



CELEBRATING
85
YEARS
TRUSTED FOR GENERATIONS

Shorehaven 2024 Annual Report

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 our community.

Our days may come to seventy years, or eighty, if our strength endures

Psalm 90:10a



Psalm 90 verse 10, a prayer of Moses, tells us that we may have a life span of 70 or 80 years if we have the strength. In 2024 Lutheran Homes of Oconomowoc celebrated 85 years, and its strength comes from two sources; the people it serves and the people who have the servant's heart to carry out its mission. Reflecting Christ's Love isn't just a tag line we use when we talk about what we do here, or how we do it. It is the purpose behind everything we do. The people we serve on this campus motivate us to do better each day, to serve them with compassion and to strive to make their lives better. 85 years ago, our founders, Judge Alvin Brendemuehl, Rev. Herman Michelke, and Rev. T. K.

Herbener knew that it would take a servant's heart to carry out the mission that they visioned for the Lutheran Home Society of Wisconsin. Throughout its 85 years Lutheran Homes of Oconomowoc, Inc. has gone through several name changes but none that have been more predominant than Shorehaven.

The majority of the residents that have called the Shorehaven Campus home have done so with pride and appreciation for the care that was provided by the countless staff who strive to live our mission each day. The residents we serve are the citizens who shaped the communities we live in and deserve our respect and admiration, and I am proud to say that I witness both from our staff to our residents each day.

I also see the strength of Shorehaven in the many family members, volunteers and corporate members who give generously of their time to make the Shorehaven Campus the vibrant, welcoming place that it is. Their financial donations also serve to preserve the fiscal integrity of the Campus.

It is evident that the Lord has blessed the efforts of Shorehaven in the past and I am certain will continue to bless them in the future. 85 years is no small milestone for an individual or an organization and is certainly one to be celebrated. We must not, however, be content to only look back to the past, but must continually plan for the future, a future full of possibilities and strength that we can only find through our gracious Savior.

Reflecting Christ's Love we will continue to provide homes and resources for seniors.

Thank you,

A handwritten signature in blue ink, reading "Dale Dahlke".

Dale Dahlke, Chief Executive Officer

The Trust Placed in Us

For more than 85 years, our community has been a place of faith, care, and commitment to serving older adults with dignity and compassion. Founded on Lutheran values, our mission has remained steadfast: Reflecting Christ's love, we provide homes and resources for seniors. As we celebrate our years of service, we reflect on the journey that brought us here and the legacy we continue to uphold.

Throughout the decades, our organization has evolved to meet the changing needs of our residents while staying true to our core values. From our beginnings in the Rosenkranz mansion, we have grown in both size and scope, embracing innovation in senior living while preserving the traditions that make our community unique. Whether through facility

enhancements, expanded programs, or new approaches to care, our focus has always been on enriching the lives of those we serve.

Our legacy is not only built on the bricks and mortar of our campus but on the hearts and hands of those who dedicate themselves to our mission. Generations of staff, volunteers, and families have played a role in shaping the culture of compassion that defines us. Their unwavering commitment ensures that every resident receives the highest level of care and support, creating a home where they can thrive in mind, body, and spirit.

As we look to the future, we remain guided by the same principles that have sustained us for more than 85 years. With faith as our foundation, we will continue to adapt, innovate,



and grow, always striving to honor our past while embracing the opportunities ahead.

"For the Lord is good and His love endures forever; His faithfulness continues through all generations."

— Psalm 100:5.

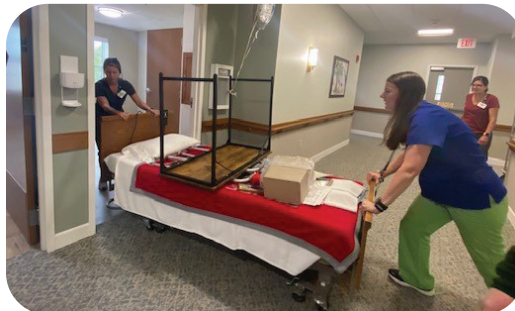
We are grateful for the trust placed in us and look forward to continuing our mission of service for generations to come.

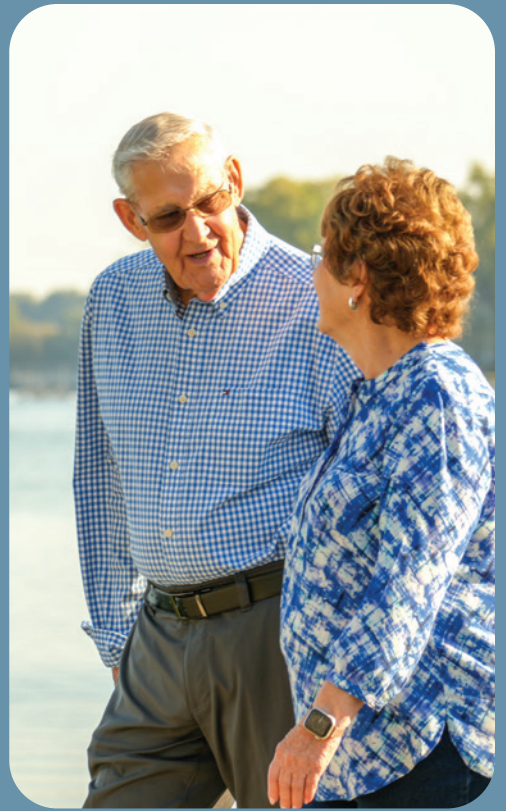
A handwritten signature in cursive script that reads "Emily Karls".

- Emily Karls, Administrator

Households Renewed

The Shorehaven household renovations and moves were a true team effort, with numerous departments working together to ensure residents and their belongings were settled perfectly into place. The completed households and subsequent moves marked another milestone in the nearly two-year household remodeling project. The updates included new carpet, brighter lighting, fresh paint, beautiful new furniture, and an overall refreshed look. Cheers to a well-orchestrated and successful move! The next renovation expanded Hillside Terrace, adding 13 rooms to our Community Based Residential Facility assisted living.





Shorehaven Marks 85 years





A time to celebrate!

Shorehaven Value Statements

1. Valuing our residents, we are the hands of Christ in the services we provide.
2. We respect our residents' independence and rights and support their decision to age in place.
3. We are committed to providing security and comfort to our residents while preserving their dignity with grace.
4. We value our community partnerships.
5. We support our residents in their faith and belief choices.
6. We respect, value and support our staff.
7. We provide quality and cost-effective services to our residents.





Butterflies are Forever

"Goodbyes are important, but hard. Our annual butterfly memorial service is an opportunity to say 'until we meet again' to friends and loved ones as a community, and at the same time be reminded and comforted of God's promises of grace, hope and ultimately resurrection especially in the midst of grief and loss."

2 Corinthians 5:17

So if anyone is in Christ, there is a new creation: everything old has passed away; look, new things have come into being!

There was a total of 250 worship opportunities

16 different denominations are represented

Six outdoor services including the Butterfly Memorial and Anniversary worship

Tricia's Troops Cancer Connection hosted a coffee hour in between services, thanking residents for their heartfelt freewill offering support throughout the year

More than \$17,000 was raised through the Sunday chapel service freewill offering for charitable nonprofit organizations



Community Resources at work right here



Life Enrichment

2,571 people attended Life Enrichment Classes

Residents: 1,000

Community: 1,571

Programs include Grief, Alzheimer's and Parkinson's support groups, as well as Book Club, Lunchtime Cinema, TED Talks, Brush Up painting classes, ethnic dinners and historical and travel classes. The center enlists partnerships with local universities for timely topics and current events.

Life@Home

A program designed to offer peace of mind for both seniors and their family caregivers. Loved ones can enjoy meaningful time together while the Life@Home staff handles the extensive care responsibilities.

Total Hours: 5,630.65

73% of these hours are for Shorehaven residents

Total Miles: 1,794

Total Inquiries: 3,766

Community Resource Calls: 1,163





Fitness for Life

The Shorehaven Strength and Fitness Center continues to grow in membership and use as seniors thrive in the rejuvenating setting. There were more than 1,064 fitness center classes during 2024.

Community member Jill Papke had just entered her ballroom dancing class at the Shorehaven Strength and Fitness Center. She participates in classes, exercise and weight bearing activities at least nine times a week here.

2024 stats to share:

Cardio Machines 5 out of 7 machines

- 12,634 miles
- 2,737.27 hours

HUR Machines

- 57,119 logins
- 4,185,645 repetitions

"This center has truly inspired me. We motivate each other, and just being involved has encouraged me to volunteer, travel more, and take on new challenges with confidence. I share my love of ballroom dancing with friends at the Historical Society, and yoga has made me more agile. This whole experience has broadened my life—I feel healthier and have something to look forward to every day."

-Shorehaven Strength and Fitness Center member Jill Papke

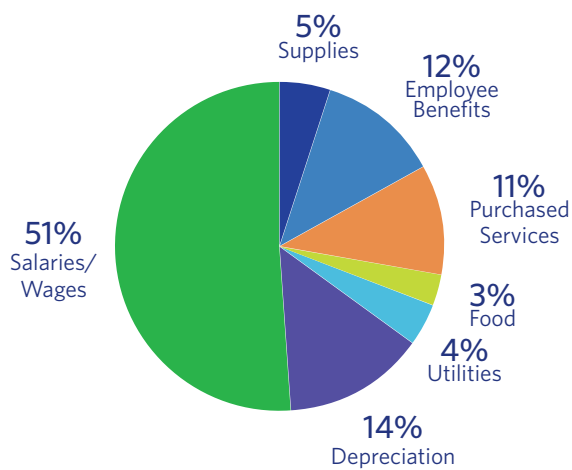


Every Gift helps—*every Gift matters.*

By giving to Shorehaven, you become part of a generosity movement that transforms lives. Your support provides seniors with shelter, emotional care, and faith-centered support—meeting their needs today and for generations to come. Shorehaven empowers seniors to live their best lives at every stage, offering peace of mind that they are always cared for.

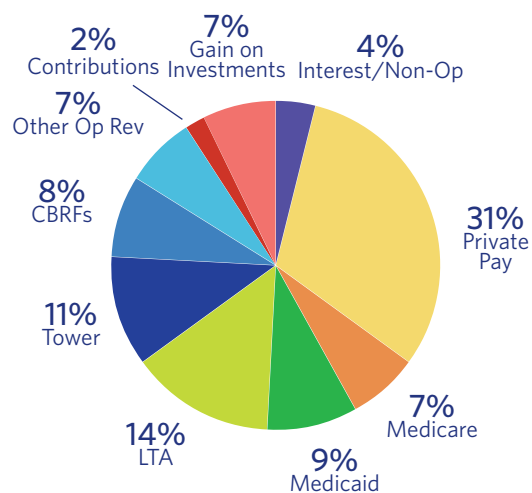
Expenses

All Facilities



Revenue

Source - All Facilities



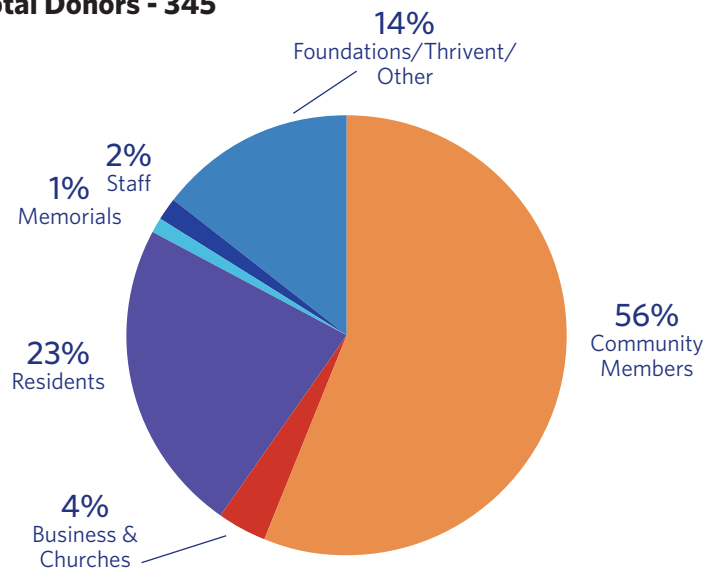
The Powerful Impact of Your Generosity

- A single State Fair event featuring 15 animals, 100 eclairs & cream puffs, and 20 dedicated volunteers making it all possible
- Summer Picnic Band Entertainment
- Musician at the Christmas Party at Tower
- Clubhouse renovation and enhancement
- Pizza Party at Tower
- Food for Mother's Day Tea
- A Brand-New Pontoon Boat named *The Love Boat*
- Employee Appreciation Soup
- The Nutcracker at Oconomowoc Art Center
- A Second Trishaw
- 60 performances or presentations in 2024
- Funding for Tower Apartment Renovation
- Funding for Shorehaven's Skilled Care Facility
- 8 visits from the local library
- 60 children from Little Dumplings Early Learning Center came to Trick or Treat
- 13 Pontoon Boat Excursions
- Numerous enjoyable happy hours for the residents

- 12 delicious ice cream socials
- Funds designated to the Shorehaven Charitable Foundation to assist seniors who have outlived their financial resources

Donors

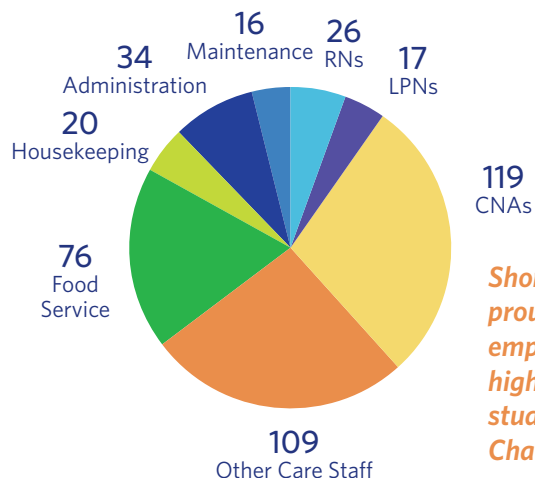
Total Donors - 345



"The heart of any senior living facility is its staff—compassionate professionals who provide care, dignity, comfort, and companionship. Their dedication transforms a place of residence into a true home, ensuring that every resident is valued, respected, and given the quality of life they deserve."

Shorehaven Changemakers

Total 415



119
CNAs

Shorehaven proudly employs 70 high school students as Changemakers.

Where do our staff come from? 149 Oconomowoc, 73 Watertown, 36 Ixonia, 27 Hartland, and the rest in the counties of Waukesha, Dodge, and Jefferson.

Followers on Social Media

Facebook:
2.2k
followers

YouTube:
946
subscribers

The Aging Nation – Demographic Trends Among Seniors

Seniors over 65 years old

2024 - **59.9 million** or 18% of the population

Projected

2030 - **71.6 million** or 20%

2040 - **78.3 million** or 22%

Shorehaven's impact extends beyond our residents—we are also dedicated to our community through meaningful outreach opportunities.

Together, we are making a lasting impact. Thanks to your generosity and support, we continue to enhance lives, provide vital resources, and create a stronger community for all.



Volunteers

Total number of all volunteers: **313**

Forgotten Treasures Volunteers: **35**

How many volunteer hours for 2024: **13,500+**

How many Trishaw volunteer drivers and how many trips? **148 rides** – ten volunteer drivers

Volunteers are the heart of our mission, giving time as valuable as money—bringing compassion, connection, and impact that transform lives and strengthen our community.

Shocking Yearly Fees

| | | |
|------------------|-----------------------|---------------------------------|
| Laundry | Gas | Water/Sewage |
| \$208,925 | \$86,342 | \$105,277 |
| Garbage | Property Taxes | Payment in lieu of taxes |
| \$120,000 | \$67,146.46 | \$150,000 |

Inspiring Reasons People Give

**"Blessed to be a
Blessing."**

Dave enjoyed sharing his good fortune with others and giving back to make a difference in the lives of those around him.

~ The late Dave Ehlert, resident at Shorehaven

"My mom would feel good about giving to the Shorehaven Foundation, knowing she was helping those who have outlived their resources."

~Laura is the daughter of a resident who recently passed away at the age of 102.

It is essential to donate to support those who have exhausted their retirement savings.

~Lake Terrace Apartments Waiting List Donor

My mom was in memory care at Shorehaven for four years. It was the best care she could ask for, considering the situation.

~ Mary Rode – Corporate Member, donor, and former family member



Key to different levels of care

Lake Terrace Apartments Independent Living
 Shorehaven Tower Catered Living
 Hillside Terrace CBRF
 Shorehaven Memory Care CBRF
 Shorehaven Skilled Nursing Care
 Shorehaven Short-Term Rehabilitation
 Life@Home Services

Also open to the community

Center for Life Enrichment
 Café LaBelle
 Shorehaven Strength and Fitness Center
 Forgotten Treasures Resale Boutique

Reflecting Christ's Love,
 we provide homes and resources for seniors.
 We are, and will continue to be,
 Trusted For Generations.



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