



CONNECTING

Through
Crisis

A MESSAGE from the Chairman and President

Connecting Through Crisis: The Blessings During a Pandemic

2020 was a year that presented many circumstances that most of us had never faced before.

Though the challenges were many, from our perspective as board chairman and CEO, what will define the year moving forward was the phenomenal creativity of the staff of Lutheran Senior Life, the continued support of friends and donors, and the perseverance of the people and families served throughout Lutheran SeniorLife.

Despite all that transpired, the clarity that our daily efforts to provide **Abundant Life**® opportunities for those we serve, and for those who serve, is a mission that continues to inspire.

The pages of this annual report highlight not only the challenges, but the determination of staff to ensure that those potential roadblocks did not deter any of our teams.

There were PPE (personal protective equipment) shortages, safety precautions to minimize the possible transfer of COVID-19, adjusted business and program operations, and a need to provide those we serve with physical distancing without isolating those who need socialization, etc.

Lutheran SeniorLife created **Abundant Life**® moments for our seniors through physically-distanced events. We honored volunteers through virtual presentations. We uplifted employees with appreciation meals and were supported by foundations and donors with financial support, PPE and more.

Borrowing from the www of the worldwide web, Lutheran SeniorLife launched a WearWashWatch (wearwashwatch.org) page on its website to continually remind everyone that Lutheran SeniorLife is committed to the safety of all while, at the same time, being determined to serve those who rely upon us.

The page was also instrumental in sending a message of hope as 2021 opened and the COVID-19 vaccines rolled out.

Most Lutheran SeniorLife employees continued to work throughout the year, as many of our staff are in direct care positions. Similarly, those in support opted to join them on the front lines of providing necessary care.

At the same time, many “routine” operations were adjusted, as with many other organizations.

David Fenoglietto, president and CEO, and Chris Jordheim, board chair, are pictured right on a video call to reflect the standard operating procedure for most business meetings at Lutheran SeniorLife.

Most of our congregational partners throughout the Synods of the Evangelical Lutheran Church in America conducted virtual services for much of the year. However, the Lutheran SeniorLife Health & Wellness Ministry continued to reach out and serve in various ways.

The adoption and support programs of Lutheran Service Society, which includes Meals-on-Wheels, continued to provide services.

While we are grateful to the staff and leadership for the support of board members and others, we are incredibly thankful for those who continue to support Lutheran SeniorLife through prayers and financial gifts. We are especially thankful for the families of our residents who routinely visited their loved ones from a distance – either through a window visit or video chat.

Your participation in the donation portion of our website and other means is more critical now than ever before.

We hope that you enjoy this 2020 Annual Report. We hope that you share the inspiration provided by the stories of the many ways Lutheran SeniorLife has worked to stay connected through a time of physical distancing.

And most importantly, we appreciate how all of you have stood by us.

We look forward to what is ahead, confident that what will ultimately define 2020 is the overwhelming capability to deliver a positive response to a difficult challenge and not the challenge itself. This is the collective advantage for Lutheran SeniorLife.

Lutheran SeniorLife President and CEO, David J. Fenoglietto, meets with Lutheran SeniorLife Board of Directors Chairman, Chris O. Jordheim, for a virtual conference on the software, GoToMeeting.



2020 at a Glance

Lutheran SeniorLife provides the opportunity for people throughout western Pennsylvania to live an *Abundant Life*®.

More than 14,000 people are served through our health and human services programs each year.



WearWashWatch

A WearWashWatch initiative was introduced to keep those we serve and those who serve safe during the pandemic.

Wearing masks, washing hands and watching physical distance are just some of the many ways Lutheran SeniorLife continues to mark-off its “Ws”.

The Lincoln, Nebraska-based healthcare intelligence firm, NRC Health, awarded Lutheran SeniorLife a 2020 Customer Approved Award.

This award recognized us for creating an outstanding care experience for our customers.



Renovations were finalized for our new 29-bed skilled nursing and rehabilitation center in partnership with Butler Health System this year.

The facility will soon bring person-centered care to our Living Independence for the Elderly (LIFE) participants and the greater community.

Lutheran SeniorLife Foundation’s annual fundraising event went virtual.

Despite coronavirus (COVID-19) uncertainty, the celebration raised approximately \$150,000 on April 24, 2020. Since its inception, the annual event has secured more than \$3.5 million in support for Lutheran SeniorLife’s benevolent care and mission funds.



Connection is powerful. It has the ability to fill us with joy and bring value to our lives. This year, connection looked different to each of us at Lutheran SeniorLife due to the coronavirus (COVID-19). However, we still provided ample opportunities for people to engage throughout the pandemic and live an *Abundant Life*®.



2020 Location Highlights

St John Community

Several of our RoseCrest employees were recognized for their outstanding performance in providing day-to-day care. More specifically, Licensed Practical Nurse (LPN) Cindy Beahm was awarded the Pennsylvania Assisted Living Association's (PALA) Nurse Caregiver of the Year Award. Similarly, Abundant Life Coordinator, Shari Dillon, and Activities Associate, Viki Nulph, were awarded the PALA's Best Practice of the Year Award for Enriching and Fulfilling Activities.

Valley Care Adult Day Services

Valley Care Adult Day Services underwent interior renovations to better serve our participants in Ambridge Pa. The program also reported no cases of COVID-19 throughout the pandemic to date.

Health & Wellness Ministry

In 2020, congregational volunteers helped approximately 4,800 individuals lead healthy and fulfilling lives thanks to this vital program.

LIFE (Living Independence for the Elderly)

In 2020, LIFE's supplemental nutrition initiative provided approximately 30,000 meals to deserving seniors throughout Armstrong, Beaver, Butler and Lawrence counties.

LIFE Armstrong County employee, Jessica McEntire, received a Healthcare Worker Recognition Award from the Armstrong County Consortium and Tri-County Workforce Investment Board, Inc. (TCWIB) for her positive impact in providing quality care.

LIFE Butler County was a recipient of a \$20,000 grant for the purchase of tablets from the George H. Campbell, Lillian S. Campbell, & Mary S. Campbell Foundation. These tools will enrich our participant's lives through content and connection.

LIFE Lawrence County partnered with Vista South, a senior housing building, to expand its services. Next year will mark the program's tenth anniversary of helping seniors live independently while getting access to the medical, social and rehabilitation services they need.

VNA, Home Health, Hospice & BeHome Partners™

VNA continues to serve elders through a wide range of compassionate in-home services. In 2020, their home health and hospice served approximately 700 people per day.

For the tenth consecutive year, since the inception of the Butler Eagle Choice Awards, VNA has been voted #1 Provider for Home Health Care by the greater community. The Eagle awarded VNA with a Ring of Honor seal to celebrate this decade-long gold health standard in March 2020.

Passavant Community

Passavant Community was recognized as a top-performing facility in U.S. News & World's Report's 2020-21 list of Best Nursing Homes. More than 15,000 facilities were evaluated in the media company's eleventh-year findings nationwide to help patients, families and caregivers find the best available care.

Lutheran Service Society

Lutheran Service Society (LSS) celebrated 100 years of providing adoption and foster care services to the greater community in 2020.

PrimeTime Senior Center delivered approximately 200 care packages and provided more than 600 meals to participants despite COVID-19 challenges.

Center at the Mall raised approximately \$5,000 for ongoing exercise classes, wellness programs, meals and center activities during its Annual Black-Tie Gala in February. In addition, staff adjusted business operations to assist seniors who were isolated and in need during COVID-19.

210 individuals received approximately 26,400 meals thanks to Lutheran Service Society's **Meals on Wheels** program in Beaver County.

Advanced Care Center of Butler

Lutheran SeniorLife finished renovations for a 29-bed skilled nursing and rehabilitation center in partnership with Butler Health System this past year. The location will soon provide comprehensive services to existing Living Independence for the Elderly (LIFE) participants and members of the greater community.

SilverSmart™ Technology

Lutheran SeniorLife's SilverSmart™ Technology program joined with software company, K4Connect, to deliver senior living solutions to our residents at Overbrook Pointe. Similar equipment will be implemented within additional communities so our residents can stay healthy, connected and engaged throughout 2021.

Outpatient Therapy

Lutheran SeniorLife's outpatient therapy program introduced urban poling as a new physical therapy treatment in 2020. Similarly, the program successfully adjusted its business operations to better serve community members through a secondary location on Passavant Community's campus throughout the pandemic.

Technology for the Win

Health & Wellness Ministry Honors Volunteers Online

While our Health & Wellness Ministry wasn't able to host its annual volunteer event on May 13, 2020 due to COVID-19, we were still able to extend our gratitude through video. Bishop Kurt Kusserow (SWPA Synod), Mark O'Donnell (Lutheran SeniorLife) and Patty Davidson (Health & Wellness Ministry) shared their thoughts on another year of successful ministry throughout the presentation while thanking our volunteers for improving the health and wellness of others.



SilverSmart™ Launches K4Connect at Overbrook Pointe



Earlier this year, Lutheran SeniorLife's SilverSmart™ Technology program partnered with tech company, K4Connect to empower our seniors through technology-based solutions. The collaboration resulted in three modules specifically designed to keep our Overbrook Pointe residents safe and engaged. Subsequently, digital signage, Amazon Alexa and a resident-facing app will help our residents live an *Abundant Life*® throughout COVID-19 and beyond.



Virtual Programs Help Participants Stay Fit at LSS

Lutheran Service Society's (LSS) senior centers were two of many locations asked to temporarily close throughout COVID-19 due to safety. Immediately after closure announcements, our internal teams were faced with the challenge of how to keep seniors active and engaged from afar. One solution was the implementation of virtual programming. After several test pilots, seniors were able to enjoy online workout videos and many other activities from the comfort of their own homes.



Events at a Distance



Appreciation Drive-by Lunches Motivate Employees at LIFE Beaver

As COVID-19 began to drag into summer, many of our healthcare workers found themselves in need of encouragement. LIFE Beaver County is one location that spared no effort to foster this praise with a drive-by lunch event in June. It was just what our staff needed to push forward through difficult times. The idea also set the tone for several other systemwide appreciation events to follow throughout the year.



Car Parades Lift Residents' Spirits at RoseCrest

Throughout the pandemic, face-to-face visitation was somewhat impossible due to the concerns of COVID-19. One way RoseCrest in Mars, Pa. jumped through this hurdle was car parades. One-by-one, vehicles honked their horns from afar as they circled around the site last fall. Signs of encouragement made the day even more special for residents who sat outside to wave as loved ones passed by.



Window Celebrations Foster Smiles at Passavant

One of our Passavant Community residents, Emilia Carcaise, was able to celebrate her 90th birthday this May with a window party. Emilia's children, grandchildren and great grandchildren were all in attendance as she enjoyed cake and gifts. It's just one of the many ways our staff brought residents and loved ones together aside from the other creative celebrations we held in 2020.



The Art of Encouragement



LIFE Participant Helps Others Cope During Pandemic with Crafts and Cards

When the LIFE centers temporarily closed due to countywide positivity rates this past fall, LIFE Lawrence County participant, Donna Moyer, wanted to assist. With her scissors in hand, Donna quickly got to work producing something meaningful that would help others adjust. When it was all said and done, Donna wrote out approximately 30 cards for the participants at LIFE. The messages even came equipped with mini



fly swatters that said, “For the little things in life that bug you.” Donna’s creativity reminds us to let go of the little things we can’t control and find the best in every situation.

Stonebrook Village Employee Spreads Positivity Through Design



Sometimes a nice gesture is all you need to start your day off right. This was definitely the case when Stonebrook Village employee, Urmila Dhanvada, took the time to spread some cheer with personally decorated meal boxes. Each day, residents would look forward to the fun artwork delivered to their door. It was a simple but creative token that supplied much positivity throughout the pandemic.



Passavant Dining Teams Make Residents' Days Brighter with Food Puns

When COVID-19 hit, many residents were stuck in their rooms with little to no contact or laughter. However, this all changed when Passavant Community’s dining team began to experiment with food humor. Messages like, “We’re ‘eggstatic’ to be keeping you healthy”, fostered smiles each time our residents opened their meals and reminded each of them that they are deeply cared for.

Support Through the Storm



Valley Care Gets Creative with Participant Care Packages

Valley Care Adult Day Center was one of many locations asked to temporarily close due to the spread of COVID-19 last spring. As a result, many participants were isolated inside their homes with little to keep them occupied. To fix this, staff came up with the idea of hand packaged care boxes. Each bin was comprised of food staples and other activities which eased loneliness for our participants.



VNA Kicks off Facemask Campaign to Help Staff During PPE Shortage

When the personal protective equipment (PPE) shortage struck at the start of COVID-19, VNA, Western Pennsylvania worked to combat this issue with hand-sewn face masks. The endeavor quickly became a movement as community members from all over began stitching and donating masks. As a result, Lutheran SeniorLife was blessed to receive more than 6,000 fabric masks within the first three months of the pandemic.

Donations Come in Many Forms for Residents and Staff

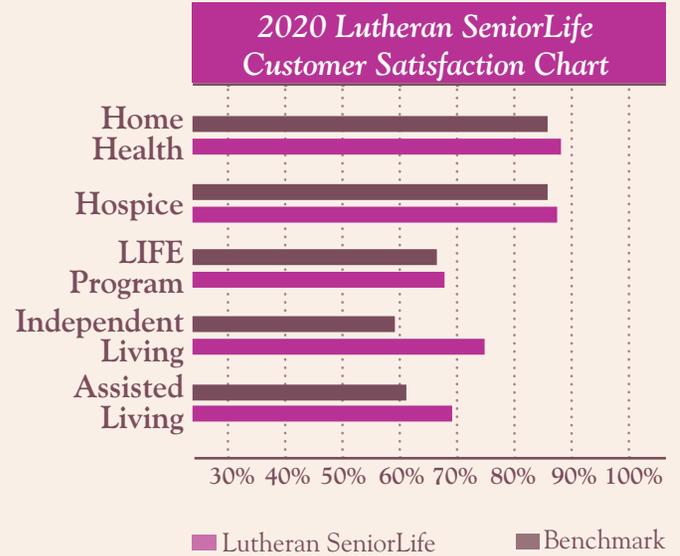
From sidewalk art to lunch contributions and everything in between, so many people came together to support Lutheran SeniorLife throughout the trials of COVID-19. Though it was, and continues to be, an incredibly challenging time, this showed us that we can accomplish anything when we are backed by our community. Thank you to all of the students, volunteers, businesses, and friends who never cease to amaze us with their dedication for *Abundant Life*®.





Quality Matters

When you, or someone you love, are searching for senior services, it is important to choose the best possible option. Lutheran SeniorLife utilizes an independent, third party company (National Research Corporation) to measure patient satisfaction. We consistently rank at or above the national average.



Combined Balance Sheet

Assets

Current Assets	93,223,198
Assets Whose Use is Limited	3,422,379
Property, Plant and Equipment	127,605,855
Development and Real Estate	4,369,552
Beneficial Interest in Trusts	1,726,616
Total Assets	230,347,600

Liabilities and Net Assets

Current Liabilities	31,597,227
Long Term Debt	81,742,390
Deferred Revenues	10,662,175
Net Assets	106,345,808
Total Liabilities and Net Assets	230,347,600

Thank You to Our Donors

Cornerstone *Individuals who have contributed \$10,000 and above during any one-year period*

Anonymous	Mr. and Mrs. Donald L. Burgess	Mr. Allen and Dr. Margaret McCullough	Mr. and Mrs. Michael P. Schneider
Mr. Harold Allman	Mr. and Mrs. Edward Dengel	Mr. Loyal Moore	Ms. Elsie E. Weber
Mr. and Mrs. Albert A. Bittcher	Mrs. Pauline Hughes	Dr. William Sanders and	
Mr. John J. Bodziuch	Mr. Gregory C. LaRocca	Dr. Ruth Anne Mears	

Keystone *Corporations and organizations that have contributed \$5,000 and above during the period January 1 to December 31, 2020*

The Auxiliary of Passavant Community	Grant Street Asset Management, Inc.	Senior Citizens Caring Foundation	Valley Care Endowment Corporation
Bethany Evangelical Lutheran Church of Dormont	Theodore R. and Lillian S. Helmbold Fund of the Pittsburgh Foundation	Frank and Floia Starr Memorial Endowment Fund	Ethel L. Verney Fund of the Southwestern PA Synod of the ELCA
The George H., Lillian S. and Mary S. Campbell Foundation	Henderson Brothers, Inc.	St. John Lutheran Care Center Endowment Fund	Ira R. Wood and Frances Wood Charitable Trust
Citizens Bank	Howard Miller Charitable Foundation	Southwestern Pennsylvania Synod of the ELCA	
Commonwealth of Pennsylvania Department of Aging	NexTier Bank	United Way of Beaver County	
Cura Hospitality Group, Inc.	Northwest Bank	United Way of Southwestern Pennsylvania	
	The Pittsburgh Foundation		
	Joseph S. Seaman, Sr. Endowment Fund		

Capstone *Individuals who have thoughtfully remembered Lutheran SeniorLife Foundation in their estate plans through charitable bequests, annuities, trusts or other gift arrangements*

Mrs. Dolores L. Aburano	Mr. and Mrs. William Fugate	Mrs. Marianne H. Montgomery	Mary Sage Charitable Trust
Emma E. Adams Charitable Trust	Mr. Charles Glendening	Mr. Loyal Moore	William H. Schanzenbach Fund
Anonymous	Ms. Patty Goehring	P.M. Moore Foundation	Mrs. Marjorie Scheller
Mr. Francis A. Balog and Dr. Paula Bonino	Ms. Peggy Goehring	Ms. Harriet E. Moyer	Joseph S. Seaman, Sr. Endowment Fund
Estate of Juanita Bedel	Mr. and Mrs. Edward P Hager	Miss Weltha Myers	Gordon P Smith Memorial Fund
William H. Bimber Trust	Rev. and Mrs. John P. Harman	Dorothy C. and Elmer Ortner Memorial Fund	Frank and Floia Starr Memorial Endowment Fund
Ms. Jane E. Bittcher	Ms. Judith A. Heinsberg	Mr. Wayne M. Otto	St. John Lutheran Care Center Endowment Fund
Estate of Evelyn H. Block	Theodore R. and Lillian S. Helmbold Fund of the Pittsburgh Foundation	Estate of Rebecca B. Peters	Ms. Jean Sturges
Louis and Louise Bushman Memorial Fund	Mrs. Patricia A. Jackson	Victor K. Phillips and Janice Phillips Larrick Family Charitable Foundation	Revs. Kenneth H. and Karen C. Thompson
Mrs. Amy Core	Ms. Dorcas E. Leibold	Mrs. Jean M. Pletcher	Mrs. Marjorie M. Vogel
Mrs. Grace T. Dennis	Mr. and Mrs. David T. Marko	Daniel Snyder Potts Memorial Fund	Mr. Stanley E. Whiting
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Rev. Marsella R. Esbeck	Dr. Kenneth R. May Memorial Endowment Fund	Rev. Allen Riethmiller	
Estate of Mr. David T. Fife	Mr. Dennis A. McAndrew	Edward E. Rieck Charitable Trust	
Dr. and Mrs. Wayne E. Franzen	Howard Miller Charitable Foundation	Margaret Sage Charitable Trust	
Mr. and Mrs. E. Russ Frederick			

Leadership Staff

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Kathy S. Castle, *Vice President, Human Resources*

Jeff Carraway, *Chief Financial Officer*

Chuck Lamb, *Vice President, Technology and Quality*

Laura Roy, *Executive Director, Passavant Community*

David Gritzer, *Executive Director, St. John Community*

Donna S. Van Kirk, *Vice President, System Development*

Margie Walsh, *Executive Director, VNA, Western Pennsylvania*

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