

THE CONNECTOR

FALL 2021



lcsfoundationLCS.org

Staying True to Our Mission



BY ED KENNY, PRESIDENT, LCS FOUNDATION

I'm pleased to report the [LCS Foundation](#) Board of Directors had a productive annual meeting in July. The Foundation is stronger than ever. The structure and leadership of the board continue to guide the Foundation in a meaningful direction.

We focus on the four pillars of the Foundation where we can have the most significant impact on the people we serve today and those we will serve in the future.



Pillar 1 Work toward Alzheimer's first survivor.



Pillar 2 Recognize the importance of developing future leaders of the senior housing and care profession.



Pillar 3 Support our dedicated and compassionate colleagues when encountering an emergency or crisis beyond their control.



Pillar 4 Continue the mission of the LCS Foundation by maintaining a strong governance structure and fundraising support.

We recently decided to divide Pillar 4 into two distinct areas: fundraising support and governance. Joe Brucella is chair of the Foundation's Fundraising Support Committee and Sarah Dorr is chair of the Governance Committee. We have exceptional leaders in place as we move forward.

Joe and Sarah are both strong leaders who each bring years of service, dedication, and an affinity for the Foundation to their new roles as committee chairs.

You will find their reports on page six and seven.

I am a strong believer in succession planning and know we are on the path to continued success as we extend our mission of service to others. I have served as board president for five years and will step down as president at the Foundation's 2022 Annual Meeting. I plan to remain active on the board.

This is an exciting and promising time for the board as it provides more opportunities for others to share their leadership skills with the Foundation. I am extremely pleased to report that Elisa Baptiste, SVP/Chief Operating Officer, CPS, has been elected to serve as vice president of the board. Elisa will become president of the Foundation Board at the 2022 Annual Meeting.

Elisa brings her passion, experience, and vision to this important leadership role. I know she will work closely with the board to continue to make a positive difference as the Foundation moves forward.

I am pleased to share updates about our accomplishments in this newsletter and know you will see the positive difference the Foundation is making today and for the future.

In this issue:

- Our Partners Make a Difference
- Students Awarded Scholarships
- Help During Unexpected Emergencies
- Fundraising Update
- A Solid Future
- Giving Back
- With Sympathy



PILLAR 1 WORK TOWARD ALZHEIMER'S FIRST SURVIVOR.

Number of Adults with Alzheimer's Increases



Partners Help Us Make a Difference

1 in 3

seniors dies with Alzheimer's or another dementia.¹

An estimated
6.2 million

Americans age 65 and older are living with Alzheimer's dementia in 2021.

By 2025, the number of people age 65 and older with Alzheimer's dementia is projected to reach

7.2 million

The numbers are staggering, and you may likely have a loved one living with Alzheimer's or know someone facing the challenges of this devastating disease.

Creating a Brighter Future

When all seems lost, there is hope. The Alzheimer's Association leads the way to end Alzheimer's and all other dementia —by advancing global research, driving risk reduction and early detection, and maximizing quality care and support.

The LCS Foundation partners with the Alzheimer's Association to make a difference in the lives of those with Alzheimer's, their families, and their communities.

June was Alzheimer's and Brain Awareness Month and many activities were successfully completed:

- The LCS Home Office Campaign raised \$57,727 for the Alzheimer's Association, a 60% increase in donations in 2020. The goal

of LCS and the LCS Family of Companies is to raise \$600,000 by year-end for the Alzheimer's Association, with \$350,000 raised year-to-date.

- A total of 640 people attended four webinars providing information on Alzheimer's research, communicating with someone who has Alzheimer's, and more.
- A panel discussion with LCS and LCS Community employees also shared their individual experiences about caring for a loved one with Alzheimer's.
- LCS employees helped many community members battling this disease by donating more than 60 items for the craft and activities drive.

There are still opportunities to make a difference this year. The 2021 Walk to End Alzheimer's® will take place in more than 600 communities nationwide. LCS has a history of joining Walks across the U.S. to raise funds to provide care, support, and research for those suffering from this devastating disease. The inspiring event calls on participants of all ages and abilities to join the fight against the disease.

Don't wait. Form a team now with your friends and family and find the event closest to you at [act.alz.org](https://www.alz.org).



PILLAR 2 RECOGNIZE THE IMPORTANCE OF DEVELOPING FUTURE LEADERS OF THE SENIOR HOUSING AND CARE PROFESSION.

LCS Foundation University Scholarships Awarded

The LCS Foundation supports the education and professional development of students pursuing careers in the field of senior living. Three students pursuing careers in senior lifestyle services received scholarships including Adeline Schoenherr, Jaylynn Slabic, and Brianna D. Jones, MHA, CPH.



Adeline Schoenherr is a student at the University of Wisconsin-Eau Claire. She graduates in 2023 with a double major earning a Bachelor of Business Administration in health care administration and management.

Adeline says she is looking forward to applying the skills she learns during her year-long administrative residency to make a difference to others.



Jaylynn Slabic is a senior at Northwood University pursuing a Bachelor of Business Administration, majoring in health care management and minoring in cybersecurity.

After graduation in 2022, she will continue her studies for a master's degree at the DeVos Graduate School at Northwood University. Jaylynn wants to work with the administrative duties involved in operating a health care facility.



Georgetown University recently announced Brianna D. Jones as the recipient of its LCS Foundation University Scholarship. Brianna is pursuing a Master of Science degree in the Aging and Health program with a focus on quality

in senior living and care management.

Ed and Sue Kenny Scholarship Applications Accepted Through November 1

The LCS Foundation is currently accepting applications for the 2021 Ed and Sue Kenny Scholarship through November 1, 2021. The scholarship is designed to promote the education and professional development of undergraduate and graduate students pursuing a degree in the field of senior lifestyle services. The scholarship is open to qualified students across the country.

“This scholarship makes a positive difference for our future workforce and the senior living industry,” says Ed Kenny, LCS Foundation President. “The Ed and Sue Kenny Scholarship helps more students prepare for a career in the rapidly growing area of senior living management.”

To access the applicant criteria and scholarship application [click here](#).

LCS Foundation Announces Scholarship at University of Northern Iowa

The LCS Foundation has announced it will fund a \$5,000 annual scholarship for a student pursuing a career in Healthcare Administration with a focus on senior living. The first scholarship will be awarded in 2022.

“We look forward to expanding our outreach with the students and faculty at UNI through interaction in the classroom, encouraging internships, and engagement with the Professional Development Program,” says Monica Friedman, EVP, Chief Human Resources Officer, LCS.



PILLAR 3
SUPPORT OUR DEDICATED AND COMPASSIONATE COLLEAGUES WHEN ENCOUNTERING AN EMERGENCY OR CRISIS BEYOND THEIR CONTROL.

Help in the Greatest Time of Need



The Foundation Emergency Relief Fund Program helps employees experiencing financial distress from no fault of their own. Personal crises could include serious illness, a debilitating injury, sudden death, home fire, or natural disasters such as a flood, hurricane, or fire.

Emergency Relief Fund Summary YTD 2021

7 COVID-19 Related	10 Health	3 Housing	1 Death	21 Total
\$6,960	\$28,095	\$6,440	\$1,500	\$42,995

The Last Time With My Mom

Without the Emergency Relief Funds, it would not have been possible for Kim to spend precious time with her mom before she died. Kim and her mom were always close. They talked or texted daily and worked together as CNAs at Pomperaug Woods in Connecticut. They shared a love for their jobs and each other.

When her mom retired, her parents moved to Texas. The pandemic restrictions and Kim's four-month battle with COVID-19 prevented in-person visits. Kim learned about her mom's terminal illness on Easter 2021 and knew she must get to Texas. Her doctors did not recommend flying. Kim had used all her PTO and could not afford the trip to Texas.

Kim's executive director, Kevin Moshier, knew about the Foundation's Emergency Relief Fund and helped her complete the application. With the ERF funds, Kim and her husband drove a rental car three days nearly straight-through to Texas. Kim was thrilled to spend a week with her mom before she passed away in July.

"I am so appreciative for this gift and will be forever grateful that I was able to see my mom for the last time," says Kim. "It meant the world to me. The gift also helped me pay bills. It's a wonderful thing the Foundation can help."



I Could Have Been Homeless

The Emergency Relief Funds from the LCS Foundation came at just the right moment for this full-time employee and single mom who works in the southern U.S. She dealt with a life-threatening illness in 2021 and used all her PTO. There was a small reprieve and then her teenage daughter was admitted to a behavioral health provider four times. Multiple hospitalizations and challenges caring for her daughter caused her significant time away from work and created a financial hardship with past due bills as well as medical expenses for the daughter's care.

"Without this gift, I would not have had a place to live," she says. "There was nowhere else I could go to get help. I cannot say enough good things about this program ... it has been amazing. I want to thank you so, so much. This means the world to me and has been such a blessing."

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Without this gift, I would not have had a place to live.

You Can Make a Difference

The LCS Foundation is a nonprofit, charitable organization, which means our work benefits others. An event such as the LCS Foundation Annual Golf Classic increases awareness and fundraising dollars. The funds generated allow the Foundation to provide direct contributions to employees facing unexpected hardships, including the pandemic. We also help develop future leaders in the senior housing profession, as well as support the Alzheimer's Association.

You can help make a positive difference as a regular contributor to the Foundation through payroll deduction. Watch for more details during the LCS benefits open enrollment period November 1-12.



PILLAR 4
 CONTINUE THE MISSION OF THE LCS FOUNDATION BY
 MAINTAINING A STRONG GOVERNANCE STRUCTURE AND
 FUNDRAISING SUPPORT.

Fundraising Support Committee Dedicated to Continued Success



BY JOE BRUCELLA, RETIRED, SVP/DIRECTOR OF OPERATIONS MANAGEMENT, LIFE CARE SERVICES AND CHAIR, LCS FOUNDATION FUNDRAISING SUPPORT COMMITTEE



In the short history of the LCS Foundation, so many individuals have benefited from its mission. None of this would be possible without the generous participation of the many donors, both within and from outside Life Care Services. As the Foundation continues to expand its reach, a focused fundraising effort will continue to be essential.

Recognizing this, the LCS Foundation Board decided to separate the functions of its original Governance and Fundraising Committee and has created a separate Fundraising Support Committee.

The revised Fundraising Support Committee has already begun a variety of activities. The focus for the remainder

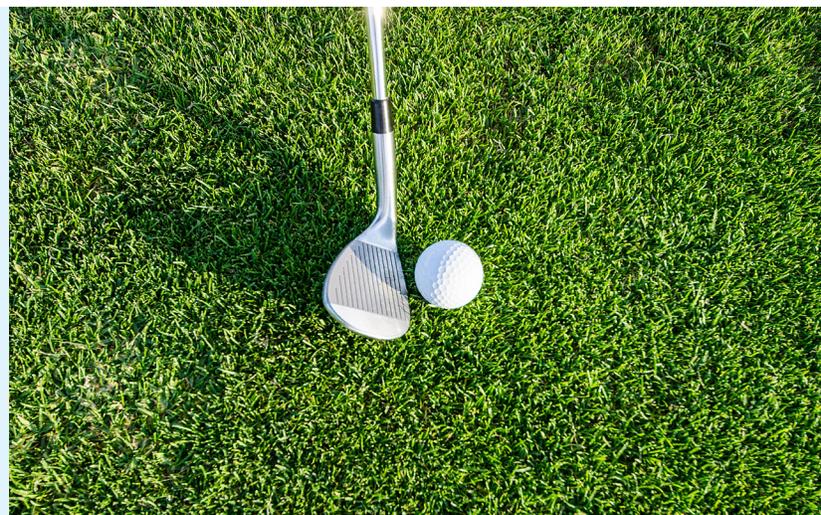
of 2021 will be to analyze the effectiveness of the current efforts, plus establish strategies, protocols, and goals for each of the Foundation’s basic donor areas.

Specifically, the committee is looking for additional ways to enhance donations for the LCS Foundation golf outing, various Friends and Family events, the LCS employee payroll deduction process, and outreach to potential large donors.

In addition, the Foundation has purchased the use of donor management software to gain a better understanding of our universe of donors. Looking forward to 2022, we are hopeful that the Foundation will initiate its first donor recognition program.



Keep in mind that every donation, no matter how small or large, is an essential part of the good works of the Foundation. The committee is committed to continuing our current successful efforts and will always be looking for new, creative avenues to expand our mission.



Governance Structure Prepares the Foundation for a Strong Future



BY SARAH DORR, VP/MANAGING DIRECTOR – REAL ESTATE AND CORPORATE DEBT, LCS REAL ESTATE CHAIR, LCS FOUNDATION GOVERNANCE COMMITTEE



The 2021 Annual Meeting of the LCS Foundation was highly productive. The recently constituted Governance Committee did an excellent job in developing several recommended changes to both the bylaws and processes of the LCS Foundation Board.

These changes were approved by the board and will strengthen the governance structure of the LCS Foundation and better prepare it for the future. The board also voted to renew the terms of members whose terms were set to expire, but also voted to modify some existing terms to provide for one-third of all board term limits to renew annually. The current members of the LCS Foundation Board are **Elisa Baptiste • Diane Benoit • Ryan Bircher • Joe Brucella • Scott Doherty • Sarah Dorr • Monica Friedman • Jason Jorgenson • Brett Logan • Joel Nelson • Robert Perry • Bridgette Uhlemann • Jeri Uhlmansiek**

Additionally, the board elected officers for 2021-2022 and include:

- **President – Ed Kenny**
- **Vice President – Elisa Baptiste**
- **Secretary/Treasurer – Ryan Bircher**



As a result of the work of the Governance Committee, there is now greater clarity to succession planning, term limits (of both officers and directors), and committee participation. All the changes ensure more opportunities for individuals to become involved with the LCS Foundation and promotes greater strategic growth, which is very exciting news for the LCS Foundation.

As it relates to succession planning, Ed Kenny intends to step down as president of the LCS Foundation at the 2022 Annual Meeting. The board unanimously approved Elisa Baptiste, vice president of the LCS Foundation. Elisa has been a director of the LCS Foundation for the past five years. During her tenure with the LCS Foundation, she has successfully led the Emergency Relief Fund Committee, which has blossomed into a program that has assisted 154 LCS employees with gifts exceeding \$360,000 since 2017.

Elisa's leadership has grown the Employee Relief Fund pillar into a life-changing program that has a positive impact on both the recipient and the giver. We take pride in knowing the Foundation is there when others need it most.

And yet, this is not the only area where Elisa's interests and missions align with the LCS Foundation. The passion and commitment that Elisa has brought to the LCS Foundation are truly remarkable. Congratulations, Elisa, on this well-deserved appointment.

A Closer Look

Diane Benoit, Giving Back is Important

How does Diane Benoit top a rewarding 27-year career now that she's retired? She keeps busy doing what she loves most and that includes volunteering, spending time with her family, golfing, traveling, and cheering her alma maters' (ISU and Drake) sports teams. She is as enthusiastic about life in retirement as she was during her career with LCS. Diane retired in 2015 as vice president/director of client services, Life Care Services, and lives in West Des Moines.

"I truly loved my career with LCS and served in positions across the country that allowed me to better understand how interconnected and independent we are," says Diane. "I feel so fortunate to have had a long career with LCS. The work I did and the friendships I made along the way are still extremely important to me."

Today, Diane is active with the American Cancer Society's Road to Recovery program, the United Way Book Buddy program reading to preschool children, and its United 55+ program. She has served on the Iowa Women's Foundation's board of directors, its finance committee, and now helps with its grant review process.

She is proud to provide leadership to the LCS Foundation Board of Directors. "This is a great opportunity to serve an organization that supports several causes that are near and dear to me," she says. "Our employees give so much to the seniors we serve, and I appreciate the chance to help when they experience an emergency. Alzheimer's has impacted my family and I want to help find a cure. Finally, for the senior living field to be successful, I want to ensure we continue to find, educate, and develop employees and leaders in the field."

Diane says volunteering for and donating to the LCS Foundation allows her to give back to the senior living field. "The LCS Foundation provides an easy way to give back to employees who give so much," she says. "It's heartwarming to hear the stories about how the Emergency Relief Funds helped employees during unexpected emergencies, allowed them to keep working, and still maintain a sense of normal."

LCS makes it easy for employees to share their time or financial gifts with the Foundation. "We always need volunteers for events, and I encourage employees to get involved with their time or donations," says Diane. "Payroll deduction is the best way to share funds with the Foundation and know you are making an impact."





Condolences

We extend our condolences to the family of former LCS CEO, Stan Thurston, who passed away on December 24, 2020, due to complications of Alzheimer's disease. Stan spent nearly 30 years in leadership roles with LCS. He was one of the first to be inducted into the Hall of Fame of the American Seniors Housing Association for his lifetime achievements and dedication to senior living. As the president and CEO of LCS, he loved his job and the people he worked with. Professionally, Stan was known for his strategic leadership, his strong work ethic, and his unquestionable character. Most importantly, Stan was a man of faith and for those he touched, his light will remain.



How to Share a Gift With the LCS Foundation



Every contribution to the LCS Foundation has the potential to make a positive impact on the lives of those we serve — lives that extend beyond senior living. For more information about the LCS Foundation, go to lcsfoundationLCS.org. To learn more about our giving opportunities, contact an LCS Foundation board member, or email donate@lcsfoundationLCS.org.

What Do You think?



We hope you have enjoyed this issue of The Connector. Please feel free to submit your ideas for stories you would like us to consider in future issues by emailing share@lcsfoundationLCS.org.

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