







During the Coronavirus (COVID-19)
pandemic, thank you to all our
Bethany employees, partners,
donors and volunteers. We're so
proud of each and every one of you.
You are all Heroes of Bethany.

To our residents and their families, please know that the health and safety of our residents is our number one priority.

We will get through this together.

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# A Message from our Board Chair

This is a time when the COVID-19
Pandemic reminds us to acknowledge the vital work of Bethany and its long-standing commitment to the health, welfare and quality of life of its residents and employees.
The Board congratulates the leadership team and our Bethany Heroes for their exemplary contributions during these trying times.

We are looking to the past as we celebrate Bethany's 75<sup>th</sup> anniversary and also looking ahead as we begin the implementation of Bethany's new strategic plan, *Focus 2025*. On behalf of the Board of Directors, I am delighted to share a few highlights with you.

In 2019, multifaithfulness became more interwoven into all that we do at Bethany. An initiative started by the Board in 2018, multifaithfulness is an intentional approach to live and work together as people

representing a variety of beliefs and faith traditions. It is a modern approach that has allowed Bethany to stay true to its Christian roots and deepen our commitment to welcoming a wider diversity to the board who can embrace and help advance Bethany's Vision, Mission and Values.

Multifaithfulness is integrated into our Bethany communities in a variety of ways. Our Pastoral Care team is responsible for providing multifaith and holistic spiritual care as part of an integrated care team. Every resident has an individualized care plan that includes their physical, mental, emotional and spiritual well-being.

Also, the Board continues to work on a strategy for our older sites, especially Bethany Calgary and Bethany Cochrane. Our vision is to bring our Campus of Care



model to these sites to meet the needs of seniors as they age in community, and to keep couples and partners together, even when their care needs differ.

The development and introduction of our new strategic plan, *Focus 2025*, marks a new chapter for Bethany. We've made tremendous progress under Bethany's Vision 2020 strategic plan, and I commend our leadership team and employees for their commitment to Service Excellence and to meeting our goals outlined in the plan. We will continue to strive for everyday excellence, position Bethany for a sustainable future and engage with our communities as we move forward.

This upcoming year will be a time of reflection and celebration as we recognize Bethany's 75<sup>th</sup> anniversary. Our theme

of "Better with Age" celebrates how 75 years of exceptional care history has led to Bethany's leadership position as our region's largest not-for-profit, multifaith-based care provider, and sets the stage for the next 75 years.

The Board and I look forward to visiting the Bethany sites and meeting with people who are connected to Bethany through our history, our present and our very bright future.

Sincerely, Madeleine King



# A Message from our President and CEO

You will note that you are receiving this year's annual report later in the year. Like the rest of the world, we experienced unique challenges following the declaration of the COVID-19 global pandemic in March. We made the decision to delay the release of our annual report and defer our Annual General Meeting to the fall of 2020 as a result.

In the 2020- 2021 fiscal year, we will transition from our Vision 2020 strategic plan — which was initiated in 2015 — to our new five-year plan, *Focus* 2025. I am so proud of all we've accomplished together over the past 5 years, guided by Vision 2020. We have a solid foundation as we begin implementing our transformational goals for the future.

Under Vision 2020, we focused on four strategic initiatives: organizational excellence, innovative leadership, community engagement and strategic growth. As you read through this report, you'll see highlights of what we've accomplished together.

Operationally, we are always seeking innovative ways to deliver care. We continue to introduce new, evidence-based care models, develop highly specialized care programs and embrace technology as an enabler to ensure we are a sector leader in this ever-changing world.

This year, we are delighted to celebrate Bethany's 75<sup>th</sup> year of providing services and programs to Albertans. This significant milestone provided an opportunity to look back at how far we've come,

but it is also an exciting time to imagine all that we can do together going forward. While some of our 75<sup>th</sup> anniversary plans had to change because of COVID-19, if the past is any indication, Bethany definitely is getting better with age.

While I have always been very proud of our exceptional employees, the extraordinary demands on them as this year came to a close only heightened my respect and appreciation. They come to work every day with the sole focus of providing exceptional care and support to those we serve. Without a doubt, I see service excellence woven into the very fabric of all that we are and all that we do.

We are living in uncertain times, and we know that our lives have been forever altered by the global pandemic. Difficult times can bring out the best in people, and we are encouraged by the many ways Albertans show their support and compassion for Bethany and those who work or live in our communities. As we look forward, we will build upon our successes over the last 75 years by living into our vision of leading the transformation of Albertans aging well. With gratitude, we invite your continued partnership as we embark on this next important chapter for Bethany.

Sincerely, Jennifer McCue

#### **BOARD OF DIRECTORS**



Madeleine King, Board Chair



Lauren Andre, Board Member Committee Membership: Finance & Audit and Ad Hoc Government Relations



Sunny Delaney-Clark, Board Member Committee Membership: Ad Hoc Government Relations



**Judy Hanson,** Board Member Committee Membership: Ad Hoc Government Relations and Quality, Safety & Ethics



**Kurt Hanson, 2**nd Vice Chair Committee Membership: Strategic Planning & Risk Management, Governance & HR



Susan Healy, Board Member Committee Membership: Fund Development and Ad Hoc 75<sup>th</sup> Anniversary



Marc Jerry, Board Member Committee Membership: Governance & HR and Strategic Planning & Risk Management



**Al Kryski,** Board Member Committee Membership: Strategic Planning & Risk Management and Ad Hoc 75<sup>th</sup> Anniversary



Ray Mack, Board Member Committee Membership: Finance & Audit and Governance & HR



Joyce McKenny, Secretary Committee Membership: Governance & HR and Fund Development



Salimah Pirbhai, Board Member Committee Membership: Strategic Planning & Risk Managment and Ad Hoc 75<sup>th</sup> Anniversary



**Greig Sproule, 1st** Vice Chair Committee Membership: Quality, Safety and Ethics

#### **EXECUTIVE LEADERSHIP TEAM**



Jennifer McCue President & Chief Executive Officer



Nancy Hughes
Vice-President &
Chief Operating
Officer



Doreen Lee Vice President & Chief Financial Officer



**Lisa Watson** Vice President, Chief People Officer



Gail Urquhart Acting Executive Director, Bethany Care Foundation



Dana Penner Executive Director, Clinical Operations

# Bethany by the Numbers



#### NUMBER OF EMPLOYEES

110 **Bethany Airdrie** 594 **Bethany Calgary** 124 **Bethany Cochrane** 202 **Bethany CollegeSide** 132 **Bethany Didsbury Bethany Harvest Hills** 82 **Bethany Riverview** 369 97 **Bethany Sylvan Lake** 95 **Corporate Services** 

17 Housing

994
registered volunteers

46,305.88 total hours contributed



36% 64% female residents

837 1323
housing spaces for suites LTC and SL

In 2020, Bethany will transition from our five-year strategic plan, Vision 2020, to our new plan, *Focus 2025*. Vision 2020 created an exceptional foundation and the building blocks for the development of *Focus 2025*. Here is what we've accomplished together and where we are heading.

# **FOCUS 2025**

Striving For Everyday Positioning the Organization for a Sustainable Future

Engaging With Our

2020-2025

Engaging With Our Communities



Our Reason for Being



Campuses of Care
Our Model for
Creating Caring
Communities



Our People Living into the Bethany Way



Community
Partnerships that
Power us



Innovation
Reimagining and
Delivering the
Future of Care

### VISION 2020 is the foundation for FOCUS 2025



### Organizational Excellence

Foster a culture of service excellence.

Attract and retain people to build a resilient high performing and sustainable workforce.

Service Excellence

**Technology** 

Culture

HR Practices



#### Innovative Leadership

Distinguish Bethany within its communities as a source of vision and innovation.

Palliative Care

Young Adult Program (YAP)

Complex Dementia
Care (CDC)

Alternative Level of Care (ALC)



# **Community Engagement**

Ensure Bethany's ongoing community presence by living its Mission of 'Creating Caring Communities.'

Rotary Clubs of Calgary

Calgary Interfaith
Council

Integrated partnership between BCS and BCF

Three donations of \$1 million or more.



#### Strategic Growth

Position Bethany for long term success and sustainability by creating an intentional growth strategy that ensures our place in an increasingly competitive marketplace.

> Campus of Care Framework

**Specialty Program Expansion** 

Opening of Bethany Riverview

**Exploring Creative Partnerships** 



# Reimagining What is Possible

While Bethany has been *Creating Caring Communities* for 75 years, we have never stopped looking forward and striving to be leaders in care. Innovative programs help us reimagine the way we are delivering care, and technology is enabling us to do things we couldn't have imagined a few years ago. We are introducing programs that improve our residents' quality of life while offering new experiences.

right level and type of intervention that will allow an individual to be more engaged and participate at an optimal level. When sensory stimulation is at the right level, it can have a significant impact in reducing challenging behaviours such as agitation, anxiety and depression that often manifest in individuals with dementia.

We were able to develop an organization-wide Sensory Program Framework thanks to donations to the Bethany Care Foundation.

The Sensory Program
Framework includes programs that appeal to the senses.
The integration of sensory stimulation in day-to-day care is particularly effective in stimulating emotional well-being and promoting engagement of those living with dementia. The goal of sensory integration is to understand the



#### It's Never Too Late

It's never too late to learn something new. Technology is both a connector and facilitator of new experiences. Through our It's Never Too Late (IN2L) program, our residents are engaging in educational, spiritual, entertaining and personalized content that enriches their lives through new technology. They are playing video games, enjoying and sharing music, practising their faith traditions and connecting with family members via programs like Skype.

The result is a stronger connection between residents, family members, volunteers and employees within our Bethany communities.



## Active Therapy Provides New Lease on Life for Residents

Every resident at Bethany has unique care, and our priority is to provide specialized care for diverse populations. Fred, a bariatric resident at Bethany



Riverview, started active therapy in May of 2019. At that time, Fred was non-ambulatory, stayed in bed most of the time, and was largely dependent on nursing staff for his care. After several months of working with our rehabilitation team five days a week to increase his endurance and strength, Fred's mobility improved significantly. He is now able to ambulate short distances with a walker, propel his wheelchair independently, transfer in and out of bed on his own, and he no longer needs the ceiling lift for transfers. He is very happy with his progress and exercise continues to be one of the more enjoyable activities of his day.

#### Pilot Program Sets New Standard in Palliative and End-of-Life Care

Bethany Airdrie, in partnership with the **Institute for Continuing** Care Education and Research (ICCER), led a one-year pilot program, **Embedding Palliative** *Approaches to Care (EPAC),* to improve palliative and end-of-life care. The interdisciplinary team, with support from Site Leadership and Amandeep Sahota, Clinical Educator and leader of Bethany's Palliative and End-of-Life Program Team,

collaborated with the ICCER team to identify improvements to palliative care for all Albertans. Employees also participated in mandatory education on topics such as dignity in death and dying, and best practices in provision of palliative/end-of-life care.

"When residents require End of Life care, it is difficult for them and their family members," explains Shelley Rolfe, Site Administrator at Bethany Airdrie. "We look for ways to support families, through personal contact and conversation, providing items from our comfort cart or making them comfortable in their loved ones room so they can stay overnight."

In communities like Bethany Airdrie, when a resident passes away, friends, family and employees need a chance to say goodbye and to honour that person's memory as part of their grieving process. Through EPAC, Bethany Airdrie has introduced a memorial shelf featuring a resident photo and a tribute card in the image of a daisy where others can share their sentiments and special memories



by writing them on a daisy petal. There is a memorial chapel that allows some time for quiet reflection.

It has become practice to form an honour guard with a dignity quilt to accompany the resident on their last exit from the building as they are transported to the funeral home.

"People appreciate the opportunity to say goodbye," says Shelley. "Residents and families tell us how much these new touches mean and how helpful they are in working through their grief."

Through EPAC, Bethany Airdrie has strong practices in place that are making a difference and will be introduced at other Bethany sites at a future date.

The Palliative and End of Life Care program is supported by donors to Bethany Care Foundation.

## Intergenerational Programming a Win-Win for Seniors and Children

An exciting and innovative partnership between Bethany Care Society and Summit Kids is bringing children and seniors together in a new kind of community at Bethany Riverview.

On October 11, 2019, the Honourable
Ministers Tanya Fir and Rebecca Schultz
officially opened the Summit Start daycare
with a ribbon-cutting ceremony. Bethany
Riverview residents, employees, volunteers
and Board members joined with Summit
Start, the sister program to the awardwinning Summit Kids, to open the bright,
cheerful 6,000 square foot daycare and adjoining
playground courtyard. Summit Start has rooms
for infants, toddlers, preschoolers and a private
kindergarten program, serving 84 children. As
part of the daycare's programming, it is partnering
with Bethany to create opportunities for all
generations to socialize, learn and grow together.





"Intergenerational programming will strengthen our community," says Nancy Hughes, Bethany's Vice President and Chief Operating Officer.

"Establishing fun and meaningful intergenerational relationships improves health outcomes and quality-of-life for our residents as well as bringing together diverse age groups. Together this creates positive engagement and promotes our campus of care model to help our residents' age in community."

Intergenerational programs promote the communication of cultural traditions and values from older to younger generations, weaving experiences of the past, present and future.

One of the unique features of Summit Start is the extended hours of operation to accommodate parents on shift work, helping them better meet family and personal needs, as well as having more control over time schedules. The daycare welcomes children from the community as well as those of Bethany Riverview employees.

Thanks to the TELUS Friendly Future Foundation for its support of our intergenerational programming at Bethany Riverview.



### Ken and Lorraine's Story: Love (and Bethany) Will Keep Them Together

After 63 years of marriage, Ken and Lorraine Morris can't imagine being apart. Thankfully with Bethany's range of housing and care options, they won't need to.

"We've been together all our lives," says Ken. "It means everything to be close to each other."

After Lorraine had a stroke on Mother's Day in 2017, leaving her paralyzed down one side of her body, the couple were not sure they could continue to live together with such different care needs. Lorraine required more care than what could be offered at home and moved to a care centre in north Calgary, while Ken remained in their family home in the south end of the city. He drove the Deerfoot daily to see her but found the driving stressful.

They tried other options, but as Lorraine's health deteriorated and her care needs increased, Ken realized they needed to make a change. Through the Alberta Health Services placement process, Lorraine found a home in Bethany Riverview's long-term care facility. Ken rented a one-bedroom apartment in Kanerva House on the same campus of care.

Today, they have a routine that allows them to spend time together daily while ensuring Lorraine's complex care needs are being met.

Ken says, "I usually go to see Lorraine at 9 am and stay for the morning. I help to feed her lunch and then when she goes for an afternoon nap, I can come home or run errands. In the evening, we have our own happy hour. I bring Lorraine to my place for a home-cooked supper of her favourite foods, we phone our kids, watch TV and then bring her back to her room at or by 8 pm."



Ken and Lorraine are close to their daughters, granddaughter and two young great-granddaughters, who are frequent visitors. While they are at different stages in their aging journeys, Ken and Lorraine have created a life that keeps them connected to each other. Being able to live so close to one another has played a huge role in this. They appreciate the community of support from Bethany employees and the tenants at Kanerva House. "It's so important for a husband and wife to be together as they get older. Bethany allowed us to do this. We are so grateful to be here."

\*Since this article was written, sadly, Lorraine passed away. Our deepest sympathies go out to Ken and all their friends and family.









It's so important for a husband and wife to be together as they get older. Bethany allowed us to do this. We are so grateful to be here.

Ken Morris



Over the past 75 years, thousands of Albertans who are passionate about caring for seniors and adults with disabilities have chosen to work at Bethany. Throughout that time, as Bethany has expanded into new communities and evolved in how we deliver care, one thing has remained constant: our employees are — and always have been — at the heart of our caring communities.

#### Our new campaign: bethANYONE, bethANYWHERE, bethANYTIME

Building off the success of our "People of Bethany" campaign that launched in 2016, we introduced a new campaign in the fall of 2019. Through an extensive series of social media posts, we've been recognizing our

employees, donors, volunteers and residents for their outstanding contributions to our communities.

bethANYONE recognizes that we can all make a difference through special deeds and kind efforts, large and small.

bethANYWHERE showcases our different communities and highlights what makes Bethany a great place to call home.

bethANYTIME celebrates those unique, candid moments that happen in our care centres between residents, family members and employees.

Follow us on Twitter, Facebook and Instagram to see our campaign.



#### It's Our Lucky 13!

We did it again! For the 13<sup>th</sup> year in a row, Bethany is proud to be recognized as one of Alberta's Top Employers!

Top Employer is an accolade given to only 75 organizations across Alberta. It is an endorsement of our organization's efforts to attract, retain and develop the very best talent.

One of the new reasons why we were chosen this year was Bethany encourages employees to practice self-care and adopt healthy habits with internal campaigns and resources on wellness, mental health and building resilience.









## Meet Nadine Buchart, Manager, Volunteer Services

Thirty years ago, Nadine Buchart started her career at Bethany as a recreation assistant at the newly opened Bethany Airdrie. At the time, she couldn't have imagined that she would spend the next three decades (and counting) at Bethany as she grew in her career in various roles. Nadine spent about 20 years at Bethany Airdrie before moving to Bethany Harvest Hills as the Site Manager. Nadine recently accepted the role of Manager, Volunteer Services for the organization.

"I'm fortunate to experience so many different opportunities. Thanks to Bethany's Educational Assistance program, I went back to study gerontology at Mount Royal University. One of the dream projects I worked on at Bethany Airdrie was a partnership between Bethany and Carewest that resulted in the development of Bethany Harvest Hills," says Nadine.

While no two days are the same for Nadine, she treasures the interactions with staff, volunteers, residents and their families.

"Those times with the residents are the best. There are so many heartwarming moments and funny conversations."

#### Meet Evelyn Pangilinan, Registered Nurse

Extraordinarily, Evelyn Pangilinan has been an employee at Bethany for over 45 years. Evelyn graduated in the Philippines and came to Calgary, where her aunts and uncles were living.

A lot has changed at Bethany over the course of Evelyn's career at Bethany, but also in the outside world. "In the beginning, my colleagues used to meet at the end of our shifts and drive each other home. Now, everyone is rushing all over the city – the pace of life has really changed."

The other difference is in senior care. "The dementia care at Bethany has really evolved. We see a far greater number of complex patients so their needs are different."

Evelyn remembers the hiring process at Bethany well all those years ago. "I was so young at the time, and Bethany was such a small organization in 1975. A friend of mine that I was at school with told me about Bethany. I just stopped by and was hired on the spot. I also started work that very same day!" Evelyn started out as a Health Care Aide and graduated as a Registered Nurse in 1991.

"The best part of my job is the learning experience that I have had. As I started as a Health Care Aide, and now I am a nurse, I understand my colleagues and their roles and can offer advice and help when I am needed."



#### Our Volunteers Make a Difference!

It's been said that time is a precious commodity. In 2019 alone, 994 Bethany volunteers donated over 46,000 hours of their time.

On any day at any Bethany site, you will find volunteers giving their time and talents to make our communities better.

Volunteers have been at the heart of Bethany for 75 years. Thank you to everyone who has shared in our journey and given so selflessly of your time. We appreciate and celebrate your dedication, contributions and support of our mission of *Creating Caring Communities* for Alberta seniors.

















Congratulations to Lydia
Kartasheff, a volunteer at
Bethany Harvest Hills, for being
recognized as the Volunteer
of the Year at the Alberta
Continuing Care Association's
Awards of Excellence!



### Rotary Clubs of Calgary and Area Recognized for Contributions to Bethany

The generosity of the Rotary Clubs of Calgary and Area was celebrated at the 2019 Alberta Fundraising Professionals (AFP) awards. Bethany nominated Rotary for their extraordinary contributions to Bethany Riverview, including the \$1M raised for the Rotary Atrium. Congratulations to all of the Rotary members for their Outstanding Group Philanthropist award.

"The Rotary Clubs of Calgary and Area are an outstanding community partner. They share in our vision of enhancing the quality of life for seniors and people with disabilities living in the communities we serve," says Diane Kashuba, Director, Fund Development, Bethany Care Foundation.

#### **Bethany Care Foundation Board Members**



Leanne Demerais Board Chair



Jennifer McCue Director



Van Dafoe Director



**Susan Healy** Past Chair



Christine Rendell Director



Susan Simpson Treasurer



Greig Sproule Director



Andrew Wilson Secretary



#### It's a Wrap! Bethany Airdrie Unveils New Bus Wrap

Our Bethany Airdrie bus has a new look, thanks to the generosity and support of our Bethany Care Foundation donors. The new wrap was unveiled in October 2019 with Councillor Tina Petrow, City of Airdrie and some very happy residents and employees. Bethany Airdrie's bus provides transportation to a variety of recreation and community programs, as well as meal outings and events at the Town & Country.

# Congratulations to our Founders' Bursary Winners

Daryl Paguibitan and Susan Zhang are the recipients of the **2019 Founders' Bursary Awards**. Established in 1995, the Founders' Bursary Awards recognize excellence in scholastic achievement, outstanding leadership and a commitment to the community. The Bethany Care Foundation provides funding for the bursaries, through the generosity of donors.



Susan is the daughter of Grace (Yihang) Fan, a Licensed Practical Nurse at Bethany Calgary. She is currently pursuing a PharmD degree at the University of Alberta.

Daryl is the son of Marilou Paguibitan, a Health Care Aides at Bethany Sylvan Lake. He is currently pursuing a Bachelor of Science degree in Engineering at the University of Alberta.



#### TC Energy Volunteers and Donors Come Together for Bethany Cochrane



Bethany Care Foundation worked closely with Bethany Cochrane to leverage local gifts of time, talent and treasure. Residents at Bethany Cochrane benefitted this past spring from a wonderful group of volunteers from TC Energy who worked alongside Bethany Cochrane staff to clean up and improve the grounds. The volunteers and staff were able to accomplish a transformation to the flower beds, buildings and parking lot because the Foundation received a donation from The Totem Charitable Foundation that paid for the needed supplies. It goes to show that we are better together.



### Celebrating 75 Years of Care

In 1945, five members of the West Canada District of the Danish Evangelical Lutheran Church created the Lutheran Welfare Society that would ultimately become who we are today: Bethany Care Society. Join us in a celebration of our past, present and future and explore a timeline of our most important milestones.



Chris Mikkelsen Receives A **Prestigious Award** 

**Bethany** is Born

A New **Facility With** Lodging **Opens** 

Bethany Airdrie **Opens** 

An **Anonymous** Donation of \$1 Million

1944 1945 1975 1985 1987 1988 1989 1992 1994

> A Big Step **Forward**



**Exploring** 

a Seniors

Home

the Idea of

Bethany Cochrane **Opens** 

**Lutheran Welfare** Society becomes "Bethany Care Society"

The Launch of Lifeline





For a complete insight into the history of Bethany Care Society, scan the QR code with your phone camera.

The Opening of Aspen Road

Bethany Selected to Develop New Care Centres



Bethany CollegeSide Opens

The All Saints Chapel Moves to Bethany Cochrane



Bethany Riverview

Corporate
Team
Relocates
to Riverview
Campus

CollegeSide Gardens Opens

1995 1999 2000 2003 2004 2010 2012 2018 2020

Sundance on the Green Opens Bethany Sylvan Lake Opens

Bethany CollegeSide Breaks Ground Rebranding of Bethany





Bethany's 75<sup>th</sup> Anniversary



BethanySeniors.com

Bethany Care Society 100, 2915-26<sup>th</sup> Avenue SE Calgary, Alberta T2B 2W6 403.210.4600 or 1.888.410.4679 info@bethanyseniors.com

