



2021 Annual Report

# TOGETHER AGAIN!

 **Shorehaven**  
Trusted for Generations





*Reflecting Christ's Love,  
we provide homes  
and resources for seniors.*

## Every gift matters.

Shorehaven is a not-for-profit organization committed to caring for the physical, emotional, and spiritual well-being of older Americans. 100% of your gift will provide a home and/or support services to seniors in our community.

Shorehaven's Charitable Foundation is the heart of Shorehaven's legacy. Supporting this Foundation helps Shorehaven pay for homes and resources for our seniors who outlive their finances. Financial gifts to this ministry support the legacy our founders chartered more than 80 years ago, leading us into the future.



## With the promise of God

*“Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go.”* Joshua 1:9

In the Bible, the book of Joshua is one of promise, great faith, war, miracles, and promises fulfilled. The Lord spoke to Joshua as he was preparing his people to enter the Promised Land. He told him to be strong and very courageous. Joshua knew the task the Lord had for him and the Israelites. We, too, know the task that the Lord has laid out for us. We are to Reflect Christ’s love as we provide homes and resources for seniors in our community.

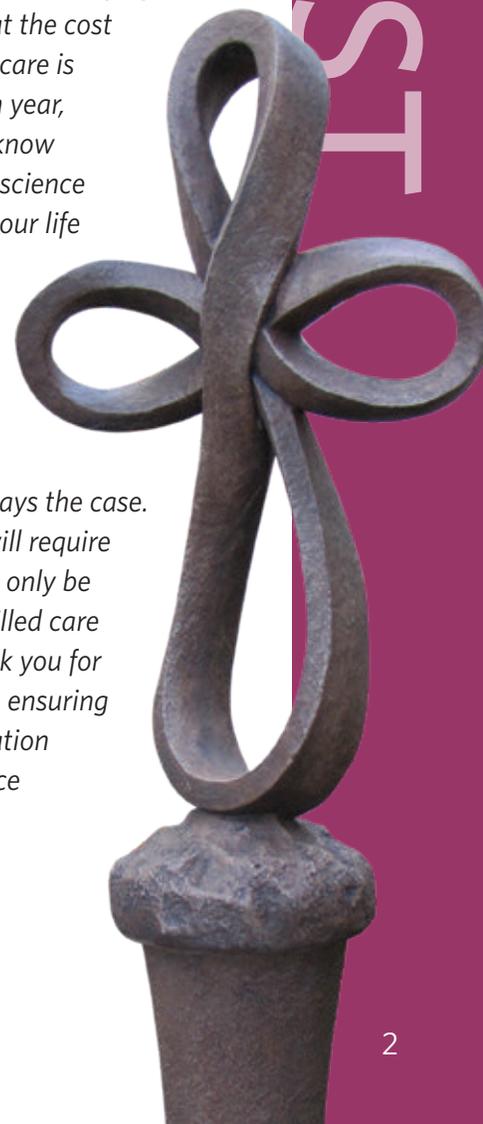
I’m extremely proud of the way our staff has risen to the challenge that 2021 placed before us. We were able to take more than adequate measures to keep our residents safe as we encountered the Delta variant. We were able to resume in-person visitations without any major interruptions. Many dedicated staff worked longer hours on days when staffing was a challenge. So many of our employees were champions for the cause to provide quality care for our residents.

The biggest champions, however, I believe are our residents. Even though life could be disrupted and totally out of sync, our residents across the campus showed their courage, resilience and strength of character. They encouraged our staff, their own families, and their friends. Change is hard, and inevitable given the current landscape in the long-term care field. With the promise of God to be with us, and with the guidance and foresight of many gifted and talented leaders, Shorehaven continues to move forward. We move forward with the strength and courage to face each new day. We greet each new challenge reflecting Christ’s love, as we provide the needed homes and resources for our seniors.

Thank you,

Dale Dahlke, Chief Executive Officer

**With gratitude** I’d like to take a moment to thank all of our generous donors to our year end appeal. Our Charitable Foundation exists to help continue to provide needed care if personal resources are exhausted. With your support, our Charitable Foundation has now grown to more than \$6.5 million dollars. 171 gifts totaling over \$163,000.00 were added to the principal investment in the Foundation. Seeing a steady growth in the principal of our Foundation is both heart-warming and encouraging. We know that the cost of long-term care is growing each year, and we also know that medical science is expanding our life expectancy. We all pray for good health until the Lord calls us home, but that isn’t always the case. Some of us will require care that can only be found in a skilled care setting. Thank you for your support, ensuring a firm foundation as we embrace our future.





## Up close and personal

A COVID-19 pandemic did not halt us in our tracks. We broke through the barricades and reached out, and our family members came running. There were tears, handshakes, hugs and laughter. We embraced as family, as staff and community. We opened our doors and together, reveled in reunions, group worship, exercise and activities, pavilion parties and lakeside strolls.

*This is how it should be.  
It feels right...*

Administrator Emily Karls

### **Administrator Emily Karls:**

As of March, 2021, Shorehaven welcomed families back into the households. Our doors were locked for visitation for a little over a year. During the lockdown, residents were visiting with their loved ones through a window in the Great Room, a tablet screen, and finally, a supervised visit in a clean room. When we were able to fully open to visitors it was like a light switch flipped back on, and the joy was brought back to our residents and staff. Residents waited more than a year to feel a hug from their children.

Throughout the pandemic our lives became more digital, our residents visited with their family and even had their doctor appointments through a screen. Our connection to our residents' families was giving reports over the phone. Now, we have families visiting daily, helping decorate the household alcoves, their loved one's rooms, being able to celebrate in person.

We tried to fill the void of missing visitation, but nothing replaces family time. We saw a huge improvement in resident moods, but also a decrease in falls and pressure injuries.

My message to residents this year...If you live at Shorehaven, you are loved. When you couldn't feel your children's arms around you, you felt ours. Here, you have a whole team of people cheering for you every day. Staff worked countless hours, worked outside of their jobs to ensure that your psychosocial needs were being met.

We are honored to continue to care for you.



# A Meaningful Memory Care Makeover



Shorehaven's Memory Care was transformed using local contractors' expertise, staff input and residents' supervision. Remodeling progressed throughout the summer with new walls, paint, and patio improvements. The installation of the automatic entrance and storefront glass, along with wall removal, created an expanded, open space. Natural light streams into the new activity space through the floor to ceiling windows where staff spend one on one time with residents, or gather as a group for activities or singing. During the construction, staff, with resident supervision, input and help, painted the temporary walls with fun murals. Shorehaven maintenance crews

composed the landscaping in the extended patio area, followed by a new fence and gate. The patio area included winding walking paths, reminiscing stations, garden views, and reasons to congregate in a calming natural setting.

"The remodeling has created a space that feels more cohesive and flows together between the households. There is an increased staff efficiency for monitoring and working with our residents. The residents love the outdoor area and enjoy the independence of being able to commune with nature in a much more independent way," said Resident Care Manager Jan Zimmerman.



*These improvements were thoughtfully designed to help with resident safety, engagement and personal fulfillment.*

Resident Care Manager Jan Zimmerman

# Volunteers Undaunted

The Forgotten Treasures Resale Boutique soared to new heights, backed by 35 dedicated volunteers who updated racks and displays, launched an inventory makeover, and partnered with community businesses to help appraise donation values.

The Boutique more than doubled its sales in 2021, started its own Facebook page and began selling merchandise on Facebook Marketplace. "We are forging ahead, researching new merchandising trends, upholding our dedicated volunteers, appraising items to full value, and updating displays weekly," said Manager of Volunteer Services Kris Gallert.



Volunteer services included more than 150 volunteers, using social media, word of mouth and advertising to recruit new talent. Efforts were made to match jobs with interests, in ways that are both meaningful to the residents and the volunteers. Assignments included

beauty shop, boat drivers, Corner Store, ceramics, chapel, dogs and owners household visitation, groups that make cards for residents, Happy Hour, Sheepshead and card games, trishaw drivers, mail delivery and Monday Night Bingo. A Friends of Memory Care group started, dedicated exclusively to our memory care residents.



"We are always looking for new ways to connect residents to additional volunteers," said Gallert.

*We strive to make every purchase count toward enhancing resident lives.*  
 Kris Gallert, Manager of Volunteer Services





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## We're Back

*We emerged from COVID's hold as survivors and optimists. The deadly virus only served to strengthen us. Residents were finally able to see family. Staff led ceramics, balloon volleyball, Happy Hour and game shows in the Great Room. Although rigorous state guidelines still loomed overhead, we were grounded by our faith, renewed hope and anticipation. Through it all, we held on, held tight and celebrated each new milestone, in pursuit of a new path.*



HOLDING TIGHT

# Taking social accountability seriously

The Shorehaven campus serves as a vital community catalyst and advocate. Shorehaven employs about 360 employees and is home to more than 400 seniors. The organization is a strong city, county and state partner and a productive civic force. Shorehaven is a leader in providing progressive senior services and resources. We take our social accountability role seriously.

Shorehaven donates hundreds of dollars' worth of food annually to county pantries to provide meals to the less fortunate through the Waukesha County Food Recovery Program.

Shorehaven lends its warehouse property to Feeding America, a jointly sponsored church outreach supplying thousands of pounds of food annually to needy families.

Through a generous grant, Shorehaven reintroduced free MIAD art classes to residents and the community.

Shorehaven is a Medicare/Medicaid certified facility and accepts funding from both sources. Our Charitable Foundation helps us to subsidize the shortfall for residents who have outlived their assets.

We also help staff reach continuing education goals through our Tuition and Scholarship programs. Shorehaven also hosts and provides clinicals and classrooms for certified nurse assistant training programs, and works with local high school students in the Youth Apprentice Program to focus on health care vocations.

Shorehaven staff contribute hundreds of hours a year to their communities as ardent volunteers:

- Serve on the Rotary, Wisconsin Respite Care, Parkinson Support Group and Silver Streak boards and committees



- Chaplain conducts services at many local churches as spiritual outreach
- Staff address a variety of pertinent topics on our traveling speakers' bureau, available free of charge to churches, schools, civic groups and businesses
- Staff participate in several charitable fundraisers including the LakeWalk, benefiting regional cancer centers; the Alzheimer's Walk, Family Promise and Outreach for Hope

## Shorehaven residents

Shorehaven residents make mats for homeless shelters through Mats for Humanity, have an ongoing food drive for the Oconomowoc Food Pantry, and stuff boxes with needed school supplies to ship overseas for Operation Christmas Child.



## Shorehaven Service League

From its Forgotten Treasures Resale Boutique, volunteers donate needed items for: Lake Area Free Clinic and Salvation Army – medical equipment; St. Vincent DePaul – unused clothing; Lake Country Caring – household items; St. Jerome's women's

ministry - items to help needy overseas and Christmas cards for veterans' groups.

**Center for Life Enrichment**

- Classes to educate, inform and inspire
- Free Alzheimer's and Grief Support Groups
- Reduced fee space for non-profits for academic/training/retreat purposes

Average 2021 attendance:	Education Classes -	Regular Monthly Events -
<b>956</b> avg. monthly attendance	<b>480</b> attendees	<b>476</b> <i>TED Talks, movies, concerts, Alzheimer's and Grief Support groups</i>

Groups using facility on ongoing basis: Lake Country Carvers, Festival of the Arts board, card players, Bible Study groups

- Serves as a headquarters for committee meetings
- A free drop in site for discussion of world and local topics
- Free library use

**Shorehaven Strength and Fitness Center**

The Center is a SilverSneakers Flex location and ReNew Active participant. It serves as a community health resource with more than 28 classes offered per week. The pool and fitness room serve as a fitness headquarters for seniors seeking a safe exercise option. The Center caters to the community's changing physical needs by updating classes, and serves as a social outlet for those seniors seeking networking and sharing experiences.

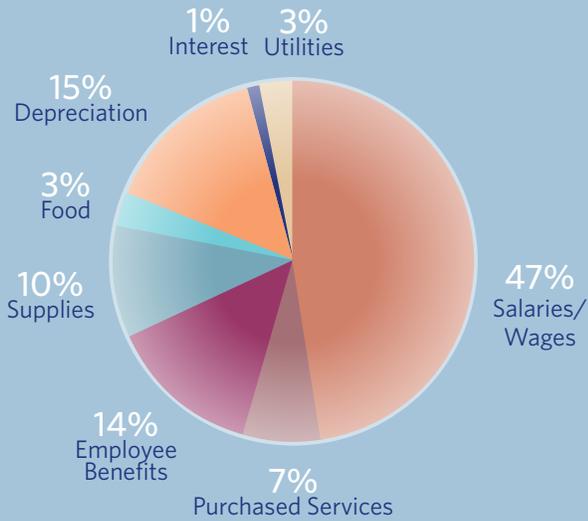
**Life@Home**

Staff served as a community resource, linking seniors with potential services through Waukesha, Dodge and Jefferson Counties. Staff completed 4,575.33 hours of services, performed 74 drop in/telechecks, fielded 1,039 phone calls about Life@Home, Shorehaven, and senior services.



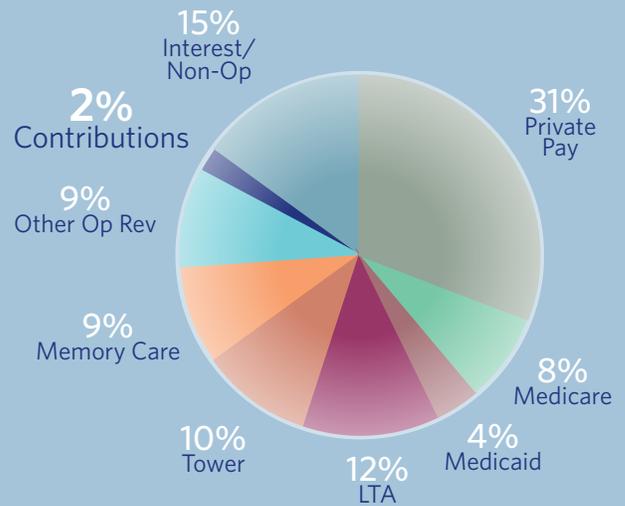
# EXPENSES

All Facilities



# REVENUE

Source - All Facilities



Built on a faith-filled foundation. Moving forward through innovation.  
Grounded in compassion and care for our community.

Since 1939, Shorehaven has earned the trust of older adults, family members and the community. Shorehaven continues to stay ahead of senior trends, while wrapping its arms around those right at home. Shorehaven continues our Founders' mission, "Reflecting Christ's love, we provide homes and resources for seniors."

*Thank you for keeping Shorehaven in your hearts and prayers this past year.*



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