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20 Annual Report



Extending our
mission of service
to others.

A message from LCS Foundation President, **Ed Kenny.**



In 2020, our world faced new challenges as a result of the pandemic. The virus changed the way we live and work. The impact was felt by everyone across the U.S. and throughout the world. What did not change was the strength of the LCS Foundation. We adapted to the challenges and continued to make a positive impact on the lives of individuals and families around the nation.

Our fundraisers and activities looked different than in the past. I'm proud to report the Foundation prevailed in 2020 as the employees of our communities took leadership roles in fundraising events. These employees remained dedicated to their work and making a positive difference in the lives of our community members.

The Foundation brought joy to students who continued their education knowing their dreams would come true as they pursue careers in the field of senior housing and care. Hope was restored for LCS employees facing financial hardships and those who were suffering from COVID-19.

We lost a dear friend, former LCS president and CEO, Stan Thurston, to Alzheimer's in 2020. Stan's wife, Dotty, has graciously shared their journey with us on page three. The story illustrates how our genuine and caring leader made an extraordinary difference in the lives of others.

It was encouraging that even in the uncertain times of 2020, people continued to share their gifts with the Foundation. We are grateful for every individual and their generous contributions. Together, we strengthened the Foundation's commitment to making a difference that creates hope, joy, and the promise of brighter tomorrows.

I'm pleased to share the 2020 LCS Foundation Annual Report and all that we accomplished throughout the year.

Best regards,

Ed Kenny, President



Created to **give back.**

The Foundation is a natural extension of LCS. It started with a dream shared by many of us for several years because we wanted to give back to this rewarding profession and the seniors we were serving.

With that in mind, the LCS Foundation was created to **focus on four core areas, also known as pillars.** Each pillar focuses on an area we can have the most significant impact on for the people we serve today and in the future.



Pillar 1

Work toward **Alzheimer's first survivor.**



Pillar 2

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



Pillar 3

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



Pillar 4

Continue the **mission** of the LCS Foundation by maintaining a **strong** governance structure and fundraising support.

A lifetime of making a **difference.**

Stan Thurston spent nearly 30 years in leadership roles with LCS and he felt blessed to have such a fulfilling career. His time in the senior living field began when he accepted a job with The Weitz Company in Des Moines, as a project manager for its senior living division known as Life Care Services. Stan was named president in 1990 and continued to lead the company for the next 16 years.

In 2018, he was one of the first to be inducted into the Hall of Fame of the American Seniors Housing Association for his lifetime achievements and dedication to senior living.

Stan was also involved with the local Alzheimer's board, as well as serving on the national Alzheimer's board. He supported the opening of two new offices in rural Iowa so others would have access to services. Besides accessibility of services, he also supported the education, awareness, and research of the disease.

Stan has always been described as a gentleman, kind, and gracious to all he met. As the president and CEO of LCS, he loved his job and the people he worked with. He made a positive impression on everyone he met.

Professionally, Stan was known for his strategic leadership, his strong work ethic, and his unquestionable character. Most importantly, Stan was a man of faith, and for those he touched, his light will remain.



DOTTY AND STAN THURSTON

The journey begins

Having a family history of Alzheimer's, Stan and his wife, Dotty, both knew it could happen to him. "Stan was on the younger side when he was diagnosed with Alzheimer's in 2015," says Dotty. "He experienced symptoms two to three years before that, but it helped we had the education and experience to tackle it together."

Stan's journey with Alzheimer's was an ongoing learning process for his family. "In the beginning, we learned more about the disease together and Stan was able to participate in his care plan," says Dotty. "We developed strong relationships with his doctors, I read books and learned as much as I could. Things were constantly changing. Once we would get comfortable with life being a certain way, the disease would progress, forcing us to find the resources to change how we managed it."

The challenges

Dotty found the system of care fragmented because the resources didn't necessarily exist on each level of what was needed. "In a perfect world, there would be a partnership with the health care team that helps a family," she says. "It would be ideal if a social worker were assigned to the family to find the resources and take your hand to be there with you through each stage of the disease."

Stan lived at home for as long as possible, with the disease that's known for taking a toll on the individual and their caregiver, until his physical care became too much. For Dotty, the hardest part was being robbed of their relationship. "It's sad to say this, but you eventually lose your companion. No more adventures, conversations, or affection. I missed our hugs."

She embraced the Alzheimer's Association and participated in support groups. When she needed help with a situation, Dotty called the Alzheimer's Association hotline.

The journey continues

Today, Dotty wants others to know what it takes to navigate the Alzheimer's journey, which means research and education will be critical. "You need to be an informed advocate and have doctors who are specialists in neurology, gerontology, or Alzheimer's care," she says.

When Stan's journey came to an end in December, his wife and daughters were with him and found it special that he passed on Christmas Eve. "We did not contact family until later the next day," says Dotty. "I think it's what Stan would have wanted us to do. He would want people to celebrate the meaning of Christmas and not take away that joy."

Stories and memories help

Dotty has been overwhelmed with the number of cards, letters, text messages, and emails people have sent. "All of these messages have been the lifeline out of grief for me," she says. "I have to smile at the snippets people share about their experiences with Stan. Then I think, that's my Stan. What a fabulous person he was. He was so authentic and genuine."

From her experience, Dotty knows that Alzheimer's is under-detected, under diagnosed, under-managed, and under treated. "**We need more awareness, education, and research,**" she says. "**We must be proactive rather than reactive.** There must be resources for diverse populations, and stigmas about the disease need to be eliminated. **We must prepare the next generation if we are going to conquer this.**"

A new mission

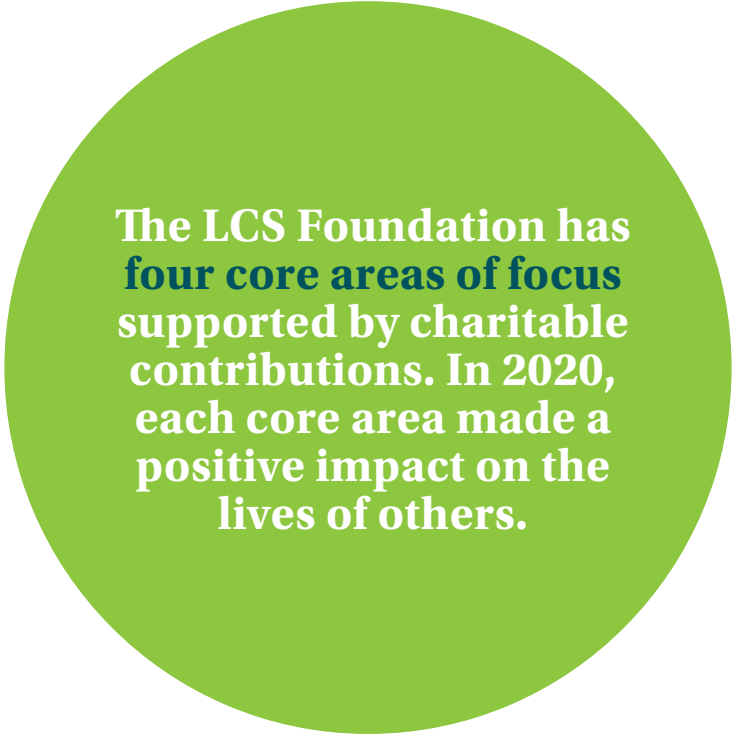
Now, Dotty is taking some time for herself and laughed when we asked what she will do next. "I don't do things quietly. The weight of Alzheimer's will be my focus," she says.



"I love the philosophy of the LCS Foundation and its mission," says Dotty. "I support the four core areas of the Foundation as they are all interconnected with a result of a better quality of life for seniors. **The Foundation will have a life-changing impact,** and I will continue to support the Foundation because **I know, collectively, we will make a difference.**"



Fighting a crisis with **compassion.**



The LCS Foundation has **four core areas of focus** supported by charitable contributions. In 2020, each core area made a positive impact on the lives of others.



Work toward **Alzheimer's first survivor.**

The Alzheimer's Association reports more than 6 million Americans are now living with Alzheimer's disease. By 2050, that number may grow to 12.7 million, barring the development of medical breakthroughs to prevent, slow, or cure the disease.¹



Increasing awareness

1 in 3 seniors dies from Alzheimer's or another dementia.

Alzheimer's is the 6th leading cause of death in the U.S.

By 2050, Alzheimer's and other dementias could cost the nation as much as \$1.1 trillion.

\$510,455 donated to Alzheimer's related charities

In 2020, the LCS Foundation donated \$100,000 to the Alzheimer's Association. Additionally, LCS and senior living communities managed by Life Care Services raised \$410,455 to support the cause. In total, \$510,455 was raised to support Alzheimer's-related charities. We want to thank everyone who played a part in our effort. The funds will be used to grow awareness of the disease, support Alzheimer's families, and ultimately, find a cure. Together, we will find the first survivor of Alzheimer's disease.

Our top 10 communities raising funds for Alzheimer's:

WESTMINSTER	\$77,268	THE CLARE	\$10,305
PLANTATION VILLAGE	\$21,058	CYPRESS VILLAGE	\$10,004
TIMBER RIDGE AT TALUS	\$12,238	TRILLIUM WOODS	\$9,575
THE HERITAGE AT BRENTWOOD	\$11,920	RADFORD GREEN AT SEDGEBROOK	\$8,979
THE MARSHES OF SKIDAWAY ISLAND	\$11,552	CARILLON	\$8,096



“Alzheimer's disease is a national health crisis, and increasing awareness about the disease is one of the goals of the LCS Foundation,” says LCS Foundation President Ed Kenny. **“Through the efforts of many, we continued to support research as we work toward the first survivor.”**

Embracing the challenge

Executive directors at communities managed by Life Care Services, An LCS Company, across the nation echoed praises for their employees who adapted to the changes due to the pandemic. Teams were smaller for the Walk to End Alzheimer's while participants carried signs to increase awareness during their events.

“I'm proud of our employees as they took the lead in fundraising events. Creativity played a big part in fundraising in 2020.”

Jon Tagatz, Executive Director,
Heritage at Brentwood

“Not having the traditional activities, our staff adapted to the situation,” says Heather Turner, executive director of Timber Ridge at Talus. “They saw a need and together with other talented people made 325 masks to sell as a fundraiser. I am so proud of their commitment to the cause and how they all came together to support the Alzheimer's Association.”

Alzheimer's education

Our annual Speaker Series, traditionally held during Alzheimer's and Brain Awareness Month in June, was held in August for 2020. The virtual sessions included a global research update, provided by the National Alzheimer's Association, and a panel of four families who faced early-onset Alzheimer's. Between the two events, 125 people participated.

Did you know?

The Alzheimer's Association has a 24/7 helpline with staff who speak English, Spanish, and other languages. You will get the answers and support you need 365 days a year at 1-800-272-3900.

Support when it's needed

Caregivers **experience a range of emotions** when a family member is diagnosed with Alzheimer's. There is new information to process and a person often feels alone in this new journey.

When Ken Gregersen's wife was diagnosed with Alzheimer's, he decided to **“grab the job” by the horns** because there wasn't any sense in complaining about it.

Ken said the support groups provided by the Alzheimer's Association are **a lifeline for the caregiver**. He learned many new things to make his life and his wife's life as comfortable as possible.





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

The senior living industry will need to add **1.2 million employees**
to its ranks by 2025 to provide care for our aging population.



Investing in the future of our profession

As the population of individuals over the age of 65 grows rapidly, the need for trained professionals who know how to address the everyday needs of the senior population will be higher than ever before.

To help find a solution, the LCS Foundation is encouraging students to pursue careers in the senior living field. That support takes the form of “hands-on, early-on” opportunities provided to high school and college students, as well as financial support.



High school programs

Through the support of Iowa high school programs like Waukee’s Aspiring Professional Experience, known as APEX, students can gain real-world experience and explore careers in the field of senior living before choosing a post-secondary program. In 2020, the LCS Foundation approved a \$7,500 gift to APEX to support the creation of a CNA certification program. This gift will be used to purchase six hospital “rooms in a box” necessary for training. LCS employees speak to students about careers in senior living and participate in recruitment events. This not only encourages students to consider careers in senior living but also connect with parents who are interested in making a career move.



“Developing the next generation of senior living leaders is imperative to serve the expanding aging population. The LCS Foundation provides student scholarships and supports schools with aging services programs.”

JOEL NELSON *President and CEO, LCS*



College and university partnerships

The foundation has developed strong partnerships with colleges and universities through the TLC (Time, Leadership, and Capital) approach. We work closely with:

- Georgetown University
- Northwood University
- Simpson College
- University of Wisconsin-Eau Claire

The collaborative efforts between the LCS Foundation and these colleges and universities provide the educational experiences senior housing and care professionals need for the future.

College students who pursue careers in senior lifestyle services at universities with a curriculum in senior care and services are eligible for financial assistance, such as scholarships.

The Ed and Sue Kenny Scholarship, coordinated by the LCS Foundation, is awarded annually to two students. The LCS Foundation also provides scholarships at some of the partner colleges in addition to utilizing grants to fund the UW-Eau Claire Administrative Residency Program and Simpson College Senior Capstone projects.



Dear LCS Foundation,
THANK YOU! Your generous gift to the Health Services Leadership program at Simpson College is an absolute game changer! My ability to connect students with internships has been amplified tremendously which has resulted in so very many meaningful opportunities! We are so grateful!
Jacy Downey

A thank you letter from Jacy Downey, assistant professor and program director of health services leadership at Simpson College.



Georgetown University names first LCS Foundation Scholarship recipient

In 2020, Georgetown University announced Lelia Reed as the first recipient of the LCS Foundation University Scholarship. Reed is pursuing a graduate degree within the Master of Science in Aging and Health program with a focus on senior living administration.

The Georgetown University curriculum represents the only known graduate concentration dedicated exclusively to preparing the next generation of leaders for careers in the rapidly growing senior living industry. The goal for the curriculum is to attract professionals, with high levels of both education and experience, who can move more quickly into executive positions.



Lelia Reed *Georgetown University*

2020 LCS Foundation Scholarships awarded



Delanie Grundman *Northwood University*



Elisha Ullmer *University of Wisconsin-Eau Claire*



2020 Ed and Sue Kenny Scholarship recipients



Kali Blaeser *University of Wisconsin-Eau Claire*

Pursuing a career in senior care services and majoring in health care administration.

Kali chose this career path because she is compelled to help others. “I loved serving the residents as a care assistant at an assisted living facility,” she says. “The relationships I made while providing care and assisting with activities of daily living were unparalleled to any connection I had made at work before.”

Long-term goals: Continue her education for a master’s degree in health and human services administration and become a health services executive.



Brooke Harris *University of Wisconsin-Eau Claire*

Pursuing a career in senior lifestyle services and majoring in health care administration.

During her practicum, Brooke found that she loved building relationships with residents and families and putting those residents at the forefront of all that she does. “The health care industry has always been appealing to me because this profession makes a difference in the lives of people,” she says.

Long-term goals: Obtain her nursing home administrator licensure and become an administrator at a skilled nursing facility, and eventually work on a senior living campus that offers the full continuum of care.



Planning for the future

LCS and the LCS Foundation play a significant role in addressing the needs of an aging population and the future workforce through our partnership with Vision 2025. This initiative is a national campaign supported by a collaboration of stakeholders and focuses on training leaders for senior housing and care positions.

Vision 2025 will:

- Create 25 robust university and college programs along with 1,000 paid internships for senior housing, care, and service providers, in addition to associations and industry partners.
- Grow partnerships to expand educational opportunities and create urgency around the workforce development challenges facing the aging services sector.



“Vision 2025 needs partners like LCS to be **successful in its mission**. LCS and the LCS Foundation are perfect examples of organizations that are doing things right, **moving the industry forward** through partnerships and internships.”

TAYLOR DARBY *Managing Director, Vision 2025*

Partnerships create results

The Foundation has built valuable relationships with trade associations where best practices are shared and new programs are established. In 2020, the Foundation committed to:

- Launching a pilot of the Argentum Apprenticeship Program.
- Developing several activities with the LeadingAge Internship program:
 - Hiring a college intern focused on increasing minority representation in senior living.
 - Providing thought leadership on the structure of the program based on its robust internship program.
 - Sponsoring students to attend the LeadingAge Conference.
- Further support industry talent pipeline efforts by having an LCS executive serve on the NIC board.

Focus on the talent pipeline

Brett Logan, senior vice president/managing director of Life Plan Communities, led the project to create user-friendly materials for field and home office employees to present on senior living careers. While COVID-19 impacted the ability to broadly use the materials in 2020, these documents were presented in multiple settings and will also be used in the future.



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

Personal crises may arise in any number of ways: a serious illness, a debilitating injury, a fire, flood, or another natural disaster. We are there to help those in need when help is needed most.



Our response meets the need

The LCS Foundation Emergency Relief Fund helps employees experiencing financial distress from no fault of their own. The program was in the development stages when Hurricane Harvey hit Texas in August 2017, and less than a month later, Hurricane Irma hit Florida and the East Coast. “With these devastating storms, we had to do something to help,” said Elisa Baptiste, senior vice president/chief operating officer of CPS.

Year	Number of awards	Dollar amount
2017	28	\$71,945
2018	49	\$101,201
2019	12	\$39,176
2020	47	\$114,194
Total	136	\$326,516



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“The program helps our community and corporate employees **recover from a tragedy**, and focus on their family, while easing some of the financial burden.”

ELISA BAPTISTE SVP/Chief Operating Officer, CPS



Supporting each other

Baptiste imagines the Emergency Relief Fund as a safety net of employees linked arm in arm, there to catch other employees in need. “It’s good to know the company cares,” she says. “The employees are so grateful for the gifts. They send cards and letters expressing their thanks, and often, ask how they can give back and donate to the LCS Foundation.”

Each case is unique, and a set methodology is used to determine the best way the Foundation can support employees. In 2020, the program helped 47 employees, with 22 of those related to COVID-19.

Since the program began, 136 employees representing 27 communities, in addition to the corporate office, have received gifts totaling \$326,516. Approximately \$150,714 of the total was related to natural disasters.

The remaining awards **totaling \$175,802** were related to health, death, and house fires.

Emergency relief fund summary

January 1, 2017 – December 31, 2020

Awards by amount	Number of recipients	Dollar amount
Less than \$500	12	\$5,525
\$501 to \$1,000	30	\$23,855
\$1,001 to \$2,000	31	\$46,627
\$2,001 to \$3,000	32	\$83,608
\$3,001 to \$5,000	19	\$83,440
\$5,001 to \$7,500	12	\$83,461
Total	136	\$326,516

Breaking it down	AVERAGE AWARD	MINIMUM AWARD	MAXIMUM AWARD
	\$2,401	\$300	\$7,500



Help for COVID-19 survivor

Ron is an Army veteran who's always thinking about helping others. He would be the last person to ever ask for help himself. But, in 2020, Ron had to spend a month in the hospital and three weeks off from work due to COVID-19.

Even as he faced mounting bills and everyday living expenses, Ron was not expecting any form of help during his health crisis. Little did he know, Mindy, from the human resources office at the community where he was employed, was working behind the scenes on his behalf.

"I was aware of the Emergency Relief Fund and knew I had to do something," says Mindy. "Ron would not be able to pay his bills. I didn't want him to worry about anything while he recovered. He is a selfless man, and this was the least I could do."

Ron's appreciation for Mindy and the relief program is heartfelt. "It's a blessing to have this program," he says. "Mindy is so caring, and I will always be thankful for this help."



Continue **the mission**
of the LCS Foundation
by maintaining a **strong**
governance structure
and fundraising support.

Pandemic changes fundraising.



Making a difference

The LCS Foundation is a nonprofit charitable organization, which means our work benefits others. In previous years, events such as the LCS Foundation Annual Golf Classic and the Alzheimer's Purple Soirée increased awareness and fundraising dollars. In 2020, the pandemic changed the way fundraising looked.

"We've always done big events in the past, including the casino nights with live auctions," says Susanne DelGrosso, director of administrative services at Plantation Village in Wilmington, North Carolina. "We have a great community, and this year, we put out a plea to our residents and associates."

The community responded with \$21,055 raised for the Alzheimer's Association.



"It's amazing what was achieved when fundraising was not at the top of people's minds in 2020. The **dedication our employees have**, in addition to their jobs of **caring for others**, shows that people always want to find a way to **make a difference**."

SHARON JESSUP *VP/Senior Director Marketing and Sales, Life Care Services*

LCS employees increase donations

In 2020, with payroll deduction, LCS employees across the country stepped up their donations to the Foundation. There was an increase in the number of employees donating, from 25 in 2019 to 186 in 2020.

That level of support during the pandemic made 2020 a solid year for the LCS Foundation. We can all take pride in knowing how many lives our donations impacted.

Total pledges
\$1,400,000
since 2017

Gifts totaling
\$832,000
were given by
employees, partners,
and friends

464
unique donors
contributed
throughout the year

The LCS Foundation
proudly provided

\$114,194
to 47 employees
who experienced
financial distress
from experiences
beyond their control

An astounding total of
\$510,455
was donated to the Alzheimer's Association
and other Alzheimer's-related charities

\$77,000
for scholarships and professional development



2020

ACHIEVEMENTS

You can make a **difference.**



The LCS Foundation is supported by people who recognize the good in our purpose and who want to help further our causes through a financial contribution. Every person who contributes to the LCS Foundation is working with us to celebrate the first Alzheimer's survivor, to assist our employees in a time of need, and to inspire the next generation of our workforce.

Contributions to the LCS Foundation have the potential to make a positive impact on the lives of those we serve — lives that extend beyond senior living. For more information, visit the the LCS Foundation website at lcsfoundationLCS.org. To learn more about our giving opportunities, contact an LCS Foundation board member or email share@lcsfoundationLCS.org.

LCS Foundation Board of Directors

The LCS Foundation is managed by a 15-member board of directors. Each member is connected to the field of senior living and has a deep passion for serving seniors. In 2020, the LCS Foundation named four individuals to its board of directors. New members include:

JOE BRUCELLA *Retired SVP/Director of Operations Management, Life Care Services*

DIANE BENOIT *Retired VP/Director of Client Services, Life Care Services*

RYAN BIRCHER *Secretary and Treasurer, LCS Foundation; Assistant Controller, LCS*

BRIDGETTE UHLEMANN *Corporate Counsel, Director of Legal and Compliance, LCS*

LCS Foundation Officers

Ed Kenny

President

Joel Nelson

Vice President

President and CEO, LCS

Ryan Bircher

Secretary and Treasurer

Assistant Controller, LCS

LCS Foundation Board of Directors

Elisa Baptiste

SVP/Chief Operating Officer, CPS

Diane Benoit

Retired VP/Director of Client Services, Life Care Services

Joe Brucella

Retired SVP/Director of Operations Management, Life Care Services

Scott Doherty

VP/Sr. Director of Operations Management, Life Care Services

Sarah Dorr

VP, Managing Director - Real Estate and Corporate Debt, LCS Real Estate

Monica Friedman

SVP/Chief Human Resources Officer, LCS

Sharon Jessup

VP/Director of Marketing and Sales, Life Care Services

Jason Jorgenson

VP/Director of Development Services, LCS Development

Brett Logan

SVP/Managing Director of Life Plan Communities, Life Care Services

Robert Perry

Director of Operations Management, Life Care Services

Bridgette Uhlemann

Corporate Counsel, Director of Legal and Compliance, LCS

Jeri Uhlmansiek

National Marketing Director, LCS

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