

2025

# Annual Report



**Together,  
we are  
changing lives.**

# President Message

from LCS Foundation President, Elisa Baptiste

**As we reflect on 2025, I am filled with gratitude and pride for all that we've accomplished together.** From advancing Alzheimer's care and research to supporting future healthcare professionals through scholarships and collegiate partnerships, and providing emergency assistance to hundreds of colleagues, our journey has been defined by meaningful progress and heartfelt generosity.

Thanks to the unwavering support of our donors, the dedication of our volunteers, and the leadership of our board members, 2025 was a year of continued growth and renewed purpose. Together, we contributed over \$400,000 toward our key initiatives, furthering our mission and impact on the communities we serve.

We were honored to welcome three new members to our Board of Directors: Julie Baker, Chris Bird and Ross Kelderman. Their expertise and passion for service will be invaluable as we look to the future. At the same time, we extend our heartfelt appreciation to Ed Kenny, Joe Brucella and Bridgette Uhlemann, whose board service concluded this year.

To honor those whose exceptional service and generosity have made a lasting impact on the LCS Foundation this year, we were proud to present the inaugural



Volunteer of the Year Award and the Spirit of Generosity Awards to individuals who embody the heart of our mission through their dedication and support. We extend our sincere gratitude to the 2025 Volunteer of the Year, Amber Schneider, and the Spirit of Generosity Award recipients, Heidi Terdal and Jeff and Linda Svoboda. Their commitment and contributions have truly elevated the work of the LCS Foundation and have inspired us all.

I'm pleased to present the accomplishments from the past year in the 2025 Annual Report and look forward to continued success in the year ahead.

With gratitude,



**Elisa Baptiste**  
*LCS Foundation President*  
*LCS Group Purchasing*  
*SVP/Chief Operating Officer*

# Celebrating our Founder



**LCS Foundation Founder Ed Kenny has been inducted into the Senior Living Hall of Fame by the American Seniors Housing Association.** The Senior Living Hall of Fame recognizes and celebrates industry leaders and visionaries whose significant contributions have helped shape the senior living profession. Kenny was selected for his lasting impact, leadership, and unwavering commitment to community lifestyles that enhance choice, independence, dignity, and personalized service for older adults.

Kenny joined LCS in 1979 and began his career as an executive director. He was named LCS CEO in 2006. Following his tenure as CEO, Ed and his wife, Sue, formed the LCS Foundation, with a mission to support the future of senior living. Since its inception, the LCS Foundation has raised more than \$5 million to support these initiatives.

## About Our Mission

The LCS Foundation was created as a non-profit in 2017 to support and invest in the senior living industry through charitable giving in the following focus areas:



Work toward Alzheimer’s first survivor.



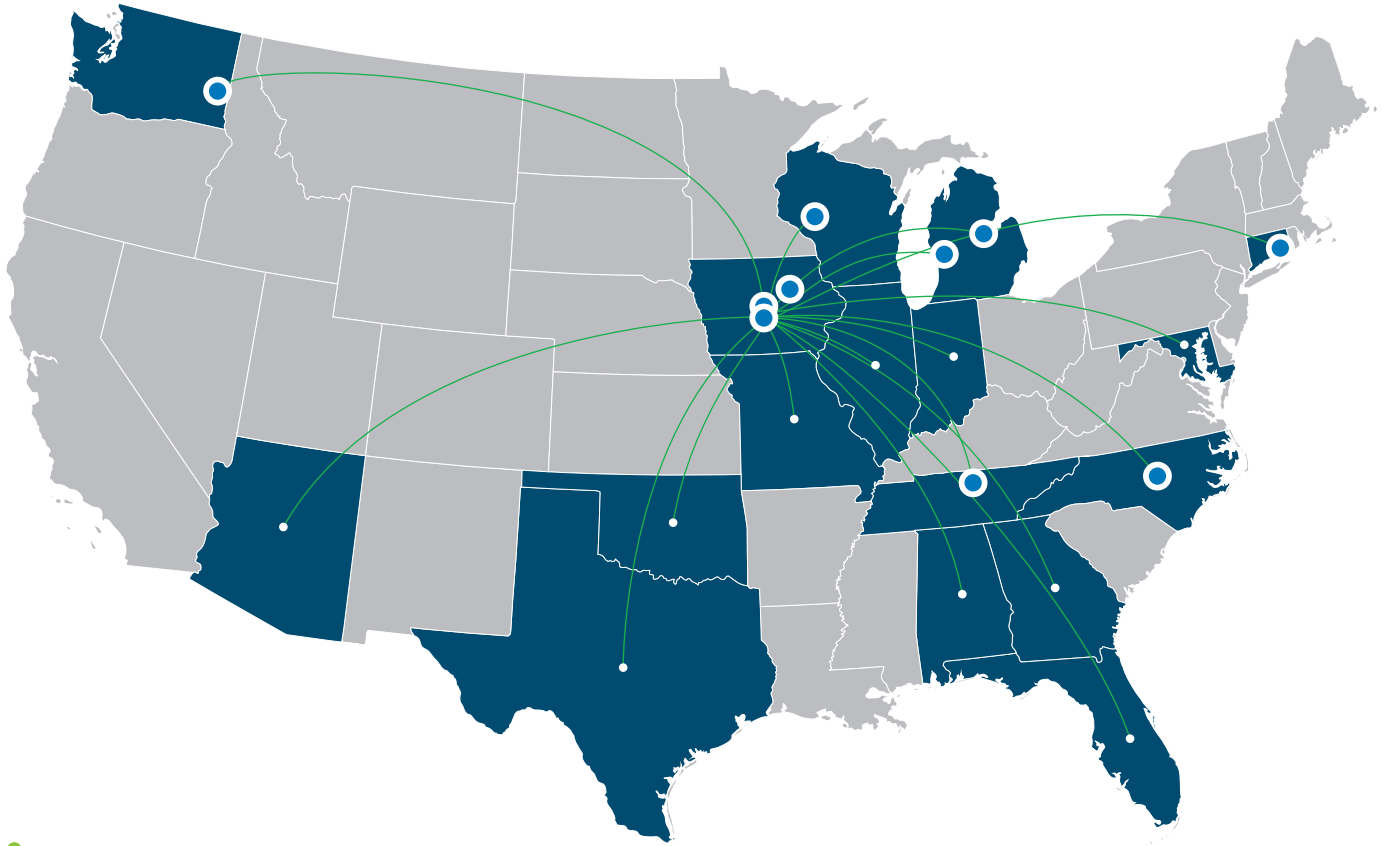
Recognize the importance of developing future leaders in the senior housing and care profession.



Support our dedicated and compassionate colleagues when encountering an emergency or crisis beyond their control.

# Where We Serve

The LCS Foundation is headquartered in Des Moines, Iowa. Our mission of service extends throughout the United States.



## LCS Foundation HQ location:

Des Moines, IA

## Emergency Relief Fund recipient locations:

Alabama, Arizona, Connecticut, Florida, Georgia, Illinois, Indiana, Maryland, Michigan, Missouri, North Carolina, Oklahoma, Texas

## CNA Grant recipient locations:

- Croasdaile Village (Durham, NC)
- Clarendale at Bellevue Place (Nashville, TN)
- Clarendale at Indian Lake (Hendersonville, TN)
- Croasdaile Village (Durham, NC)
- Lake Port Square (Leesburg, FL)
- Residences At Vantage Point (Columbia, MD)
- Clarendale at Indian Lake (Hendersonville, TN)

## Partnerships and Scholarship Recipient locations:

- Cedar Falls, IA (UNI)
- Midland, MI (Northwood University)
- Pullman, WA (Granger Cobb)
- Eau Claire, WI (University of Wisconsin-Eau Claire)
- Ames, IA (Iowa State University – Sue & Ed Kenny Scholarship)



# Working toward Alzheimer's first survivor



**In 2025, the LCS Foundation collectively raised more than \$1 million** to support the critical fight against Alzheimer's disease and other related dementias.

The funds were raised through corporate and community participation in numerous Alzheimer's Association Walk to End Alzheimer's events, Galas, and countless local activities and initiatives held throughout 2025. **The milestone marks the first time the LCS Foundation has reached the \$1 million level in a single year.**

**Highlights included:**

- Participated in over 100 Walk to End Alzheimer's events across the country as a Platinum National Team.
- Receiving a lifetime achievement award for raising more than \$5 million since the teams inception, and to recognize the LCS Walk to End Alzheimer's® National Team as one of the largest in the country.
- Served as a presenting sponsor of the 2025 Purple Soirée Gala to honor the lives of people impacted by Alzheimer's and raise funds for the Iowa Alzheimer's Association Chapter.



Throughout the year, LCS communities and corporate teams participated in Walk to End Alzheimer's events across the country, while also hosting community fundraisers, awareness campaigns. **The top five performing LCS and community teams included:**

- **Greenwood Village South & Marquette – \$104,686**
- **Westminster - \$84,584**
- **LCS Home Office - \$58,406**
- **Sagewood - \$38,015**
- **The Heritage at Brentwood - \$35,369**



# Investing in future leaders

The LCS Foundation is leading the way to **develop future leaders of the senior living profession.**

## High School Programs



The LCS Foundation supports the Aspiring Professional Experience (APEX) CNA program at Waukee High School in central Iowa. The program offers high school students a unique chance to explore careers and gain real-world experience in healthcare before choosing a post-secondary program.

## College and University Partnerships

The LCS Foundation has formed strong partnerships at colleges and universities across the nation to prepare students to become leaders in the field of senior living.



Since 2017, more than **\$800,000** has been awarded in scholarships, partnerships and grants.



## University Scholarships

LCS Foundation scholarships help to support the education and professional development of students pursuing careers in the field of senior living. In 2025, we were honored to provide five students with scholarships between our LCS Foundation University Scholarships and the Ed and Sue Kenny Scholarship.



**“Thank you to the LCS Foundation** for this opportunity. I appreciate the work the Foundation is doing for older adults, the people who work with them, and students interested in this field. I appreciate the educational opportunities this scholarship funds for me and others.”

**Katelyn Braga**

*University of Northern Iowa*



**“This scholarship is a powerful reminder that my dreams are possible** and that others believe in my potential to make a difference. This is a tremendous source of motivation and has given me the confidence to finish strong and lead with passion and purpose. I know I will make a difference.”

**Hadley Franklin**

*Washington State University*



**“This scholarship is more than financial support.** It is a recognition of my hard work and dedication that I have poured into my journey as an aspiring health care administrator. It truly motivates me to continue pushing forward, knowing that my commitment to success is not only personally fulfilling but also recognized by those who believe in my future.”

**Grace Krenn**

*University of Wisconsin-Eau Claire*

# Grant Funds to Support Community CNA Programs

In 2025, the LCS Foundation awarded \$8,000 in grant funding to support the expansion of Certified Nursing Assistant (CNA) certification classes at five LCS managed communities. The grants helped to fund and support certification programs, marketing materials, mannequins, textbooks, state approval, and more. The communities that received grant funds include:

- Clarendale at Bellevue Place (Nashville, TN)
- Clarendale at Indian Lake (Hendersonville, TN)
- Croasdaile Village (Durham, NC)
- Lake Port Square (Leesburg, FL)
- Residences At Vantage Point (Columbia, MD)



**“CNAs and medication aides are vital to delivering quality, compassionate care in our setting.** This grant strengthens our ability to invest in comprehensive training for our caregiving staff. By supporting these programs, we empower a dedicated and skilled workforce with the confidence and expertise to provide safe, high-quality care, directly improving the well-being of our residents.”

**Megan Estrada**  
*Medication Aide Program Director and Instructor  
Clarendale at Bellevue Place and Clarendale at Indian Lake.*



# Making a positive impact

# Helping Employees In Need

## **The LCS Foundation Emergency Relief Fund provides financial support to LCS employees who experience unexpected hardships.**

Personal needs may arise from a serious illness, a debilitating injury, a fire, flood, or another natural disaster. Since the program began, more than \$1.4 million has been awarded to 850 LCS employees in need.

### **Julie's Story: Support Through Chemotherapy**

When Julie Hoffman was diagnosed with stage 4 uterine cancer and had to take a leave of absence for chemotherapy, the LCS Foundation Emergency Relief Fund provided critical support, allowing her to focus on healing without the added burden of financial stress.

"Imagine going through the worst possible health crisis that you can," said Hoffman.

"Now on top of that worrying about keeping a place to live, keeping lights on, just overall paying the bills."

At this critical moment, her human resources representative let her know about the Emergency Relief Fund, and Julie promptly completed the application. Julie is the Life Enrichment Coordinator for Rose Senior Living in Clinton Township, Michigan.

"When I found out I was approved, I cried tears of joy," said Hoffman. "This was life changing for me and my family. Now, I can concentrate on getting healthy and be stress free from worrying about my finances."

Along with the support of the Emergency Relief Fund, she is also grateful for the support and encouragement she received from her coworkers and management team. "The whole staff made me feel loved and was rooting for me to get better," she said. They



**"This was life changing for me and my family."**

threw her a sendoff party with a cake and presented her with signed boxing gloves to wish her well with her fight against cancer.

She added she is especially thankful to her Executive Director, Sheila Pruzinsky, for her encouraging words and support. "She would ask questions, want updates, give encouraging words and had such care and concern for me," Hoffman said. "She would always say, 'If there is anything you need, we are here for you.'"

For Julie, support from the LCS Foundation truly made a difference for her. "The LCS Emergency Relief Fund helped me in more ways than one, and I am so grateful," she said. "The LCS Foundation was my lifeline."



## 6th Annual LCS Foundation **Golf & Pickleball Classic**

• • •  
Since 2019, the LCS Foundation Golf Classic has raised **more than \$500,000 for the LCS Foundation.**

[▶ WATCH! Golf Recap Video here.](#)

**The 6th Annual LCS Foundation Golf & Pickleball Classic was held August 11th at the Wakonda Club in Des Moines, Iowa.** With the support of 128 golfers, 26 pickleball players and 36 sponsoring organizations, over \$170,000 was raised to support the work of the LCS Foundation.

This year's event featured the addition of a pickleball tournament, bringing a new level of energy and excitement to the day's activities. As the Foundation's largest annual fundraiser, the event continues to play a key role in generating support for the Foundation's programs and key initiatives that advance our mission.



# LCS Foundation **Awareness Week**

**This year, more than 45 LCS-owned and managed communities across the country participated in the inaugural LCS Foundation Awareness Week**, hosting educational sessions, special events, and fundraisers to raise awareness and support for the Foundation's mission and key initiatives. Through these collective efforts, the Foundation raised over \$12,000, marking a successful launch of what will become an annual tradition of community engagement and impact.

## Top Five Fundraising Communities:

1. The Clare - \$3,040
2. Rose Senior Living at Providence Park - \$1,450
3. South Port Square - \$1,060
4. Essex Meadows - \$1,050
5. Freedom Pointe and the Villages - \$1,000

...  
Through these collective efforts, the **Foundation raised over \$12,000**





# Awards & Honors

## Celebrating Service, Leadership, and Generosity

**In 2025, the LCS Foundation proudly established two honors to recognize individuals whose exceptional dedication has meaningfully advanced our mission.** The Volunteer of the Year Award and the Spirit of Generosity Awards celebrate those who have gone above and beyond in their service, leadership, and support of the LCS Foundation.

## Volunteer of the Year Award

The Volunteer of the Year Award honors an outstanding volunteer whose contributions have made an extraordinary impact in furthering the LCS Foundation’s mission of service to others.

### 2025 Volunteer of the Year: Amber Schneider



Amber Schneider, an IT Systems Engineer at LCS, was selected as the 2025 Volunteer of the Year for her outstanding leadership and dedication to the LCS Foundation. She has served as a volunteer for the

LCS Foundation for three years.

“Amber embodies the very spirit of the LCS Foundation,” her nominator shared. “Her heart is ‘all in’ when it comes to serving. She jumps in, rolls her sleeves up, and does whatever is necessary to help. She is not interested in being comfortable just being on a committee – Amber is interested in making a difference.”

---

## Spirit of Generosity Award

The Spirit of Generosity Award recognizes individuals who have demonstrated exceptional commitment to the LCS Foundation through a significant contribution of time or financial support.



### Spirit of Generosity Award Recipient: Heidi Terdal

Heidi Terdal, Director of HCM & Timeclocks at LCS, was honored with the Spirit of

Generosity Award in recognition of her exceptional commitment to the LCS Foundation and her spirit of generosity.

“The Spirit of Generosity Award honors an individual who demonstrates not only generosity in action, but generosity of spirit. Heidi has been a steadfast supporter of the Foundation, and her consistent giving reflects a deep belief in our mission and fuels our ability to serve, grow, and make a difference. We are deeply grateful for her kindness, generosity and dedication.”

*Elisa Baptiste, LCS Foundation President*



### Spirit of Generosity Award Recipient: Jeff and Linda Svoboda

Jeff and Linda Svoboda, residents of The Heritage at Brentwood in Brentwood,

Tennessee, were honored for their heartfelt commitment and the meaningful impact of their support.

“Jeff and Linda truly embody the Spirit of Generosity. Their support and heartfelt commitment to the LCS Foundation’s mission has created a meaningful and lasting impact. Beyond their contributions, they inspire others through their humility, kindness, and unwavering belief in our shared purpose. We are profoundly grateful to them, and to all our donors, for making the Foundation’s work possible.”

*Elisa Baptiste, LCS Foundation President*

[WATCH! Jeff & Linda video here.](#)



# Thank You to Our Donors

The LCS Foundation is grateful for the generous support of our donors. Your contributions are vital to advancing our mission and making a meaningful difference in the lives of others. To honor this generosity, the LCS Foundation Donor Club celebrates the lifetime giving of individuals and organizations whose commitment makes our work possible. Thank you for your continued support and belief in our mission.

*Donations listed reflect lifetime giving to the LCS Foundation through December 31, 2025.*

# Donor Recognition

---

## Founder's Circle

---

### Platinum Level (\$1,000,000+):

Ed & Sue Kenny  
Dotty Thurston

### Gold Level (\$500,000 to \$999,999):

Kent Larson  
Joel & Lisa Nelson

### Silver Level (\$100,000 to \$499,999):

Diane Benoit  
Diane Bridgewater  
Joe Brucella  
Rick Exline  
Healthpeak Properties, Inc.  
Life Care Companies, LLC  
Rich Seibert  
Jill Sorenson  
Jeff & Linda Svoboda

---

## Chairman's Circle

---

### Patron Level (\$50,000 to \$99,999):

Chris Bird  
Liz & Scott Cooper  
Dan Lahey

### Scholar Level (\$25,000 to \$49,999):

Brandon Wilde LLC	Redwood Capital
Cushman & Wakefield	David Reis
Cypress of Charlotte	Truist
Dentons Davis Brown	Senior Care Development
Eric & Mary Gjuillin	GeLynna Shaw
McCarthy Partners Management	Simonson & Associates Architects
Charles Murphy	Westminster Capital

### Advocate Level (\$15,000 to \$24,999):

BMO Financial Group	Shaw
CBRE	Vantage Pointe Capital Management/ Harvesting Heritage Foundation
Direct Supply Foundation	Rick Westermann
Brett Logan	Ziegler
Mohawk Group	
Ryan Companies	

*Donor list continued on next page*

# Donor Recognition

## Legacy Club

### Supporter Level (\$5,000 to \$14,999):

ACS (Associated Computer Systems)	EcoLab	Lument	Mark Stelmacher
Attane	Jonathan Erickson	Stewart Ingram	StudioSix5
Bank of America	Faegre Drinker	Iron Point Partners	Sysco
Bankers Trust	Ferguson	Pope Design Group	Jon Tagatz
Elisa Baptiste	Monica Friedman	KARE	Tarkett
Blueprint HCRE	Jaclyn Gardner	LCS Group Purchasing	Heidi Terdal
Bridge Investment Group	Chad Hade	Thomas Mathisen	Tremper Capital
Broad River Rehabilitation	HD Supply	Thomas Mullan	Frank Vedder
Cain Brothers	Michael Heselbarth	National Institute for Fitness and Sport (NIFS)	Jason Victor
Christina Buckrop	Holmes Murphy & Associates LLC	PalCare	Village of Gleannloch Farms
Rod Copple	Karen Johnston	Andrea Putnam	Walker Dunlop
Direct Supply	Kraus-Anderson	RDG Planning & Design	Weitz
Scott Doherty	Houlihan Lokey	SB&A Architects	Whiting-Turner Contracting Co.
Patrick Duffy	John Luetkemeyer	Lawrence Selhorst	

### Friend Level (\$1,000 to \$4,999):

A Place for Mom	Michael Broderick	Elite Commercial Installers	Health Trust
AccuShield	Judi Buxo	Gregory Ellingson	HealthPro Heritage, LLC
Adaire C. Peterson Executive Leadership & Development	CapTrust	Amy Elliott	Cindy Helgason
Susan Adams	Frank Carroll	Essex Meadows	Herbert J. Sims & Co., Inc.
Edwina Alexander	Lorene Chappell	Kyle Exline	Nicholas Herrick
American Eagle	Ciscor	Elizabeth Fetner	Brooke Hill
Michael Andreasen	Daniel Clarke	Jamie Fite	HKS Inc.
Arjo Inc.	Chad Coffey	Mary Flander	Megan Hoffman
Arthur J. Gallagher & Co.	Clint Collins	Focus Healthcare Partners	Mandi Hogan
BackSwing Golf Events, Inc.	Phillip Cowan	Functional Pathways	Kari Hummel
Karey Bader	Darcy Curry	Brett Gardner	Indeed
Julie Baker	Daily Pay	Michele Gavin	Caroline Jacobsen
Bank Iowa	Jamie Dance	Deann Geistler	Linda O Jagla
Denis Beaulieu	Taylor Darby	Chelsey Gibson	Jeffrey James
Jon Beeman	Datavizion	Blake Gillman	Josh Jandris
Cindy Bennett	Kathleen Dess	Glad To Be Here Foundation	Catherine Jenkins
Zane Bennett	Deloitte	Cara Glenn	Sharon Jessup
Boyd Watterson Asset Management	Crystal Dillinger	Geraldine Gould	Graham Johnson
Ryan Bircher	Erin Donaldson	Anthony Greer	Darlyce Jones
Blue Moon Capital Partners	Sarah Dorr	Greystone	Douglas Jones
Donna Boetger	Duel Path	Guardian Pharmacy	Jason Jorgenson
Aaron Bradshaw	Kathryn Easton	Laura Harvey	Joshua's Call Inc.
Brand Muscle (Sentrics)	Edward F McGinley III Foundation	Stacie Hayes	Kent Kalmey
	David Elfvin	Health Care	KBE Building

**Friend Level (\$1,000 to \$4,999) continued:**

Ross Kelderman	Jennifer Melnyk	Principal Financial Group	Steele Stewart
Stephanie King	Mitchell Metzger	Pro Commercial	Richard Strader
Jeanne Kinnard	Daniel Merriman	Elizabeth Proffitt	The Image Group
John Klein	Joseph Mingione	Quality Care Rehab	Francesco Tardio
Danny Kosmicki	Kendra Minks	Relias LLC	Edmund J & Jane Thimme
Kronos	Erin Montegut	Sherry Robinson	James Thomas
Christine & Dennis Kuedlka	Linda Morshead	Daniel Rogers	TMC
Donald Kuhn	Bill Mulligan	Rose Senior Living at Providence Park	Travelers
Kristin Landahl	Mary Munoz	RSM	Mark Trnka
Tammy Lawrence	Mark Myers	Hedy Rubinger	Kelle Uhlman
Kristen Lembcke	National Health Investors	Dawn Ruppel	Bridgette Uhlemann
Carol Levy	Warren Naviasky	Wendy Rus	Jeri Uhlmansiek
Susan Liebetau	Netsmart	Emily Shelley	UKG
LivNow Relocation Inc.	OCI N.V.	Sidley	Uniguest
Longview Senior Living	Danielle Odom	Calista Sievers	United Properties
LRS Architects	Brice Oleson	Marjorie Silberman	Michael Ulrich
Jill Lubar	Doug Oliver	Single Digits	The Vectre
Luminary Creative LLC	Lindsey Olson	Gina Slack	Alex Veenstra
Robert & Barbara Martin	Omaha Community Foundation	Lindsay Smith	Alex Vice
Rosanne Martin	Oracle	John Smith	Vision Bank
Anita Martinez	Orchard Digital Marketing	Softrim LLC	June Vitrano
Debra Massey	James Peterson	Shaleen Sorgen	Rebecca Wheeler
Matrix Care	Evan Petig	South Port Square	Darlene Wicht
Courtney Maxwell	Pi Architects	Spellman & Brady	Gregory Williams
Traci McBee	John Pietrangelo	Julie Springer	Steven Zbylicki
Leta McComas	Porters Neck Village	Staples	Wade Zimmerman
Roberta McMenamin			Zurich American Insurance Company



## Join Us & Make A Difference

When you contribute to the LCS Foundation you have the potential to make a positive impact on the lives of those we serve — lives that extend beyond senior living. Contact us to learn more about our giving opportunities.



# Thank You to Our Dedicated Board Members

Members of the LCS Foundation Board of Directors generously volunteer their time, talent and passion in support of our mission. Each is connected to the field of senior living and has a deep passion for serving seniors. Board members are actively involved with fundraising, distributing contributions, event planning, strategic guidance and much more.



## LCS Foundation Officers

### **Elisa Baptiste**

**President**

LCS Foundation

SVP/Chief Operating Officer, CPS

### **Zane Bennett**

**Vice President**

LCS Business Development

### **Ryan Bircher**

**Secretary and Treasurer**

Senior Director, Assistant Controller, LCS

## LCS Foundation Board of Directors

### **Julie Baker**

VP/Human Resources, LCS

### **Kent Kalmey**

Retired VP, LCS

### **Chris Bird**

President & CEO, LCS

### **Ross Kelderman**

VP/Controller, LCS

### **Scott Doherty**

VP/Director, Operations Management, LCS

### **Sharon Maguire**

SVP/Chief Health & Wellness/Resident Experience Officer, LCS

### **Rick Exline**

Retired EVP, LCS

### **Traci McBee**

Director, Corporate Communications, LCS

### **Monica Friedman**

EVP/Chief Human Resources Officer, LCS

### **Joel Nelson**

Retired LCS CEO

### **Jason Jorgenson**

SVP, LCS Development

### **Jill Sorenson**

SVP/ Senior Director,  
Operations Management, LCS

Capital Square  
400 Locust Street, Suite 820  
Des Moines, Iowa 50309-2334  
515.875.4500

[lcsfoundationLCS.org](http://lcsfoundationLCS.org)



[linkedin.com/company/lcsfoundation](https://www.linkedin.com/company/lcsfoundation)



[facebook.com/LCSfoundation](https://www.facebook.com/LCSfoundation)

