

# A Historic Year



GENACROSS®
LUTHERAN SERVICES

2020 Annual Report



# Leadership

Rev. Dr. James Dumke

Vice President for Mission Integration

#### Michael A. George

Executive Director of Genacross Lutheran Services Foundation

#### **Rick Marshall**

President/Chief Executive Officer

#### **Lorinda Schalk**

Senior Vice President of Finance & Operations

#### **Amanda Schroeder**

Vice President of Home & Community Based Services

#### **Jeff Schulte**

Vice President for Human Resources/Organizational Integrity Officer

#### **Katie Zawisza**

Donors

Executive Director of Genacross Family & Youth Services

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# A Historic Year

The year 2020 was definitely one to remember. It will be historically significant for the world as the year of the coronavirus (COVID-19) pandemic. At Genacross Lutheran Services, as we dealt with the effects of the virus, we continued to provide care and services to individuals and families in need. We also quietly celebrated our 160th anniversary of ministry. Throughout the challenging year, we depended even more on our Mission and Core Values to guide us, and we focused especially on our first Core Value, Faithfulness to Christ.

Of course, the primary challenge we faced during 2020 was COVID-19, which touched almost every area of operations. Our staff, as anticipated, rose to the occasion, as they ministered to the physical, emotional, and spiritual needs of our residents with noteworthy faithfulness and dedication. Our responses to the virus included following the state's mandate to close our care campuses to outside visitors, implementing unprecedented infection control measures, being vigilant with social distancing and mask requirements, and testing of employees and residents for the virus. Then, in addition to caring for residents already in our care, the state of Ohio certified COVID-19 isolation units at the Toledo and Wolf Creek campuses to serve recovering patients from area hospitals. At the end of the year, the hope of a vaccine became a reality, and our Napoleon Campus held its first vaccination clinic before Christmas.

In spite of the pandemic's limitations and challenges, ministry continued in many ways. On our care campuses, special efforts were made to help residents keep in touch with their families and friends. Video calls, window visits. phone calls, care packages, and letters became the order of the day. Chaplains found creative ways to continue spiritual care. The staff of our Family & Youth Services ministry worked every day to keep youth active, learning, and engaged, while still providing the care and therapeutic services they needed. Supporting us in every aspect of ministry were numerous congregations, businesses, family members, and friends.

During 2020, our Family & Youth ministry began construction of a 10-bed ranch-style group home in Adrian. Michigan. This new co-ed home will fall under the Michigan Department of Health & Human Services' designation as a behavior stabilization program and is expected to open in late summer 2021. In addition, in early 2020, Genacross announced its intention to join Benedictine, a senior care ministry based in Minnesota. As the due diligence process progressed, however, it became apparent that the strategic alignment of the two organizations was different than

had been anticipated, and the partnership discussions ended. Meanwhile, Michael A George, CFRE, joined the organization as Executive Director for the Genacross Lutheran Services Foundation. He is responsible for leading and strengthening a comprehensive fundraising program in support of our mission and goals.

Despite a year dominated by a pandemic, God blessed Genacross Lutheran Services with the opportunity to serve 2,854 residents, patients, and clients, with 650 staff. While volunteers did not have access to our care campuses for the majority of the year, nonetheless, 374 volunteers provided 2,856 hours of invaluable service to individuals in our care. Furthermore, Genacross still provided nearly \$5.6 million in charitable care and community benefit.

We are grateful to congregations and individuals who serve through volunteering, contributions, and prayers of support. Through you, our loving God has enabled us to be faces of compassion to residents, patients, families, and fellow staff, as Genacross Lutheran Services.

Thanks be to God,

Rev. Keith Hunsinger

Chair of the Board of Directors

astor Keite A. Huninger

Rich Marshall

Rick Marshall

President and CEO



Rick Marshall (left) and the Rev. Keith Hunsinger guide the organization through its challenges.

# **Highlights**

## Coronavirus pandemic disrupts lives

For most people, 2020 will be remembered as the year of the coronavirus (COVID-19) pandemic. Few could have imagined the massive changes that the pandemic would bring to people's everyday lives, where wearing masks and social distancing would become the norm. The virus was especially dangerous to elderly, health-compromised individuals living in congregate care settings, like those served by Genacross Lutheran Services. When

the Ohio Governor's March 22 "Stay at Home" order set unprecedented guidelines to contain the spread of the virus, Genacross and its ministries were deemed essential and continued to operate during the shutdown of most public businesses. Focusing on the health and safety of residents, patients, and team members became top priorities, as Genacross responded to the virus in many ways (see pages 6-9), under strict guidance from such government agencies as the Centers for Disease Control and Prevention (CDC), the Centers for Medicare and Medicaid Services (CMS), the Ohio Department of Health (ODH), and local health departments.



# **Genacross explores joining Benedictine**

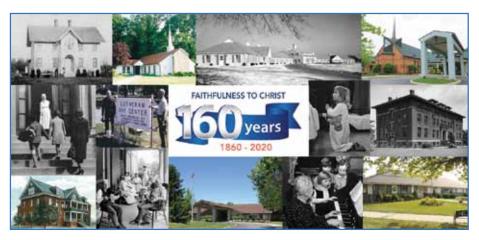
Genacross Lutheran Services and Benedictine, a nationally recognized senior care organization based in Minnesota, announced in February the signing of a letter of intent for Genacross to join Benedictine in ministry. According to Genacross President/CEO Rick Marshall, the organization had a duty to look proactively toward the future, while Genacross is in a position of relative financial strength, to ensure it remains strong and is able to compete in today's competitive health care environment. While the fit seemed

good at the beginning of the due diligence process – both organizations share Christian missions and similar values – the proposed partnership ultimately will not happen. The two organizations were not able to reach agreement on commitments that would ensure that the partnership was beneficial to both parties. Genacross, which continues to be stable financially, has no immediate plans to seek another partnership.

her know that she is loved.



# Genacross celebrates 160 years of ministry



For a more complete look into our past, please visit our website: GenacrossLutheranServices.org/about/background/history.

Genacross Lutheran Services celebrated its 160th anniversary in 2020. From 1860 to 2020 and beyond, the organization has been growing and changing to meet the needs of society. While the coronavirus pandemic greatly limited how the organization could celebrate the milestone, it was not forgotten. Throughout the year, Genacross shared 160 Facebook posts that featured historical facts, photos, trivia, and memories. In addition, the history section on the Genacross website was expanded, and the four issues of *The Friend* newsletter featured a center spread exploring how the organization has evolved in the years since its founding as an orphanage.

# Adult Day Center will not re-open after pandemic

For almost five years, Genacross Lutheran Services operated the Genacross Adult Day Center (ADC) on the campus of the Warren AME Church near downtown Toledo. Its doors closed in March to comply with the Ohio Governor's "Stay at Home" order to combat the spread of the coronavirus, and Genacross later made the decision not to re-open the ADC. The day center made a huge difference in the lives of many clients and their caregivers, but lower than expected participant numbers made continuing the service financially challenging. All ADC staff were offered the opportunity to apply for positions within Genacross.



# Faithfulness to Christ value provides foundation

# CORE VALUES Faithfulness to Christ

Equality and Justice
Wholeness of Life
Integrity
Quality of Service
Stewardship of Resources

Throughout 2020, Genacross Lutheran Services lifted up the first of its six Core Values, "Faithfulness to Christ." This first Core Value specifically sets Genacross apart as a faith-based organization, declaring that its mission and the way Genacross seeks to care for individuals reflect Christ's all-encompassing love. While Genacross' foundation is in the Lutheran faith, this Core Value is not about church membership or specific Christian beliefs, but about the way that Genacross employees should treat people. It is a call for every person connected to Genacross to use Jesus' teaching as a guide while they interact with residents, their families, co-workers, and volunteers. The value is the foundation of the organization, and the other Genacross Core Values flow from this one to guide organizational behavior.

# Work begins on new group home in Michigan

Initial site work and construction began on a 10-bed, ranchstyle group home in Adrian, Michigan, that will be operated by Genacross Family & Youth Services. The new co-ed home will fall under the Michigan Department of Health & Human Services' designation of a behavior stabilization program. The 4,940 sq. ft. building, which has a \$1 million budget, will feature six bedrooms, three full and two half baths, a spacious kitchen, and a staff office. The floor plan is set up to have open visual lines of sight and separate recreational and living areas. The group home will serve 10 youth from the state of Michigan needing behavior stabilization and mental health treatment. The home is expected to start serving youth in care in August 2021.



The youth group home in Adrian is the first Genacross Family & Youth Services site in Michigan. The home will offer treatment to Michigan youth while avoiding the difficulties of re-locating them out of state.

# Genacross joins Consana for pilot project

Genacross Lutheran Services participated in a pilot program with Consana, a Texas-based leader in comprehensive medication management solutions. The project's purpose included improving resident outcomes and saving on prescription drug costs through medication assessments. The pilot included one-on-one work with individuals from Genacross senior communities. They were selected based on concerns regarding medication interactions and cost. The average age of the pilot participants was 75 years old, and each individual was taking an average of 11 medications.

The project successfully reduced the patients' daily medication regimen by nearly three prescriptions on average. Those reductions not only reduced the risk of complications and harmful side-effects, but also reduced health care costs for both residents and providers.





### **Fast Facts**

### 2,854 People Served

Genacross Lutheran Services provides compassionate care and services to people of all ages throughout northwest Ohio and southeast Michigan. Our services include independent living, assisted living, long-term care, short-term skilled nursing and rehabilitation, outpatient therapy, home health, adult day, affordable housing, residential and community-based treatment for youth, educational opportunities, family support programs, and mental health counseling.



# **Care Campuses**



Our three care campuses provide a continuum of care for older adults and those recovering from illness or injury. The number of residents and patients served:

**278 Napoleon Campus** 

**499 Toledo Campus** 

**631** Wolf Creek Campus

# **Home & Community Based Services**

#### AFFORDABLE HOUSING

Individuals reside in affordable apartment communities that feature service coordination to help seniors age in place. We have locations in Bucyrus, Fremont, Gibsonburg, Lima, Norwalk, Oak Harbor, Oregon, and Toledo, Ohio, as well as Temperance, Michigan.

736 Residents

#### **COMMUNITY SERVICES**

Our ministries provide hope by serving people where they gather or live.

446 Home Health and Community Clients

19 Adult Day Center Participants



# Family & Youth Services



This ministry helps children, youth, young adults, adults with disabilities, and families transform their lives for the better.

100 Residents

**145** Community Clients

### Staff & Volunteers

Our employees give expert care at more than 20 locations and in people's homes.

### 650 Employees

Our volunteers enhance the lives of our residents and patients every day.

**374 Volunteers** 

2,856 Hours



# **Charitable Care & Community Benefit**

We value underserved and needy individuals in our care. In 2020, we provided millions in charitable care and benefits to support our residents and the community at large.

\$5.6 million

### 2020: A Year Like No Other

While quietly celebrating its 160th Anniversary, Genacross Lutheran Services worked hard to keep its residents, patients, and team members safe and healthy during the coronavirus (COVID-19) pandemic. Genacross had some help along the way and learned how to be flexible as health experts learned more about the virus. Finally, at the end of the year, the hope of a vaccine was realized. Below are stories that share a few of the ways the virus affected our ministries.

### Life changed overnight

When March 2020 began, few could have imagined the massive changes that the Coronavirus (COVID-19) pandemic would bring to people's lives. Actions such as social distancing, wearing masks, and frequent handwashing became commonplace and, at times, controversial. The Ohio Governor's March 22 statewide shutdown set unprecedented guidelines as COVID-19 cases increased in the state, and Ohio tried to "flatten the curve" of new infections.

Deemed an essential business, Genacross ministries continued to operate during the public health crisis. The organization responded in numerous ways to continue serving residents and patients, many of whom were most vulnerable to the virus. Screening of employees and taking temperatures before each shift, wearing masks, testing employees and residents regularly for the virus, implementing strict infection control protocols, and ensuring that workers had adequate personal protective equipment (PPE) were just a few of the changes.

"The health and safety of our residents, patients, and team members have remained our top priorities," stated Rick Marshall, President/CEO. "We began to prepare for COVID-19 well before its arrival and have educated ourselves on new ways to provide compassionate care while fighting an unseen enemy that targets the older population we serve."

Initially, the state ordered a no visitation policy for nursing homes and other congregate care facilities. For months, visitors were not allowed on the Napoleon, Toledo, Wolf Creek, and Bethany Place campuses or at our residential homes for troubled youth. Residents living in our senior independent living communities were also encouraged not to have visitors, and community rooms at these sites were closed.

Across the organization, all public events were cancelled, volunteers were no longer able to share their time and talents, dining rooms were closed, and group activities were suspended. For everyone's health and safety, where people worked and lived looked very different. What had been hoped to be a short time of closures, became a year of restrictions and learning to adapt to the threat of the virus.

### COVID-19 Facts and Figures

\$3.1 million Stimulus funds

\$1.5 million Un-budgeted expenses

**139** Positive employee cases

333 Positive residents/patients across all ministries



Signs prohibiting visitors were posted at ministry sites.



Nurses in isolation units worked in full PPE for hours every day.



#### Heroes of caring step up

While many of the Genacross support staff worked from home, the direct care of the residents moved forward under the strict guidance of numerous government agencies, including the Centers for Disease Control and Prevention (CDC), the Centers for Medicare and Medicaid Services (CMS), the Ohio Department of Health (ODH), and local health departments. As health officials learned more about COVID-19, guidance and regulations evolved, and front-line caregivers had to implement changes and meet the strict infection control protocols.

As case numbers trended upward at various times during the year and staffing grew more challenging, dedicated team members, including those from dietary, housekeeping, activities, nursing, and therapy departments, worked long hours caring for residents and patients. At different times, staff members at each of the care campuses had to care for medically-fragile residents and patients battling the virus. While the battle was not always won, caregivers were valiant in their efforts to care for individuals with dignity and compassion.

"Our employees are true heroes of caring," Mr. Marshall said. "They have really stepped up to care for our residents, patients, and each other. They have all been personally impacted by this virus, and I could not be more proud of their dedication and perseverance."

### Isolation units help individuals in need

Early in the pandemic, Genacross made the decision to become a resource to the communities it serves. In mid-April, the Toledo Campus designated The Labuhn Center as an isolation unit, and the Wolf Creek Campus soon followed with its own. The units were not just for resident care, however; they were open to COVID-19 patients from local hospitals needing additional help recovering from the debilitating effects of the virus.

In June, the state of Ohio certified these units, making them two of only a handful in the state of Ohio to serve COVID-19 patients coming out of hospitals. Staff worked exclusively in the units and wore full PPE. The Genacross isolation units served more than 200 residents and patients during the pandemic.

"This proved to be taxing for our nursing staff, as they became weary from elevated body temperatures from the PPE and emotional from seeing individuals suffering from the virus, some who slowly rehabilitated and others who returned to the hospital," said Cathleen Voyles-Baden, Toledo Campus Executive Director. "Our entire staff has shown a high level of commitment to provide this care, and we are grateful to have them on our team."

#### Virus response creates leaders

Genacross Lutheran Services was a leader in many ways during the pandemic, utilizing its expertise in many areas of infection control. Genacross leadership worked with its trade associations, LeadingAge Ohio and Lutheran Services in America, to interpret and shape policies and procedures affecting older adults during the pandemic.

At one point, the CDC toured the isolation unit at the Wolf Creek Campus, giving it high marks and using it as a template for other nursing homes needing to set up isolation units. Genacross was also asked to participate in one of Ohio Governor Mike DeWine's COVID-19 update news conferences. At the end of November, when cases and hospitalizations were spiking and threatening to



Large signs went up on all of the care campuses to show appreciation for essential workers.

### Gladys' Success

Gladys Sigarroa was in town visiting her daughter when she became ill and was diagnosed with COVID-19. She had been in the hospital for more than 30 days and spent 27 days on a ventilator. When she came to The Labuhn Center on the Toledo Campus to continue her recovery, she was on a puree diet and unable to walk. After more than 20 days of intensive nursing and therapy services, she was finally able to return home. Team members held a "Clap Out" for Gladys in front of The Labuhn Center as she walked out of the building.





Napoleon Campus resident Betty Bartel is touched by a family visit on her birthday.



Toledo Campus resident Maria Montez uses a tablet to visit with family and friends.



Napoleon Campus residents do exercises in the hallway outside of their rooms.

overwhelm the health system, Wolf Creek Campus Assistant Director of Nursing Carrie Watkins spoke of the importance of doing what was necessary to contain the virus' community spread.

"We're seeing such a higher rise of cases in the community now that it's getting into all these other nursing care facilities and taking over. No matter how much preparation you take...it still manages to get its way in," she said, adding, "...These are lives worth protecting."

### Residents stay in touch with families

Throughout the year, one of the biggest challenges with the state's decision to restrict all visitation in nursing homes and similar congregate settings was helping residents stay in touch with their families and friends. Even after outdoor and then indoor visitations finally began, they would start and stop depending on several factors, including mandates from state and local health officials, active internally generated COVID-19 cases, and the infection rate in the communities around each care campus.

"Not being able to see loved ones has been an unusual burden for many of the residents of our care campuses," said Lorinda Schalk, Senior Vice President of Finance & Operations. "Early on in our response to the coronavirus, Genacross purchased a large number of tablets to facilitate video chats between our residents and their loved ones."

Beside video calls, window visits became a popular and safe way for residents to visit with loved ones. Many families chose to talk on the phone through a closed window so they could see each other. Normal phone calls, emails, care packages, and cards and letters were also healthy ways to communicate.

### Staff keep residents engaged

Without visitors and normal activities to engage residents, staff at the care campuses have been creative in finding ways to keep residents healthy and engaged.

Many activities for residents continued, although social distancing and mask guidelines made them look different. For example, such activities as exercise and bingo were



held in hallways with residents in their doorways or over closed circuit TV with residents in their own rooms.

Spiritual care continued, as well. With no group worship allowed at any of the campuses for most of the year, chaplains had to make adjustments. They worked one-on-one with residents, praying and passing out devotional materials. The Toledo Campus chaplain created devotional placemats, the Wolf Creek Campus chaplain published a large-print weekly newsletter, and the Napoleon Campus chaplain was able to broadcast his worship and devotions from the chapel to each resident room through closed-circuit TV.

"Our chaplains joined many other staff members in assuring residents and patients that they really matter and are not alone," said the Rev. Dr. James Dumke, Vice President for Mission Integration. "Through laughter, prayer, and having fun, they share hope and joy. This is critical for the health and well-being of our residents."

#### Generosity shines during pandemic

Many member congregations, local businesses, individuals, and family members have supported Genacross during this unprecedented time. There were countless donations of items for residents and staff; thoughtful gifts that eased the burden, alleviated isolation, and let them know people cared. Donations included masks, personal care items, food, flowers, goody bags, cards, and money.

The generosity of others has really helped us through the pandemic," Mr. Marshall said. "Our community members have supported us in many different ways, and we are eternally grateful."



Napoleon Campus Chaplain Lee Genter called bingo (as pictured here) and held worship services over closed-circuit TV so residents could participate safely from their rooms.



Housing residents appreciated the many donations of needed personal items, especially the hard-to-find paper products.

# **Charitable Care and Community Benefit**

The mission of Genacross Lutheran Services has always included providing compassionate care to underserved individuals. As the scope of whom we serve has broadened, our commitment to serving those in need has not diminished. In fact, Genacross provided \$5,600,000 in charitable care and community benefit in 2020.

"This significant amount of money was actually a decrease from the previous year, primarily because we served fewer individuals in congregate care due to the pandemic," said Lorinda Schalk, Senior Vice President of Finance & Operations. "We are committed to providing care to those who need it. Once an individual becomes part of the Genacross family, they will not be denied care or services due to the inability to pay."

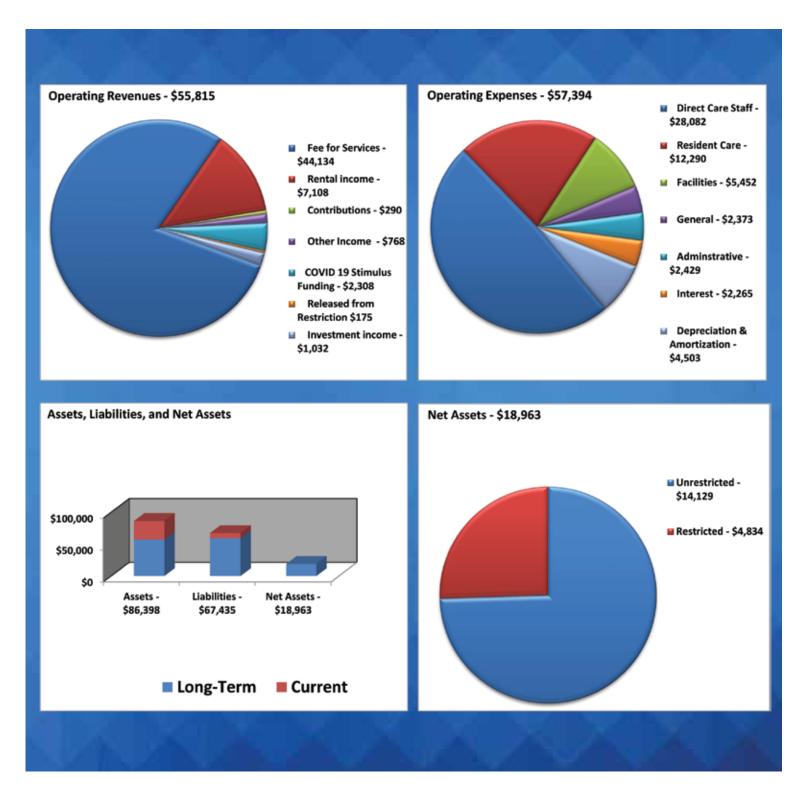
Through charitable care, Genacross subsidizes the cost of care for residents who do not have the means to pay and meet certain financial criteria. Through community benefit, Genacross provides uncompensated care and services to uninsured, underinsured, low-income, and indigent residents. Community benefit can be defined as the difference between our cost of services and the rates paid by third-party insurers, including private pay and government agencies.

As a not-for-profit organization, we also provide or participate in numerous educational and community-based programs that improve the overall health and wellness of the communities we serve. Genacross ministries strive to be part of their local communities, strengthening, supporting, and serving the individuals and families who live and work there.

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# **2020 Financial Reports**

For the 12 months ending December 31, 2020 (All numbers are shown in thousands.)



The financial information is based on audited financial data. Copies of the audited financial statements are available upon written request.

# **Board Listing**

#### **Genacross Lutheran Services**

Michael Bogdan St. Paul's Episcopal, Maumee
Robin Burkett St. Luke's, Temperance, MI
Jennifer Fehnrich St. Mark, Bowling Green
Rev. Richard Habrecht Gloria Dei, Toledo
Michael Hollie St. Philip, Toledo
Rev. Keith Hunsinger St. Paul, Defiance
Natalie Jackson Holy Trinity Greek Orthodox, Toledo
Susan Minch Zoar, Perrysburg
Rev. Richard Rentner Bethlehem/St. Mark, Defiance
Rev. Logan Scheiwe St. Paul, Napoleon
Christine Spohn Trinity, Toledo
Daniel Wakeman Rosary Cathedral Catholic, Toledo
Lynn Warren St. Luke's, Temperance, MI
Rev. Mark Wentz Grace, Elmore
Lee Wunschel Olivet, Sylvania

#### **Foundation**

Judy Ashley Trinity, Toledo
Ron Gabel Olivet, Sylvania
Paula Hicks-Hudson Redeemer, Toledo
Rick Marshall Genacross Lutheran Services
Katrin McBroom Our Saviour, Toledo
Rev. Dr. Tim Philabaum Zoar, Perrysburg
David Polzin St. John's, Stony Ridge

#### **Family & Youth Services Ministry Board**

Pete Bowmer St. Paul, Toledo
Jason Fisher Zion, Petersburg, MI
Leah Hafemeister St. Luke's, Temperance, MI
Rick Marshall Genacross Lutheran Services
Marie Obrock Zoar, Perrysburg
Rev. Frank Paine St. Luke's, Temperance, MI
Judy Pfaffenberger St. John, Toledo
Mary Satterfield Solomon, Woodville
Duane Shively Providence, Holland

# Home & Community Based Services Ministry Board

Burton Luring Emanuel Baptist, Toledo Rick Marshall Genacross Lutheran Services Ed Mauntler Trinity, Toledo Clione Schneider Calvary, Northwood Rev. Lori Strang Redeemer, Toledo

#### **Napoleon Ministry Board**

Matt Crandall St. Paul, Napoleon
Carol Dille Emanuel, Napoleon
Randy Elling St. Paul, Napoleon
Gwen Howe-Gebers St. Augustine Catholic, Napoleon
Rick Marshall Genacross Lutheran Services
Charlotte Price St. Paul, Bowling Green (Haskins)
Virginia Rettig St. John's UCC, Holgate
Nona Rupp St. Martin, Archbold
Eileen Stough Zion, Ridgeville Corners
Rev. Jim Wenger St. John, Deshler
Pat Woods Hope, Hamler

#### **Toledo Ministry Board**

Eric Johnson First St. John, Toledo
Rev. Matthew Lash Community of Christ, Whitehouse
Rick Marshall Genacross Lutheran Services
Dennis McGhee St. Philip, Toledo
Jeanene Pifer Lakewood Church of the Brethren, Millbury
Rev. Jerry Rayl First St. John, Toledo

### **Wolf Creek Ministry Board**

Jery Barton Emmanuel Baptist, Toledo
Rev. Stephen Bauerle Zion, Waterville
Dr. Robert Kose Community of Christ, Whitehouse
Rick Marshall Genacross Lutheran Services
Paul Nelson Bethany, Toledo
Lynn Olman St. Paul, Maumee
Jill Trosin St. John XXIII Catholic, Perrysburg
Daniel Wakeman Rosary Cathedral Catholic, Toledo



# Working Together to Fulfill Our Mission

### **Our Member Congregations**

Genacross Lutheran Services consists of a corporate membership of 169 Lutheran congregations in northwest Ohio and southeast Michigan. Throughout the years, these congregations have been valued partners in our compassionate ministry to others and have helped the organization live its values and fulfill its mission.

The year 2020 certainly tested these partnerships, with state and local responses to the pandemic closing many churches to in-person worship, restricting visitations to nursing homes and assisted living, and changing the way people lived in general. Inspired by the Lutheran tradition of service to those in need, however, numerous churches continued to find ways to give. Through sending care packages and letters, donating personal care items, providing meals, and making monetary contributions, our member congregations continued to support our mission and values.

#### **Our Covenant Partners**

This was true for many of our Covenant Partners, as well. Through our Covenant Partner Program, 39 member congregations have chosen to make a further commitment in their support of Genacross ministries. This intentional commitment manifests itself in a variety of ways, including congregation members serving on boards or, under normal circumstances, volunteering at one of our sites. Sometimes, Covenant Partner congregations sponsor a Genacross program, activity or project, or they provide financial support through budgeted gifts or special offerings. We are grateful for these ongoing partnerships.



University of Toledo students decorated windows and shared messages of caring for Wolf Creek Campus residents.

#### **Our Volunteers**

Throughout the organization's history, volunteers have made significant contributions to its ministry. We really missed most of our volunteers in 2020. Because of COVID-19 restrictions implemented to protect older adults living in congregate care settings, volunteers were not able to come to our care campuses. This left a big hole for activities staff members to fill, since our faithful volunteers add breadth and depth to the many ways we enhance the lives of residents, patients, and clients.

In 2020, 374 individuals donated 2,856 hours of service across Genacross ministries. Besides the volunteers interacting with those in our care prior to the pandemic restrictions, there were also individuals who provided leadership and expertise on our boards, and others who worked behind the scenes to enable Genacross to be better stewards of our resources. Thank you to all of our volunteers for embracing Genacross and helping us serve others. We cannot wait to welcome you back.



### From the Foundation Executive Director

All endings offer us an opportunity for new beginnings. Summer ends and turns to fall; students end their high school days and then comes college. So it is with careers as well. The ending of Kathleen Lemmerbrock's wonderful career as Executive Director offered her a new chapter and me a new beginning, at Genacross Lutheran Services Foundation.

It also shows us that God has a plan, even when we cannot see what that plan is. Genacross has flourished for over 160 years thanks to the financial support of so many people over the years. From Johannes Doerfler's vision to Rick Marshall's leadership, and many in between, we see the important roles of faith and stewardship. Faith requires action and stewardship requires involvement. For Genacross Lutheran Services Foundation to continue serving those in need, we will need both your action and involvement.

Your action of giving financially to the Foundation will allow us to continue to provide \$5.6 million of free care to those in need, as we did this past year. Your involvement with us will allow our ministries to show the face of God to those who are experiencing life's difficulties, as we do every day.

I am humbled to be a part of such a wonderful organization and hope that our actions will inspire your involvement for years to come.

Thanks,







# **Foundation Gift Summary**

We thank our donors for their 2020 financial contributions which enable Genacross Lutheran Services to provide compassionate care and services to our clients and residents.

# Matured Planned Gifts (31 gifts from 12 donors)

Perpetual Trusts \$ 147,415 Estate Gifts \$ 38,601 Total Planned Gifts \$ 186,016

# **Total Annual Gifts** (1,168 total gifts from 406 donors)

Designated by donor \$ 215,424 Undesignated \$ 138,052 Total Annual Gifts \$ 353,476

### **TOTAL GIFTS** \$539,492

For information on how to include Genacross Lutheran Services in your will and participate in the many planned giving options available, visit the Foundation section of the website at GenacrossLutheranServices.org/Foundation, call Michael George at 419.861.4964, or email MiGeorge@Genacross.org.

# Where There's a Will...There's a Way to Help

Genacross President/CEO Rick Marshall, Genacross Lutheran Services Board Chair the Rev. Keith Hunsinger, Genacross Lutheran Services Foundation Board Chair David Polzin, and Genacross Lutheran Services Foundation Executive Director Michael George all announce their membership into the Johannes Doerfler Society with gifts from their wills or estate plans.

"A legacy gift is one of the most impactful ways you help Genacross Lutheran Services for generations to come," Mr. Marshall said. Pastor Hunsinger and Mr. Polzin echoed the remark by commenting, "It is an easy way to change the future for the constituents Genacross serves."



Rick Marshall (standing left) and Michael George look on as the Rev. Keith Hunsinger (seated left) and David Polzin sign paperwork to leave a legacy gift.

#### Want to learn more? Let us show you.

One way to help Genacross Lutheran Services is through a will or estate plan gift.\* By doing this, the donor becomes a member of the Johannes Doerfler Society. This group of donors is named after the organization's founder, whose vision of helping others and doing God's work has lived on for over 160 years.

Leaving a legacy is as easy as 1, 2, 3:

# 1. Name Genacross Lutheran Services Foundation as recipient of a bequest in your will or estate plan.

Bequests can be a flat dollar amount or a percentage of your estate. They can be designated for the ministry or program of your choice, or they can be undesignated for Genacross to use where most needed. The Foundation staff can review the available funds with you at any time.

The following information will need to be included with your bequest:

- Legal name of the organization: LHS Foundation, Inc. dba Genacross Lutheran Services Foundation, Inc.
- Organization address: 2021 N. McCord Rd, Toledo, OH 43615
- Tax ID number of the organization: 34-1678593

# 2. Let the Foundation know you have made a provision in your will or estate plan

Fill out our Legacy Reply form, and we will list you as a member of the Johannes Doerfler Society. You will also be invited to special informational sessions to learn about what we are doing to help those in need. Want to remain anonymous? Not a problem, just let us know and your name will not be published.

# 3. Rest knowing your philanthropic wishes will be honored as you want them to be

The job of the Foundation's staff is to ensure donor intent is honored in perpetuity. We will monitor your gift funds to be sure they are used for your specified purpose.

Any questions can be directed to Michael George, Executive Director of the Genacross Lutheran Services Foundation, at 419.861.4964 or MiGeorge@genacross.org

# **Johannes Doerfler Society**

Jack Apple\* **Dale Avers** Harlan Billow **Robert Bosse Terry Bossert** Mary Bricker Theodore Chapman\* Walter Christen\* Robert & Darlene Cook Dorothy A. Delker Faye Druckenmiller\* Jean Emery Ronald Gabel Glenn Geldien Arthur Hickok\* J. H. Huseman\* Marilyn Jennings\* Mr. & Mrs. Clayman A. Kabat\* LaLa Keiser\* Dan & Julie Kunos **Dorothy Landskroener** 

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F. Lee Lichtenfels\*
Dewayne & Bernice Lohmann
lolantha & Fridolin Lohmann\*
Carol L. Meuser
Blair & Anita Miller
Mrs. Thomas Moon
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Mary Satterfield
Tim & Heather Semro
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Duane Shively
Christine Siefert\*

Sylvia Leonard

Duane Shively
Christine Siefert\*
Rev. James VanBrussel
Delores Van-Kirk
Steve & Susan Voigt
Carole Wittenberg

\*Gift realized

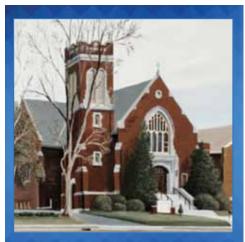
 $<sup>\</sup>hbox{$^*$ Please consult your attorney or financial advisor to be sure this program fits your needs.}$ 

# **Covenant Partner Congregations Support Genacross**

As Genacross celebrates our covenant partnerships with Lutheran congregations throughout the region, we want to highlight a few key relationships that have blossomed over the years.

### First St. John Lutheran Church served as the orphans' church

Genacross Lutheran Services can trace its roots back to 1860, when Pastor Johannes Doerfler took two displaced orphans into his home. A year later, he founded First St. John Lutheran Church on the land near the intersection of Wheeling and Seaman Roads. So began the story of a great friendship over the years between the two organizations.



First St. John has partnered with Genacross since the congregation's beginning in 1861.

As both organizations grew, the commitment to support each other deepened. The church took an active role in making sure the orphans had the spiritual tools needed to survive once they left the orphanage. "In fact, three orphans grew up to become Lutheran ministers," said church volunteer Bob Haar, who is also the former Archivist/Museum Curator for Genacross.

"The congregation at First St. John has been supportive, both financially and with their outreach ministries," said Eric Johnson, church member and Genacross volunteer. "It really is representative of how close the two organizations are."

"The church members get all the credit," he continued. "They have adapted to the changes over the years and made sure their involvement was appropriate for the challenges Genacross faced."

Genacross President/CEO Rick Marshall echoes those sentiments. "Genacross has been blessed with a wonderful Covenant Partner in the congregation at First St. John Lutheran Church. We look forward to seeing what the next 160 years brings for both these incredible organizations."

#### St. Peter Lutheran Church in Norwalk reaches out to Luther Oaks residents

A special relationship has developed between the congregants at St. Peter Evangelical Lutheran Church and the residents of Luther Oaks senior community in Norwalk, Ohio. The two locations are close to one another, so geographically speaking, it is an easy match. Volunteers at the church reached out to the management staff at Luther Oaks and came up with a

plan to engage the residents. From in-person Bible studies (before COVID-19) to grocery shopping for residents during the pandemic lockdowns, the two entities have been thinking of ways to collaborate.

"Our residents love it," said Senior Level Manager Patricia Blankenship. "At the church, a pen pal program was created linking our residents to children in the church. Sunday school groups took turns attending different events at Luther Oaks. It brightened the days of our residents and formed many special friendships."

The Rev. Ann Marshall of St. Peter gives all the credit to her volunteers. "They do all the work, the coordinating, the outreach and the planning of events," she said. "It is a true blessing from God, the more we give love, the more love we get!"

St. Peter has also been a financial supporter of the Genacross Lutheran Services Foundation for over 25 years. "We see the value and the connection of the Foundation to Luther Oaks and all the supported ministries of Genacross," Rev. Marshall said.

Want to help? Contact Mike George, Executive Director, Genacross Lutheran Services Foundation, at 419.861.4964 or MiGeorge@Genacross.org to learn how your congregation can partner with us.



Volunteers from St. Peter in Norwalk delivered meals to residents of Luther Oaks senior community.

# Generous Family Giving Makes a Difference

The Olman family – Lynn, his wife Joyce, and their children – have always been philanthropic. The Olmans have supported many organizations over the years, but they have a special bond with Genacross Lutheran Services.

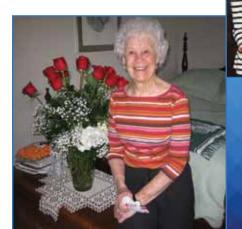
Joyce's mother, Alma Mueller, spouse of the Rev. Martin Mueller, was a 20-year volunteer at the Toledo and Wolf Creek campuses, organizing the residents in Monday afternoon euchre matches. Alma eventually became a resident at the Wolf Creek Campus for two years. During that time, the staff there became like family as Joyce visited most every day. The daily staff interactions with Joyce and her mother made a lasting impact on the family. "I was able to see, first hand, God at work in our midst through the loving care that this family received," said Lynn, who served on

the Board of Directors from 2005-2014.

Lynn and Joyce decided a monthly commitment to support the Genacross Lutheran Services Foundation was a good fit financially. In addition, Joyce's brother, Dr. Wade Mueller, chose to make a significant lump-sum donation. "It was an easy decision," Lynn stated. "The Genacross Lutheran Services Foundation staff takes care of and documents all of our decisions. They provide us with the IRS approved letter for our tax deductions and also make sure the funds are being used as we wish them to be used."

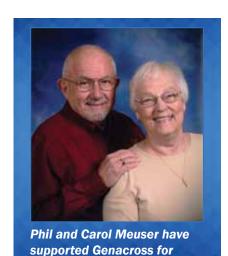
The Olman family are also members of the Genacross Lutheran Services Foundation's Johannes Doerfler Society, the special group of donors who have made a provision in their will to benefit Genacross.

"If we want to keep Genacross blossoming and relevant for the next 160 years, we need to step up as a community and support them now and into the future," Lynn said. "We are the custodians of all that has been done before us, and we owe it to all those that have sacrificed before us, to keep their legacy alive."



Joyce and Lynn
Olman (top)
support Genacross
ministries and
entrusted the care
of Joyce's mother,
Alma Mueller, to the
Wolf Creek Campus.

# **Planned Giving Supports Genacross Ministries**



Carol and her husband, the late Phil Meuser, taught their family at an early age the importance of giving to help others. Though they moved many times due to Phil's career advancement, several things remained constant, their faith in God and their willingness to be His hands and heart to do good deeds.

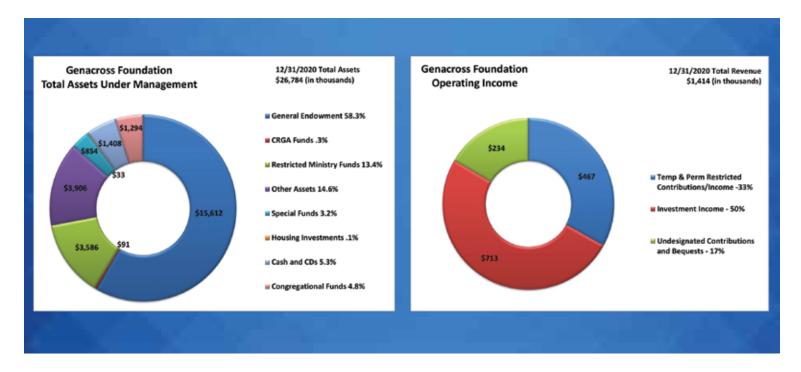
"Phil was on the Board of Directors for Genacross Lutheran Services for a number of years. He saw firsthand the power of financially supporting causes he believed in," Carol said. "The Genacross Lutheran Services Foundation made it easy for us to contribute monthly and also to become a part of the Rev. Johannes Doerfler Society by making a provision in our will to benefit the Foundation."

Carol has continued helping those in need. At her church she serves as Lay Leader, Usher and Reader, Chairperson of the Funeral Lunches and Chairperson of Mission Outreach. Giving is still a way of life for her.

"I hope to show others how fulfilling it is to help others by giving. And by making arrangements in my will about leaving a gift to the Genacross Lutheran Services Foundation, I can be assured my wishes will continue to be upheld in perpetuity. That makes me feel good," she added.

many years.

### 2020 Foundation Financials



# **Current Endowments Fund Special Needs**

Some Genacross Lutheran Services donors have funded endowments in their name or in the name of someone for whom they would like a particular program or service to be funded. These endowments provide financial resources for both current and future program needs as designated by the endowment sponsor(s).

In 2020, the Foundation held the following endowments:

#### The Celia and Jim Findlay Endowment Fund

Earnings are used for Genacross Family & Youth residents' tutoring needs.

#### The Youth Assistance Endowment Fund (anonymous sponsors)

Proceeds are used for the needs of youth who will "age out" of the Family & Youth program funding, but will remain with Family & Youth for housing and related services.

#### The Staff Benevolence Endowment Fund

Sponsored by David and Pamela Roberts, the proceeds are directed to be used by Genacross employees who have suffered financial hardship as a result of catastrophic loss.

#### The Lawrence and Adele Youngbauer Endowment

This endowment was established to fund four annual scholarships to high school seniors pursuing careers in social service, health care or other service occupations. In addition, the funds are used for unbudgeted program needs.

#### The Bunge Youth Scholarship Endowment Fund

This endowment was established to assist youth with educational needs and expenses.

#### The R.A. & F.D. Stranahan Endowment Fund

This endowment was established to fund the capital needs of Family & Youth or, if not needed by Family & Youth, the capital needs of other ministries.

Should you or your loved ones have an interest in sponsoring an endowment, please contact the Genacross Lutheran Services Foundation at 419.861.4964 or MiGeorge@Genacross.org.

### 2020 Donors

The Genacross Lutheran Services Foundation exists to financially support all Genacross outreach ministries through donations from individuals, organizations and congregations. Stewarding legacy and current gifts in perpetuity, the Foundation ensures donor impact across all of our operating ministries.

The Foundation is guided by a Board of Directors who provide strategic direction and policy-making decisions. The Foundation staff wants to thank all of our generous donors; we could not achieve our results without their support.

### Legacy Over \$50,000

# Jack Apple Estate

#### Visionary Over \$10,000

Walter Christen Estate Ronald & Mary Lou Gabel David Goll, Trustee Marilyn Jennings Estate The Kirk Family Foundation Dan & Julie Kunos
Ms. K. Linden Kuhn
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Iolantha & Fridolin
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Christine Siefert Estate

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St. Martin, Archbold

St. Matthew, Lima

St. Michael, Ottawa Lake, MI

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St. Peter, Ridgeville Corners

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### \$1 - 249

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### **Our Partners**

Keller & Family









Janice Rohrs





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Established 160 years ago in 1860, Genacross Lutheran Services embraces individuals and families throughout northwest Ohio and southeast Michigan. Our Family & Youth Services ministry provides residential and community-based treatment options, alternate learning environments, family support services, outpatient mental health counseling, and developmental disability services to children, youth, families, and adults. Our Home & Community Based Services ministry features more than a dozen independent living senior apartment communities located throughout our service area. This ministry also provides its housing residents, as well as community members, with service coordination, which helps older adults access needed programs and services that help them continue to live independently in the setting of their choice. Our three care campuses offer independent living, assisted living, long-term nursing care, inpatient rehabilitation services, and outpatient therapy. Genacross at Home, our home health agency, extends the organization's continuum of care by providing skilled nursing and therapy services to patients of all ages in the comfort of their own homes.

This report is produced by Genacross Lutheran Services.

Kari Bucher, Manager of Marketing and Corporate Communications, and Beverly Apel, Graphics Specialist

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  - O Written information in other formats (large print, audio, accessible electronic formats, other formats)
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You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights electronically through the Office for Civil Rights Complaint Portal, available at <a href="https://ocrportal.hhs.gov/ocr/portal/lobby.jsf">https://ocrportal.hhs.gov/ocr/portal/lobby.jsf</a>, or by mail or phone at: U.S. Department of Health and Human Services, 200 Independence Avenue SW, Room 509F, HHH Building, Washington, DC 20201, 1-800-868-1019, 800-537-7697 (TDD). Complaint forms are available at <a href="http://www.hhs.gov/ocr/office/file/index.html">http://www.hhs.gov/ocr/office/file/index.html</a>.

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### **Our Mission**

Inspired by the Christian faith, we embrace individuals and families with compassionate care and services throughout life's journey.

### **Our Vision**

Through our faith and work, we strive to be a forwardthinking, compassionate organization that improves the lives of current and future generations.

### **Our Values**

Faithfulness to Christ Integrity

**Equality and Justice** Quality of Service

Wholeness of Life Stewardship of Resources

### **Our Ministries**

Genacross Lutheran Services-Napoleon Campus Genacross Lutheran Services-Toledo Campus Genacross Lutheran Services-Wolf Creek Campus

### **Genacross Home & Community Based Services**

Bethany Place Luther Hills

Covenant Harbor I & II Luther Meadow

Kettle Run Luther Oaks

**Luther Crest Luther Pines** 

Luther Grove Luther Ridge

Luther Haus Luther Woods

Genacross Adult Day Center
Genacross at Home
Genacross Family & Youth Services
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