



Bethany Care Foundation

2024 Annual Report



**Thank you for becoming part
of our growing community of
residents, families, donors,
volunteers, and employees
who are Creating Caring
Communities.**





Bethany Care Foundation Overview

Bethany Care Foundation is a registered charity serving donors who are passionate about innovating care and enhancing the quality of life for seniors and adults with disabilities living in Bethany communities. The Foundation supports Bethany Care Society in its vision to lead in the transformation of Albertans aging well.

Funds raised by the Foundation advance the Society's mission of Creating Caring Communities by delivering support and programming that help our residents have vibrant, meaningful lives with connections to familiar surroundings, family, friends, and support networks.

Message from the Board Chair



Since 2003, the Bethany Care Foundation has raised over \$22 million. The generous donations and support we have received from the community have brought about profound positive changes in the lives of those we serve. We are filled with gratitude and excitement for the milestones we have achieved together!

We are thankful for everyone who has been on this journey with us and look forward to what the next year brings as the Bethany Care Foundation continues to work hard towards our mission: Creating caring communities to lead in the transformation of Albertans aging well.

Leanne

Leanne Demerais

Bethany Care Foundation, Board Chair

Bethany Care Foundation

Board of Directors

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Katharine Steven | Team Lead, Donor Relations

Heidi Lambie | Senior Development Officer

Claudine St-Jean | Senior Development Officer

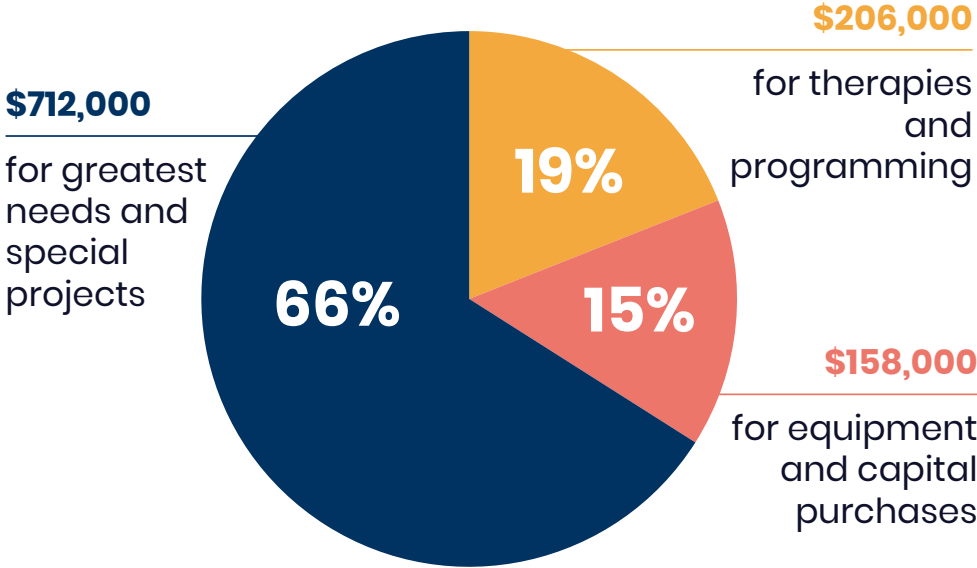
Bethany Care Foundation

Donations at a Glance

Total Raised from 2003 to Today: \$22 million

Total Raised in the 2023-2024 Fiscal Year: \$1,076,000

Funds raised this year were allocated to the programs to the right:



Bethany's Leaders in Care

Leaders in Care have endless opportunities to impact the lives of our seniors. From helping to fund site improvements and programs like music therapy to connecting with residents at various social events, Leaders are transforming seniors' care in Alberta.

For long-time Bethany Care Society volunteer and former Board Member Barb N., being able to donate to the music therapy program inspired her to become a Leader in Care.

"Having the opportunity to earmark where your donation goes is important," said Barb.

Through volunteering at Bethany and a long career in community nursing, Barb has observed what a therapeutic tool music can be.

"My decision to support Bethany's music therapy program was guided by a powerful experience. As a volunteer, I had the pleasure of escorting a resident who was highly anxious and non-verbal to a gathering, which included a musical with singing," said Barb.

"When the music began, something incredible happened. Stimulated by familiar music, the resident **sang every single song from beginning to end**. I still get goosebumps remembering this moment."

We invite you to join us in celebrating our remarkable Leaders in Care. Their generous and compassionate leadership allow us to continue creating caring communities.

A financial gift of \$1,000.00 per year (\$84.00 per month) is all it takes to become a Leader in Care.

If you are interested in becoming a Leader in Care, please contact bcf@Bethanyseniors.com.

Elevating Relationships Through Giving

It all started with a new elevator.

In 2019, Westcor Construction worked on a project at Bethany Riverview's Kinerva House, constructing an elevator shaft. This collaboration has developed into a meaningful relationship, culminating this year with Westcor's generous donation of \$20,000.00 towards scholarships and awards and therapy programming.

"When our team got involved with Bethany's infrastructure maintenance program, we were exposed to all of the wonderful work that Bethany does," says Bob Robinson, CEO of Westcor Construction. "Being a vendor has been very rewarding for us. We're both people-focused and community minded organizations. I come from a family with a lot of nurses who have worked specifically in senior care. It's something that's very near and dear to my heart, so **when our team saw the impact Bethany was making every day, that donation seemed like the perfect fit for us.**"

Bethany vendors also include a medical supply company, Medline, which has provided supplies and medical equipment to Bethany for over 10 years. This year, Medline donated nearly \$40,000.00 as part of an ongoing commitment to support the greatest needs of Bethany.

"Medline provides an annual sponsorship to the Foundation," says Jordan Fritz, territory manager for southern Alberta. "The residents of Bethany are at the heart of our relationship. The Bethany Care Foundation prioritizes residents' quality of life, and we're excited to be able to support that."

Building community partnerships with vendors is another way that that we are creating caring communities for seniors. In the past two years, almost a dozen Bethany vendors have made annual commitments to support music therapy, awards and scholarship programs, and equipment purchases.

Thank you to these vendors who prove that we are stronger together.

Two Pharmacy: A Pillar of Community Support

In the heart of Cochrane, Alberta, Two Pharmacy is more than just a place for prescriptions—it serves as a beacon of health and wellness and a steadfast supporter of the community.

A family-owned business for over thirty years, Two Pharmacy stands apart through its dedication to giving back. Reid Kimmett (son of the original owners) and partner Ian Kruger recognize the vital role of local businesses in fostering vibrant communities.

Every month, through an innovative social program called “Community Roots,” Two Pharmacy allocates 1% of each transaction to various local organizations and individuals, strengthening the fabric of Cochrane’s community. From supporting seniors’ facilities like Bethany Care Society through Bethany Care Foundation to nurturing local sports teams or caring for individual families in need, Two Pharmacy’s contributions extend far beyond the confines of its storefront.

“Through those donations, we hope to strengthen the roots of our entire community—making us all stronger, more resilient, and able to thrive,” says Reid. “It also gives us purpose and meaning to what we are doing on a daily basis.”

The ties between Two Pharmacy and Bethany run deep, dating back to the 1980s when Reid’s parents were actively involved with Bethany Cochrane. Reid fondly recalls childhood memories of dressing up as Santa Claus alongside his siblings and visiting Bethany to give presents to the residents during Christmas.

Reflecting on those experiences, Reid emphasizes their impact on shaping his values of compassion and generosity. “When I was little, I didn’t really think much about doing things like this...it was just something we did every year. Now, I realize it had a tremendous impact on me. It instilled values of giving back and thinking of others that I want to pass on to my kids,” he shares.



The ties between Two Pharmacy and Bethany date back to the 1980s

Generations of Care

For long-time Bethany donor Sandra Malach, the story of her family is intertwined with the legacy of Bethany. The connection began in the 1950s, soon after Bethany first opened its doors. Sandra graciously shared her family's inspiring journey with the Bethany Care Foundation team.

In the 1950's my grandfather, Chris Boe, started wandering and getting lost. It was a worrisome time for my family, especially my mother. Fortunately, a family friend connected us with Bethany.

Grandpa Chris moved into Bethany Calgary when it first opened. Knowing that he would receive the excellent, loving care that he deserved brought immense relief to my mom and grandma.

Thirty years later, Grandma Sine, now in her 80s, found herself drawn once more to Bethany. The care home was expanding, and she eagerly chose a room overlooking the atrium. Grandma Sine was able to move into Bethany with her friends. Despite the challenges of aging, they found joy in each other's company and were known to occasionally indulge in their favourite cherry kiava wine (smuggled in by my mom.)

As Grandma Sine's needs increased, Bethany continued to provide her with exceptional care, ensuring her comfort and happiness.

Another 30 years passed and my mother, Hilda Martin, was diagnosed with Alzheimer's disease, which rendered her nonverbal and immobile. During this time, Bethany Riverview opened its doors, offering specialized dementia care tailored to her needs. The dedication and compassion shown by the employees provided immense comfort for our family until the end.

My gift to Bethany is a gesture of heartfelt gratitude for the exceptional care provided to my family over the decades. From a personal perspective, it is also recognition that one day I may also need the caring services that Bethany provides.

The Bethany Care Foundation would like to extend our heartfelt thanks to Sandra and so many other families for their continuous support. Your dedication and generosity allow us to enhance the lives of our residents. Thank you.



*Sandra's grandfather,
Chris Boe, was one of the
first residents at Bethany
Calgary in the 1950s*



*Chris and
Hilda Boe*



*Sandra's
grandmother,
Sine Boe*



Learn more about supporting Bethany's mission of creating caring communities.

Bethany Care Foundation

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bethanycarefoundation.com

Bethany Care Society acknowledges Treaty 7, the traditional lands of the Blackfoot Confederacy, Tsuut'ina First Nation, Stoney Nakoda, and the Métis people of Southern Alberta. We also recognize and pay tribute to Treaty 6, the traditional lands of the Cree, Dene, Blackfoot, Saulteaux, Nakota Sioux, and the Métis people, where our work continues. This acknowledgement is made in the spirit of reconciliation and gratitude.