2024



Annual Report

to the Community

THE BETHANY GROUP

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.

Our Values

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 center of our thinking;
- Fostering safe and welcoming communities; and
- A sustainable approach to providing service.

People are the center of our thinking through:

- Person-centered care and service
- Living with meaning and purpose
- Responsiveness (listening, empathy, understanding and support)
- Putting people first before tasks
- Investing in our people

Fostering safe and welcoming communities through:

- Kindness
- Respect
- Faith and spirituality
- Relationships



A sustainable organization through:

- Supporting Innovative approaches
- Working collaboratively by accessing community resources and volunteers
- Transparency
- Accountability and Responsibility

Message from the Board Chair & the CEO

As we reflect on the past year, we are reminded of the strength, compassion, and resilience that define The Bethany Group. Grounded in our faith-based mission and values, we remain steadfast in our commitment to providing person-centered care that fosters welcoming communities and supports meaningful living.

In 2024, our teams continued to place people at the center of all we do. This was evident in the enthusiastic participation in our Staff Appreciation event, the energy behind our staff wellness initiatives, and the ongoing rollout of mYsoul@work, our organization-wide program designed to nurture emotional intelligence, self-awareness, and a spirit-led approach to workplace culture. These efforts are more than celebrations or professional development - they are a reflection of our belief that our people are our greatest asset.

We are also proud of our growing relationships across communities, sectors, and regions. Our Faith and Aging Conference welcomed over 400 participants to explore "Finding the Path Forward," while our Sponsorship & Community Engagement Fund supported meaningful local initiatives, from hospice care to library programming. Through these connections, we are reminded that building caring communities goes far beyond the walls of our facilities.

From quality improvement projects like the Mealtime Enhancement and Admissions Review, to updated admission packages and new life lease agreements, we've taken meaningful steps to improve the experience for those we serve. And as an accredited organization with commendation through Accreditation Canada, we continue to hold ourselves to the highest standards of care and accountability.

The work of The Bethany Foundation has also been a source of great encouragement this year. Thanks to the generosity of our donors - and notably, Richard Sauer's heartfelt contribution in honour of his wife Marlene - we began replacing therapeutic tubs across our facilities. These gifts serve as a powerful reminder of the trust and partnership we share with those who have been impacted by our care.

Looking ahead, we remain focused on stewarding our resources wisely, supporting our staff and volunteers, and nurturing partnerships with post-secondary institutions, government bodies, and other service providers. We are also excited about upcoming capital projects, renovations, and expanded programming that will allow us to better meet the needs of our growing and diverse communities.

Our heartfelt thanks go to our staff, volunteers, donors, partners, residents, and families - for your trust, your support, and your shared belief in the power of compassionate care. Together, we are building a future rooted in dignity, purpose, and connection.

With gratitude,

Jack Ramsden
Chair, Governing Board

Carla Beck
Chief Executive Officer

Our Governing Board



Scot Lorenson, Amber Davis, Elizabeth Bagdan, Ron Pilger, Lynda Haarstad Petten, Carla Beck (CEO), Cheryl Dechaine, Jack Ramsden, Cheryl Smith, Brenda McDermott, Sharon Mickla

Highlights of 2024



Our People

Staff Appreciation

Our annual Staff Appreciation event was a huge success! Nearly 40 submissions were received for our peer-nominated, Mission-based staff awards, with 12 Awardees recognized. The evening also included 16 Retirees honoured and 82 Milestone Employees recognized.

Care for Staff Grant

TBG received almost $70,000 from Alberta Health through a grant intended to address Staff Wellness. With these funds we were able to:

- Host a staff wellness conference, with speakers Peter Katz and Dr. Robyne Hanley-Dafoe – who spoke on wellness, happiness and resiliency.
- Gifted 'The Book of Awesome' to each staff member.
- Placed a massage chair for staff wellness in each of our health sites.

Volunteers

With over 100 registered volunteers, TBG hosted our annual Volunteer Appreciation Event to celebrate the theme '*Every Moment Matters*'.



Highlights of 2024

Our Community

Faith & Aging Conference

Our Faith & Aging conference is held annually as a thank you to the community – we were thrilled to host over 400 attendees at our 2024 event '*Finding the Path Forward*'. We were joined by Timothy Caulfield and Dr. James Makokis, for an informative, thought-provoking day.



Timothy Caulfield



Dr. James Makokis

Giving Back

As a not for profit charitable organization, The Bethany Group engages in our communities and supports staff participation in various organizations and events through our Sponsorship & Community Engagement Fund. In 2024, over $6,000 was donated in the communities we serve through this fund. Recipients included Camrose Hospice, Rotary, Habitat for Humanity and Camrose Library, to name a few.

Highlights of 2024

Our Progress



Quality Improvement Committee

As our Mealtime Enhancement Project came to a close, we recognized that food will always be an area for improvement. To ensure ongoing quality improvement initiatives for our resident mealtimes, the Food Services Committee was established in 2024. The Committee's first undertaking was organizational menu alignment in all Lodges and health sites.

Next up for the QI Committee is the Admissions Project – examining admission processes for Health, Lodge and Housing sites. This includes reviewing welcome books, admission documents and information provided, with the goal to reduce the feeling of being overwhelmed upon admission/move in.

To ensure consistency across all of our life lease agreements, we consolidated three separate agreements into a single, unified document. This alignment simplifies operations and transitioned us from managing multiple agreements to one streamlined version which exceeds legislative requirements.

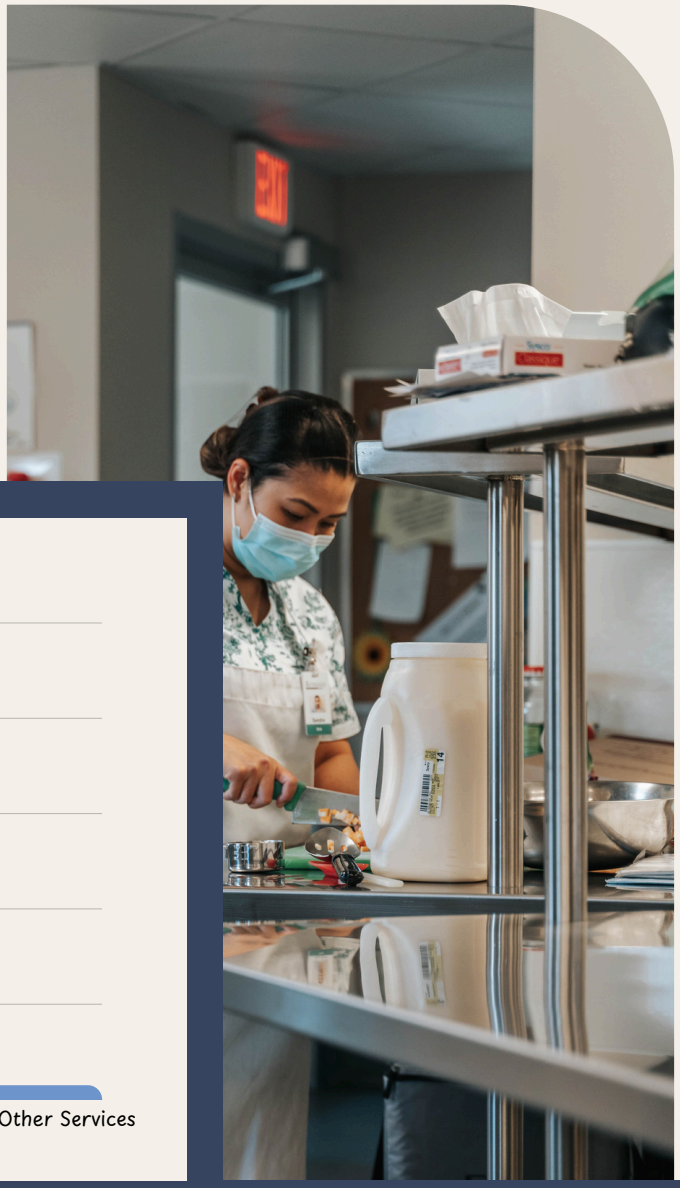
110 New Employees participated in Orientation and 491 Employees completed their 2024 Annual Education.

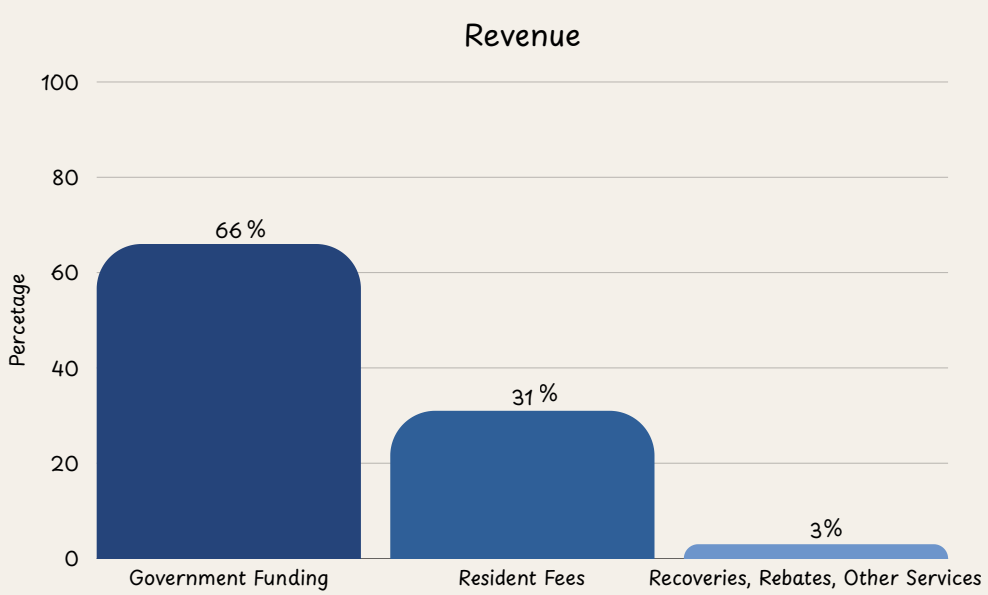
The Bethany Group is proud to continue to be awarded 'Accreditation with Commendation' from Accreditation Canada.

ACCREDITED WITH COMMENDATION
ACCREDITATION AGRÉMENT CANADA

Financial Summary

April 1, 2024 - March 31, 2025





Health Revenue

Government Funding supports:

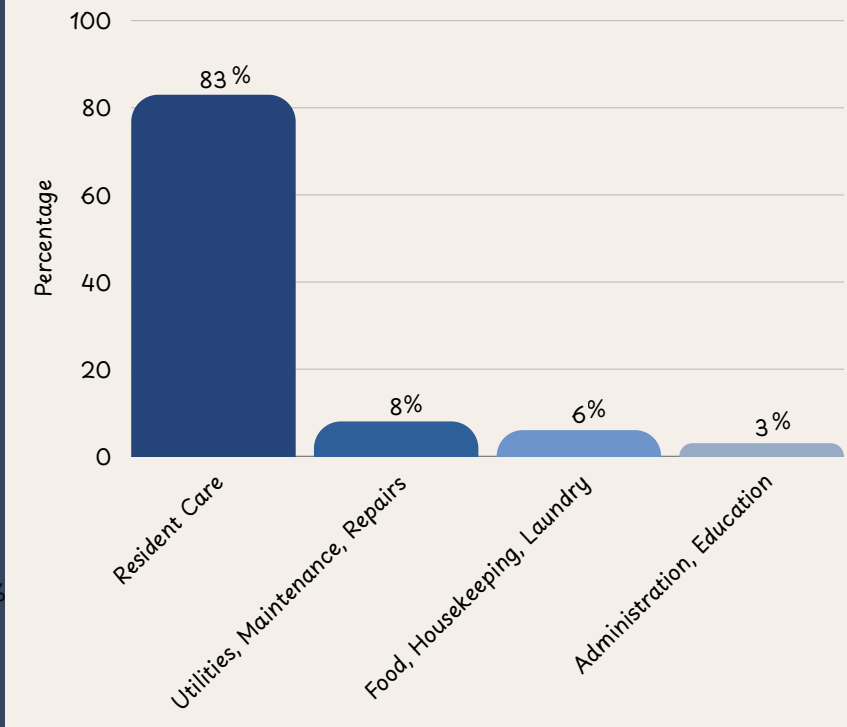
- Clinical staff, management/administration, clinical supplies and equipment

Resident Fees (provincially regulated) support:

- Housekeeping staff and supplies, food services staff and supplies, raw food costs, laundry staff and supplies, maintenance staff and supplies, utilities, management/administration, mortgage payments

Lodges & Independent Living Revenue

All revenue comes from resident fees. In Lodges, the Provincial government provides a subsidy for very low-income residents and rent is calculated based on a Provincial formula that allows no greater than 30% of income to go to rent.





Bethany foundation

The Bethany Foundation's sole purpose is to support the work of The Bethany Group; all gifts to The Bethany Group are received and allocated through our Foundation.

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 items such as furnishings, equipment, chaplaincy services, and education related to aging, independent of available provincial or federal support.

Therapeutic Tub Campaign

In 2023 The Bethany Foundation launched our Therapeutic Tub Campaign, to begin replacement of 22 tubs across the Organization.

Thanks to the incredible generosity of our donors, three tubs were ordered in October 2024. The first tub was installed at Memory Lane, Camrose in December 2024!

Each tub costs over $40,000, making this no small achievement.

Donor Spotlight

The Bethany Group wishes to extend our sincerest gratitude to Richard Sauer who donated $41,000 to replace the tub at Westview in honour of his late wife, Marlene Sauer. Richard felt compelled to support this campaign, in part, because he knew the importance of feeling safe and supported during bath time, and what a difference the new tubs can make for the Resident bathing experience. Richard always spoke very highly of the care and support that Marlene and himself received from the staff at Rosehaven, and so we therefore also want to acknowledge the role of their dedicated care and service in receiving this donation.

We are deeply moved by the extreme generosity of Richard Sauer and look forward to placing a plaque in memory of Marlene Sauer at Westview.



Richard Sauer (third from the left) pictured with members of the Rosehaven Provincial Program team

Bethany foundation

We wish to thank all our donors for their *generous support*



Agnes Hoveland
Anne Marie Resta
Arthur & Gail Pfeiffer
Ashley Kambeitz
Battle River Community Foundation
Braydon Heather
Carol Rawson
Carol Barr
Charlene Or Peter Brosinsky
D. Raymond & Janice Wetmore
Dale Jacobsen
Danielle Homeniuk
David & Barbara Eriksson
Dean Hendrickson
Deunna Enns
Dolores Roth
Don & Christina Rebus
Don & Marlene Sproule
Donna Congdon
Donna Lauren
Doreen Kuefler
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MaryEllen Mallard
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MJ Stuart
Myrna Rawe
Myrna Simonson
Nancy Howard
Norma & Ray Blacklock
Penny Fox
Rev. Norman & Barbara Lentz
Richard Sauer
Robert Knudtson
Rosemary McCallum
Ruth Beattie
Scot Lorenson
Shannon Holtz
Sharon Mickla
Sharon Marie Girard
Shirley McFall
Steffany Manalo
Susan Mitchell
Tara Stoffregen
Tena Lansing
Theresa Steil
Treva Piekema
Trevor Byers
Tricia Herridge
Valerie Elmhurst
Verlyn & Mardell Olson
Verna Hinch
Verna Chenard
Virginia Gutierrez
Walter & Doris Ritter
Wyatt Peters

We also wish to thank our numerous donors who chose to remain anonymous, either through their support at our Faith and Aging or Staff Appreciation events, or through the online platforms of CanadaHelps and ATB Cares.

Bethany Foundation



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The Bethany Group expresses our deep gratitude for our clients, residents, staff, volunteers, and community members.

Together, we create caring communities.

THE BETHANY GROUP