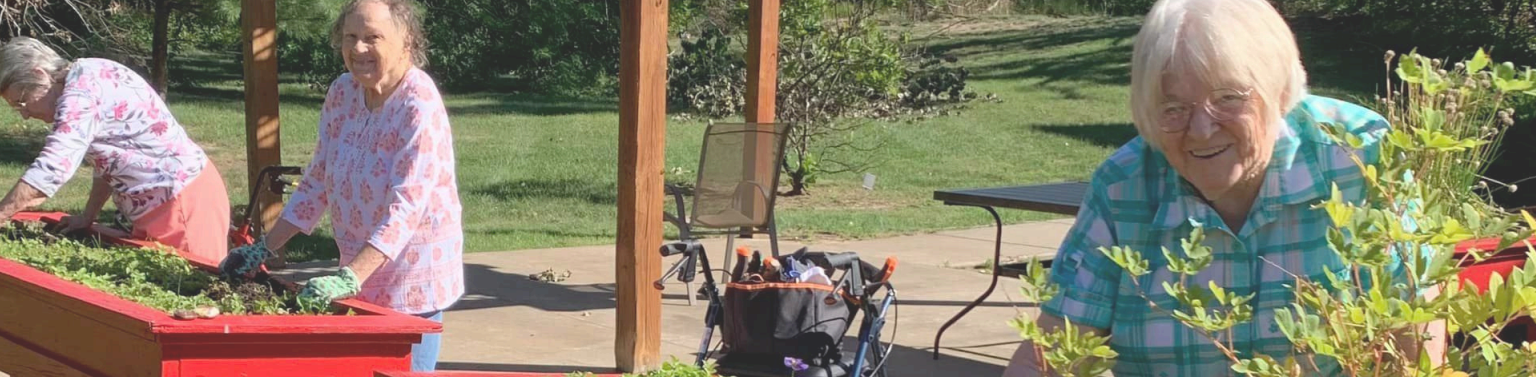




# 2024 ANNUAL REPORT

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



## Welcome to the 2024 Annual Report

On behalf of our Board of Directors, staff, and volunteers, I am pleased to welcome you to the 2024 Annual Report for Baruch Senior Ministries. As a 501(c)(3) nonprofit organization, our focus has always been to serve with the love and grace that Christ has shown us, nurturing those in need and fostering community where each individual is treated with dignity, respect, and love. We strive 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 the spiritual well-being and care are at the forefront of our communities.

As we reflect on 2024, we are thankful for the goodness and blessing of God, who allowed us to serve over 1,300 residents 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 their commitment and belief in our mission that allows us to continue to flourish and serve. We are incredibly proud of what we've accomplished together, but there is still much to do.

As we look ahead, we remain committed to improving the quality of life for our residents, and we trust that, with God's guidance, we will continue to move forward in faith and service. Your continued partnership in this mission will allow us to serve more people and allow us to reach new heights in the care and support we offer to those entrusted to our care.

Thank you for your unwavering support and for walking alongside us in this journey of faith, hope, and love. May we continue to serve with compassion and grace as we honor the lives and legacies of those we care for.



*Mitch McMeal*  
President & CEO

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

Baruch Senior Ministries provides excellent, affordable senior living, including assisted living, memory care, and independent living in our 33 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 Values

**B**ased on Faith

**A**lways Quality Care & Caring

**R**espect

**U**sing the Gifts of a Team

**C**ompassion

**H**onesty & Trust

## The Lifetime Promise

We seek to provide peace of mind that our residents will have a home for a lifetime with Baruch, even if they can no longer 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.

This service would not be possible without the generous support of our donors and business partners. If you've partnered with or donated to us in 2024, thank you for giving our residents a home for a lifetime.

**33%** of Baruch's residents benefitted from the Lifetime Promise in 2024.

In 2024, Baruch served a total of **459** residents with The Lifetime Promise in our homes.



**Scan here to learn more about The Lifetime Promise and its impact!**

# Community Stories

The residents at Evergreen Terrace Assisted Living enjoyed a clear day watching the total solar eclipse on April 8th. They were equipped with their special eclipse glasses that allowed them to watch the entire spectacle.



The residents and staff at Georgetown & Cambridge Assisted Living are on the move in their new bus! After months of fundraising, Georgetown & Cambridge Manor was able to purchase a big enough bus to bring residents on fun excursions. Thank you to all who supported their fundraising efforts!

Joe, a resident from Mallard Cove Assisted Living, was presented with a “Quilt of Honor” from the Little Traverse Bay Quilting Guild for his military service. What an honor! Thank you, Joe, for your service to our country!





## Employee Appreciation

In 2024, our CEO and COO traveled to our communities to show their appreciation for our staff celebrating their years of service.

- 5 Years of Service: 60 Employees
- 10 Years of Service: 20 Employees
- 15 Years of Service: 22 Employees
- 20 Years of Service: 2 Employees
- 25 Years of Service: 6 Employees
- 30 Years of Service: 1 Employee



# Spiritual Care

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.

In 2024, the Spiritual Care Team greatly impacted our residents, staff, and their families. These are just a few examples:

- 825 visits to our Baruch communities
- 205 one-on-one support interactions with staff
- 16 new church partnerships
- 62 devotions written and shared with the Baruch community

We are thankful for the support of all our volunteers and church partners in this endeavor and invite you to join us again in 2025, as we strive to serve God's people.



# Advancement

In 2024, Baruch Senior Ministries and our communities raised over \$230,000 through donations and fundraising. Baruch Senior Ministries orchestrated two corporate fundraisers: the Wing-A-Thon and Biking for Baruch “Moving for Miles”. Together, these fundraisers together gathered over \$51,000 in donations!



## Wing-A-Thon Fundraiser

In April, our fourth annual Wing-A-Thon Fundraiser took place! Two-person teams from various Baruch communities rushed to eat the most chicken wings in one hour to raise funds for their community. A combined total of 2,144 wings were consumed and over \$15,000 was raised in donations!

Georgetown & Cambridge Assisted Living won the Community Support Award, the Team Support Award, and the Wing Champions award by raising over \$3,700 and eating 257 chicken wings in one hour! Thank you to everyone who donated and participated!



## Biking for Baruch “Moving for Miles” Fundraiser

Biking for Baruch “Moving for Miles” took place the entire month of September and allowed participants to walk, bike, run, or do anything that required physical activity to move miles and raise funds for their Baruch home. Sixty-one participants moved a total of 1,516 miles, and the donations they collected exceeded \$36,000! 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!

# Baruch Communities Across Michigan

1



**Bishop Hills Assisted Living**  
Rockford, MI  
616.866.8227  
bishophills.org

2



**Blissfield Place Assisted Living**  
Blissfield, MI  
517.682.1504  
blissfieldplace.org

3



**Cedar Cove Assisted Living**  
Cedarville, MI  
906.484.1001  
cedarcoveassistedliving.org

4



**Cherry Hill Haven of Kalkaska**  
Williamsburg, MI  
231.258.5900  
cherryhillhavenkalkaska.org

5



**Cherry Hill Haven of Traverse City**  
Traverse City, MI  
231.645.2341  
cherryhillhaventraverse.org

6



**Effie's Place Assisted Living**  
Leland, MI  
231.256.8874  
effiesplace.org

7



**Evergreen Terrace Assisted Living**  
Big Rapids, MI  
231.527.1050  
evergreenterrace.org

8



**Fountain View of Coopersville**  
Coopersville, MI  
616.997.9253  
coopersvillefountainview.org

9

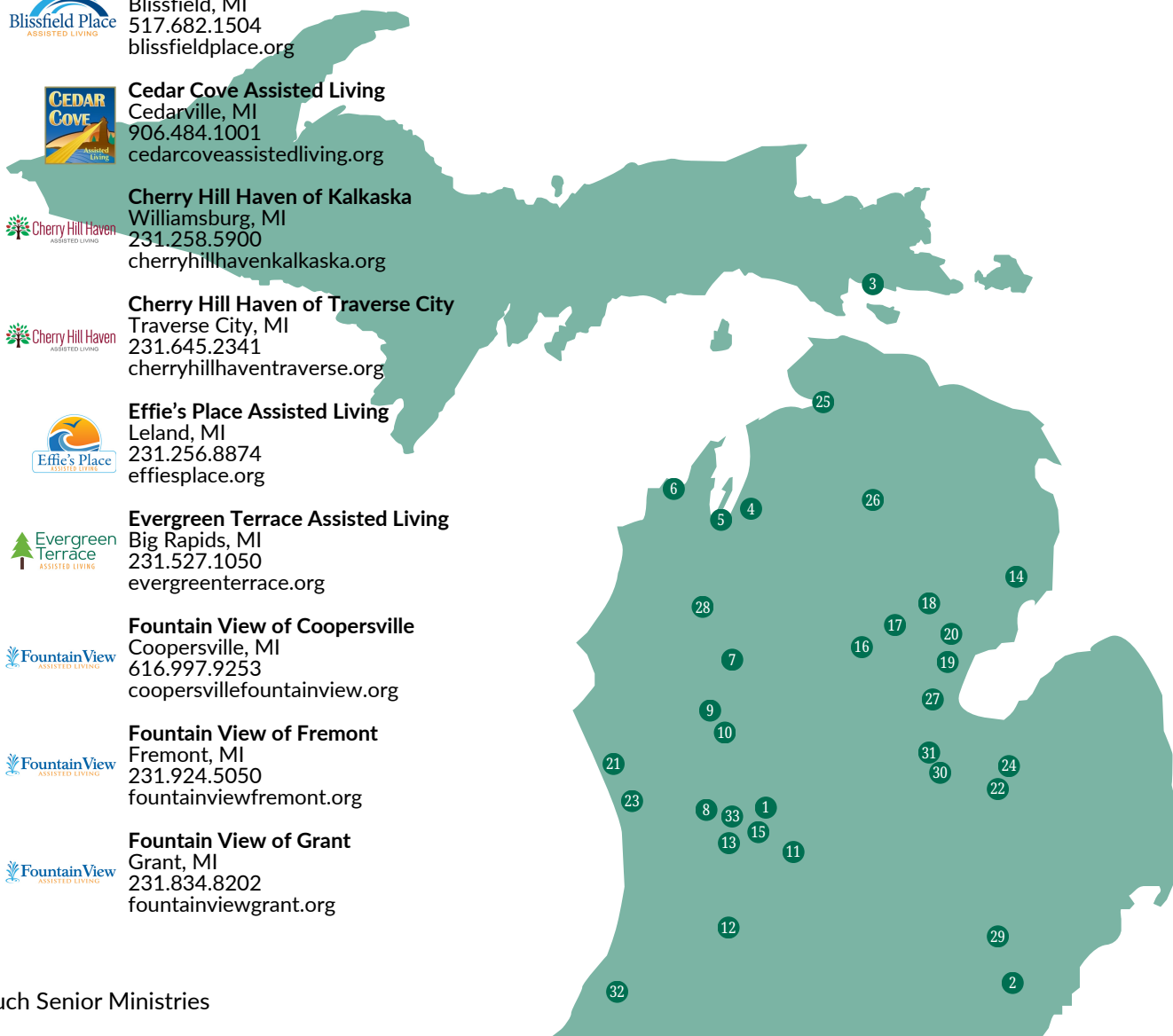


**Fountain View of Fremont**  
Fremont, MI  
231.924.5050  
fountainviewfremont.org

10



**Fountain View of Grant**  
Grant, MI  
231.834.8202  
fountainviewgrant.org



- 11  **Fountain View of Lowell**  
Lowell, MI  
616.897.8413  
fountainviewoflowell.org
- 12  **Fountain View of Portage**  
Portage, MI  
269.327.9595  
fountainviewportage.org
- 13  **Georgetown & Cambridge Manor**  
Grandville, MI  
616.457.3050  
georgetowncambridge.org
- 14  **Hale Creek Manor**  
Hale, MI  
989.728.1300  
halecreekmanor.org
- 15  **Heron Senior Community** (a managed community)  
Grand Rapids, MI  
616.8184601  
heronseniorcommunity.com
- 16  **The Horizon of Clare**  
Clare, MI  
989.386.4900  
horizonseniorlivingclare.org
- 17  **The Horizon of Gladwin**  
Gladwin, MI  
989.246.1000  
horizonseniorlivinggladwin.org
- 18  **The Horizon of St. Helen**  
St. Helen, MI  
989.389.4900  
horizonseniorlivingsthelen.org
- 19  **The Horizon of Standish**  
Standish, MI  
989.846.0000  
horizonseniorlivingstandish.org
- 20  **The Horizon of West Branch**  
West Branch, MI  
989.343.9404  
horizonseniorlivingwestbranch.org
- 21  **The Hume Home**  
Muskegon, MI  
231.755.1715  
humehome.org
- 22  **Hyde Park Assisted Living**  
Flushing, MI  
810.659.3000  
hydeparkassistedliving.org
- 23  **Lakeshore Assisted Living**  
Grand Haven, MI  
616.847.4242  
lakeshoreassistedliving.org
- 24  **Living Joy Assisted Living**  
Flushing, MI  
810.659.8507  
livingjoyassistedliving.org
- 25  **Mallard Cove Assisted Living**  
Petoskey, MI  
231.347.2273  
mallardcoveassistedliving.org
- 26  **Northern Pines Assisted Living**  
Grayling, MI  
989.344.2010  
northernpines.org
- 27  **Stone Crest Assisted Living**  
Freeland, MI  
989.695.5035  
stonecrestassistedliving.org
- 28  **Sunnyside Assisted Living**  
Cadillac, MI  
231.775.7750  
sunnysideseniorliving.org
- 29  **Tecumseh Place Assisted Living**  
Tecumseh, MI  
517.423.1141  
tecumsehplace.org
- 30  **Union Court of Chesaning**  
Chesaning, MI  
989.607.2866  
unioncourtchesaning.org
- 31  **Union Court of St. Charles**  
St. Charles, MI  
989.865.8100  
unioncourtstcharles.org
- 32  **The Willows Assisted Living**  
St. Joseph, MI  
269.428.0715  
willowsassistedliving.org
- 33  **Yorkshire & Stonebridge Manor**  
Walker, MI  
616.791.9090  
yorkshirstonebridge.org

# Baruch Team Updates

After working as Administrator in our communities for six years, **Marcus Ribant** joined the corporate team as Operations Analyst Director.

**Katie Reimink** began her role as Community Social Work Director after serving in various roles throughout her 17 years with Baruch.

We welcomed **Bill McElroy** to the corporate team as a Community Navigator. Bill served for two years at Fountain View of Lowell.

**Sarah Maxim-Gerard** joined the corporate team as Regional Operations Director after serving as the Administrator at Fountain View of Grant for five years.

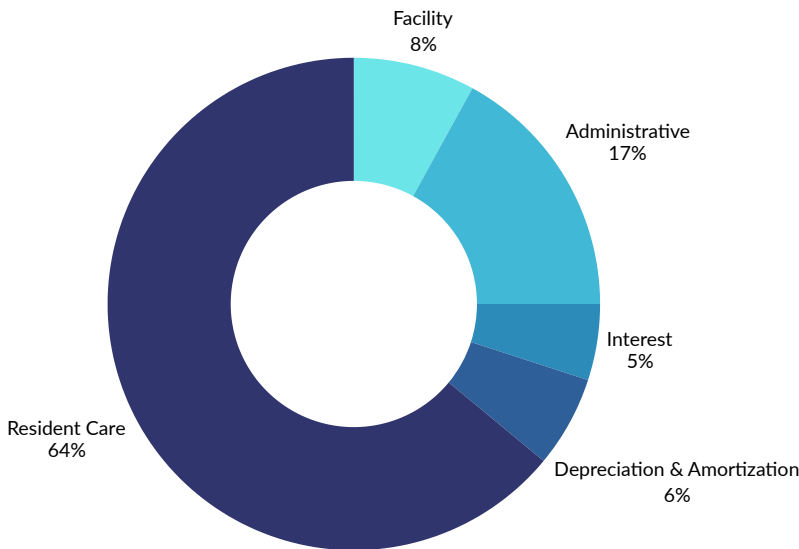
**Laura Whaley** joined the corporate team as Regional Operations Director after serving as the Administrator at Evergreen Terrace for 3 years.

We welcomed **John Bultema** to the corporate team as Accounting Manager. John brings 25 years of finance & accounting experience to Baruch

After 26 years of service in various roles, **Chris Murphy** retired from his position as Vice President of Business Development. Thank you for your years of service and your dedication to our mission, Chris!



# Financial Overview\*



## 2024 Balance Sheet Summary

Current Assets	\$	8,834,205
Assets Limited to Use	\$	1,638,466
Current Liabilities	\$	(2,778,026)
Property, Plants & Equipment	\$	74,075,587
Debt	\$	(63,536,602)
<b>Total Fund Balance</b>	<b>\$</b>	<b>18,233,630</b>

## 2024 Highlights

- Room & Board revenue of \$51,633,969 for the year, an increase of 3.8% from 2023.
- Operating expenses totaled \$44,086,153, which was an increase of 4.5% over 2023.
- Reduced existing long-term debt by \$6.9 million.
- Successfully divested one of our properties as part of our ongoing strategic initiatives.

## The Impact

- Provided a net charitable benefit of approximately \$5.9 million to our Lifetime Promise residents.
- 1,390 total residents served across all Baruch homes.
- Employed over 1,085 individuals.
- Welcomed 667 new residents to their Baruch homes.
- Provided 8,784 hours of care.

\*Note: This information is based on internal financial reporting prior to final audit.

# Thank You to the 2024 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

**Chris Aguilar, Director**  
Varnum  
Finance Director

**Phil Beezhold, Director**  
Calvin University  
Retired Administration

**Scott Zylstra, Secretary/Treasurer**  
Automatic Spring Products  
President & CFO

**Adam Devereaux, Director**  
Progressive Surface  
Director of IT

## Thank You for Reading the 2024 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 [baruchsls.org](http://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



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

[www.baruchsls.org](http://www.baruchsls.org)  
616.719.5100



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