for resident financial support grows, we are developing fundraising and donation goals that allow Baruch to continue to support those residents with financial needs. For more ways to give and support Baruch Senior Ministries, go to our website at www.baruchsls.org.

SPECIAL THANKS TO OUR STAFF



We are very thankful for our dedicated staff who are committed to the compassionate care of residents every day. We have received many encouraging messages throughout 2021 from resident families.

"The joy of the Lord is my salvation." - Psalm 52:12



"Their mission statement - "Baruch Senior Ministries seeks to honor God by serving people as they age". -- they live up to that."

"Thank you for this lovely place and for the caring people who provide community for seniors who can no longer live on their own. I'm so grateful!"



"In every instance, the team members have been helpful and accommodating in their efforts to make our mom and us as comfortable and happy as possible. Everything from room cleanliness, activities, medicine administration, daily living assistance, visits, laundry, and meals, shows that the team really cares about the resident's health and happiness. We feel very blessed."

SPIRITUAL CARE

Baruch's Spiritual Care Team embodies the mission of Baruch Senior Ministries by caring for the spiritual needs of residents, families, and staff. The Spiritual Care Team offers gracious, personalized spiritual care in accordance with each resident's spiritual beliefs and practices. 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.



"The joy of the Lord is my refuge." - Psalm 92:2

BARUCH UPDATES

We welcomed **Karen Henderlong** as a full-time chaplain. Karen serves the northern region of Baruch communities.

We welcomed **Jeff Meyers** as a full-time chaplain. Throughout the years, Jeff has been an integral part of our communities as a volunteer. We thank Jeff for his continued dedication to Baruch.

Amanda Beecham transitioned to a Regional Operations Director position after serving as Administrator at Fountain View of Fremont for 7 years.

We welcomed **Kelly Miller** to the Baruch team as a full-time Regional Operations Director.

Karen Hodge transitioned to Regional Operations Director after serving as the Associate Administrator at The Willows Assisted Living.

Erin Clauson transitioned into the position of Staff Development Director after serving 11 years in various positions at Baruch.

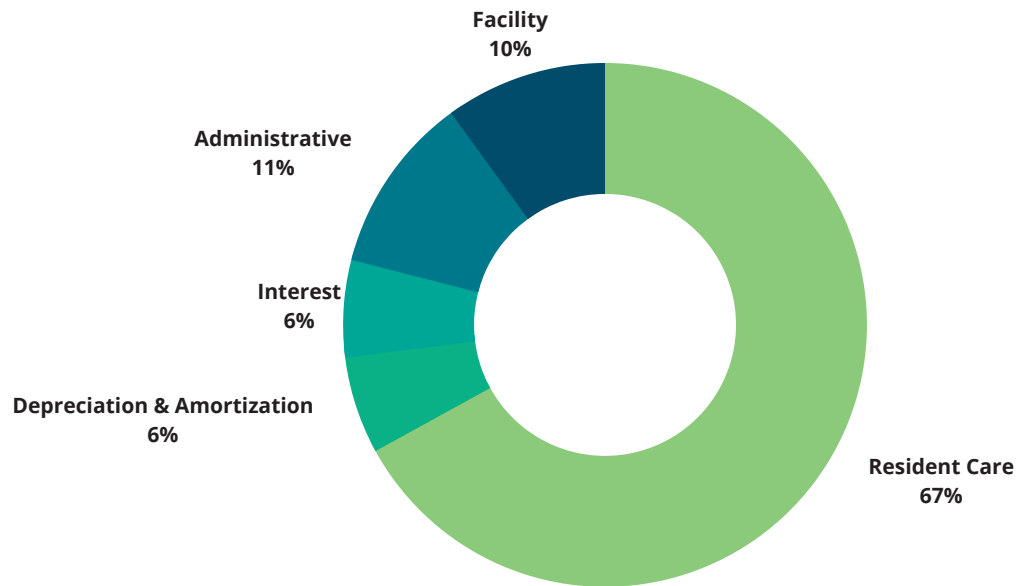
Pat Herrema retired after 29 years of service. She served in multiple roles throughout her time at Baruch, from Administrator to Operations Project Director. Thank you for your dedication and service, Pat!

Baruch was grateful for the opportunity to expand our mission in 2021. In April, Baruch agreed to provide care services for **Heron Senior Community**, a nonprofit senior housing provider in Grand Rapids. In October, Baruch assumed ownership of **The Hume Home of Muskegon**, a nonprofit assisted living community that Baruch had managed for a number of years. Thank you to both of these organizations for entrusting Baruch in these important programs for area seniors.

Financial Overview

2021 Highlights

- Room & Board revenue of \$37,349,392 for the year; a decrease of 4% from 2020.
- Increased labor, food, and supply expense due to COVID and rising inflation.
- Supplemental payments made to caregivers.
- COVID-related and CARES Act financial assistance was made available to Baruch in 2021 to help offset decreases in revenue and increased expenses.
- Reduced total long-term debt by \$2.8 million.
- Provided a net charitable benefit of \$4.2 million to our income-based residents.
- Over \$1.6 million authorized for capital spending, including infrastructure & technology upgrades, and building renovations.
- Began work towards refinancing bank debt that matures in February 2023.



2021 Balance Sheet Summary

Current Assets	\$	11,145,519
Assets Limited to Use	\$	1,258,327
Current Liabilities	\$	(4,802,176)
Property, Plant, & Equipment	\$	62,810,803
Intangibles	\$	10,949,261
Debt	\$	(51,617,260)
Total Fund Balance	\$	29,744,474

Thank you for taking the time to read the 2021 Annual Report

If you would like to help support the mission of Baruch, there are many ways you can get involved. Feel free to contact any one of our communities, or if you wish to donate, visit our website at www.baruchsls.org

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 our mission and values are carried through all levels of the organization. The Board plays a significant role in strategic planning and assists in guiding Baruch's future following our mission emphasis. We look forward to working with our current Board as we move into 2022 and beyond.

Dave Koetje, Chairman of the Board

Christian Schools International
President/CEO (Retired)

Matt McGowan, Secretary/Treasurer

Wells Fargo Bank NA
Vice President

Ken Drenth, Director

Les Cheneaux Community Schools
Superintendent (Retired)

Janis Petrini, Director

Express Employment Professionals
Owner/Operator

Khan Nedd, MD, Director

CEO, Answer Health
President, Infusion Associates

Scott Zylstra, Director

Automatic Spring Products
President

EMERITUS MEMBERS

Lynne Stahlbusch

Pine Rest Christian Hospital
Registered Psychiatric Nurse

Brian Mattila

Buiten & Associates
Partner

Christopher P. Murphy

Baruch Senior Ministries
VP, Business Development

Rich VandeVegte

Baruch Senior Ministries
Special Projects Director

Jim Tuinstra

Kent Health Plan
President
CEO Hope Network (Retired)

Joan Cornelison

Baruch Senior Ministries
VP, Spiritual Care & Church
Partnerships

Arie Goudswaard

Amway Corporation
Manager Global Sales (Retired)

John VanderWilp

John Wayne Construction (Retired)

John Lewis

Attorney

Matt Wieringa

Kent Home Services
President/Owner



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

616.719.5100
info@baruchsls.org
baruchsls.org

Baruch is an active member of:
Leading Age National
Leading Age Michigan
Michigan Assisted Living Association
The Employer's Association
HPS
Numerous Local Chambers of
Commerce

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