THE BETHANY GROUP

Annual Report 2021



2021 marked The Bethany Group's 99th year in operation and we are proud to share our triumphs, opportunities, and challenges over the last year. Persevering through the COVID19 pandemic, connecting our staff and communities with our new mission and values, and continuing our legacy of building caring communities were all at the forefront of our goals this past year. We are grateful for the contributions of our front line and corporate staff, residents and their families, clients, and volunteers in helping to shape our year. Although our corporate office is based in Camrose, we are fortunate to serve 30 unique communities in East Central Alberta and their contributions continue to enrich our organization. As well, we are grateful for the opportunity to work alongside five unique Housing Management Bodies that allow us to collaboratively extend the reach of our services.



Jack Ramsden; Board Chair

Born and raised in Whitehorse, Yukon, Jack grew up in what was formally known as "Camp Takhini" where his parents were employed with the Federal and Territorial Governments. Jack graduated from F H Collins Secondary High School in 1972 and then moved on to attend Red Deer College, graduating with a diploma in Social Work in 1975. After four years of correspondence courses, he received his certificate in Local Government (with Distinction) from the University of Alberta.

Jack started his career working for the Federal and Provincial Governments as a Survey Crew chief involved in road construction. He has been employed in municipal government for the past forty-three years, working first as a Public Works Supervisor with Flagstaff County, and then serving the Town of Three Hills as their Town Manager & CAO, and currently serving the Town of Eckville as their Chief Administrative Officer.

Jack has a long history of community service and volunteering including nine years as the Mayor of the Village of Lougheed; nine years on the Flagstaff Family and Community Support Services Board; four years on the Region 4 Child & Family Social Services Authority Board; and various terms on the Three Hills Food Bank Board; the Hardisty Hospital Board; Trinity Lutheran Church Board in Lougheed; Coach with the Lougheed Minor Hockey Association; and Three Hills Day Care Program Operating Committee. Jack was appointed to The Bethany Group Governing Board in March of 2018 and currently serves as the Board Chairman.

Jack has been happily married to his college sweetheart Elsie Larson for the past 46 plus years. Together they have raised six children and are enjoying their role as grand parents to five grandchildren. Jack & Elsie are the proud owner of a 1974 MGB and have been members of the Calgary MG Car Club for the past eleven years. Each winter they look forward to spending several weeks together in Hawaii enjoying the break from winter.

Jack is proud of the work of The Bethany Group, led by CEO Carla Beck, as 2021 continued to provide a lot of challenges in relation to COVID19. It was the dedicated work of all of The Bethany Group staff that saw us through it, with minimal negative outcomes.

I would like to thank my fellow Governing Board Members for all of your extra time and assistance as we moved ahead with a reduced, nine member streamlined Governing Board. Thanks for being there and supporting us throughout these sometimes stressful times. We are excited about the years ahead.



Carla Beck, Chief Executive Officer

Carla is the Chief Executive Officer for The Bethany Group, based out of Camrose, which provides health and housing services in 30 communities throughout Central Alberta. The Bethany Group was established by the Lutheran Church in Bawlf, Alberta in 1922 and was legislated as a public body under the Bethany Nursing Home of Camrose, Alberta Act in 1966. It also operates as a public housing management body pursuant to the Alberta Housing Act.

The Bethany Group is one of the largest employers in Camrose, with approximately 700 staff providing health care, hospitality and housing services to seniors, families and individuals. The Bethany Group also provides CAO services to five other Housing Management Bodies: Camrose and Area Lodge Authority, Wetaskiwin and Area Lodge Authority, Flagstaff Regional Housing Group, Parkland Foundation and Lacombe Foundation.

Carla has worked with The Bethany Group for over 25 years in a variety of roles, Clinical Support Manager, Manager of Planning and Corporate Strategies, Director of Housing and Community Services and Director of Health Services among them. She has provided leadership for the organization through a number of projects as well as throughout the COVID-19 pandemic. The mission and values of The Bethany Group guide Carla's leadership of the organization in the communities where we serve.

Carla has also been active on numerous community boards and associations over the years. She is currently a Board member for the Rose City Handivan Society and the Christian Health Association of Alberta. Carla and her husband Rob have lived in Camrose for many years and raised their two, now adult, sons in the community.

In 2021 we took on the challenge of updating our Mission and Values, we used the guiding principles The Bethany Group was founded on and established the following:

Our Mission is providing person-centered service that builds a caring community, connects people, and makes a positive difference in each person's life through the provision of Health, Housing, and Supportive Living Services.

As a faith-based organization growing from the foundation of our 100-year history of sharing God's love, we seek to live the following values:
- keeping people at the centre of our thinking;
- fostering safe and welcoming communities; and
- a sustainable approach to providing service.



Judy Lowe; Director, Corporate Services

Judy is a knowledgeable and dedicated leader and HR professional who prides herself on fostering an environment of mutual respect, trust and growth in the workplace. Judy's diverse experience includes both private and non-profit sectors within the Health, Information Technology and Retail industries. Judy has over 20 years of experience in all areas of Human Resources including talent management and workforce planning, performance management, employee wellness, and Diversity and Inclusion.

As a lifelong learner, Judy's commitment to continuing education led her to complete her Master's Degree in Strategic Workforce Planning in 2016. Judy's curious nature has also led to an interest in less traditional learning methods like HR podcasts, online news articles, to formal training that refines and develops the skills of both her team and herself. Encouraging growth and furthering education amongst The Bethany Group staff has characterized much of her time over the past 4 years she has been with the organization. Judy and her husband Jack moved to his hometown of Camrose in 2010, and Judy took to the quaint, beautiful community immediately and sees herself here forever. When not at the office or researching, she is an avid hiker and committed plant mom to her aero-garden of basil to aid in her pursuit of the perfect bruschetta. Her husband is an eager supporter of her taste tests.

The past year has brought challenges and a "New Normal" to work environments and Corporate Services has remained committed to TBG excellence while ensuring a safe and healthy work environment. While the pandemic required unplanned support and resources, all planned Corporate Services functions and support continued as well.

Judy is proud of the achievements the Corporate Services Team has accomplished, especially the following highlights:

- Responded to Covid-19 by providing workplace guidance documents to ensure all employees are immunized
- Improved Recruiting Processes, Materials and Onboarding
- Developed and initiated an Evergreen IT management approach that allows TBG to be more agile, competitive and help drive Digital Transformation
- Increased our Cybersecurity posture through environment hardening to better conform with today's emerging threats
- Implemented a Tuition Assistance Program
- Improved HR transactional processes
- Increased the service response to payroll inquiries
- Developed Financial reports that show the results of operations to assist in better decision making and increase efficiency of daily operating activities
- Created Leadership Development, Succession Planning, and a Mentorship Program.



Tena Lansing; Director, Health Services

Tena has a long history with The Bethany Group; following her BA she completed her practicum at Rosehaven in 2002 and worked in several positions in the organization. Beginning as a Therapy Aide at Rosehaven, she then became a Recreation Therapist, next the Crossroads Day Program Coordinator, and after that Tena took on the challenge of the Clinical Support Manager for all Camrose Health Sites.

In January of 2021 she was named Interim Director of Health Services and most recently, in October of 2021, Tena was appointed officially as Director of Health Services. Tena is passionate about her work and her continuing education and feels proud to work for a faith-based organization with mission and values that amplify the people we serve as the center of our thinking.

When she is not at work, Tena is happiest with her family; her husband Reid is a principal in the community of Camrose and her three kids keep her busy with hockey, dance, volleyball, & basketball. Tena loves to travel and is looking forward to many future opportunities to explore, like spending time in the mountains and fishing, kayaking, hiking, and camping with her dog Buff.

Throughout 2021 her Health Services portfolio continued to navigate ongoing changes related to the Covid-19 pandemic, with a large focus on the health and safety of our residents and staff and on workforce planning.

With CMOH orders and restrictions in place, we had a continued focus on person-centered care planning, and creative/collaborative programming for residents and families (including a broader scope of virtual program delivery).

We continued the Virtual Day Program to serve our community clients and slowly welcomed our volunteers back to our sites to assist staff/residents in programs and hairdressing.

Tena is the chair of the Quality Improvement Committee and in 2021 began a project with a focus on enhancing the mealtime experience for residents.
The Equipment Committee was revived with a focus on collecting and managing inventory in 2021.
Master Rotations came into effect throughout early 2021.

The Bethany Group worked with Central Agencies (Norm Mayer) and the Rotary club to receive funding to enhance our outdoor spaces (receiving gazebos for multiple sites, an electronic sunshade canopy and outdoor seating).



Shannon Holtz; Director, Housing

Shannon started her career as a Junior administrative assistant in the housing industry and moved to work, under The Bethany Group umbrella, in the rent subsidy department, the community housing department, and then into Housing management with seniors housing, community Housing and Lodges with The Bethany Group in 2018. Shannon received her Housing certification through CIH in 2017, serves on Alberta Public Housing Administrators as an Executive team member and has been the Director of Housing and Lodges since late 2021.

Throughout the past year our Managers have worked hard to ensure that those living in our lodges and housing were kept safe while we continued to navigate through the COVID pandemic.

We continued to adhere to the mission and values by keeping residents and tenants the center of our focus from start to finish.
The Bethany Group adapted to new ways of communicating so our residents and families could stay connected through activities and technology while still offering the in person engagements they so loved.

The Bethany Group also worked with the Government to transition seniors housing in Delburne and Elnora to the Parkland Foundations Ministerial Order.

This last year we were able to fulfill many maintenance requests in all of the Bethany Groups housing portfolios to safely maintain the units that we manage, and keep them up to safety standards. From much needed unit upgrades to entire complex insulation and exterior renewals.

2021 has been a great year and we are looking forward to tackling new challenges in our centennial year of 2022.



Rev. David Eriksson; Chaplaincy Coordinator

Although COVID-19 was difficult throughout 2021, the Chaplaincy Department looks back with some satisfaction in being able to include as many of our residents as we did in weekly devotions and services. This was done by having more events with smaller numbers, usually for just the residents in one Cottage or unit. Although we did not have pianists and did not distribute song books, the use of technology, music played on our iPads through Bluetooth speakers or televisions, sustained and invigorated both us and our residents.

Pastor Brian Krushel, our Rosehaven chaplain, led a learning series entitled "Difference: The Power of Faith in a Conflicted World." These sessions introduced three key habits that are helpful for building bridges between diverse people and groups. These are, Being Curious, Being Present, and finally Re-Imagining.

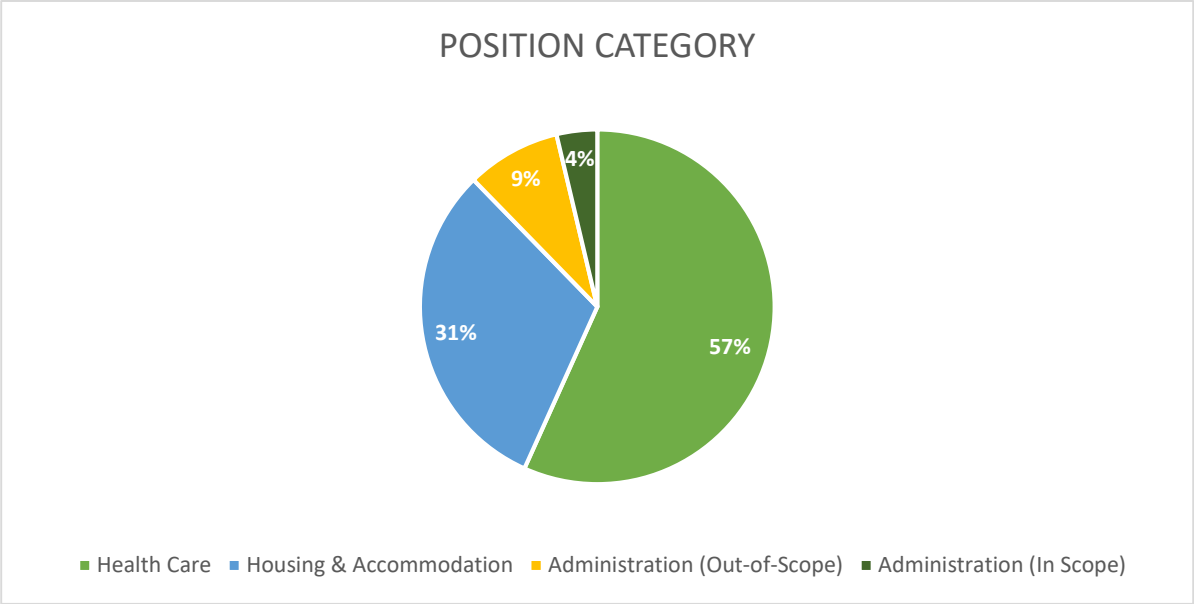
Pastor Kevin Schwartz, our Regional Chaplain continued a practice begun early in COVID of providing a devotion for our Plugged-In Web site, available for all of our staff. He has become a master at video recording himself presenting these devotions, in an effort to provide encouragement for all as we were journeying through these trying times.
Pastor Dean Eisner, our Chaplain at Bethany Meadows reflects that 2021 created necessity for adapting and adjusting programming to meet the needs of our residents. While it has been a challenging time for all of the staff at Bethany Meadows, we found ways to support, affirm, connect and encourage each other.

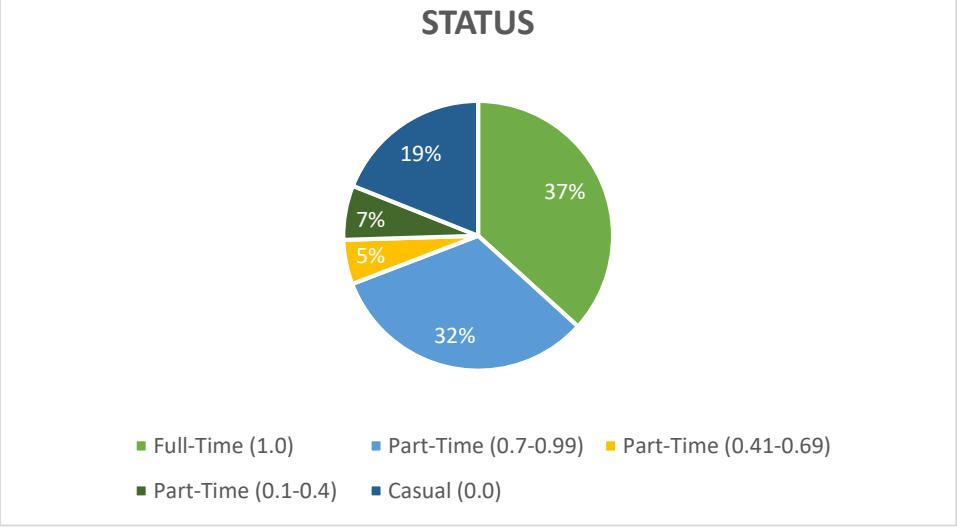
Pastor David, our Chaplaincy Coordinator writes, "With my long interest in The Bethany Group, planning for its 100th anniversary has been exciting, a highlight for myself and for the Chaplaincy department. A second highlight has been involvement in the development and introduction of Bethany's new mission and values statement. Our tag line, Caring Communities, sums this up. We have been and continue to aspire to be, builders of caring communities in all of our sites and operations. It is gratifying to see this mission and values in operation and to see it begin to take hold in new ways.

In summary, Pastor David says, the opportunity of working with all Bethany staff in all of their many capacities, from housekeeping to maintenance to senior leadership, and the comradery of our Chaplaincy Team has been part of what has made this past year a rewarding year. I have been impressed with my chaplaincy team who have continued by showing flexibility and innovation as they have provided spiritual care and support for residents and clients through the pandemic and the outbreaks and lockdowns which resulted.


THE BETHANY GROUP
Person-Centered Service

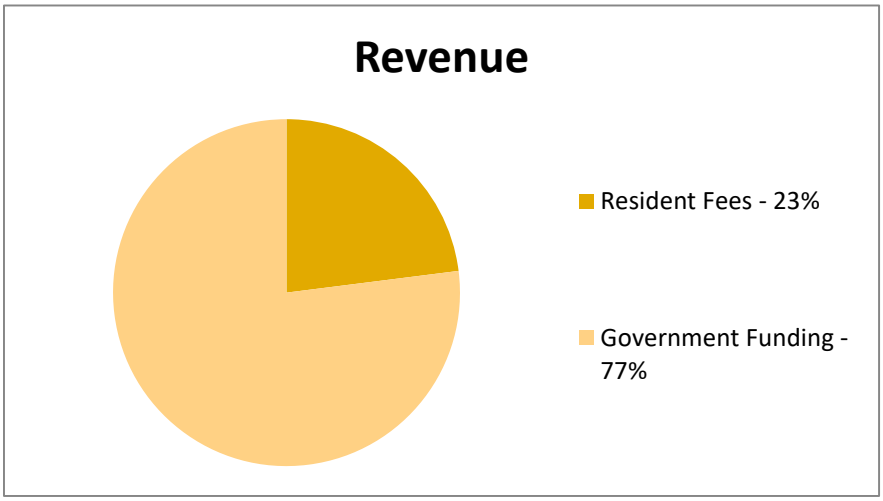
Staffing at a Glance

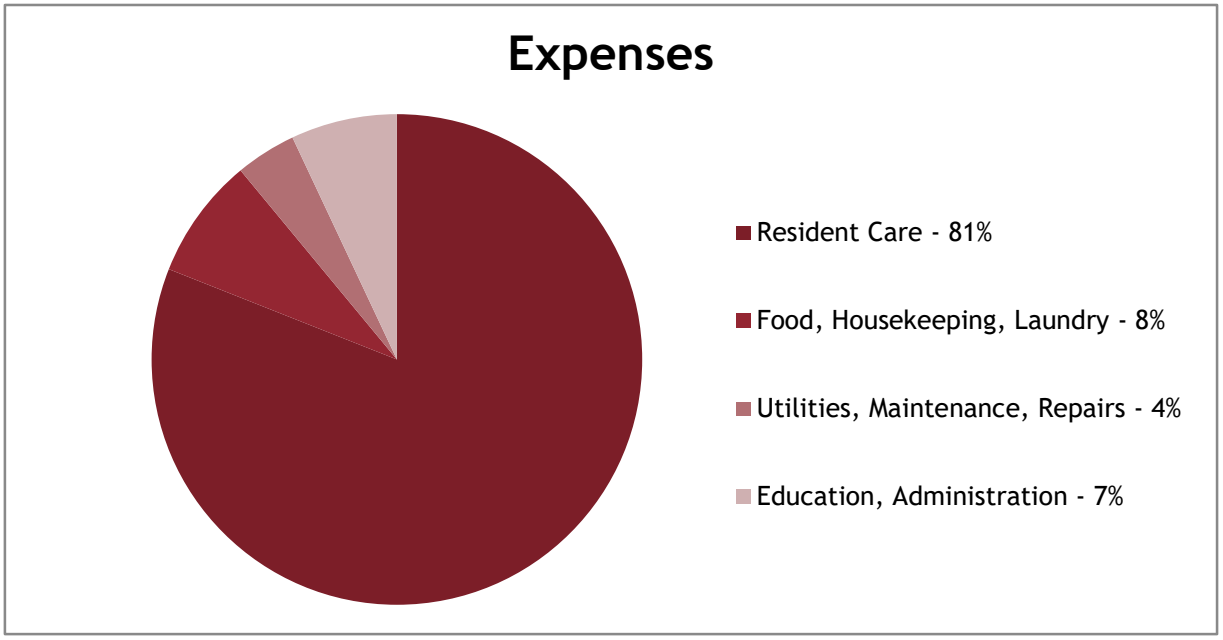




Health Services

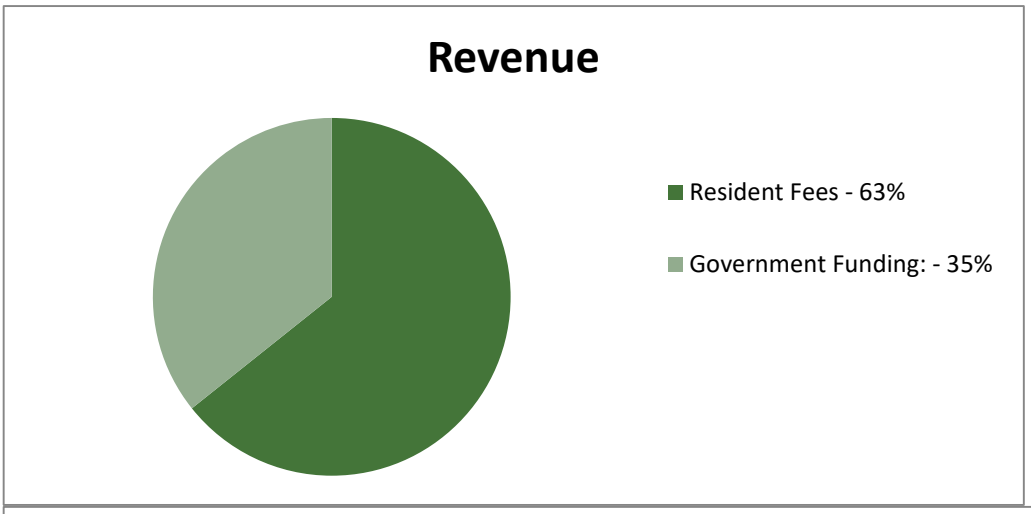
These graphs represent the revenue and expense of The Bethany Group specfically related to health services in continuing care, designated supportive living, homecare and Rosehaven provincial program only.

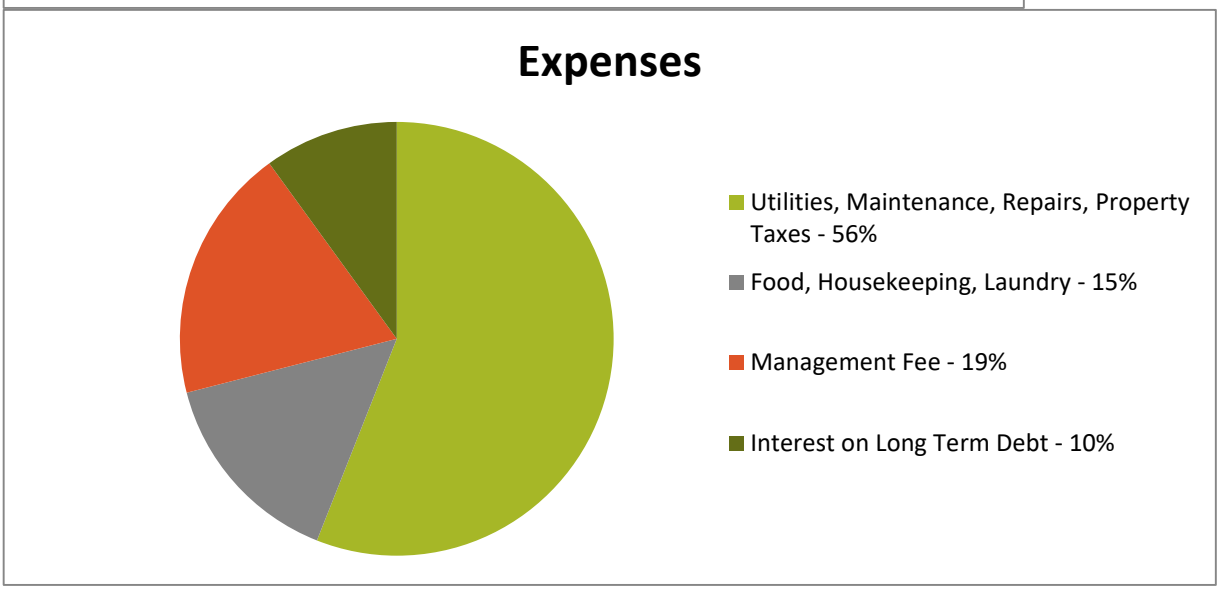




Housing Services

These graphs represent the revenue and expense of The Bethany Group specfically related to housing and community services (Life Lease, Deer Meadows, Affordable Housing, Social Housing, and Heritage Building).





Holidays with The Bethany Group













The Bethany Foundation

2021 was another succesful building year for The Bethany Foundation; In 2021 the Foundation Board updated the bylaws of The Bethany Foundation and created the lifetime honourary membership designation that will be awarded to individuals who made a significant impact on The Bethany Group. The first group of individuals are set to be inducted during the centennial year of 2022.

We wish to thank all of our donors from 2021 for helping us to realize our mission. With your help. we gratefully received $74,699.59 in donations in 2021.

Our generous donors of 2021:

Ramsden, John & Elsie
Hawkins, Annette
Krushel, Brian & Valerie
Martz, Lorraine
Siracky, Raymon & Marilyn
Kennedy, Catherine & Gerald
The Estate of Arlene Person
Rotary Club of Camrose
Lindstrand, Alice
Bagdan, Elizabeth
Norman, Dwayne & Lillian
Wawanesa
Thrisk, Ellen
Roth, Sandy & Neal
Pilger, Helen
Beesley, Elaine
Eldey, Doreen
Thrisk, Lorraine
Bellingham, Roger & Glenna
Holmberg, Edward & Margaret
Pilger, Helen
Willing, Wilfred & Lorene
Broen, Lorne & Mary
Lindberg, Don & Joan
Turner, RW & DM
Singer, Cheryl
Thompson, Ella
Netter, Joan
Kris, Cynthia
Andrew, James & Catherine
Broen, Lavona
Lunty, Edith
Olson, Donald
Kerr, Roger & Ardelle
Reber, Duane & Pamela
Atkinson, Margie
Kopperud, Eleanor
Edmonton Public School HR Gift Fund
Millang, Agnes & Lester
Greenwood, Sharon
Stevenson, Doreen & Warren
Johnson, Larry & Patricia
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Estate of Florence Gladys Shervin
Fuss, Rita-Anne & Curtis
Aspenes, Wilfred & Lois
Bergh, Joyclyn
Canada Helps
Carlson, Roy
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Hansen, Magnus & Vibeke
Hoveland, Laverne & Marilyn
Kennett, Courtney & Jared
Larson, Lois
Lawton, Mark & Cheryl
Lindberg, Don & Joan
Litzenberger, G. Erna
Myrehaug, Yvonne & Gordon
Noden, Douglas
Pobuda, Sharon & Ken
Pyzik, Gary & Terri
Ritter, Walter & Doris
Snethun, John
Sogge, Bernice
The Benevity Community Impact Fund
The Wusyk Financial Group
Jober, Joan & David
Rebus, Don & Christina
Anna Feddema
Donald Nelson
Raymond Blacklock
Eriksson, David & Barbara
Terry & Jason Hanson
The Wusyk Financial Group

In Kind Donations



Gazebos from a Wawanesa Grant



Piano and sheet music donated by Treva Olson



Benches donated by The Rotary Club, Sites that received benches include: Memory Lane (2), Bethany Meadows (LTC (1) & DSL (1)), Rosealta Lodge (2), Viewpoint (2), Louise Jensen (1)





Donations to The Bethany Foundation were used to supply a blanket warmer to Bashaw Meadows, to provide comfort and warmth for our residents there.

Caring Communities

Through the Community Engagement Fund, staff may send an application with a donation opportunity that is then discussed and decided on by our Senior Leadership Team. Throughout 2021 we were honoured to support many local intiatives aimed at improving the lives of those in our communities.

Charities and events, we have supported over the past year:

- Service Options for Seniors (SOS) – support program in our community funded and operated through FCSS
- Local Camrose Police Service 'Polar Plunge' to raise money for Special Olympics
- Donation to a local theatre group (Bailey Theatre) who have, in turn, provided a live-streaming entertainment on Sundays that our clients can access
- Camrose Animal Shelter
- Edmonton Aboriginal Seniors Centre in honour of National Day for Truth and Reconciliation
- We provide space for a local community Craft Society (around 100 members) at a very reduced rent so that they did not have to disband
- The Camrose Open Door - a regional non-profit that provides hope and support services to vulnerable youth, adults and their families.
- Evangelical Lutheran Synod of Alberta and the Territories for their Annual Study Conference
- Rotary Club of Camrose
- Alberta-NWT Canadian Legion
- Hospice Society
- Wetaskiwin Community Safety Net





Doing the chicken dance to raise money for The Animal Shelter!