



# GROW BOLD WITH US

*Seeking the interest, involvement and  
support of all who care about the  
future of our community and families.*

**Evenide**<sup>™</sup>  
*A Senior Living Community*

# BOLD LEADERSHIP

Eventide Lutheran Home has been part of the fabric of this community for over 55 years and we are gearing up to show senior care organizations the way forward. We are engaging in our next and perhaps greatest challenge ever: to transform the way long term care services are delivered and to change the concept of a 'nursing home' forever. In response to the ever changing needs of seniors and their expectations as they age, we want to ensure the Eventide Campus has the best environments to take care of the people we serve.

Recognizing these changes, Eventide is looking to undertake its most significant redevelopment and transformation in its history. And, we do not take this journey lightly. Our board members, staff, and consultants have devoted substantial time and effort in planning for the transformation as we began this process nearly 15 years ago. We are accountable for the effective, efficient, and ethical utilization of financial, material, and staff resources. Our mission is at the forefront of each decision we make.

From our faith based founding in 1963, visionary leaders, compassionate caregivers, and a generous community have united in support of the Eventide Lutheran Home. We take pride in our non-profit difference, and we would not be where we are today without charitable giving and our dedicated volunteers.

Eventide will continue to boldly move forward by keeping faith in our past while positioning us for an ascendant future. We hope that you will all be able grow bold with us as we aim to develop a continuum of care that will be economically sustainable and viable for generations to come.



Mindi Baker, Eventide Campus CEO  
Mark Gray, Eventide Board President

## OUR MISSION

We strive to be the Health Care Provider of Choice and the Employer of Choice by understanding and meeting the special needs of our Residents, Families, and Employees.

## CAMPAIGN LEADERSHIP

Deb Aldag  
Mindi Baker  
Scott Brus  
Tonya Eller  
Rick Franck  
Mark Gray  
Janice Henningsen  
Jill Kierscht, ARNP, MSN

Christine Kragel  
Kara Monson  
Pastor David Loeschen  
Kris Rowedder  
Robin Schiltz  
Amy Schultz  
Pam Soseman

# BOLD VISION

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Eventide has served residents requiring skilled nursing care or memory support in a setting that originated in models best described as 'institutional medical model'. Our current fifty-five year old nursing facility features over 50% of shared resident rooms, shared shower/bathing rooms, long corridors, very centralized space, with limited living space which were all among the standards of this once popular model of care. In response to the ever changing needs of seniors and their expectations as they age, the institutional model of care must be eliminated to create a more home-like setting where the care is directed by the specific needs of each resident.

Over the years, Eventide has set the standard for senior care. Now during our boldest move yet, our vision is to build a \$15 million replacement Skilled Nursing Facility in phase one, and incorporate the household model of resident-directed care. Phase two will be to add to our continuum by building a \$3 million Memory Support Assisted Living.

The Household Model is a bold departure from the traditional medical model both in design of the physical setting and in aspects of operations. This model is redefining senior living and much like the name implies, it brings with it elements that focus on a lifestyle and environment that is similar to the home they have always lived in. The evidence shows that people in households have a higher quality of life and there is a higher continuity of care between caregiver and resident.

In order to bring these new households to life, we will adjust to a new resident-directed staffing model. Our desire for resident-directed living and to empower our team members to make decisions at the level closest to the issues is at the heart of the decision to construct households on our campus. We will transform the life and work that happens within these buildings, bringing a true culture change that can be seen and felt by those in the facility. Positions such as dietary aids, laundry assistants and housekeepers for example will become a cross-trained team of people serving as 'hosts'. These changes empower our versatile workers to make decisions and allow our residents the freedom of choice.

## SKILLED NURSING FACILITY





# BOLD DESIGN

Senior Living design is changing to bring greater individuality, community, dignity and respect to our residents. An Eventide transition to fully capture the household design is dependent upon the creation of new facilities for skilled care and memory support. The following are the most critical design elements of each:

- majority of private resident rooms
- larger resident bathrooms
- household dedicated to memory care
- private outdoor courtyards
- family spaces
- kitchen within household
- shorter distance in household
- greater resident dignity and privacy
- resident and staff empowerment
- increased socialization

## SKILLED NURSING FACILITY HOUSEHOLD



Outside of the residents' households one can stroll 'to town' when they need something not normally found in a home. Our town, or as we call it, Main Street, will be the connecting piece to all of the households. Here you will find services such as a Beauty Shop, Library and Rehabilitation Therapy. For greater family and visitor interaction, the Lounges or Snack Bar provide a space to socialize. The highlight of Main Street would be in the Activity Center where residents can attend church services, watch a movie, or hear their favorite entertainer.

As a local leader in Rehabilitation Therapy, it is important to strengthen our services by allowing for more space and additional equipment. Instead of going to a city to receive these services, a resident or community member will have access to top of the line therapy in their own backyard.

*\*Some elements of the proposed design may be altered.*

# BOLD FUNDING

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Eventide leaders are taking bold steps to create facilities that will adequately serve multiple generations of future residents. A substantial financial investment in facilities, programs and people is required to transform our community's health care future.

In phase one Eventide proposes to construct an 80-bed skilled nursing facility adjacent to the current campus, on land formerly occupied by the Crawford County Hospital. When timing is appropriate for phase two, a 16-bed memory support assisted living will be constructed to adjoin Silveridge Assisted Living facility.

## WHAT IT TAKES

<u>Gift Range</u>	<u># Donors</u>	<u>Cumulative Gift Total</u>
\$250,000	1	\$250,000
\$150,000	2	\$550,000
\$100,000	4	\$950,000
\$50,000	8	\$1,350,000
\$25,000	12	\$1,650,000
\$10,000	16	\$1,810,000
\$5,000	20	\$1,910,000
\$2,500	24	\$1,970,000
\$1,000	30	\$2,000,000

**TO MAINTAIN EVENTIDE'S SUSTAINABILITY, A FUNDRAISING GOAL OF \$3 MILLION MUST BE MET BEFORE BREAKING GROUND.**

## GIVING ALTERNATIVES

**SECURITIES:** including stocks, bonds or mutual funds that have been owned more than one year and have increased in value (and which are NOT in an IRA or other retirement account).

**My/Our INDIVIDUAL RETIREMENT ACCOUNT (IRA):** for those age 70 ½ or greater, an opportunity to avoid income taxation on required withdrawals from your retirement account.

**UNPRODUCTIVE ASSETS:** a long list of possibilities generally defined as anything you no longer want or need. Life insurance, real estate, farm equipment, personal property all are possibilities.

**GRAIN:** For those involved in production agriculture, a way to share a portion of a crop and continue to deduct the input costs.

The Eventide Community is working with charitable gift planner, Doug Lockin, CPA. For a free consultation on the opportunities and benefits of using the assets listed above, you may contact Doug directly at 515.210.6603 or [lockin.dr@msn.com](mailto:lockin.dr@msn.com) with any questions or to arrange a conversation.

# BOLD LEGACIES

**This kind of change cannot be accomplished by just our organization. It takes a community.** Your investment will mean a better community in which to live in and an enhanced quality of life for you and your loved ones.

## NAMING OPPORTUNITIES

<u>Area</u>	<u>Value</u>
<del>Nursing Facility</del> — *Committed	\$1,000,000
Wellness Gym	\$250,000
<del>Activity Center</del> — *Committed	\$150,000
Resident Household (4)	\$100,000
Courtyard (4)	\$50,000
Beauty Salon	\$50,000
<del>Snack Bar</del> — *Committed	\$50,000
<del>Conference Room</del> — *Committed	\$50,000
<del>Chapel</del> — *Committed	\$25,000
Clinician's Exam Room	\$25,000
<del>Lounge (2)</del> — *Committed	\$25,000
<del>Sunporch (4)</del> — *Committed	\$25,000
Private Family Dining (4)	\$25,000

Eventide understands the priceless value of a name. To hear a name evokes memories and reminds us of special times with loved ones. If you are considering a special gift, Eventide extends the opportunity to families and friends to honor their loved ones or establish a family legacy in a special and lasting way with commemorative naming opportunities.

Businesses can also be recognized through naming opportunities. There is no better marketing tool than showing the community the values and mission strength of your company by supporting local non-profits and the seniors of our community.

For those interested, the nursing facility has naming opportunities available. Donors have a variety of choices with these naming opportunities, and we will be happy to discuss which opportunity would be the best option for you or your business.

In addition, Main Street will boast a donor wall to recognize donations of \$2,500 or greater. Gifts of all sizes are much appreciated and essential to the success of this community supported capital campaign.





# THE EVENTIDE FOUNDATION DEDICATES \$1 MILLION TO THE GROW BOLD WITH US CAMPAIGN!

Funds collected by the Eventide Foundation are used to supplement the increasing cost of personal care and to provide amenities to residents that would not otherwise be available. Gifts given to the Eventide Foundation make a great difference in the comfort and quality of care delivered to the residents.

The Eventide Foundation continues their charitable legacy by dedicating 1 million dollars to support the replacement skilled nursing facility. With this support, we can minimize our original community asking of 3 million, to a more manageable 2 million.

"The Eventide Foundation exists to support Eventide. I can think of no better project the Foundation should support than this. This project will be a giant step toward making certain that Eventide remains a leader in senior care and housing for the foreseeable future. The Foundation is proud to be part of this transformation," said Eventide Foundation President, Jim Lohman.

"Eventide is an important part of our community - we have a responsibility to maintain it for the present and future. Within the hours spent at Eventide, I have seen first hand the amazing care that is provided here. However, I have also witnessed the limitations they experience due to lack of space, especially with the higher levels of resident care.

I look forward to a more homelike nursing home for residents and a more functional work space for the employees."

-Jill Kierscht, ARNP, MSN

**Eventide is a non-profit charitable organization and is a tax exempt entity under section 501(c)(3). Your contribution to the Grow Bold with Us campaign will be tax deductible.**

*"Alone we can do so little, together we can do so much"*

- Helen Keller





# GROW BOLD WITH US

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## EVENTIDE BOARD OF DIRECTORS

Mark Gray, President  
Danyel Jepsen, Vice President  
Tonya Eller, Secretary/Treasurer  
Brad Bonner      Coleen Bruhn  
Deryl Hennings      Mark Spiegel

## FOR CAMPAIGN INFORMATION

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