



# THE BETHESDA LETTER

BETHESDA HOME...independence, respect, dignity since 1899

## Ahead of the Curve

Bethesda's latest campaign, BCCL (Building Community and Changing Lives) is an extension of what they have been doing for 107 years.

With this new campaign, Bethesda board members and staff are realizing how far ahead of the curve Bethesda really was when founded 106 years ago.

When Linda Peters, C.E.O. of Bethesda, first began attending meetings and workshops about culture change, she heard words like "community" and "belonging."

"The goal was to get away from the old medical institutional models and get back to our roots," said Peters.

Peters and others realized that Bethesda has been an agent of culture change for many years in a number of ways.

One of the components of culture change is that each resident has his or her own private room. When the current facility was constructed in 1969 this was the model they followed.

"Only two of them are double occupancy rooms, and usually they are occupied by married couples," said Pete Flaming, director of development.

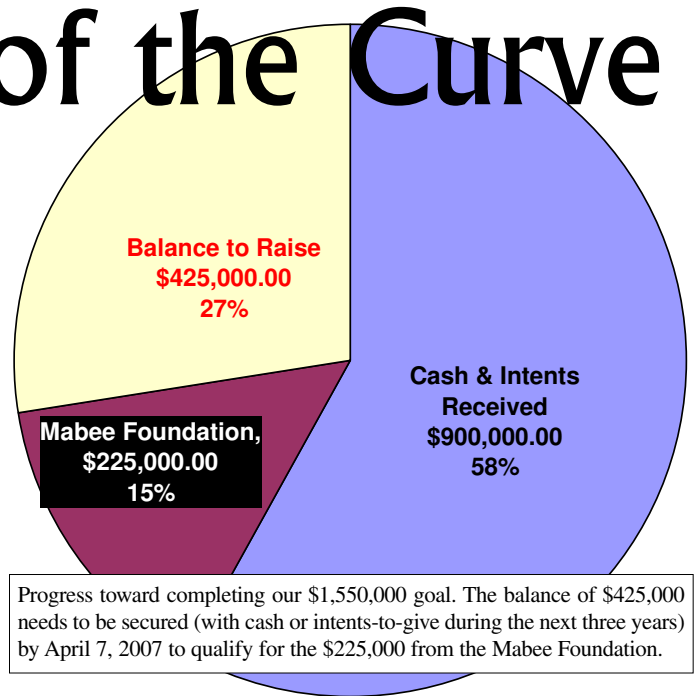
But more than just giving residents a private room, the idea behind the BCCL campaign goes deeper.

"This campaign's name is very symbolic of what is taking place. Bethesda is seeking to facilitate a better sense of community among the residents and to enhance their lives as well," said Flaming.

This campaign has been in the making four and a half years now.

"We brought back ideas from meetings and conferences and had focus groups from around the community to let us know what they thought. We wanted to come up with a plan that would be supported by the Goessel community," said Peters.

"Another part of the focus group presentations was to encourage people to remove blinders so they could look past the typical model of a nursing home. We wanted them to envision what could be instead of what always had been," said Flaming.



Progress toward completing our \$1,550,000 goal. The balance of \$425,000 needs to be secured (with cash or intents-to-give during the next three years) by April 7, 2007 to qualify for the \$225,000 from the Mabee Foundation.

In their research, the board found Bethesda's past progressive planning could allow them to simply modify the existing facility. They wouldn't have to start from scratch.

"We gained a strong sense that tearing down and rebuilding was not going to be the best option for Bethesda," said Flaming.

Another retirement community was in a similar situation in Manhattan. Members of the Bethesda board and staff visited that home on numerous occasions to determine if their plan could be feasible for Bethesda.

Board member and campaign co-chair, Jan Schmidt was one of those who made the trip to Manhattan to see the existing facility.

"That was a tremendous help to us. We were now able to see that it was possible and could envision what would happen here at Bethesda. We would have to renovate our facility. It is the Mennonite way, and the Goessel way, to conserve resources and that is what we intended to do. We couldn't tear down our existing facility when all it needed was some renovation," said Schmidt.

*Curve continued on pg. 2*



## Saying Goodbye – Saying Hello

As CEO/Administrator, the persons that I work closest with are the Department Managers.

I have truly been blessed to work with such a great group of talented, committed and caring people, all of whom have been with Bethesda Home in some capacity for many years. They include:

- Venita Schroeder, Director of Nursing – 19 years
- Joyce Ashley, Assistant Director of Nursing – 15 years
- Gloria Rediger, Director of Social Services – 11 years
- Barb Abrahams, Chief Financial Officer – 15 years
- Trish Schimming – Dietitian – 17 years
- Dora Goerzen – Dietary Manager – 14 years
- Mark Woelk – Director of Environmental Services – 24 years
- Kathy Miller – Housekeeping Supervisor – 19 years
- Marcella Woelk – Purchasing Director – 35 years
- Carolyn Arrowsmith – Activity Director – 20 years
- Pete Flaming – Dir. of Marketing & Fund Development – 10 years
- Walt Friesen – Chaplain – 10 years

I've worked very closely with each of these persons throughout my tenure. I know their spouses, their children/grandchildren, some of their parents. We've shared in special events such as births, weddings, graduations and yes, even funerals. I've laughed with them, cried with them, prayed with them. They are important to me for many reasons and I care for each and every one of them.

When a family member leaves home, it is a bittersweet time, and so it is when my Bethesda family members "leave home." One of our family members has changed roles here at Bethesda and two family members will soon be leaving.

Carolyn Arrowsmith, our Activity Director, has accepted a position in our Special Care Unit. While I won't see her wearing her familiar "activity director's hat," I will still have

the opportunity to see her and touch base with her on most days and I am glad for that.

Walt Friesen, our Chaplain, will be retiring at the end of August. He's tried to do this several times, and finally he is succeeding! Walt is looking forward to having more time to write, travel and just spend time with Carol and his family. We are delighted for him.

Pete Flaming, our Director of Development and Marketing, has accepted a position with MMA as their Church Relations Manager. He will be serving congregations throughout the Midwest region. What an exciting and challenging opportunity for Pete! All of us here at Bethesda wish him great success.

I will miss Walt and Pete. They are more than co-workers, they are my friends. As I think of these staff changes, I am reminded of the text of Brian Wren's hymn "This is a Day of New Beginnings," "This is a day of new beginnings, time to remember and move on..."

With these "goodbyes" we also say "hello." We welcome Autumn Hanson as our new Activity Director. Autumn is from Marion. She has many years of experience as an Activity Director and will bring lots of experience and energy with her.

We also want to extend a welcome to Gail Graber who has accepted the chaplain position. Gail is from the Moundridge community. Gail is also employed at Eden Mennonite Church as their Associate Pastor of Visitation. She will be working part-time here at Bethesda.

So "goodbye" Walt and Pete— we will miss you. And "hello" to Autumn and Gail. Welcome to the family! We look forward to getting to know you.

God's richest blessings to each of you.

*Linda Peters*

**Linda Peters, CEO/Administrator**

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Richard Drake, board member and campaign co-chair commented on the need to move away from the clinical, hospital-type model for nursing care.

"We as baby boomers have certain thoughts about the traditional clinical model of nursing homes. We think of a short term stay as very stale and impersonal. We expect more out of life than what that type of setting can provide," said Drake.

Perhaps the biggest motivating factor in the campaign is the Mabee Foundation's grant. Once the community raises an additional \$425,000, the Mabee Foundation will

add \$225,000 to complete the final "stone" in the project. The total amount for this BCCL campaign is \$1.55 million.

Much of the funding is secured, but it is very important to note that if the \$425,000 is not raised by April 7, 2007, the grant will not be awarded to Bethesda.

The amount sounds staggering, but when broken down it's a very reasonable and attainable goal for a project of this magnitude, said Flaming.

"If 400 households would contribute \$1.00 per day for three years, we would exceed our goal of \$425,000."

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# A Time For New Beginnings

*Pete*

In the book titled “*God’s Little Instruction Book*” is a statement that reads, “God intervenes in the affairs of people by invitation only.” One example of that statement was experienced in my life 10 years ago when I invited God to help me decide if I should stay in business for myself or to explore the possibility of serving in either a church or community related career. He nudged me to give Bethesda a call to see if they might be able to use a person with my gifts, and it has been 10 wonderful years of working together

with the Bethesda family (community members, Board members, staff and residents) to bring life and vitality to the ministry of enhancing the lives of residents who choose to live on the Bethesda campus. There are many donors that I did not have the chance to meet personally during these years, and many that I have been blessed to work closely with – all of which are very important to the ministry of Bethesda Home. It has been an awesome experience for me to be on this ministry team with all of you and I will

cherish many fond memories of our work together.

It has been a pleasure to work with several different Bethesda Letter Editors in coordinating the publication and arranging for the interviews for our feature articles. This will be the last newsletter with a “Flaming flavor” – e.g. Pete’s Opportunity for Philanthropy (P.O.P quizzes) of the past; my passion to educate everyone about the importance of estate planning and making sure that everyone has

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This campaign is a milestone for Bethesda, being the largest campaign ever in the home’s history. The last and previously largest campaign transversed 1997-99 and totaled \$1,025,000. Even still, that goal was exceeded by \$93,450.

“Our policy is to not break ground until we have 80 percent of the funds needed to do so,” said Peters.

“We have found that donors are always more enthusiastic to give to a new campaign rather than to pay off an old one,” said Schmidt.

Since building a new facility is not an option, working on this project will be something that could be challenging to residents who will continue to live there during the construction.

“It will be a challenge, and that is why the project will take a year to 18 months to complete,” said Peters. “The majority of the project will be remodeling. No one will have to move out because it will be done in stages.”

There are some new construction portions of the project. The main entrance will be shifted to the east of where it is now. A consistent roof line will be constructed to match the existing structure. This work will be completed first in the project.

This campaign, being the largest yet, is a historical mark on Bethesda’s timeline. The value of the project and it’s completion will be priceless for Bethesda.

“The value of this campaign is that we are preparing to exist for another 100 years,” said Flaming. “It also marks a point where care can begin to exist in a much different way for our residents.”

Leading Bethesda through this transition, Peters feels confident while realizing that there is a large risk in doing so.

## P.O.P. Quiz

*(Pete’s Opportunities for Philanthropy)*

1. I am 82 years old and my wife is 81 years old. What interest rate would we earn on a Gift Annuity with Bethesda Home?

Answer – for a two life Gift Annuity you would receive **7.2%** interest which equates to a **10.4%** effective payout when you factor in the amount of tax free earnings. Rates will vary depending on your age and if it is a one life or two life annuity. Contact the Bethesda Development office or your financial advisor for details.

2. What is a Gift Annuity?

Answer – It is a gift that provides you with guaranteed payments for life (some of which is tax free) and frees you from managing funds that you intend to eventually give away. Your contribution can be in the form of cash or marketable securities (stocks, bonds, etc.). You also get the satisfaction of knowing that your favorite charities will benefit from your generosity.

“This campaign is a huge leap of faith. No one knows the future, but we can look to the past at the advances Bethesda has made and what the results were. When it first opened, Bethesda drew from all over central Kansas. People would come from miles around to receive the care we offered,” said Peters.

As this monumental campaign is well under way, Schmidt and Drake feel confident that the need will be recognized to take this leap of faith into a new paradigm of care.

“I would not want to sit in a stale, clinical/hospital style room in my retirement. I would much rather experience a community atmosphere where I was part of the neighborhood and could enjoy the freedom that provides,” said Drake.

*Curve continued on pg. 4*

## Pillars Banquet

YES, it is TRUE!! Your Pillars Banquet contributions no longer go toward bond debt reduction. Join us this year to celebrate the retirement of our bond debt and to celebrate the opportunity to fund a NEW project – the “*Building Community and Changing Lives*” (BCCL) campaign. And – YES, it is TRUE, Greg Claassen, Nationally acclaimed ventriloquist, and his friends will be the featured guests to fill us with laughter and fun at this year’s Pillars Banquet celebration on **November 7, 2006, 6 p.m. at the Crosswind Conference Center near Hesston, Kansas**. Laughter refreshes the soul and is also good for digesting food after a delicious meal. Join us – you’ll be glad you did.

Greg Claassen can make just about anything talk...and that’s exactly what he’s been doing with his ventriloquist act over the last 30 years. Greg has established a reputation for unflinching audience rapport. It’s hysterical fun once Greg’s “friends” are unleashed on stage. It’s no wonder his program is referred to as one of the most unique after dinner programs in the country.

Greg’s entertainment story grows out of his determination as a young boy to teach

himself the art of “throwing his voice.” At first it was entertaining for family and other small groups, but it wasn’t long before Greg’s hobby got totally out of hand. Only six years into his career, he was selected as a National Winner in the “Bob Hope Search for the Top” comedy competition. He has performed at Disney World, Orlando, Florida and Silver Dollar City in Branson, Missouri. Greg is also a featured corporate entertainer with regular appearances at Caesars Palace and the MGM Grand in Las Vegas.

Greg is known for his unusual aptitude for spontaneous humor. His intent is always to bring the audience together by taking them away from their cares for a little while. “Ventriloquism” means, literally: “speaking from the belly,” which is where you’ll be laughing from when Greg Claassen leaves the stage.

Bethesda’s goal is to set a new record of total contributions for this year’s banquet of which all will go toward our “BCCL” campaign. The previous record was set in 2004 of \$25,832.79. All of these contributions will go toward meeting the Mabee Foundation challenge grant. However, they



must be in addition to your campaign intent. Your contributions of \$125 to \$150 per person and banquet reservations can be made by sending your checks and reservations to the Development office at Bethesda Home. **What a DEAL!** For a \$250 - \$300 contribution you and your spouse or friend get a wonderful meal and are able to relax and enjoy first-class entertainment – without the cost to travel to Las Vegas or Florida!

*Curve continued from pg. 3*

Schmidt feels this move is a perfect fit for Bethesda.

“Bethesda was a modern facility in 1969 when the current structure was brand new. It had air conditioning and was marveled at as a leader in the industry. We want that to continue,” she said.

For the past 106 years Bethesda has been able to thrive because of community support. This campaign has relied on and will rely on that strong support to be completed.

The campaign has its groundwork laid and is ready for the home stretch.

“We are already 70% of the way there,” commented Drake.

The campaign is going strong and continuing to pick up steam. One of the main reasons for this is the Goessel community’s understanding of the importance of Bethesda.

Drake summed it all up saying, “You can’t underestimate the importance of the schools and Bethesda Home to the Goessel community. If Goessel will continue to be Goessel, we need these entities to be the best they can be.”

**“Pete’s resignation is not going to be a deterrent. The wheel has been put in motion and will continue through April. We want to thank Pete for all his administrative work and ‘hand holding.’” -Richard Drake**

**Ways to contribute to the campaign** – all of which will apply toward meeting the Mabee Foundation challenge grant:

1. **Check or cash** – designated for BCCL Campaign
2. Complete an **Intent Card** identifying the total amount intended to contribute over the next 3 years.
3. Complete an authorization agreement for **automatic bank withdrawals**.
4. **Commodity gifts**
5. Contact your broker to arrange for a transfer of **stock** to Bethesda Home.
6. Contact the Bethesda Development Office to arrange for Bethesda to:
  - a) be the owner and beneficiary of your **paid life insurance policy**;
  - b) name Bethesda Home as beneficiary of a **non-qualified annuity** upon its maturity;
  - c) process a **charitable gift annuity**.



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advance directives in place, even at the age of 20 or so; my concern about the abuse of the Medicaid program when middle class people prematurely impoverish themselves by divesting their assets and then the heirs do not support the facilities providing care for their family members; the silly quotes that may find their way into the Newsletter if there is space available (*in case you missed some, I have included some of my favorites in this issue*), and etc. If in the process I stepped on anyone's toes, it was only intended as another viewpoint for you to consider, and I hope it didn't hurt our relationship.

Ten years ago, when I was introduced at Bethesda's annual meeting, I said, "With God's help and your support, we will provide the funds for the mission of Bethesda." I experienced both! With God all things are possible, and I have been deeply moved by the strong support provided by this community for Bethesda's mission and ministry. True, there have been some struggles and frustrations along the way, but much has been accomplished over the past 10 years at Bethesda and it has been a joy for me to be a part of it. Meeting the **"Building Community and Changing Lives"** campaign goal by the April 7, 2007 deadline to receive the Mabee Foundation challenge grant WILL HAPPEN! Seeking God's help and working closely with the

new Development Director will be keys to this success.

God intervenes in the affairs of people and provides for new beginnings when we all seek to do His will. Just as I felt led to explore the ministry of Bethesda, I have felt led to explore another ministry for which I also have a deep passion – whole life stewardship education – and I have accepted the position of Church Relations Manager with Mennonite Mutual Aid serving congregations in the Midwest Region. Leaving the Bethesda family to accept this position was a very difficult decision for me to make, but I realized that it would be very selfish of me to not allow someone else the opportunity to experience the joys I have had in serving the Bethesda family, and to keep the Bethesda family from experiencing the new ideas, new energy and new vision that will come with a new Development Director.

Thanks for working with me, for inviting me into your homes and businesses, and for the memories of being a member of the Bethesda team. Remember – "Money is like manure; it's not worth a thing unless it's spread around to help things grow." Your gifts and intents-to-give to the various projects and campaigns, totaling over \$3.3 million during the past 10 years, have certainly enriched the ministry provided by Bethesda! Thanks for your commitment and support.

## Welcome

Helen Amrine  
Geneva Bartel  
Ruth Brandt  
Evangaline Hiebert  
Laura Rose  
Helga Schmidt  
Lester Schmidt  
Paul Vanderwerker  
Mildred Vogt  
Irvin Voth

## Dismissals

Eldon Bargaen  
Otto Quiring  
Eldon Retzer  
Helga Schmidt  
Lester Schmidt  
Frances Voth

## In Memory

Susie Goertzen  
Edna Jantz  
Jacob C. Koehn  
Clarence Krause

## New Employees

Jennifer Chumbley  
Derek Conrad  
Peggy Froelich  
Ryan Goertzen  
Autumn Hanson  
Barbara Harms  
Josie Parker  
Brady Peters  
Amy Range  
Shelly Ray  
Sharoll Schoen  
Jake Schrag  
Tiffany Walker  
Melanie Wiebe

## Memorial Gifts

*We appreciate the many gifts given in memory of loved ones that have been designated to the following funds/projects:*

### *Designation Pending*

Susie Goertzen  
Edna Jantz  
Clarence Krause

### *Park Benches for*

*Walking Path*  
Elvena Brandt  
Jacob C. Koehn

### *"Building Community & Changing Lives"*

Elvena Brandt

### *Butterfly Garden*

Jacob C. Koehn

# MISSION

# VISION



## BETHESDA

SEEKS TO BE A COMMUNITY  
FORMED BY THE SPIRIT OF JESUS CHRIST  
TO FULFILL THE LIVES OF ADULTS  
IN A SPECIAL PLACE THAT IS  
**HOME**

Bethesda will be a regenerative community for all residents, staff, board and families.

Bethesda will achieve its mission by honoring these  
**CORE VALUES**

1. Treasure every person
2. Practice daily welcome and hospitality
3. Listen with the heart, hold confidences, forgive
4. Name losses and celebrate joys
5. Foster choice, creativity and playfulness
6. Develop servant leaders who seek supervision and foster excellence
7. State goals, accept risks, be accountable
8. Change unjust practices and negotiate conflicts
9. Enlarge, develop and complete life, receiving and giving blessings.

# INTERPRETATION

Individuals and institutions lose their ways and fail their life purposes when they forget *who* and *whose* they are. Our Lord Jesus Christ was supremely self-defined as the beloved Son of God sent to be the redeeming Son of Man. His baptismal blessing from Heaven confirmed his identity as the beloved; his testing in the wilderness shaped his mission and method, overcoming the temptations of power, privilege and popularity.

We believe that Bethesda is a place of healing as we focus our mission, vision and values in every aspect of our institution. The Administration, Board and Department Heads met last winter for an evening of fellowship and institutional examination with Rick Stiffney of Mennonite Health Services Alliance. From the ideas and evaluations collected, and with authorization from the Board, a committee of Margaret Hiebert, Kris Schmucker and myself prepared a new mission-vision-values statement. After several discussions over the next months, the Board enthusiastically adopted the one-page statement in June and it was immediately incorporated into Bethesda publicity materials.

We found ourselves wishing that our whole Bethesda community could participate in the discussions we found so stimulating. Comments below may help you to join in that spirit and help us actualize our unique potentials.

**1. BETHESDA HOME.** Our mission statement is bracketed by our *name*. The act of giving a name is an act of authorization and accountability. *Bethesda* has its roots in John 5 and in our long 100 year history. *Home* is a freshly dressed old word that embraces our culture change from a medical institution to the enduring and endearingly warm and safe place where we are ever welcome, safe and at rest.

**2. SEEKS TO BE.** Our first edition had the simple verb *is*, but we thought it a bit presumptuous and preferred the humbler expression.

**3. COMMUNITY.** Think common-unity, that social-spiritual group that has shared needs and resources, shared dreams and hopes, shared goals and standards and common trust. No one is an island; to be human is to be in community.

**4. FORMED BY THE SPIRIT OF CHRIST.** While Bethesda Home is not a narrow sectarian institution (we include

people of many religious faiths and convictions as well as agnostics) we do seek to be formed and formative by the Spirit of Jesus Christ who is love and truth personified, incarnated.

**5. TO FULFILL.** This is a powerful, defining idea whose time is ripe. Bethesda has never been merely a warehouse of aging people. We have always been a place providing full care for persons needing assistance. Now we are riding a new and enlarging wave of understanding: Bethesda is more than a place of *awaiting*; it is a community in which everyone may *develop* and *complete* lives and bring souls to fruition. It is a place called into reality to help each other *fulfill* our gifts and potentials as beloved children of God.

**6. LIVES OF ADULTS WITH SPECIAL NEEDS.** We see clearly that our focus is to serve adults (not children or youth) who have unique physical-emotional-social-spiritual needs for which we are in constant training to assist with skill.

**7. IN A PLACE THAT IS HOME.** More than ever before, we are conscious of attitudes, actions, words, policies and practices that enable residents to create life-giving environments, that sustain choices, that support friendships, that provide helpful routines, that inject surprise, and--above all--where welcome, safety and dignity are realities every day. To be at home is to be where we are cherished!

**8. REGENERATIVE COMMUNITY FOR ALL.** Our special vision is that *everyone* who connects to this home—residents, families, employees, administrators, board members, donors, pastors, children, youth, vendors, inspectors—may experience this community as a life-giving, renewing place that touches their lives with the light of love, truth and grace.

**9. CORE VALUES.** These nine statements summarize important values which, if we practice them together in trust, will enable us to achieve our mission in ways that will satisfy deeply--and sometimes astound us with unspeakable joy! Every statement is worthy of meditation. Perhaps each one will become a separate essay?

May God help us to make our mission a marvelous reality.



Walter Friesen, Chaplain



## THE BETHESDA LETTER

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**Bethesda Newsletter is now on-line at [www.bethesdahome.org](http://www.bethesdahome.org) – tell your friends about it!**



### ***Your non-designated gifts!***

Milton Schmidt feeds the fish in the new aquarium purchased with funds from several non-designated memorial gifts.

### ***Bethesda receives donation of another NuStep crosstrainer.***

A former resident who thoroughly enjoyed and benefited from the use of the NuStep during her recovery from a fractured hip donated another NuStep when she heard that residents had to wait in line to use the one we had. All residents on the Bethesda campus are invited to use the NuStep equipment when not scheduled for physical therapy sessions.

