

ANNUAL REPORT | 2021

Cherished Roots and a
**FLOURISHING
FUTURE**



Creating communities where aging is honored and celebrated.

More Than an Emblem

Our 50th Anniversary emblem represents the celebration of our rich roots stretching back more than 50 years. It also represents the promise of our growing future as CLC jubilantly moves forward committed to creating communities where aging is honored and celebrated.



*Top: Original trees from the Nooitgedacht family Bottom: **Barb Hogan**, CLC Board Member and Founding Family*

The Story of the Pines

A favorite founding story includes the Nooitgedacht family. Current board member Barb Hogan is a proud member of this family that provided us with some of the beautiful pine trees we enjoy today at Clermont Park. In all, five trees were transplanted from the Nooitgedacht family property to the then named University Hills Christian Nursing Home. We believe two of the current trees are from that original gift provided to welcome the first residents.

Residents at Clermont Park recently renamed the dining area off the patio *The Pines* in honor of the beautiful trees, but without knowing the family legacy behind the gift! Thank you, Barb, for sharing your family's treasured story and gift with us—we are so thankful!



A Message from Leadership

Dear CLC Residents, Associates, Families and Friends,

Whether you know the verse below from your Bible studies or the hit 1965 song “Turn, Turn, Turn” by the Byrds, you are probably familiar with the thoughts expressed in this passage. Planting and uprooting, tearing down and building up, weeping, and laughing best describe 2021 for Christian Living Communities.

The COVID-19 pandemic became “normal.” Pruning, strengthening, rebuilding, reflecting, and celebrating our hard work, resiliency, and caring for one another guided our efforts. Through thoughtful prayer and support from our Board of Directors, we reduced the number of communities we support to thirteen to strengthen our roots and reposition ourselves for new growth. 2021 was our “recharging” year.



The traditional washing of the streets at Clermont Park's Dutch Day celebration 2022

In 2022, we boldly move forward in our 50th year more committed than ever to our vision, mission, and values. United in our service to others, we embarked on a new strategic plan called Creating Community. After all, that is what we were called to do more than 50 years ago.

This report is not your typical yearly reflection. We are currently in our Golden Jubilee year. We celebrate more than 50 years of faithfulness to older adults, their families, and team members in these pages. We celebrate our wonderful volunteers and supporters whose partnerships enrich our efforts. We are also sharing how we will confidently move forward with a fresh look, fortified in our faith and founding convictions, to serve all He created and who need our services.

We invite you to read more and celebrate with CLC.

With sincerest appreciation,

Jill Vitale-Aussem | President & CEO

Dr. Amy Dore | Board Chair



Board Chair Dr. Amy Dore and President and CEO Jill Vitale-Aussem standing in front of our founding cornerstone at Dutch Day/Founder's Festival



Visit bit.ly/CLCAnnualReport2021 for a digital copy of this report.

CLC Board Member **Jack York** and CLC Executive Director of Chaplaincy **Jim Kok** enjoying Dutch Days at Clermont Park

There is a time for everything, and a season for every activity under the heavens: a time to plant and a time to uproot, a time to tear down and a time to build, a time to weep and a time to laugh...

Ecclesiastes 3:1-2, 4 (NIV)

Golden Jubilee Celebration

Creating communities where aging is honored and celebrated for 50 years.



The Beginning

The impetus for Christian Living Communities began in the late 1960s, when the Board of Directors for Bethesda Hospital made the difficult decision to close their Continuing Care Unit, which had been providing long-term care for seniors. Bethesda had been a tuberculosis hospital where many Dutch immigrants were treated.

By the grace of God, the University Hills Christian Nursing home opened on May 7, 1972, thanks to the hard work and goodwill of dedicated community members from the Reformed and Christian Reformed churches, alongside members from Bethesda Hospital. Starting with just \$2,000 in the bank, board members' determination made up for what they lacked in funding.

"What can you do with two-thousand dollars? Even fifty years ago, not much. There was some struggling. It all worked out well—never had doubts, and a lot of prayer went into it. God led it all the way. Without Him it probably wouldn't be here today."

Earl Lammers, the liaison between Bethesda and University Hills Christian Nursing Home Association, former board member and current Clermont Park resident

A plea for support went out in early 1970 by way of advertisements in *The Banner* and *Church Herald* (denominational magazines of the Christian Reformed and Reformed Church of America, respectively).

The ads offered non-secured debentures or "promissory notes," and constituents overwhelmingly responded by purchasing notes totaling \$627,000.

"It was kinda fun as well bringing on the sweat and a few tears, but we seemed to be blessed with success."

Elmer Houtsma, original nursing home administrator and former Clermont Park resident

Construction began and those early volunteers, board members, and founders poured themselves into building what was then known as University Hills Christian Nursing Home. Don Jeltrema was the contractor, and he essentially built the 62-bed nursing home at cost.

"We would go and sweep the floors so it would be clean for the next day and when the windows got put in we washed them. It was exciting—we could see the progress we were making. Those are such good memories."

Mary Ham, original volunteer, current Clermont Park resident and wife of **Rod Ham** who served on the original board

Visionary Then, Visionary Now

CLC was innovative from the beginning. CLC's very first community, a nursing home, was built with a window for every resident. That may not sound like much, but even today some nursing homes are built with two or three older adults sharing a room with a single window.

Top: Authentic Dutch clogs from the Clermont Park collection

Bottom: Several of the original Board of Directors on opening day



We are jubilantly moving forward in our 50th year of service to older adults and their families, committed now, more than ever, to our vision, mission, and values founded by a dedicated group many years ago.

Susan Keesen helping break ground for The Johnson Center, now known as Someren Glen, 1989



Speakers at Someren Glen's 50th Anniversary Faithfulness Prayer Service

Golden Jubilee Celebration

Creating communities where aging is honored and celebrated for 50 years.

In the spirit of our founding, Christian Living Communities continues to find dignity in the details, creating true communities of purpose, growth and belonging. CLC also continues its presence in the national discussion with executive leadership engaged with multiple advocacy groups.

Through the creation of a consulting and management division known as Cappella Living Solutions in 2014, CLC extended its reach outside of Colorado, serving as a third-party manager to mission-aligned for-profit ownership groups. Our very conservative estimate is that CLC has served more than 25,000 older adults in our 50 years.

As of this May, CLC touches the lives of more than 2,000 older adults daily at 13 senior living communities in three states. In addition, CLC owns and operates Denver-based Rhythms Home Care and continues to revolutionize aging services with programs, services, and care that honor and respect older adults with purpose-filled living.

The last few years have been very challenging; weathering the global COVID-19 pandemic, national workforce shortages, and the rise of inflation are all difficult waters to maneuver. But, as we know from our humble beginnings, we can do hard things.

"We know from the stories of those who were part of the founding that people came together, overcame obstacles, and did what needed to be done to ensure that the vision of University Hills Christian Nursing Home would become a reality. That steadfast faith and commitment to our organization's important work and mission have led CLC to weather the storms and impact the lives of thousands of people over our 50 years of service."

Jill Vitale-Aussem current CLC President & CEO

As it has been, and as it will be in the future, CLC is an impactful organization. We remain a locally owned and operated, faith-based non-profit that commits to creating a culture of belonging for residents, team members, and families.

We are humbled and grateful for the gift of this fantastic organization. We are resolved to continue building on the foundation laid long ago to reach those who could benefit from our services and be involved in the community around us. Our deep roots will lead to extraordinary new growth.

*"So often we would have people come into University Hills (now Clermont Park) and say, 'There is just a feeling. My mother just **has** to come here.' I want that feeling to always be there."*

Mary Ham original Founder and current CLC resident

Christian Living Communities jubilantly moves forward into the next 50 years with love, compassion, respect, and dignity for every individual resident, family member, team member, and volunteer.



Top: A group of early residents at University Hills Christian Nursing Home
Bottom: Some of the first team members



CLC CFO **Bryon Childs** and IT Support Specialist **Emmanuel Afriyie** sporting commemorative 50th Anniversary t-shirts



Residents enjoying the Holly Creek 50th Anniversary celebration



Celebrating our heritage at Clermont Park's Dutch Day and Founder's Festival



Christian Living COMMUNITIES

Where Aging is Honored and Celebrated

Christian Living Communities jubilantly moves forward in our 50th year with a refreshed new look reflecting the strong values that ground us. Our name remains the same, but how we share who we are with the world is more contemporary and relevant, encapsulating our roots and growth in one image.

We spoke with many people throughout the organization and our new look incorporates their ideas. We will begin using the logo in July of this year, replacing the one that served us well for more than 17 years.

OUR BRAND JOURNEY



First Community 1972

- Our first logo, a dove, was created by a resident's family member. Doves symbolize peace, love, devotion, the Holy Spirit, and hope.



50th Anniversary 2022

- The tree symbolizes staying rooted in our values as we branch out, growing stronger as we plan toward the future.



CHRISTIAN LIVING
COMMUNITIES

Lilies Logo 2005

- This logo with two lilies formed a heart to represent love, and the stem intertwined to form an L representing life. We also switched from Campus to Communities.



Christian Living
COMMUNITIES

New Logo 2022

- The new modern logo symbolizes our values that keep us true to our vision and mission as we move forward.

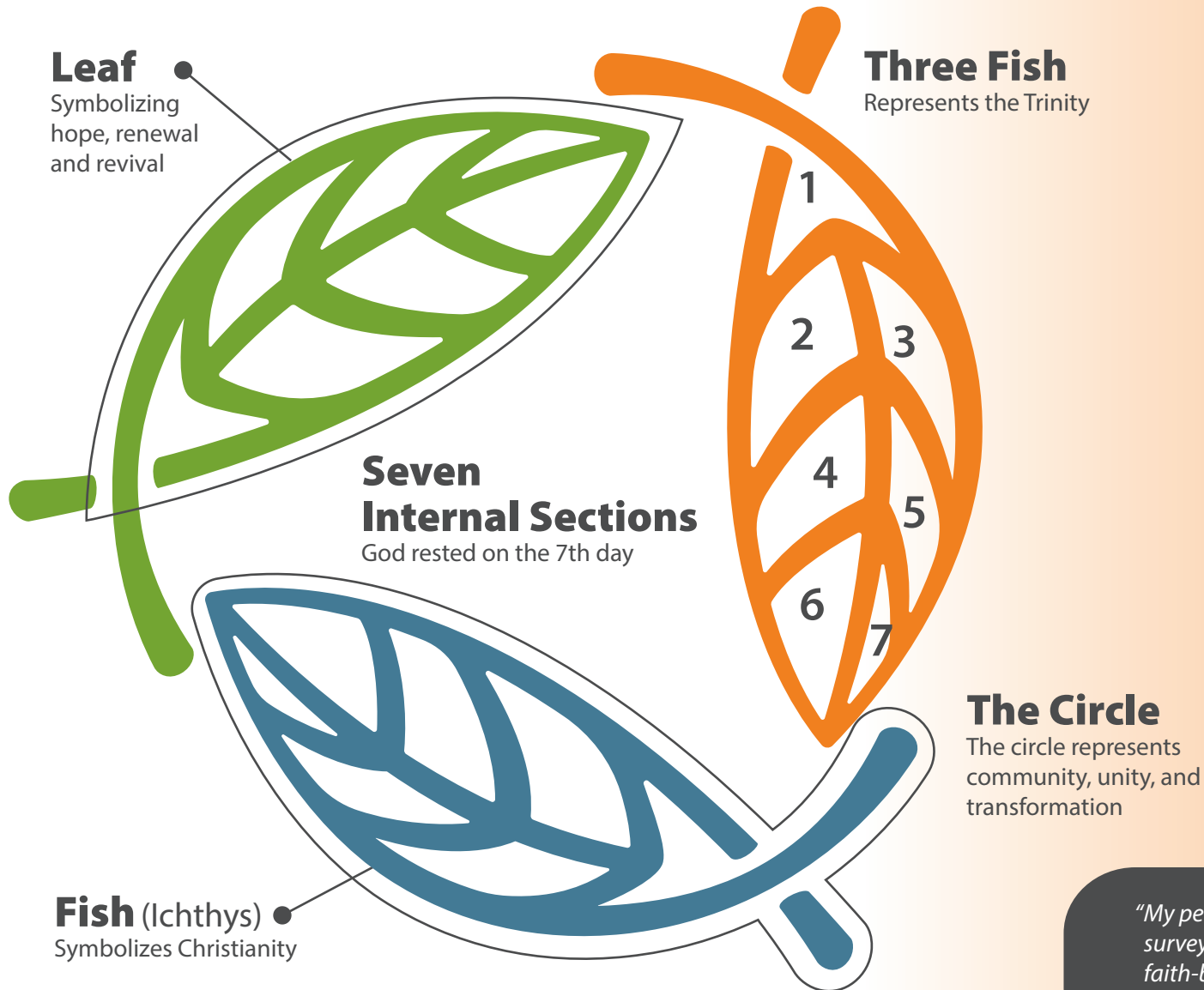
"All are welcome regardless of religion, race, gender, preferences, etc."

"Within our team members the Christian based message is what attracts them."

A few comments from residents and team members from our extensive interviews

NEW LOGO SYMBOLISM

NEW LOOK • SAME NAME • SAME VALUES



THREE COLORS

Blue

Represents Stability, Faith, Trust & Calm

Green

Represents Growth, Hope, Harmony & Safety

Orange

Represents Enthusiasm, Creativity, Health & Happiness

"My perspective is from customers, and surveys and focus groups tell us being faith-based and mission-based non-profit they trust us more."

Community Benefits



*CLC supporting the Walk to End Alzheimer's!
Top: Clermont Park residents at the Denver
City Park walk Bottom: Holly Creek
residents walk at the community*

Christian Living Communities remains committed to serving the greater community by generously giving back. Whether it be residents who lovingly gather weekly to knit, sew, and crochet blankets, hats, and sweaters for babies in need, or residents and team members who don their walking shoes to raise money for the Alzheimer's Association, serving others is woven into our culture.

- **Volunteer Hours Given: 20,195**
- **Subsidized Charity Care: \$1,972,738**
(HUD, Medicaid, and individual support)
- **Activities of Note:**
 - Holly Creek Vision Walk
 - Food drives benefiting Metro Caring and others
 - Diaper drives
 - School supplies drive for Denver Rescue Mission
 - Letter writing and Christmas cards for individuals seeking asylum through Casa De Paz
 - Donations from chapel services totaling **\$14,650** benefiting organizations including; Denver Rescue Mission, Doctors Without Borders, Street's Hope, Mile High Ministry, Habitat for Humanity and PAAV International



Someren Glen residents working together to create joy for others

In 2021, after CLC amassed more Personal Protective Equipment than was required, we met needs of other area non-profits by donating nearly \$38,000 worth of surgical masks, disinfectant wipes, gowns, gloves, and shoe coverings. Organizations benefiting included Reel Recovery, a non-profit that conducts fly fishing retreats for men living with cancer, Denver Animal Shelter, and Soul Dog Animal Shelter.



Visit bit.ly/CLCAAnnualReport2021 for a digital copy of this report.

Technology continues to bring people together

Philanthropy at Work

As the pandemic lingered, your unwavering support continued to improve the quality of life for residents and dedicated team members. Gifts made the impossible possible.

Thanks to your generosity, select team members and their families were able to rejuvenate with time away at Respite Retreats at Historic Pines Ranch in Westcliffe. "There was no money to take a vacation, so this opportunity was a true God-send," shared one attendee.

Your support also encouraged residents to get moving through the Movement4Life campaign. Your donations helped promote the campaign, and funded celebrations for communities that recorded the greatest decrease in resident falls.

Donations also supported qualifying residents and team members in need, provided tuition assistance for team member education, and enriched the life of residents with art classes, concerts, lectures, and other purposeful activities.

Thank you for your ongoing support, as it allows Christian Living Communities to continually live out our mission.



Team members and families relaxing at Historic Pines Ranch in Westcliffe, CO.

Your Generosity in 2021 Helped Provide...



28 team members with \$23,500 in Critical Needs funding for housing, transportation, groceries, and medical critical needs



\$26,800 for qualifying residents in financial need through the **Resident Assistance Fund**



21 team members with tuition assistance totaling **\$39,000** through the **Employee Scholarship Fund**



\$51,000 in General Mission funding for training, fall reduction promotions and incentives, and technology for resident connection and engagement



\$27,500 in Community Enrichment opportunities

Clermont Park resident **Ina Mae Denham** had a huge heart. As a clinical social worker, Denny, as she was known, supported individuals and families through difficult times.



Denny's desire to help others extended beyond her time on this earth. When she passed in June 2019, she left nearly all of her estate to benefit Clermont Park, ensuring her heart for others continues.

In 2021, Clermont Park received initial distributions from her estate totaling more than \$870,000. A small portion was used to recognize dining associates for whom she had a special love.

The remainder of her transformational donation has been invested, and the interest and growth from her gift will provide support for residents of Clermont Park and those who care for them for generations to come.

"I have found that among its other benefits, giving liberates the soul of the giver." ~Maya Angelou

For a complete list of all cherished donors, including our Compassion Circle members who have planned for CLC in their estate arrangements, visit [bit.ly/2021 Donors](https://bit.ly/2021Donors).

2021 Donations Received: \$1,510,559 | 2021 Donations Applied: \$279,867

Total year-over-year accumulated donations invested for future use and stability of yearly vision support:

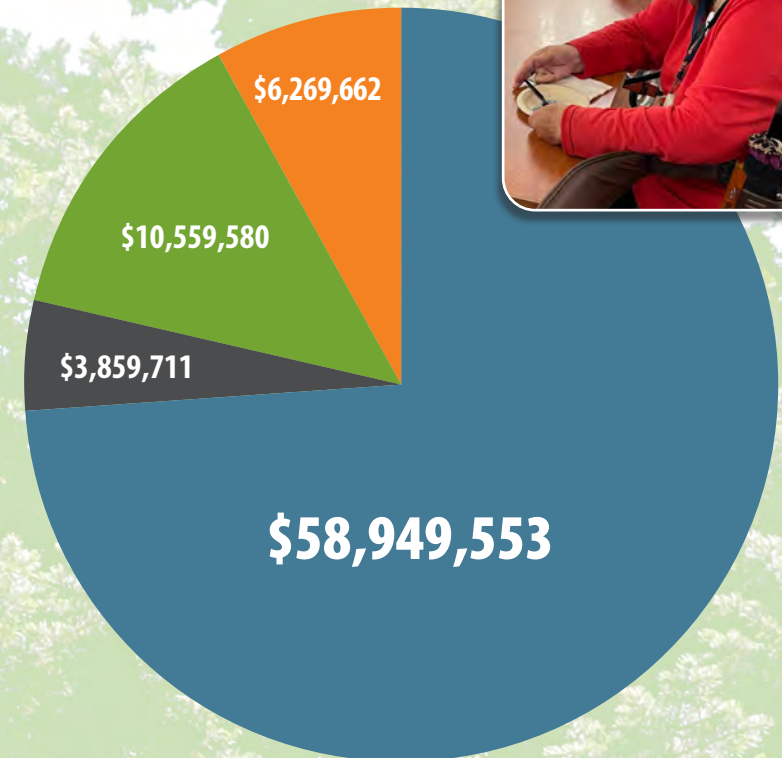
\$6,746,824* * Includes \$690,271 in donor-restricted, permanently endowed funds.

Financials

2021 was another challenging year with workforce shortages, escalating wages and on-going COVID-related operational and financial challenges. Despite these challenges, CLC fared reasonably well, exceeding required days-cash-on-hand and debt service coverage. We were able to take advantage of low interest rates to refinance debt, providing the organization with funding to renovate Someren Glen residential and assisted living apartment homes and common area spaces. Residential living is complete and assisted living and common area space renovations are expected to be underway this fall.

TOTAL OPERATING INCOME
\$78,776,722

TOTAL OPERATING EXPENSE
\$79,638,506



A Dayspring Villa resident enjoying a pie social



In 2021 we began renovation work funded by our 2019 bond refinancing. Top: the updated living room at Clermont Park Bottom: the new social hub in the living room at Holly Creek



Cappella of Grand Junction resident doing some holiday baking!

Summaries of audited financial reports are available on our website, [ChristianLivingCommunities.org](https://www.ChristianLivingCommunities.org).

For any questions, contact Bryon Childs, CFO at 720.974.3504 or bchilds@clcliving.org.

Creating Community | Strategic Plan

STRENGTHEN our **Foundation** for the future

- Fulfill our Mission by serving as many people as possible
- Drive financial and operational excellence, strength, and stability
- Implement technology solutions and/or processes that improve well-being, organizational security, and/or operational efficiencies

EXPAND our **Mission**

- Impact the lives of more people through the expansion of home and community-based services
- Impact the lives of more people through non-profit communities
- Explore opportunities to serve the middle market



2022 - 2024

RE-IMAGINE the **Workplace**

- Implement innovative strategies for attracting the best team members
- Engage, retain and empower the best team members
- Create a culture of belonging

REVOLUTIONIZE Aging **Services**

- Operate communities and services through evidence-based approaches that promote purpose, belonging, citizenship, and personal growth
- Support a life worth living and well-being for all residents.
- Disrupt ageism and ableism
- Attract a changing demographic

In 2021, we created a new three-year strategic plan to guide our efforts beginning in 2022 through the end of 2024. Creating Community focuses on building upon our strong foundation, creating environments that disrupt traditional concepts of aging, and being the preferred place

for people to call their work home. Entering our 50th year of service, we are expanding our mission so more people can experience Christian love, respect, and compassion. Creating Community represents all of us; residents, team members, families, and business partners working together

to reach four primary goals critical to our success. Over the next three years, our organizational initiatives, priorities, and communications will focus on this plan and our four strategic goals. Together, we will create real community for all who are part of our CLC family.



Our Vision

Creating communities where aging is honored and celebrated.

Our Mission

Christian Living Communities enriches the quality and dignity of life for older adults through services and care that reflect Christian love, respect, and compassion toward each individual.



SAVE THE DATE! October 13th, 2022

We are bringing back everyone's favorite event with a traditional, sit-down dinner.

Join us as we share special moments in our history and celebrate 50 years of service and care for older adults. Enjoy community, networking, libations, full dinner, Earthen Vessel presentation, Mission in Motion, and a variety of opportunities to support CLC.



**Christian Living
COMMUNITIES**

Where Aging is Honored and Celebrated

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