

**20
21** Annual Report



Celebrating 5 years
of extending our mission of
service to others

Message from LCS Foundation President, **Ed Kenny**

Despite another challenging year in 2021, I'm pleased to report the LCS Foundation remained strong and made tremendous progress with our key initiatives. This is truly a testament to everyone who is playing a part in the Foundation.

In 2021, the Foundation celebrated its fifth year of living out our mission of extending our service to others. We continued to engage in events that serve our mission, invest in our future leaders through partnerships and scholarships, and make significant contributions to the Alzheimer's Association. We also launched a dynamic new [website](#) featuring news, information, and an online donation option. I encourage you to [sign up here](#) to receive the latest Foundation news. You will not want to miss the exciting news planned throughout 2022!

We are grateful for every individual and organization involved in the growth and success of the Foundation. This includes board members, donors, volunteers, event sponsors, and LCS employees. We are also thankful for our college and university partners as we prepare the leaders of tomorrow to pursue careers in the senior housing and care profession.

As we enter 2022, we will have a leadership change on the LCS Foundation Board. In June, Elisa Baptiste, SVP/chief operating officer for CPS, will transition to the role of president as I remain on the board to focus on special projects. Elisa brings an extensive leadership background to this role and will do an excellent job. In addition, one of our original board members, Jeri Uhlmansiek, director, corporate marketing and communications for LCS has announced her plans to retire. We extend our most sincere gratitude to Jeri for her years of service to the Foundation and wish her all the best in retirement.

I'm pleased to share the 2021 LCS Foundation Annual Report and all that has been accomplished.

Best regards,



Ed Kenny, President



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Work toward Alzheimer's first survivor



In 2021, the LCS Family of Companies raised \$609,723 to support Alzheimer's organizations. The Alzheimer's Association leads the way to end Alzheimer's and other forms of dementia — by advancing global research, driving risk reduction and early detection, and maximizing quality care and support. We thank everyone in the LCS family who played a part in our effort. The Alzheimer's Association will use those funds to grow awareness of the disease, support Alzheimer's families, and ultimately find a cure. **In 2021, we were proud to:**

Exceed our goal to raise \$600,000 by year-end for the Alzheimer's Association charities.

Host four Alzheimer's Association webinars with more than 640 people attending.

Raise \$57,727 from the Des Moines, Iowa, home office employees during Alzheimer's and Brain Awareness Month to benefit the Alzheimer's Association. This is a 60% increase in donations from 2020.

Help enrich the lives of community members battling Alzheimer's by donating more than 60 items for the craft and activities drive.

Participate in over 100 Walk to End Alzheimer's® events across the country.



"The Alzheimer's Association has a natural partnership with the LCS Foundation. **We share the same goals for more research, education, and awareness for individuals with Alzheimer's and their families.** The impact of our work together benefits the leaders of tomorrow and helps those in need."

DOUG BICKFORD
Executive Director,
Alzheimer's Association Greater Iowa Chapter



Westminster, Austin, Texas

TOP 10 fundraising communities.

Community	Dollar Amount
WESTMINSTER, AUSTIN	\$77,069
TIMBER RIDGE AT TALUS	\$27,870
PLANTATION VILLAGE	\$27,000
CYPRESS VILLAGE	\$17,167
THE CLARE	\$16,380
THE HERITAGE AT BRENTWOOD	\$14,914
ATLANTIC SHORES	\$14,190
TRILLIUM WOODS	\$14,150
RESIDENCES AT VANTAGE POINT.....	\$11,656
FRIENDSHIP VILLAGE TEMPE	\$11,365

Investing in **future leaders.**



The LCS Foundation is leading the way, finding solutions to recognize and develop future senior housing and care professionals.



High School Programs

The LCS Foundation has partnered with Waukee High School, located in the Des Moines metro, for its Aspiring Professional Experience (APEX) CNA program that was officially launched in 2021. The Foundation gifted \$7,180 to support the creation of the CNA certification program. The gift purchased the six hospital "rooms in a box" needed for training. The program offers students real-world experience and the opportunity to explore careers in the field of senior living before choosing a post-secondary program. [Click here](#) to watch the video highlighting the success of the program.

College and University Partnerships

The LCS Foundation has strong partnerships at colleges and universities across the nation to prepare students to become leaders in the senior housing and care profession. Using the TLC approach (Time, Leadership, and Capital) the Foundation works closely with:



University of Wisconsin
Eau Claire

**SIMPSON
COLLEGE**

GEORGETOWN
UNIVERSITY



The senior living industry will need to add 1.2 million employees to its ranks by 2025 to care for our aging population.

SOURCE: [Senior Living Works](#)

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"Our relationship extends beyond financial gifts supporting scholarships, student experiences, and the goals and staff of Center for Health Administration and Aging Services Excellence (CHAASE). They have a presence on our campus, are involved with the CHAASE program, and share their experience and wisdom with students and professors. **The LCS Foundation understands what's good for the profession of senior living and care. They support both short-term goals for the professional landscape as well as long-term strategic initiatives.**"

DR. DOUG OLSON, PH.D.,
Center for Health Administration and Aging Services Excellence,
Director, University of Wisconsin-Eau Claire



LCS Foundation University Scholarships

The LCS Foundation supports the education and professional development of students pursuing careers in the field of senior living by investing in scholarships. In 2021, we were honored to provide three students with LCS Foundation University Scholarships, and two students received an Ed and Sue Kenny Scholarship.

We have expanded our commitment by forming a new partnership with the University of Northern Iowa (UNI) in Cedar Falls to fund an 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."



MONICA FRIEDMAN

LCS Foundation Board Member and
Professional Development Committee Chair





Abby Ruby is excited about her future.

Abby Ruby was 16 when she discovered her passion for senior living and care as a CNA. She grew up in Cedar Rapids, Iowa, and is now a Simpson College student double-majoring in health services leadership and business management. Her career goal is to become a nationally licensed senior care community administrator. She was a recipient of the Ed and Sue Kenny Scholarship in 2021.

Her eyes light up and she bubbles with enthusiasm when she talks about her future. "I've had some amazing mentors that took the time to explain things in detail and want to see me succeed in my career. All of the experiences, including my internship at Cottage Grove Place (Cedar Rapids, Iowa), have given me a well-rounded background." Abby is grateful for the scholarship and says it will help her focus on her studies and not worry about paying bills.

Helping those in need... **when help is needed most.**



The LCS Foundation [Emergency Relief Fund](#) provides short-term financial support to community and corporate employees who experience an unexpected hardship. Personal crises may arise from a serious illness, a debilitating injury, a fire, flood, or another natural disaster. Since the program began, 170 employees have received gifts totaling more than \$400,000. In 2021, the program awarded \$86,369 to 34 employees.

A grateful mom.

For one LCS employee having a second child brought new challenges when her son Landon was born seven weeks early. Landon was born with a severe heart defect and spent the first 10 weeks of his life at a children's hospital more than two hours from home. Insurance only covered a portion of the hospital stay needed for Landon's surgery and recovery. Landon's mom learned about the Emergency Relief Fund from her manager.

"The funds have helped us immensely with medical bills," she says. "At a time in our lives when we were worried about our son and how everything would turn out, it was a relief to know that we didn't have to worry as much about the medical bills. The LCS Foundation truly cares about employees. We will forever be grateful for the generosity of the LCS Foundation and the support we received."

Giving **Highlights**



The LCS Foundation was established as a nonprofit charitable organization to ensure our work is dedicated to the benefit of our mission. Since 2017, we have raised more than \$2.4 million in funding. We are supported by people who recognize the good in our purpose and want to help further our causes through a financial contribution.

"I give to the LCS Foundation because the funds are used for things that are near and dear to my heart," says Jill Sorenson, senior vice president/senior director of Life Plan Communities for LCS. Closest to her heart is funding for research, education, and awareness for Alzheimer's. "My mother has Alzheimer's and it's personal for me. It may be too late for my mom but finding a cure for Alzheimer's during my lifetime is important."

Join Us & Make A Difference

When you contribute to the LCS Foundation you have the potential to make a positive impact on the lives of those we serve — lives that extend beyond senior living. **Contact us** to learn more about **our giving opportunities**.

Gifts and Giving Highlights



\$86,369

in Emergency Relief Funds was awarded to 34 community and corporate employees

\$96,095

awarded for scholarships and professional development

\$65,802

raised from the LCS Foundation Annual Golf Classic

\$609,723

raised to benefit the Alzheimer's Association

237

unique donors



"I cannot say enough about the generosity of so many this past year. More donation dollars were received in 2021 than in 2019 and 2020 combined. This success has given the Foundation the ability to broaden its reach within all of our initiatives. We have established wonderful momentum for 2022 and beyond."

JOE BRUCELLA

LCS Foundation Board Member and
Fundraising Committee Chair

2022 Events: Save the Date



Purple Soirée

June 24

Prairie Meadows Events Center,
Altoona, Iowa

[The Purple Soirée](#) is a unique evening event dedicated to celebrating and honoring the lives of people impacted by Alzheimer's and other forms of dementia. This formal event includes a reception, gourmet dinner, and entertainment from Purple Xperience, a five-person Prince tribute band. The goal for this event is to raise an additional \$200,000 for the Alzheimer's Association.



Walk to End Alzheimer's

Events held locally across the nation and throughout the year

Held annually in more than 600 communities nationwide, the Alzheimer's Association Walk to End Alzheimer's® is the world's largest fundraiser for Alzheimer's care, support, and research. There is no fee to register. Instead, participants are encouraged to raise critical funds that allow the Alzheimer's Association to provide 24/7 care and support and advance research toward methods of prevention, treatment, and ultimately, a cure. Events take place during the year and often in the fall. [Click here](#) to find the event in your community.



LCS Foundation Golf Classic

September 27

Legacy Golf Club
Norwalk, Iowa

"The Golf Classic is a great time to reconnect with LCS friends while playing some fun courses in the Des Moines area. The money raised goes directly to support senior-related causes that are near and dear to my heart. Whether you play one round of golf per year or several times per week, the LCS Foundation Golf Classic is the place to be!"

-Diane Benoit, LCS Foundation Board member and retired VP/director of client services, Life Care Services.

LCS Foundation Board of Directors

The LCS Foundation is managed by a volunteer board of directors. Each is connected to the field of senior living and has a deep passion for serving seniors. Board members are actively involved with fundraising, distributing contributions, event planning and promotion, and much more.

LCS Foundation Officers

Ed Kenny

President
Retired Chariman, LCS

Elisa Baptiste

Vice President
SVP/Chief Operating Officer, CPS

Ryan Bircher

Secretary and Treasurer
Assistant Controller, LCS

LCS Foundation Board of Directors

Diane Benoit

Retired VP/Director of Client Services, Life Care Services

Joe Brucella

Retired SVP/Director of Operations Management, Life Care Services

Scott Doherty

VP/Sr. Director of Operations Management, Life Care Services

Sarah Dorr

VP/Managing Director - Real Estate and Corporate Debt, LCS Real Estate

Monica Friedman

EVP/Chief Human Resources Officer, LCS

Jason Jorgenson

SVP/Managing Director - Development, LCS Development

Brett Logan

SVP/Managing Director of Life Plan Communities, Life Care Services

Joel Nelson

President and CEO, LCS

Robert Perry

Director of Operations Management, Life Care Services

Bridgette Uhlemann

VP/Corporate Counsel, Director of Legal and Compliance, LCS

Jeri Uhlmansiek

Director, Corporate Marketing and Communications, LCS

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