



2023 Annual Report

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

Welcome to the 2023 Annual Report

Baruch Senior Ministries is a faith-based, 501(c)(3) nonprofit organization dedicated to “honoring God by serving people as they age”. Baruch strives to provide a more affordable assisted living option for seniors, alleviate the fear of a resident running out of resources during their stay, and ensure that spiritual well-being and care are at the forefront of our communities.

With these founding principles still intact and serving as our guide moving forward, Baruch has grown into an organization that is now operating 34 assisted living communities throughout the state of Michigan!

As we reflect on 2023, we are thankful for the goodness and blessing of God, who allowed us to serve over 1,300 residents and families, to expand our mission to five (5) new communities, and truly made Baruch Senior Ministries thrive. We are also thankful for the dedication and support from our staff, volunteers, donors, business partners, residents, and families. It is this commitment and belief in our mission that allows us to continue to flourish.

As we transition into 2024, we pray that we may continue to flourish and serve in all the ways God has planned. We look forward to expanding our mission, reaching more people, and and continuing to “honor God by serving people as they age”.



Sincerely,

Mitch McNeal

PRESIDENT & CEO



“I will heal my people and will let them enjoy abundant peace and security.”

Jeremiah 33:6



BARUCH VALUES

Based on Faith

Always Quality Care & Caring

Respect

Using the gifts of a team

Compassion

Honesty & Trust



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

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 for the past 26 years. In our 34 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.



Baruch expands upon the promise of Jeremiah 33:6 which says, "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, Baruch Senior Ministries promises to uphold its commitment to quality care that promotes enjoyment, community, vitality, and purpose for every individual.



At Baruch Senior Ministries, we understand that each resident is an individual with unique care needs. As a person ages, their needs can change. This is why our caregivers will work with families to create a care plan that fits their loved one's individual 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.

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. The Lifetime Promise is an entirely confidential program providing a reduced rate to qualifying residents based on their individual financial circumstances.

THE IMPACT

- ▶ 36% OF BARUCH'S RESIDENTS BENEFITTED FROM THE LIFETIME PROMISE IN 2023.
- ▶ IN 2023, BARUCH SERVED A TOTAL OF 547 RESIDENTS WITH THE LIFETIME PROMISE IN OUR HOMES.



Scan here to learn about The Lifetime Promise and it's impact!

SPIRITUAL CARE

The Spiritual Care Team at Baruch continues to build a culture of listening and respect while providing quality and effective spiritual care to residents and their families, as well as to staff members who serve alongside them. Chaplains have the great privilege of being a non-anxious and non-judgemental presence in many situations which allow for countless sacred moments that illustrate the critical role of chaplains within Baruch, and underscores how vital this role is to our mission.

“You are in the right vocation. You really listen when we are talking. I know God will listen to you. Please ask Him to protect and provide for my family.” - A Resident

“Thank you so much for taking the time to visit me. I am just an old lady, but you made me feel important. I know God sent you here to comfort me. Please come back and see me again.” - A Resident

“Our Chaplains are such a blessing to our Baruch Senior Ministries family. All of our residents look forward to their visits (and all the staff does too). They take time to check in with staff and pray over any need they have.” - A Staff Member

These are just snapshots of the hundreds of varying spiritual care interventions that happen regularly in our homes, offices, and communities. They allow those in our Baruch family to move forward in life and work feeling a little less burdened, a little more faith-focused, and better able to care for self and others.



Relocating from one's home to a residential community can disrupt the meaningful support systems that residents enjoyed and valued. At Baruch, we are intentional about continuing those practices that mean so much to our residents.

Baruch ensures that every home has the opportunity to access a rich and varied worship experience hosted by our chaplains or by a local church volunteer. Attendance to our worship services is voluntary and tailored to meet the distinct needs of our residents and allow appropriate levels of participation across Baruch homes.



We are thankful for the support of all our volunteers and church partners in this endeavor and invite you to join us again in 2024, as we strive to serve God's people.

In 2023, Baruch and our communities raised over \$275,000 through donations and fundraising. We are thankful to our donors, participants, and sponsors for helping us thrive! Here is a recap of some big fundraising events over the year.

ADVANCEMENT

WING-A-THON FUNDRAISER

In April, our third annual Wing-A-Thon Fundraiser took place! Two-person teams from various Baruch communities competed to eat the most chicken wings in one hour to raise funds for their community. A combined total of 2,469 wings were consumed and over \$15,000 was raised in donations!

Georgetown & Cambridge Manor won the Community Support Award by raising \$8,700 for their patio project. The Team Support Award and the Wing Champions Award went to the Wing Warriors of Georgetown & Cambridge Manor who raised over \$3,000 and ate 241 chicken wings in one hour! All proceeds from this fun, competitive event went to various projects and programs at the participating team's community.



BIKING FOR BARUCH "MOVING FOR MILES" FUNDRAISER

Biking for Baruch "Moving for Miles" took place the entire month of September and ended with a Post-Event Celebration on September 30th at Millennium Park in Grand Rapids. This event allowed participants to bike, walk, run, swim, rollerblade, or do anything that required physical activity to move miles and raise funds for their Baruch community of choice. They could set goals and participate individually or on teams!

Eighty-four participants moved a total of 3,914.65 miles, and the donations they collected exceeded \$40,000! In the end, Georgetown & Cambridge Manor took home the trophy for the most miles moved and most donations collected. Thank you for the continued support from our sponsors, participants, volunteers, and community supporters!



COMMUNITY STORIES

"Rejoice in the Lord always; again I will say, rejoice." -Philippians 4:4



Fountain View of Fremont was gifted this beautiful bench in memory of a dearly missed and treasured resident. It has the inscription "Have a seat. All God's children are welcome, big and small." Thank you to the generous family who blessed Fountain View and their residents with this beautiful gift.



Marie from Union Court in Chesaning, MI turned 105 years old in 2023! Happy Birthday, Marie!

In March, two residents at The Hume Home were awarded Quilts of Valor for their service in World War II. We are extremely grateful for all those who have served our country!



Georgetown & Cambridge Assisted Living rented a bus and took their residents to a Detroit Tigers Game. The Tigers won!





BARUCH COMMUNITIES ACROSS MICHIGAN

1



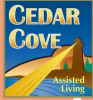
Bishop Hills
4951 Eleven Mile Rd.
Rockford, MI 49341
616.866.8227
bishophills.org

2



Blissfield Place
301 North Quick St.
Blissfield, MI 49228
517.682.1504
blissfieldplace.org

3



Cedar Cove
266 South Mary L St.
Cedarville, MI 49719
906.484.1001
cedarcoveassistedliving.org

4



Cherry Hill Haven Of Kalkaska
3412 American Way
Williamsburg, MI 49690
231.258.5900
cherryhillhavenkalkaska.org

5



Cherry Hill Haven of Traverse City
4885 North Long Lake
Traverse City, MI 49684
231.645.2341
cherryhillhaventraverse.org

6



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

7



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

8



Fountain View of Coopersville
640 W Randall
Coopersville, MI 49404
616.997.9253
coopersvillefountainview.org

9

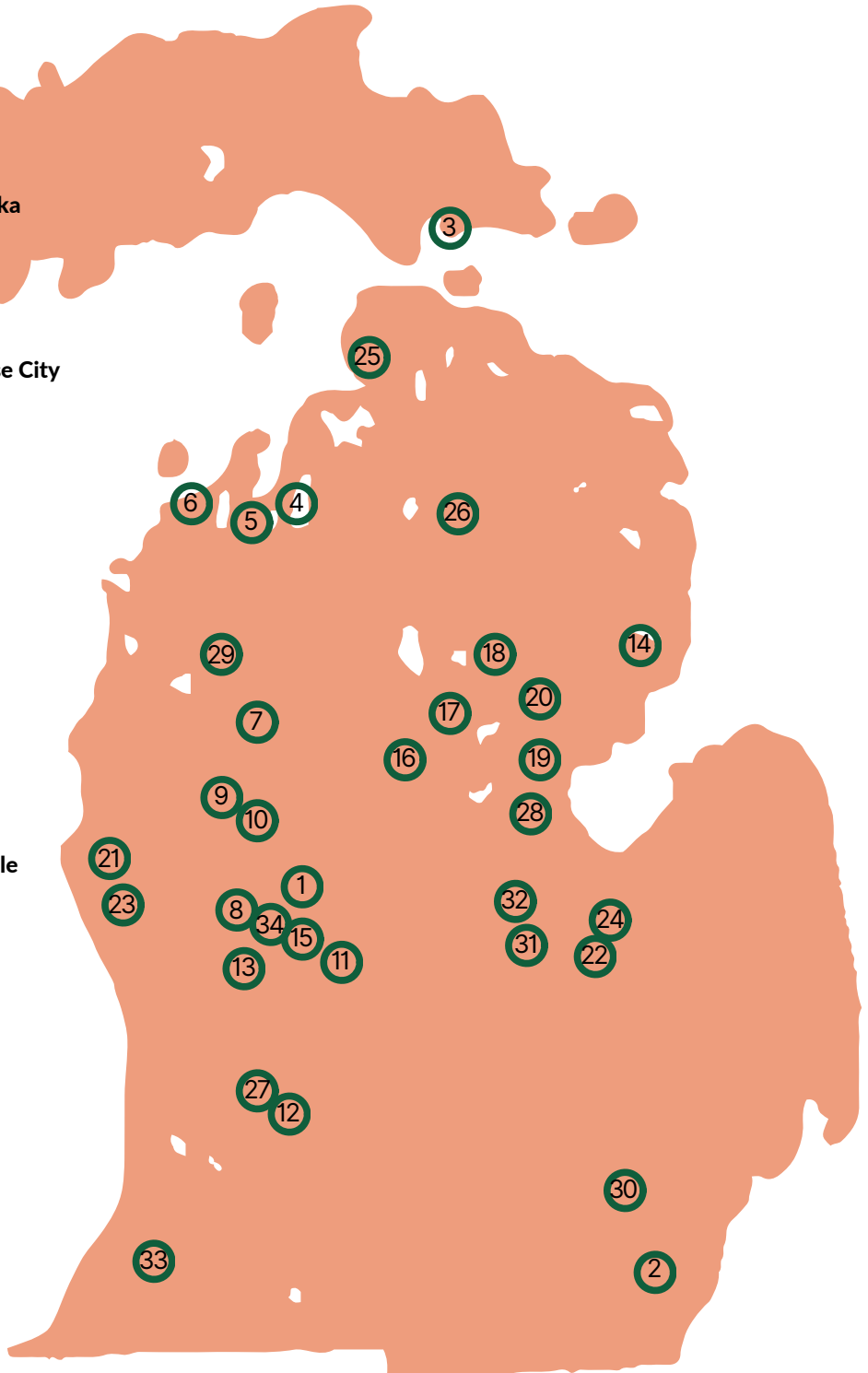


Fountain View of Fremont
102 Hillcrest Ave.
Fremont, MI 49412
231.924.5050
fountainviewfremont.org

10



Fountain View of Grant
50 South Maple
Grant, MI 49327
231.834.8202
fountainviewgrant.org



11  **Fountain View**

Fountain View of Lowell
11537 Fulton St. SE
Lowell, MI 49331
616.897.8413
fountainviewoflowell.org

12  **Fountain View**

Fountain View of Portage
7818 Kenmure Rd.
Portage, MI 49024
269.327.9595
fountainviewportage.org

13  **Georgetown & Cambridge**

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

14  **Hale Creek Manor**

Hale Creek Manor
3191 M-65
Hale, MI 48739
989.728.1300
halecreekmanor.org

15  **Heron Senior Community**

Heron Senior Community (managed community)
2106 Leonard St. NE
Grand Rapids, MI 49505
616.818.4601
heronseniorcommunity.com

16  **The Horizon**

The Horizon of Clare
1324 Vinewood Ave.
Clare, MI 48617
989.386.4900
horizonseniorlivingclare.org

17  **The Horizon**

The Horizon of Gladwin
450-452 Quarter St.
Gladwin, MI 48624
989.246.1000
horizonseniorlivinggladwin.org

18  **The Horizon**

The Horizon of Standish
218 Airpark Dr.
Standish, MI 48658
989.846.0000
horizonseniorlivingstandish.org

19  **The Horizon**

The Horizon of St. Helen
10059 E Airport
St. Helen, MI 48656
989.389.4900
horizonseniorlivingsthelen.org

20  **The Horizon**

The Horizon of West Branch
613 Progress St.
West Branch, MI 48661
989.343.9404
horizonseniorlivingwestbranch.org

21  **The Hume Home**

The Hume Home
1244 West Southern Ave.
Muskegon, MI 49441
231.755.1715
humehome.org

22  **Hyde Park**

Hyde Park
3100-3200 Wyndham Dr.
Flushing, MI 48433
810.659.3000
hydeparkassistedliving.org

23  **Lakeshore**

Lakeshore
16331 Robbins Rd.
Grand Haven, MI 49417
616.847.4242
lakeshoreassistedliving.org

24  **Living Joy**

Living Joy
1525 Pierson Rd.
Flushing, MI 48433
810.659.8507
livingjoyassistedliving.org

25  **Mallard Cove**

Mallard Cove
2801 Charlevoix Ave.
Petoskey, MI 49770
231.347.2273
mallardcoveassistedliving.org

26  **Northern Pines**

Northern Pines
130 Mary Ann St.
Grayling, MI 49738
989.344.2010
northernpines.org

27  **Park Place**

Park Place
4222 S Westnedge
Kalamazoo, MI 49008
269.388.7303
parkplaceliving.org

28  **Stone Crest**

Stone Crest
255 N Main St.
Freeland, MI 48623
989.695.5035
stonecrestassistedliving.org

29  **Sunnyside**

Sunnyside
108 Wildwood Dr.
Cadillac, MI 49601
231.775.7750
sunnysideseniorliving.org

30  **Tecumseh Place**

Tecumseh Place
1311 Southwestern Dr.
Tecumseh, MI 49286
517.423.3374
tecumsehplace.org

31  **Union Court**

Union Court of Chesaning
244 Elwyn Dr.
Chesaning, MI 48616
989.607.2866
unioncourchesaning.org

32  **Union Court**

Union Court of St. Charles
302 Fulton St.
St. Charles, MI 48655
989.865.8100
unioncourstcharles.org

33  **The Willows**

The Willows
3440 Niles Rd.
St. Joseph, MI 49085
269.428.0715
willowsassistedliving.org

34  **Yorkshire & Stonebridge**

Yorkshire & Stonebridge Manor
3511 Leonard St. NW
Walker, MI 49534
616.791.9090
yorkshirstonebridge.org

ACQUISITIONS

This year we celebrated the ongoing expansion of our mission to honor God by serving people as they age with the acquisition of six assisted living communities!

Hale Creek Manor Assisted Living in Hale, MI had been managed by Baruch since 2014. As of May 2023, Baruch now owns and operates this 32-bed community.

The Horizon Senior Living Group, with communities located in Gladwin, West Branch, Standish, Clare, and St. Helen, officially joined Baruch Senior Ministries on August 1, 2023. The Horizon Senior Living Group offers a total of 120 resident rooms serving the north-central region of the state. Like many of Baruch's previous acquisitions, The Horizon Senior Living Group was family-owned and operated for many years.



Hale Creek Manor Assisted Living in Hale, MI



The Horizon Senior Living I in St. Helen, MI



The Horizon Senior Living II in Clare, MI



The Horizon Senior Living III in West Branch



The Horizon Senior Living IV in Standish, MI



The Horizon Senior Living V & VI in Gladwin, MI

BARUCH TEAM UPDATES

We welcomed **Paula Cassidy** as a **Regional Operations Director**. Welcome to the team, Paula!

Erin Clauson transitioned into her new role of **Operations Development Director**. Over the past 14 years, Erin has served in various roles at Baruch. We were blessed to have Erin serve in her new role this year.

Brian Nitz transitioned to his new role as **VP, Operational Specialist**. Brian has served in various roles at Baruch for 32 years.

FINANCIAL OVERVIEW

2023 HIGHLIGHTS

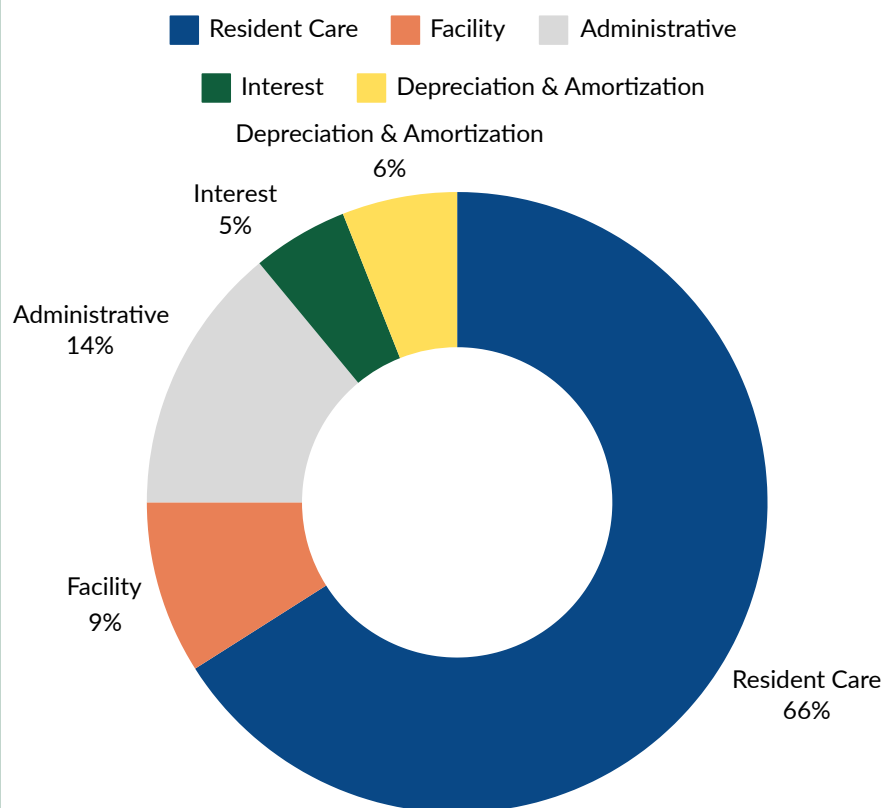
- Acquisition of the five Horizon Senior Living communities in St. Helen, Clare, West Branch, Standish, and Gladwin.
- Affiliation agreement was completed for Baruch to take ownership of Hale Creek Manor.
- Room & Board revenue of \$49,724,440 for the year - an increase of 14.9% from 2022.
- Increased labor, food, utility, and supply costs due to rising inflation continued in 2023.
- Additional Employee Retention Credit for Q1 of 2021, along with interest revenue from payments was made available to Baruch.
- Reduced existing total long-term debt by \$1.5 million.
- Provided a net charitable benefit of \$5.5 million to our Lifetime Promise residents.

UPCOMING IN 2024

- \$3.6 million authorized for 2024 capital spending, which will include infrastructure and technology upgrades as well as building renovations.

2023 BALANCE SHEET SUMMARY

Current Assets	\$ 16,450,637
Assets Limited to Use	\$ 1,523,587
Current Liabilities	\$ (6,047,083)
Property, Plant, & Equipment	\$ 80,259,056
Debt	\$ (67,145,048)
Total Fund Balance	\$ 25,041,149



Thank you for reading the 2023 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, scan the QR code or visit www.baruchsls.org.



Baruch Senior Ministries is an active member of:

Leading Age National - Leading Age Michigan
Michigan Assisted Living Association - HPS
Numerous Local Chambers of Commerce



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616.719.5100

www.baruchsls.org

3196 Kraft Ave. SE, Suite 203

Grand Rapids, MI 49512



Baruch Senior Ministries is a 501(c)(3) nonprofit organization. All gifts are tax deductible.

THANK YOU TO THE 2023 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 Board as we move into 2024 and beyond.

David Koetje, Board Chairman

Christian Schools International
Retired President/CEO

Scott Zylstra, Secretary/Treasurer

Automatic Spring Products
President

Chris Aguilar, Director

Varnum
Finance Director

Adam Devereaux, Director

Progressive Surface
Director of IT

Kevin Huss, Director

Attorney

Khan Nedd, MD, Director

Answer Health/Infusion Associates
CEO/President

Learn more about
Baruch in this
informational video!
Scan here to watch!

