

A Fresh Start!

Celebrating new beginnings with a whole a lot of fun!



Shorehaven
Trusted for Generations

2023 Annual Report



Our Worlds Unfolded

We showed everyone our big, broad smiles.

We weaved threads of hope on a Tapestry of Togetherness loom.

We played in frothy, foaming bubbles, rode trishaws, shucked corn, grew gardens, boarded boats and blew up balloons.

We shared waves of laughter as our worlds reopened.

We embraced all faiths in our chapel and our offerings helped the underserved.

We high-fived and told each other that nothing is stopping us now.

We hope this 2023 report sends you to your happy place. Thank you for sharing that happy place for our residents, too.



Each Day is a Fresh Start



When I look at our 21 ½ acre campus it is hard to realize that the oldest building here was built in 1988 and we added to the campus in 1995, again in 2005, once more in 2007, again in 2009 and 2014 and then in 2017 and I can assure you that we're not done yet. The dates I cited previously are when we did building projects of some kind, but in between those building projects we were moving forward in many ways. Shorehaven has never been one to sit back and wait, but rather to move forward and explore. We've done a lot of that this year as we have looked to get a 'fresh start' on some of the things, if left untouched, will certainly hold us back.

Remodel and renovate seem to be two words that have been used a lot throughout 2023. The biggest remodel project we have going on the campus is that of our Skilled Nursing Facility, a project that will be ongoing through 2024. We see an updated design that will help to give each household a 'fresh start'. We continue to remodel and update our Lake Terrace Apartments so that those folks who are getting a 'fresh start' with us here on our campus can enjoy a new apartment. We've also been working on our assisted living areas as well, giving people more space when we can and new finishes as well. Many fresh starts on the campus in 2023.

But all of the above are just things. Things are not what make Shorehaven a great place to call home. It's the people. The people who live and work on our campus. For the young people who work with us on our campus it might be a 'first start' or for those coming to us later in life it could mean a 'fresh start'. For many of those moving to our campus it is a 'fresh start' on retirement. For others, they rely on us to be there for them as they approach the final portion of a life well lived. Wherever people are on our campus we want them to know that the mission of 'Reflecting Christ's love' is what drives us each and every day. Each day is a fresh start and another opportunity to be that reflection of the love that our Savior shows to us.

Thank you,

Dale Dahlke, *Chief Executive Officer*



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



Expanding Household Havens

The household remodeling project took flight as workers moved walls, created more efficient spaces, painted, recarpeted, added new fixtures and lighting, and upgraded appliances to a professional grade. Residents and staff marveled in the new light, shared kitchen spaces and expanded common areas. The two year project will remodel all households, creating a new look and feel, and fostering a new sense of community within neighborhoods.

“Now that a couple of neighborhoods are completed, the households have seamlessly joined, fostering a sense of unity among residents,” said Administrator Emily Karls. “Staff members are now enjoying the flexibility to move between the neighborhoods facilitating stronger relationships among residents and enhancing the variety of group activities available. We have a new look, but same level of care and compassion that has always set Shorehaven apart.”

Refreshed and Renewed

A selection of Lake Terrace and Shorehaven Tower apartments were also remodeled, with flooring, new millwork and cabinets, new quartz countertops, and new lighting. In Lake Terrace, tile showers replaced bathtubs and appliances were upgraded. A new irrigation system was installed to provide fresh Lac La Belle water to the Shorehaven lakefront lawns.

“The refurbishing of independent and assisted living apartments has cast a new light on our existing structures,” said Housing Manager Jaime Jaeger. “Our customers are demanding fresh upgrades, accessible features and trendy styles. We’re always trying to anticipate their wishes and exceed their expectations.”



The Service League of Volunteers springs for pizza parties each time a household returns to its original location after remodeling. Residents are treated to a “housewarming” complete with three different kinds of pizzas, parmesan bread bites and loaded tots. The aroma of pepperoni, extra cheese and garlic bread fills the dining areas upon residents’ return.



Resale Revitalized

Forgotten Treasures Resale Boutique gets a new look

The Service League of Volunteers' resale venture took on a whole new objective in 2023 - the shop itself.

For comfort, volunteers requested air conditioning in the annex where they work sorting and reorganizing donations. That spun to more refreshing updates, new paint and flooring, a redesigned retail format and improved access for customers. The shop was totally reorganized and new inventory brought in.

Behind Shorehaven Tower, the old gazebo came down in preparation for a new one in its place. The Tree of Love Campaign surpassed its goal and because of supporters' generous donations, the League will build a new gazebo for residents and families to enjoy.

The new gazebo will provide numerous benefits, including sensory stimulation and interaction with nature, decreased feelings of loneliness, mental, emotional and spiritual well-being and a space for independence and physical activity.

Manager of Volunteer Services Kris Gallert said the renovated boutique has created a renewed sense of excitement for volunteers working there. "We're a shopping destination on Oconomowoc's west side. We're drawing more customers, and the word is spreading that we're a "go to" in the resale market. The boutique remodel has generated increased revenue for the residents of Shorehaven. Remember that at Forgotten Treasures, every purchase counts."

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More than a Facelift

Café LaBelle and Life Enrichment Center Updated

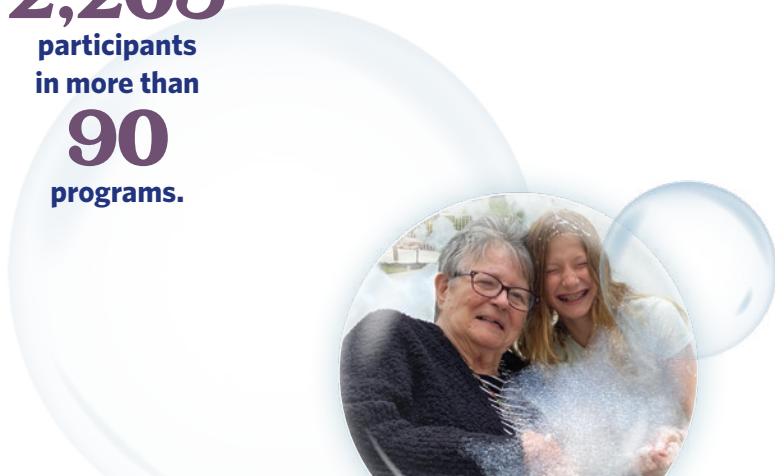
Café LaBelle was painted, new carpet rolled in, new art hung and a new menu unveiled. Customers walked in to new signage, new daily specials, more outdoor seating and breakfast all day. Sales exceeded projected numbers, new groups gathered and deli platter orders expanded.



The Center for Life Enrichment was updated with fresh new colors and flooring. The Center welcomed more than 2,205 participants in more than 90 programs. It hosted historical, educational, health, arts and culture and current event topics. The Center provided an accessible platform for local Bible studies, and Grief, Parkinson's, and Alzheimer's support groups.



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The Shorehaven Strength and Fitness Center Muscles Up

The Center welcomed 10,931 class visits in 2023. The original SilverSneakers class celebrated an 18th anniversary there.

To date since its opening, equipment stats include:

Cardio Machines

55,137 total miles

10,268.39 total hours

HUR Machines

236,657 total logins

16,377,484 total repetitions

The statistics prove that residents, staff and the community consistently work to improve their health. The Center continues to be a marketing tool to draw future residents. It performs a valuable community service to people 50 and up, as those participants strive to improve outlooks and reach their better health goals. "I am continually inspired and motivated by fitness center patrons as they work to maintain and grow a healthy lifestyle," said Fitness Center Manager Kira Grosenick.

Lasting Value through Life@Home

The Life@Home program reached more seniors in 2023, helping them to stay safe, thriving and happy at home. Staff covered a total of 6,900.65 hours, drove clients 2,963.8 miles, and answered 2,864 questions/inquiries. The service continued to answer family needs and ensure security for clients whose families live out of the area. Medication management, dressing, bathing, housekeeping, pet and plant care, transportation to appointments, errands, laundry and grooming topped the list for services provided. The service also serves as a referral resource, linking seniors and their families to area services.



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Partnerships Applauded

Zachariah's Acres, Journey21, and the YMCA at Pabst Farms' Service Without Boundaries programs partnered with Shorehaven residents and staff. There were internships, field trips, cleaning dates, wagon rides and cookie decorating.

Residents joined with the American Legion Post 91 to make candy bags for the Lions Halloween parade. They continued to make sleeping mats for the homeless through Mats for Humanity. They ran food donations each month to the Oconomowoc Food Pantry and shoes to Soles for Jesus.

The Oconomowoc School District sent more than 70 students and staff to celebrate Homecoming in a massive pep rally in the Shorehaven Tower

courtyard. Students led Device Help classes, assisting residents with laptops, phones and iPads. They led Ted Talks with topics on artificial intelligence, conspiracy theories, finance and self-esteem building. Leadership class students interviewed independent living residents on their life stories and what they wish to be remembered for. Residents toured Oconomowoc High School and were welcomed in to former classrooms. Students evoked spirited discussion with audiences as they explored what it was like to be older. The Seminar Digital Communications class produced video footage of residents throwing bags, competing in shuffleboard, engaging in lifelong learning, riding the trishaw and blowing out birthday candles.

Psalms 112:5

Good will come to those who are generous and lend freely, who conduct their affairs with justice.



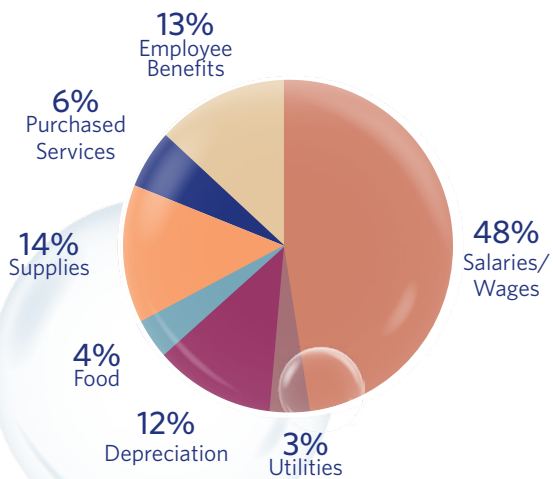
Carry Onward

Shorehaven is a not-for-profit organization committed to caring for the physical, emotional, and spiritual well-being of older Americans. 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 started nearly 85 years ago and will lead us into the future.



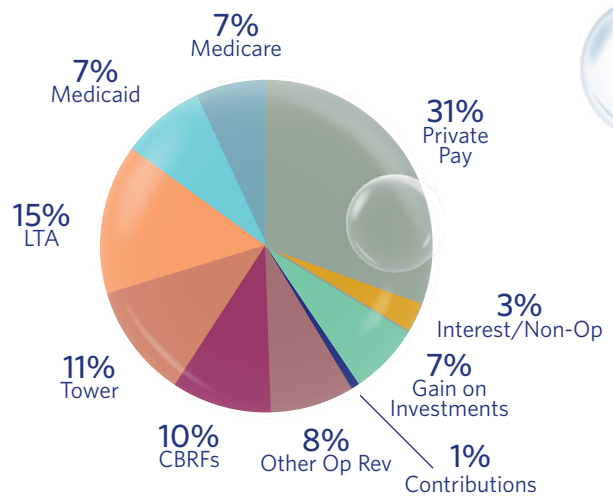
Expenses

All Facilities



Revenue

Source - All Facilities





Happy Dances





*Thank you
for sharing in
the smiles!*

Everywhere!



Shorehaven

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.

On the Shorehaven site in 1939, Shorehaven Founders established a legacy of Christ-centered care. The Lutheran Homes Society of Wisconsin was organized by Judge Alvin Brendemuehl, Rev. Herman Michelke, and Rev. T.K. Herbener. The Rosenkranz mansion was offered for sale on Lac La Belle's south side and the Society purchased the property for about \$6,000 as a home for the aged. In 1962 the Rosenkranz mansion was razed and a new nursing home was built, and renamed Shorehaven. Their vision continues today in our mission, "Reflecting Christ's love, we provide homes and resources for seniors."

Reflecting Christ's love in all that we do, we provide exceptional care at a great value. We are, and will continue to be, Trusted for Generations.



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