



THE LUTHERAN HOME ASSOCIATION



National Ministry Offices

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Heroes Among Us

By Christopher G. Meyer
Chief Executive Officer



We know God is always with us. No matter how tough things get, we are faced with certain issues for a reason. In 2020, The Lutheran Home Association (TLHA) faced issues never seen in our history.

COVID-19 created a new world to which we have adapted for our team members and residents. We continue to face the unknown of this crisis around every corner. However, around every corner are heroes. Our team members across our ministry are stepping up and doing amazing things to care for the physical and spiritual needs of all of our residents. They show up with compassion in their hearts and with a willingness to serve day in and day out! *We know that God is at work in our hallways as well; He is always with us.*

In 2020, operationally, we continued to be blessed in many areas. Our donors have continued to remember our mission and ministry, and we remain grateful for their ongoing support. *We know that God is at work with our ministry friends, providing for both them and us.*

We continue to foster our partnerships with providers, vendors, and organizations to strengthen our position as a leader in our region. TLHA has built strong relationships with local cities, where we serve

along with county, state, and federal

government agencies. Our care communities continue to rate high when surveyed and inspected by all of the agencies that guide our operations. *We know that God is at work in our local, state, and federal agencies to drive quality patient care nationwide.*

As an organization, we used 2020 to streamline operations, control expenses, and grow strategic units. We can therefore now start both our fiscal year and our calendar year in a very good position. We were also blessed with federal grant funds to assist in covering some of our increased expenses as we deal with COVID. *We know that God is at work as we plan for the future and eliminate roadblocks to continue to serve Him.*

Your continued prayers for our staff, residents, and overall ministry and mission are appreciated. We look forward to continuing our most important mission of caring for those entrusted to TLHA by continuing to uphold our leading values: the idea that the care of the soul is the soul of care, as well as respect, resilience, and integrity.

Sharing Apostle Paul's Message

By Lowell Hoffman
Chairman of the Board of Directors

"But when the goodness and loving kindness of God our Savior appeared, He saved us not because of any words of righteousness that we had done, but according to his mercy, through the water of rebirth and renewal by the Holy Spirit." (Titus 3:4-7)



For the majority of 2020, the news has been anything but positive. We heard about a virus that led to an out-of-control pandemic. We hear about patients dying alone due to COVID-19 visitor restrictions. We have experienced not being able to visit loved ones and friends. Unemployment is at an all-time high. Many businesses are struggling to survive.

We all need to hear positive news, and reading Apostle Paul's thoughts in Titus 3 reminds us of what we can look forward to in our quests for eternal life.

At The Lutheran Home Association, we share Apostle Paul's message! Our mission is to share Christ's love

as we meet the spiritual, physical, intellectual, and emotional needs of the people who are entrusted to our care, as well as others whose lives we touch. We create this environment through the hard work and dedication of our caring team members and chaplains. We share the ultimate goal of eternal life with the residents in our care communities and with the participants in our Jesus Cares Ministries programs.

We are looking forward to a safe and healthy 2021. We thank God for the blessings that he has bestowed on so many people who have made it their lives' work to help our ministry. Thank you.



A Privilege to be the Hands and Feet of Jesus!

By Rev. Joel Gaertner, Vice President of Ministry

"How beautiful on the mountains are the feet of those who bring good news, who proclaim peace, who bring good tidings, who proclaim salvation, who say to Zion, 'Your God reigns.'" (Isaiah 52:7)



The verse above puts the mission and ministry of The Lutheran Home Association (TLHA) in a light and perspective that we might not often think of. For more than 122 years, the emphasis of the ministry of TLHA has been "the care of the soul is the soul of care."



Yes, that means sharing God's Word with residents, team members, and others whose lives we touch. It means supporting team members in bringing the hope, strength, and comfort of God's Word to those

whom they care for in some of the darkest and most trying moments of their lives.

God's Word through Isaiah reminds us that we are doing something else: carrying out an amazing privilege. We get to be the hands and feet of Jesus as we "**bring good news,**" "**proclaim peace,**" "**bring good tidings,**" and "**proclaim salvation.**"

Some might want to say, "I've never shared God's Word with anyone in my work at TLHA." It may not always be through words, but it is always through actions that demonstrate the love of Christ to those who often need to hear it the most.

You'll read firsthand about the people serving as "the hands and feet of Jesus" throughout this annual report.

Their stories and pictures show how we "share Christ's love as they serve the spiritual, physical, intellectual, and emotional needs of the people entrusted to our care as well as others whose lives we touch."

God's Blessings in Spite of COVID

By Mark Hayes, President of Ministry



2020: Is it really over? A sweeping pandemic, a heated election, job insecurity, a roller-coaster economy...it has sometimes been hard to see the silver lining for the dark clouds. At the same time, as Christians, it's hard not to see the gold that God has allowed us to mine in the midst of it all.

I reflect on this year with thanksgiving as I see how God used challenges to move His ministry forward at The Lutheran Home Association. When group gatherings were put on hold for the sake of safe distancing, our chaplains replaced them with a series of smaller distanced gatherings that resulted in higher attendance. They redirected their time to one-on-one visits with residents. That personal devotion time with the pastor was just what they needed to feel reassured and safe in God's arms, and thus find hope and comfort amidst fear and loneliness.

When the Jesus Cares Ministries programs were not able to assemble in person, tenderhearted volunteers found ways in which to connect them. They followed the example of their home congregations and turned Worship at the Cross into a Zoom experience. Many even delivered

packages with Bible lessons and crafts that they could do together through the online connection. The live-stream version of Worship at the Cross met its scheduled launch date of Easter 2020 (timing that only God could manage) to provide another way in which to connect with our friends with special needs. They crave that time to learn about their Savior and hear "Yes, Jesus loves me," and they can now do just that with a few buttons on the iPad.

Although we have not been immune to COVID cases in our care communities, by God's grace, the number of cases has been minimal, and further spread has been prevented. I am thankful for compassionate, hard-working caregivers and staff who have gone above and beyond all year long. I am thankful for our chaplains, who have put themselves at risk to bring the medicine of the Gospel. I am thankful for people like you who stand beside us to share the Gospel with seniors and individuals with special needs. We would not have finished our 122nd year of Gospel ministry without you. This is work we do together. Thank you, and God bless you and your families.

Our Impact in 2020

Statements reflect fiscal year from
Oct. 1, 2019 to Sept. 30, 2020.

9,095

LIVES IMPACTED THROUGH OUR
HEALTH CARE, HOUSING SERVICES
AND OUTREACH MINISTRIES.

1,275

cheerful givers,
shared eternal
hope, provided
and inspired hope.

1,696

chaplains visits
each month.
*Average number of
visits with residents
by our pastors
through the
chaplaincy program.*

3,325

participants in
Jesus Cares
Ministries learned
about God's
saving grace.

783

team members,
part of the local
economies of seven
communities in two
states.

350

attendees heard
the message
"It's Alzheimer's
— It's Time for
Extraordinary Love,"
by Rev. Curt
Seefeldt.

94

veterans, served
on our team,
received care or
called a TLHA
community home.

More than **6,150** volunteer hours generously
donated to our programs and care communities.

Bringing God's Word to the Speechless

"Consequently, faith comes from hearing the message, and the message is heard through the word about Christ." (Romans 10:17)

In his role of chaplain, Pastor Ed Fredrich has the privilege of sharing the Word of God with residents on a daily basis. Each morning, as breakfast is served, he stops by each dining room at the skilled nursing home in Belle Plaine, Minn., to visit and share a short devotion with residents. This is a common routine for Pastor Ed.

For months, he took note of a specific resident. Julia lived at The Lutheran Home: Belle Plaine for years and was primarily nonverbal. Although she attended activities and ate meals in the dining room, she seldom lifted her head or gave acknowledgement to what was happening around her.

"In the dining room every morning, she always looked as if she was sleeping and never spoke," he explained. "I would still walk by her and wish her a good day."

One day, something changed. After his greeting, Julia responded, startling Pastor Ed.

"Pastor, I want to thank you for always bringing God's Word to us," said Julia.

Even her caregivers, who had rarely heard her speak, were amazed. Despite her appearance, she was listening and hearing God's Word every day.

"When hearing stories like Julia's, we are encouraged, and that inspires us to advance our mission to share Christ's love," said Mark Hayes, President of Ministry. "We are making a difference in the lives and souls of the people who hear God's powerful message of love and grace. This shows that you never know what a person hears, and how just the smallest amount of encouragement has a larger impact."

Julia has since been called home to heaven. However, Pastor Ed and TLHA's chaplains continually work to share God's Word through Bible classes, devotions, worship services, and one-on-one spiritual counseling.



*Want hope and encouragement from a chaplain? Sign up to receive a weekly devotion delivered to your inbox every week! **Sign up at ttha.org.***



Small Changes Lead to Increase in Sharing Christ's Love

Our mission has always been to share Christ's love with those entrusted to our care. Due to the COVID-19 outbreak, several changes have taken place within our care communities; however, access to God's Word has not changed. Throughout the pandemic, our chaplains have provided Bible studies, worship services, and comfort to our residents in safe and effective ways.

Prior to COVID-19, Pastor Patrick Feldhus, the chaplain at Hope Residence, would lead a "Worship at the Cross" service for residents each week. But with group activities limited to no more than 10 residents, he had to find a different way.

His solution included using a computer on wheels and providing a separate worship service for each of Hope's individual living areas. The small group size encouraged residents to participate more by asking and answering more questions. More residents began to attend regularly, thus resulting in a 15 percent increase in attendance.

When restrictions on group sizes are lifted, Pastor Feldhus plans to continue to provide a service in each living area to allow more residents to benefit from hearing the Lord's message.

"Sharing God's Word is the cornerstone of our ministry. With our chaplains changing the way we deliver God's Word, we are reaching more people," said Mark Hayes, President of Ministry. "During this uncertain time, God's message of love and salvation is constant. Our chaplains share that message of strength and peace."

*Our chaplains make an average of 1,696 personal visits with residents each month. Our chaplaincy program relies on ministry friends like you. **Share a gift today at tlha.org/donate.***



God's Plan to Bring a JCM Program to a Community

Three years ago, Kylee Staebell heard about Jesus Cares Ministries (JCM) and since then has been working to bring a JCM program to her church. In 2016, Pastor Joel Gaertner, National Director of JCM, led a Worship at the Cross service at St. Mark's Lutheran School in Eau Claire, Wis.

The school selected JCM as its mission project for the semester. Kylee's children attend the school. Students and several parents attended that worship service, including Kylee with her youngest daughter, Avery, who is now four years old and has Down's Syndrome.

"We appreciate all opportunities to share JCM because it can spark an interest in someone and lead us towards being better able to bring God's Word into more communities and reach more individuals with special needs," said Pastor Gaertner.

Kylee and her husband continued to work with the leadership at St. Mark's to lay the foundation for a JCM program at their church. In the summer of 2019, a JCM consultant, Pastor Patrick Feldhus, led a Worship at the Cross service at St. Mark's.



This resulted in several congregation members expressing an interest to share their time and talents in a JCM program. Prior to the COVID-19 outbreak, the JCM Bible Study at St. Mark's was meeting every other month.

"Having family members and congregation members engaged in the effort to bring a program to a community is vital for its success," shared Mark Hayes, President of Ministry at TLHA. "JCM provides the tools and resources to congregations, but it depends on the people who have the heart for this ministry to grow and spread God's message of love to those with special needs."



There are more than a dozen states where congregations offer JCM programs: Bible classes, "Worship at the Cross" services and New Friends programs. For JCM locations and program updates, visit myjcm.com.

Staying Strong and Active

During this uncertain time of COVID-19, care communities throughout TLHA have been making changes to ensure the safety of residents.

"When we are making decisions, we are considering how to best benefit our residents while keeping them safe," explained Tiffany Olson, RN, Administrator at St. Michael's Assisted Living, and Regional Director of Operations.

While working to keep the coronavirus out of the community, team members at St. Michael's continue to focus on different aspects of health—most recently, falls and how best to prevent them.

According to the National Council on Aging, one in four seniors 65+ falls each year, thus making falls the leading cause of fatal and non-fatal injuries among older Americans.

"There are a number of reasons why one may fall," said Jess Watson, Licensed Practical Nurse and Clinical Care Coordinator at St. Michael's. *"We take it case by case and consider all of the variables as to why the fall took place."*

Part of preventing falls includes staying strong and active. Despite restrictions from COVID-19, residents continued their exercises in their doorways and have recently returned to a shared spaced, staying at least six feet apart from one another. Residents are encouraged to get exercise by walking, either in the community's hallways or outside, if weather permits. Maintaining the good overall health of St. Michael's residents is nothing new: their wellbeing has always been most important.

"We continue to be thankful for our residents' staying healthy and will continue to do everything we can to support them," said Tiffany.

Call one of our care communities home. St. Michael's is just one TLHA care communities offering quality senior living. With locations in Minnesota and Wisconsin, we have a place for you.

View our locations at tlha.org.





Volunteers Host Sing-a-longs

Prior to the COVID-19 pandemic, volunteers were often coming and going from Wellhaven Senior Living. This pandemic has highlighted the importance of volunteering, especially in senior living communities.

Typically, volunteers of all ages are welcome to share their time and talents. One of the best parts of sharing your time at a senior living community is that we are flexible about availability since we are open 24/7/365, and volunteers can offer one-on-one interactions with our residents.

Prior to the pandemic, volunteer Barbara Wall hosted several sing-a-long events for Wellhaven residents. She would bring in the lyrics for several songs and play the piano while tenants would sing along.

“Our residents loved the opportunity to gather together to sing and reminisce about classic songs they loved,” said Beth Ann Schultz, Wellhaven Manager.

The impact of volunteers is even more important in these uncertain times. Our residents miss their interactions with volunteers. Quite often, a friendship and bond are formed between volunteers and residents with lasting positive effects on both individuals.

During the last fiscal year, more than 6,150 volunteer hours were shared with our programs and care communities.

Partnership Offers Specialized Care Benefits to Residents

The Lutheran Home: Belle Plaine announced a partnership with Optum to bring specialized health care benefits, clinical support and expertise to residents. Optum's Institutional Special Needs Plan or ISNP care model program is designed for long-term care residents. With more than 1,800 skilled nursing facilities and 64,000 residents nationwide, the program meets Centers for Medicare & Medicaid Service Model of Care requirements.

The benefits of Optum's ISNP care model include a clinician team to collaborate with primary care providers, TLHA's care community staff along with 24/7/365 availability for member's clinical issues. Residents enroll with Optum's ISNP care model to take advantage of the benefits.



"Being chosen by Optum to roll out the ISNP care model at TLHA is a privilege," said Jacqueline Grimm, Regional Director of Senior Services for Minnesota Care Communities. "With a variety of care options and the support of Optum's clinicians, our residents will have access to additional opportunities that enhance their quality of life in our community."

With a few requirements for enrollment and eligibility, Optum's ISNP care model makes it simple for residents to join the program. Optum has dedicated representatives to address questions, compare costs and assist with enrollment. The ISNP care model allows residents to maintain their Medicaid benefits. This program is not affected by COVID-19; residents and Optum have been working together for months leading up to the rollout and will continue to utilize services well into the future.

"Thirty-three years ago Optum's ISNP care model started right here in Minnesota by two nurse practitioners looking to enhance the clinical care and well-being of residents inside skilled nursing facilities by adding a dedicated clinician and additional benefits that specifically cater to life inside a nursing home," said David Otto, Implementation Manager at Optum. "It is my joy to help bring this wonderful plan to The Lutheran Home."

Partnerships like these benefit our residents. Therapy providers offer physical, speech and occupational therapies to help individuals gain strength, mobility, coordination and increased cognitive ability.



It's the Little Things

We have all heard the saying, it is the little things in life. The impact from a small act of love can make a major difference. The memory care community at Heritage Homes received a donation of a robotic companion cat from the daughter of a current resident.

With this gift, the atmosphere quickly changed. Faces of residents would light up at the sight of the new furry and loveable friend named "Muffin." One could instantly see the connection and the companionship pets bring into our lives.

The robotic cat features realistic fur and makes pet-like sounds, including purring and meowing. The robotic pets have sensors so they can respond to petting with familiar pet-like actions. After witnessing its effect, our team of resident assistants came together providing even more comfort. Through their generosity, memory care welcomed another robotic cat to Heritage Homes.

*Our ministry relies on charitable support to advance the work of caring every day of the year for the people entrusted to our care.
To donate, visit tlha.org or call us at (952) 873-4744.*

Taking Full Advantage

Estate planning provides peace of mind

When it comes to estate planning, people have different goals. Jeff and Sue Pinske's were clear: They wanted to remember their family, their church, and the charities they love. They desired a plan that was simple to administer and that would minimize taxes.

Their wishes were accomplished with help from Pastor Curt Seefeldt, Director of Church Relations.

"We knew we wanted to be able to provide gifts to all of our children," explained Sue. "But we also wanted to provide gifts to our church."

With that in mind, the couple worked with Pastor Seefeldt to take a big-picture look at their estate listing all of their assets. Together, they discussed who the ideal recipient for each gift would be to create a tax-focused estate plan.

"If you leave an individual retirement account (IRA) to your children, they will have to pay taxes on it. If you leave an IRA to a charity, it pays no taxes," said Pastor Seefeldt. "Directing taxable assets to charity is better for everyone involved, both the family and charities."



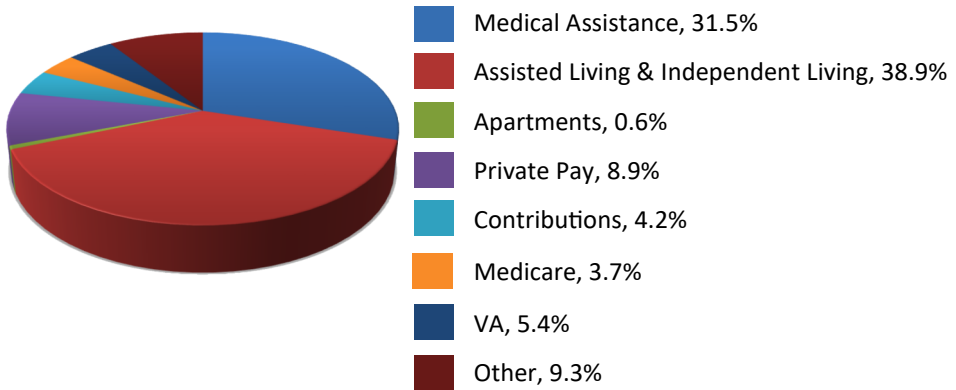
TLHA's Mission Advancement team will be happy to work with you. We provide estate planning assistance to our residents, program participants, and donors, as well as their families.

Reach out to Pastor Seefeldt at (952) 873-4745 to set up a FREE estate planning consultation. We look forward to designing a program that will meet your wishes and help you to share God's good news.

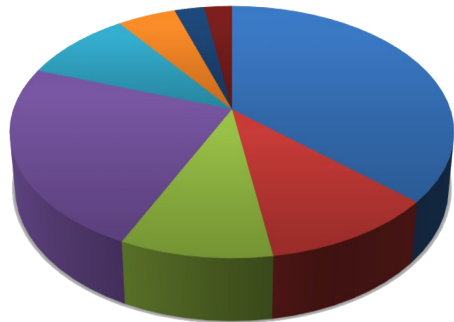
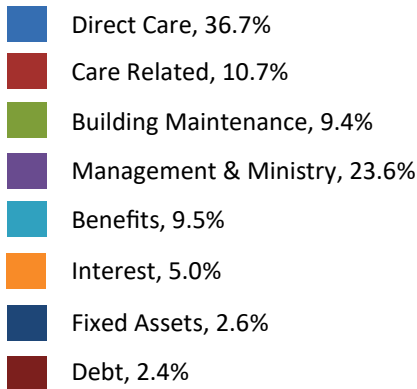
FINANCIAL STATEMENTS

**Fiscal year ended Sept. 30, 2020*

REVENUE SOURCES



EXPENDITURES



CARE COMMUNITIES AND PROGRAMS

BOESSLING VILLAGE APARTMENTS, Belle Plaine, MN
FAITH RESIDENCE APARTMENTS, Belle Plaine, MN
HERITAGE HOMES, Watertown, WI
HIGH ISLAND CREEK RESIDENCE, Arlington, MN
HIGHLAND REGENCY HOUSE, New Ulm, MN
HOPE RESIDENCE, Belle Plaine, MN
JESUS CARES MINISTRIES, Belle Plaine, MN
KINGSWAY RETIREMENT LIVING, Belle Plaine, MN
ST. MICHAEL'S ASSISTED LIVING, Fountain City, WI
THE LUTHERAN HOME: BELLE PLAINE, Belle Plaine, MN
WELLHAVEN SENIOR LIVING, River Falls, WI

EXECUTIVE LEADERSHIP TEAM

Christopher Meyer
Chief Executive Officer

Mark Hayes
*President of Ministry, TLHA
Foundation and Jesus Cares Ministries*

Patty Narveson
Chief Finance Officer

Rev. Joel Gaertner
*Vice President of Ministry and
National Director of Jesus
Cares Ministries*

Beth Wadsley
*Vice President of
Human Resources*

Dawn Schaffer
*Director of Marketing and
Communications*

Doyle Voss
*Director of
Information Technology*

Jacqueline Grimm
*Regional Director of Senior
Services for Minnesota*

Debra Wilbright
*Regional Director of
Disability Services*

Tiffany Olson
*Regional Director of
Operations for Wisconsin*

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