THE BETHANY GROUP

1922 100th ANNIVERSARY 2022

CAMROSE, ALBERTA

Annual Report 2022



THE BETHANY GROUP

Caring Communities



OUR STORY

The Bethany Group is a public, not-for-profit, organization providing health care and housing services to over 2,600 households in 30 communities throughout Central Alberta.

OUR MISSION

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.

INTRODUCTION

In 1922, in Bawlf, AB, the Lutheran Church saw a need for Senior's Care for farmers and settlers who were without family or support in Canada, and created what is now called The Bethany Group. For 100 years we have been comprised of caring individuals whose goal to provide care and support for seniors has transformed The Bethany Group into a major provider of Health and Housing services, providing support to 30 communities in East Central Alberta. We are proud to share that The Bethany Group marked 100 years of operations in 2022.

www.thebethanygroup.ca

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Camrose AB T4V 1Y6



THE BETHANY GROUP

Jack Ramsden, *Board Chair*

Board Chair Remarks

2022 marked One Hundred Years of service for the Bethany Organization. We started as a humble “Home for the Aged”, which was established in 1922 by the Lutheran Church in Bawlf, to a thriving Not For Profit Organization, homebased in Camrose, which provides housing and health care services to Seniors and Families throughout Central Alberta.

Bethany held our Official Centennial Celebration at the Heritage Building on October 22nd, 2022. Besides the usual celebrating, we had the pleasure of appointing the first Ten Honourary Lifetime Members to the Bethany Foundation. A great time was had by All! Our Governing Board also supported the idea of commissioning a historical video from Story Brokers Media celebrating the achievements of the organization over the past 100 years, it is available for viewing on our website.

On behalf of our Bethany Governing Board, I would like to acknowledge our hardworking CEO Carla Beck and her supportive team of Directors and Support Staff, all of whom worked tirelessly to continue to lead our organization through, what we hope is the end of the COVID 19 Pandemic. Through all of this they managed to organize our special Centennial Celebration. Thank you Carla and Team for all for your efforts!

In closing, I would like to thank my fellow Governing Board Members for all of your time, assistance and patience, as we continue on with our streamlined Governing Board.

Respectfully submitted.

Jack Ramsden
Board Chair

THE BETHANY GROUP

Carla Beck, *Chief Executive Officer*



Carla is the Chief Executive Officer for The Bethany Group. The Bethany Group is one of the largest employers in Camrose, with approximately 700 staff providing healthcare, 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 prior to her appointment as CEO. 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 been active on numerous community boards and associations over the years. She is a current Board member for 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.

As an advocate for continuous learning and development, Carla is proud of the work that Bethany has completed to provide ongoing education opportunities for its employees. We are fortunate to have dedicated employees and we continue our work to grow and develop all individuals from leadership to frontline positions. Strong and knowledgeable employees make strong and effective teams which helps our organization to be an industry leader.

2022 was a wonderful year of Celebrating The Bethany Group and its 100 years of service to the community of Camrose as well as its work in 29 other communities throughout Alberta. Many enjoyable celebrations took place dedicated to The Bethany Group's Centennial and it was a pleasure to be a part of these monumental events. Carla was also honored to receive a Queen's Platinum Jubilee Medal for her work with The Bethany Group, along with Dr. Odell Olson, past Board Chair, Reverend Brian Krushel, Chaplain, and Melodie Stol, Stakeholder Relations Advisor. In her role as CEO, Carla has continued to work with industry associations and with local and provincial governments to advocate for transformation within the continuing care and housing industries in Alberta. This work moves slowly but it is gratifying to see recognition of changes that are required and the beginnings of the implementation of actions that have been advocated for.



THE BETHANY GROUP

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 Health Sites. Tena is passionate about her work and her continuing education and feels proud to work for a faith-based organization with a 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.

Tena is extremely proud of her Health Services team that has found continued success in 2022 through a lot of hard work and varied accomplishments including a renewed focus on person-centered care & service that is demonstrated each and every day. As we all continued to navigate the changes that Covid-19 brought to healthcare through 2022, including everchanging outbreak guidelines, the heartwarming stories continued to present themselves. Time and again, staff went out of their way to ensure that residents were supported and cared for. ·One large focus in 2022 was on strategic workforce planning across all health sites by recruiting and retaining staff, collaborating across the health portfolio to support each site's needs, we also saw accomplishments through our Quality Improvement Initiative the Mealtime Enhancement Project in Health and Lodges. ·Focused on key improvements to enhance the mealtime experience for residents, including, offering more fresh options, enhancing resident choices and offering opportunity for regular feedback on menus, improving food temperatures, improving processes related to meal service. Louise Jensen and Bethany Meadows were recipients of the Health Excellence Canada grant, which has allowed us to register many staff in the Kind Dining education program.

More Health accomplishments include: our partnership with Norquest College that allowed us to once again offer the Health Care Aide in training program, our in-house Education team delivered 176 sessions with 949 staff in attendance, and in July, were able to get back out into communities, all over the province, to provide face-to-face outreach education. In 2022, Outreach provided 92 sessions, with 1366 registrations across Alberta.

THE BETHANY GROUP

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 Association as an Executive team member and has been the Director of Housing and Lodges since late 2021. She has also served on the Community Housing Education adHoc team for ASCHA since 2019. Our Centennial Celebration year was a great success. With many activities and opportunities for community to come in and see what The Bethany Group provides. We had all Housing Management Partners participate in this 100-year achievement and it was a time for all of us to come together to really acknowledge the great work we all do and the growth that we have seen here over the years.

We also held our Staff appreciation event this year which had been paused due to COVID for the last couple of years. It was amazing to see everyone getting together to celebrate the excellent work that they do for our residents, tenants and clients. It was a great time to be together and share stories face to face again.

This year Managers have really stayed strong together as we navigated through the changing environment from COVID. Although it was a very hard time for all of us in all of our communities, we learned some very valuable lessons to help ensure that our residents and tenants were kept safe. We implemented new safety strategies to help mitigate the risk in our lodges and housing. With the urgency of housing in our communities, it was important to get out and spread awareness and information about the programs that The Bethany group offers. We were able to participate in a few trade shows as well as collaborate more effectively with our community partners. Shannon is the co-chair of the Ethics Committee and in 2022 the committee began a review of our approach to ethical issues to ensure we are up to date with our current strategies and ethical framework.

Our housing portfolio has accommodated many new tenants this past year with 117 move ins. There was over 90% occupancy in our senior Self-contained portfolio and over 95% occupancy in our Community Housing portfolio. We are eagerly awaiting the Provincial Lodge program review as we do see a decreased occupancy in our lodge programs.



THE BETHANY GROUP

Judy Lowe; *Director, Corporate Services*

Judy is a results focused leader who is passionate about creating a person-centered culture that motivates all employees to realize their full potential and bring their best self to work.
With over 20 years of expertise in Human Resources and Strategic Work force planning, Judy has worked in organizations across Canada. Spanning the Health, Retail and IT sectors, this experience has given her the knowledge and skill to lead The Bethany Group's Corporate Services team.

Judy is passionate about achieving a workforce that reflects the diversity of our community by valuing people for who they are and honoring their uniqueness while championing their belonging. At TBG, the leadership team acts on the values of equality, diversity and inclusion. Leadership is where it starts if you want to build a culture where those things thrive.
Judy, her husband Jack, and son Adam live in Camrose, where Jack was born and raised. Judy is an avid hiker and committed plant mom to her aero-garden of basil, which is nurtured in pursuit of the perfect bruschetta.

During the Covid-19 Pandemic we needed to stay responsive and agile in how we worked. This year has been one of a targeted focus on Culture and getting "back to basics", through person centered care and service. It's about how we care for our residents and our clients and each other. Judy is proud of the achievements the Corporate Service Team has accomplished in collaboration and partnership with Operations.

- Our Equality, Diversity and Inclusion committee was launched to increase awareness and education of diversity and inclusion issues in the workplace. At the core of this is our belief that diversity and inclusion stem from how we care for individuals and we recognize that feeling included is essential to thrive both professionally and personally.
- Our uncompromising commitment to the health and safety of our residents, clients and employees was demonstrated by our 2022 COR audit score of 94%
- We implemented Managed Detection and Response to protect our systems from today's emerging cyber threats and implemented a monthly IT newsletter to educate our employees on cybersecurity and privacy
- Our Leadership Development, and Mentorship program resulted in 14 Employee promotions to higher classification or roles with greater scope and scale.

THE BETHANY GROUP

David Eriksson; *Chaplaincy Coordinator*



The start of 2022 found us still grappling with the effects of COVID-19, but as the year progressed little by little restrictions eased, gradually releasing us from its stranglehold. We were grateful for that, especially for the continued relief that it brought to our residents and clients as families were more able to visit and more activities could resume. I never would have imagined that it would take so long or be so difficult to “get back to normal.” Our chaplaincy team continued to have smaller groups gather for their services and other events, although this too showed signs of easing as we no longer had to isolate residents of one area so strictly from those of another. I am deeply appreciative for our chaplains who have persevered through this trying time, finding new ways to do things as they have engaged in the challenges of the year. The easing of COVID-19 restrictions also made it possible for us to celebrate the 100th Anniversary of The Bethany Group.

As I was involved in part of the planning process, I read through two of the previous history books from prior anniversaries. I was amazed at how many of the early pioneers mentioned in these books were people who I had known. I also felt that, as I participated in the events, we were writing new pages in the history of The Bethany Group. I felt that I myself was stepping into the pages of this history. Our chaplaincy department was involved throughout the year in these anniversary events as we took part in planning, hosting, and participating in them.

Significant changes were that we resumed providing Holy Communion to our residents. As well, the Roman Catholic masses resumed. Our thanks to both Father Joseph Jacobson, a retired RC priest who provided monthly communion at the Louise Jensen Centre and to Father Kris, who resumed the services at Rosehaven and Bethany Meadows. Pastor Brian Krushel began a workplace spirituality initiative, something that continues to be developed. The year concluded with our chaplains serving and participating in Martha’s table, which provides a free Christmas dinner each year for people in need. It is hosted by the United Church in one of the weeks that precedes Christmas.

We are thankful for the receding of the impact of COVID so we continue to offer pastoral care and worship services to many of our regional sites. We have noticed that although most places are able to easily bring back community volunteers, other places this has been a challenge.

THE BETHANY GROUP

Centennial Celebrations



MARQUEE EVENT

The city and county of Camrose declared the week leading up to this event as “Bethany Week”. We hosted an intimate afternoon event in our auditorium with dignitaries and the first group of individuals inducted as Honourary Lifetime Members of the Bethany Foundation.

OPEN HOUSE

Open to the public, we offered tours throughout our historic heritage building with different stops informing participants about our organization’s varied offerings.

TIME CAPSULE

We erected a new sign in our parking lot and cemented in the bricks we placed a time capsule filled with pictures, menus, and other memorabilia of this time period to be opened in 25 years.

FAITH AND AGING

We hosted our Faith and Aging Conference for the first time since pre-Covid. Our theme was Music and Mental Health and our speakers were Peter Katz and the Awesome Music Project.

THE BETHANY GROUP

CENTENNIAL

MARQUEE EVENT

PHOTOS BY J.S PHOTOGRAPHY

October 18, 2022
Heritage Building
Auditorium
Camrose AB


















1922 2022



100 years


BETHANY
IN OUR COMMUNITIES
CARING COMMUNITIES
100th ANNIVERSARY
INNISFAIL
BOWDEN
BASHAW
ECKVILLE
ELNORA
DAYSLAND
BAWLF
LACOMBE
BENTLEY
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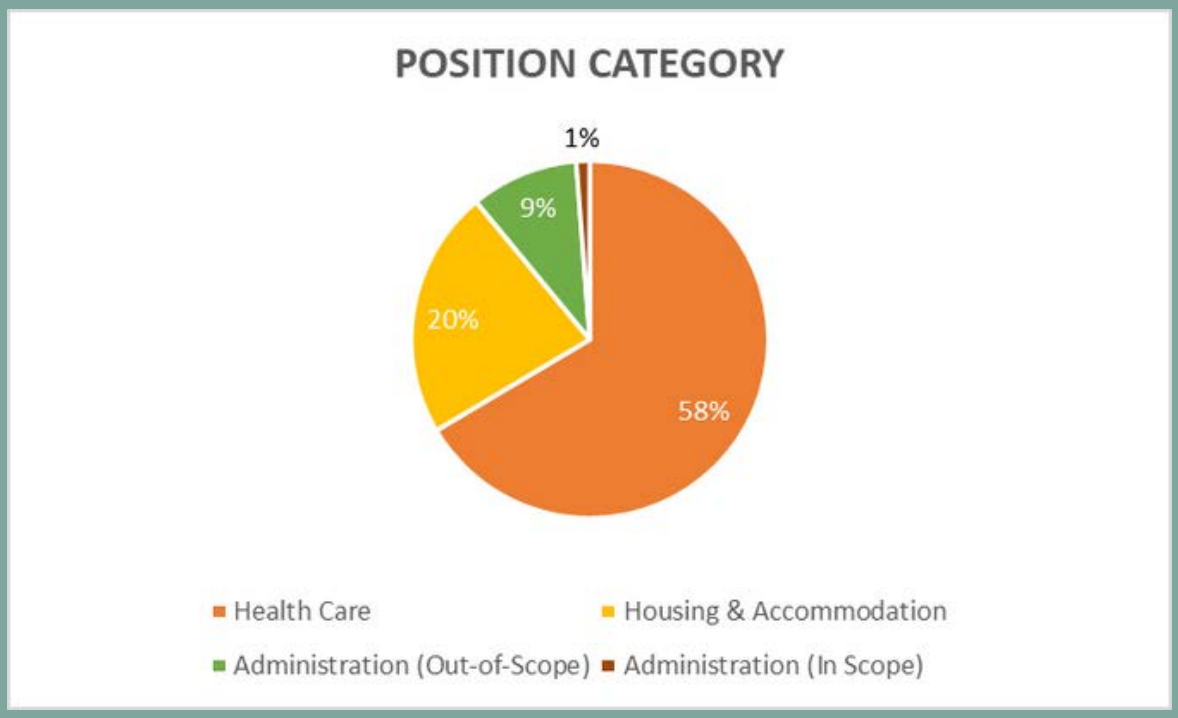


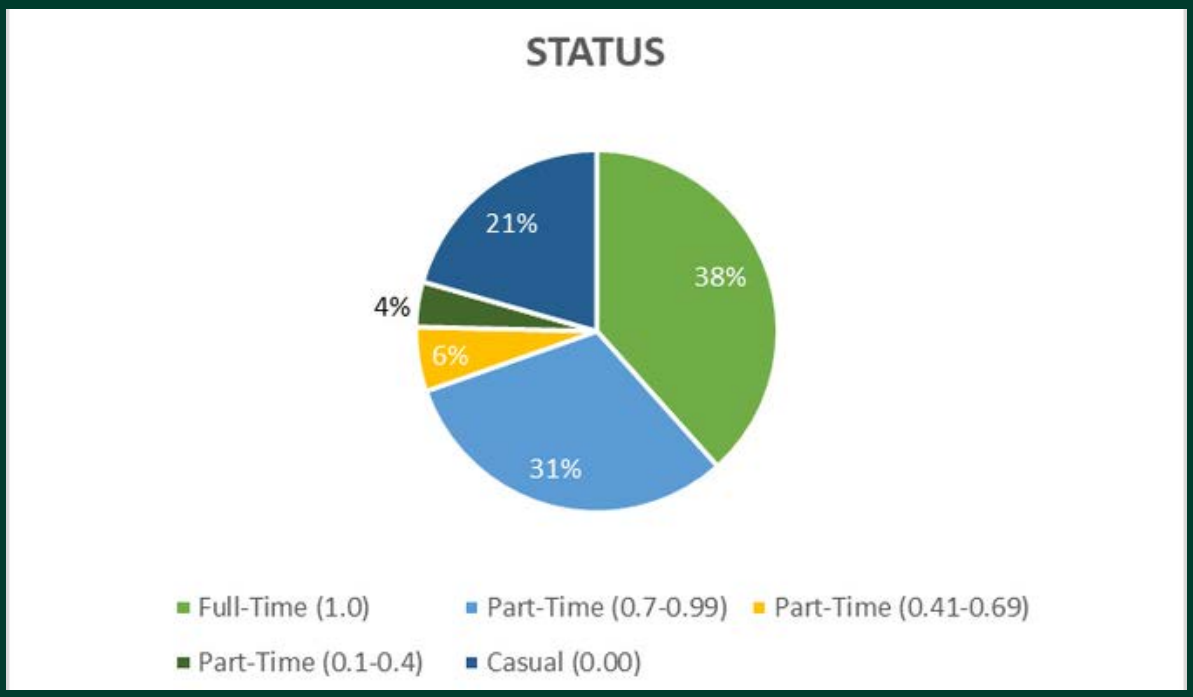




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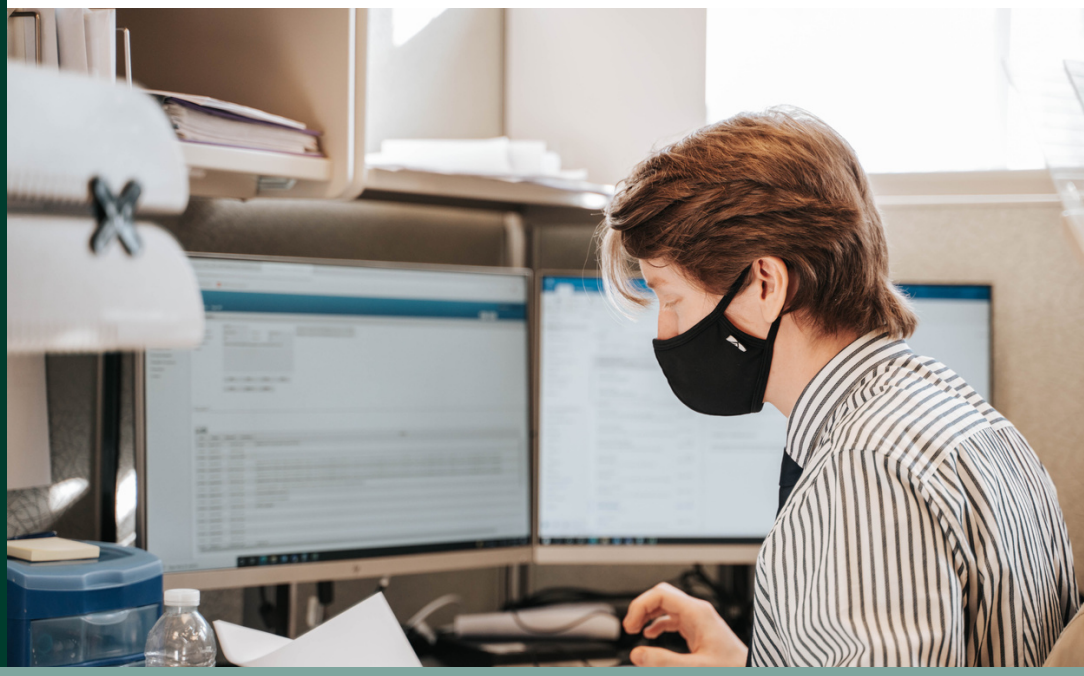
Staffing at a glance

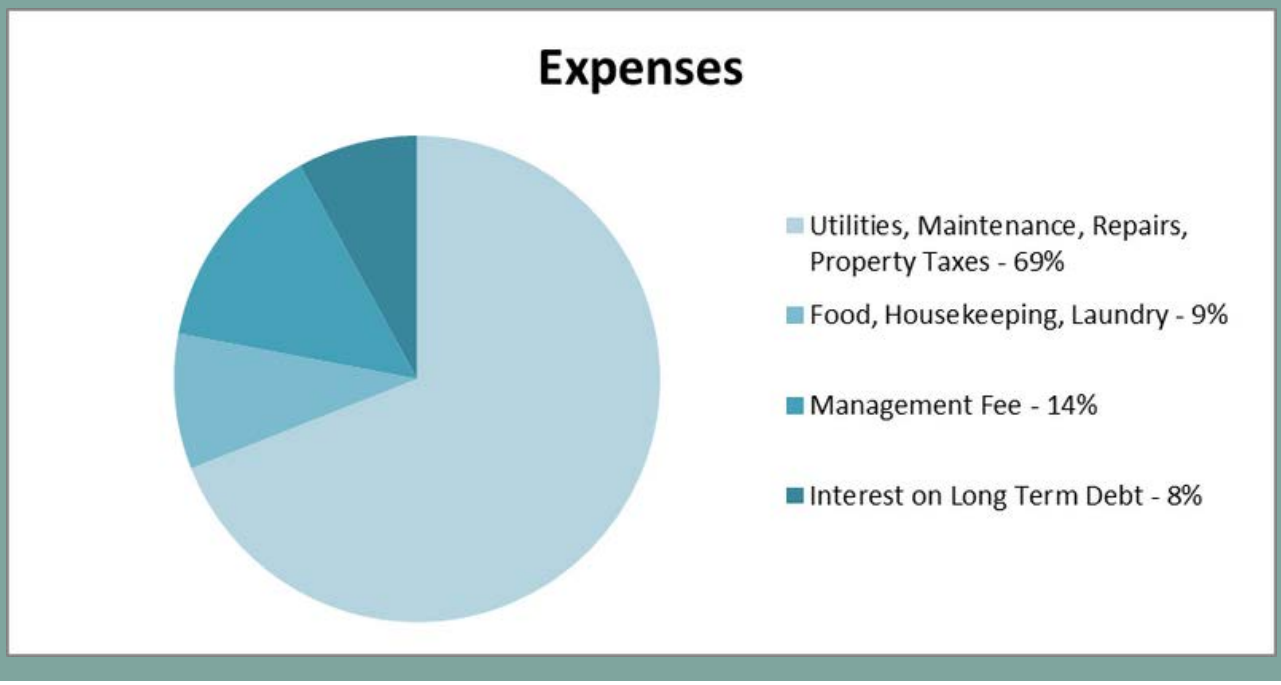


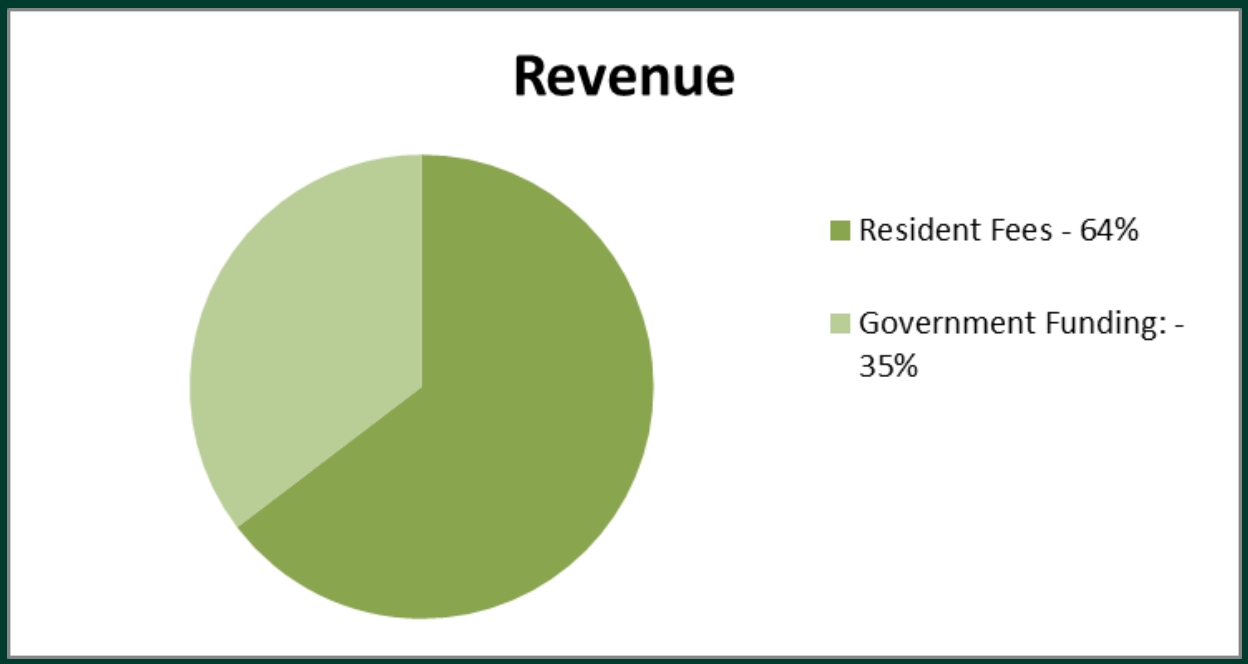


THE BETHANY GROUP

Finances at a glance







THE BETHANY GROUP

HOLIDAYS

WITH THE BETHANY GROUP





















Creating Caring Communities







THE BETHANY GROUP

Bethany Foundation

Bethany foundation

BETHANY FOUNDATION INFORMATION

Although much of the funding for operations comes from the provincial government, it is often a surprise to people that many things are not funded. Nonprofit organizations like The Bethany Group must provide funding for these things, independent of available provincial or federal support. These needs include furnishings, equipment, chaplaincy services, and education related to aging, etc. That is where the Bethany Foundation comes in. Gifts to The Bethany Group are received and allocated through our Foundation which is appropriately called the Bethany Foundation. The Bethany Foundation's sole purpose is to support the work of The Bethany Group; all of the money contributed is required to be used for either current or future use of The Bethany Group.

OUR DONORS

We are so grateful for the contributions of our donors. Your donations help us to continue to fulfill our mission and do the work we love with a renewed focus on person-centered care.

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& to all donors who wish to remain anonymous!