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Building Tomorrow: fundraising for the future.

Newsletter

Bethany Life Foundation

Making History in a Historic Time



2014 was a remarkable year for Bethany Life and our Foundation. We celebrated our centennial through honoring our traditions and heritage. We invested significant

resources in strengthening our ministry for those we serve today. We took bold moves to prepare for the future. The friends of our organization partnered with us in 2014 through their gifts to the Bethany Life Foundation and they did it in a big way.

The Bethany Life Foundation made history in 2014 by receiving the largest amount of annual funding since its inception. The funds received in 2014 totaled \$744,546.68. These funds came from individuals, businesses, churches, estates, grants, sales at Affordables, volunteers, civic groups and more. This funding supported everything from our Chaplaincy services to our Building Tomorrow Campaign, to scholarships and appreciation events for our staff, to medical equipment and to the support of our pets.

Bethany Life

FOUNDATION

This newsletter recognizes those who supported our Foundation in making history in a historic time. We cannot say thank you enough. We are so grateful and honored to know that we are a ministry that is worthy of your support.

Larry Elphic

VP Resource Development



Foundation Friend of the Year Carl Hermanson 2014.



Olive Sampson and family celebrate the dedication of Sampson Court with a ribbon cutting.



Bethany Manor North Wing was renamed Christy Place in honor of Dorothy Christy and the late Jim Christy.

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Our Mission Bethany Life's mission is to help elders thrive in their life journey, living in a Christian environment of hope and compassion. Our Vision Bethany Life will become a regionally recognized resource for comprehensive and innovative aging services.

Bethany Life Our Values Helping older adults thrive comprehensive and innovative aging services. Benevolence, Stewardship, Personal Growth, Innovation, Teamwork, & Relationships.

Thanks to our Donors

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hank you for your never ending support

Building Tomorrow Campaign

\$1,000,000

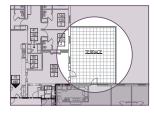
\$651,500

The *Building Tomorrow* Campaign goal has been increased from \$750,000 to \$1M and our Foundation is excited to meet this new challenge. With the initial goal of \$750,000 soon to be realized; it became apparent that we can do more! These additional funds will allow for the creation of two new terrace areas which were in the original design, but were put on hold due to fiscal restraints. We now have the opportunity to make these outdoor spaces a reality! Over 60 residents will soon have easy access to the great outdoors to enjoy! The generosity of our friends has made this opportunity a reality. **What a blessing!**

In 2014 our Foundation received designated gifts to the *Building Tomorrow*

Campaign which have ranged from \$10 to as of December 31, 2014 \$50,000. The Foundation has granted \$500,000 to date for this initiative. We have received gifts from all over the country; from grateful family members, churches, employees, board members, businesses, estate gifts and our thrift store - Affordables. Every gift has made a difference.

2015 will be a critical time in meeting the *Building Tomorrow* challenge. We must be assured that the additional funds can be raised in order to move forward with this additional construction. Please make a pledge to the *Building Tomorrow* Campaign that



<u>you can fulfill in 2015.</u> The impact of your gift is immeasurable.

Let's give those we serve at Bethany Manor beautiful outdoor spaces to call their own. We all need one.







The Building Tomorrow campaign received a generous gift at the Visionary Level, from the Christine Sampson (pictured left) Estate.

The Sterling and Arleen Lund Memorial Library will be dedicated at the completion of the **Building Tomorrow** Campaign in recognition of a generous gift received by their family. Pictured: Nancy Lund, Eudene Lund, Douglas Mechaelson, Betsv Warburton (CEO), Melissa Hall, Mary Mechaelson.

Dignitaries breaking ground for **Building Tomorrow** Campaign.

Celebrating our Past, Believing in our Future

Building TOMORROW

Campaign Gifting Levels

Visionary — \$100,000 Designer — \$25,000 Contractor — \$10,000 Foreman — \$5000 Journeyman — \$2500 Artisan — \$1000 Apprentice — \$500 Worker — \$100

We will contact you to discuss recognition opportunities!

Donor(s)	
Address	

Phone

Please make my gift in honor/memory of:

Pledge amount: \$ _____ over two years. Immediate gift: \$ _____

Use your credit card by going to bethanylife.org/give

Bethany Life Foundation | 212 Lafayette Avenue | Story City, Iowa 50248 | www.bethanylife.org

Bethany Manor 212 Lafavette Avenue Story City, Iowa 50248 515.733.4325 Fax: 515.733.5293

Cedar Place 812 Cedar Street Story City, Iowa 50248 515.733.2904 Fax: 515.733.6111

Timberland Village 725 Timberland Drive Story City, Iowa 50248 515.733.6500 Fax: 515.733.9376

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Chaplain

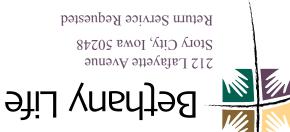
As we plan for the future of Bethany Life through the Building Tomorrow Campaign, we are also working hard to preserve the Christian legacy of our mission.

The Chaplaincy Endowment Fund Sandv Anenson was created in 2006 to establish a fund which lives in perpetuity and which supports the day to day work of our Chaplain. The goal of this fund is \$1.2 million. When the fund's goal is reached, the earnings from the investment of these funds will be granted to Bethany Life, specifically designated to our Chaplaincy program. The principle of this fund will never be spent.

Bethany Life's Chaplaincy Endowment Fund As of today, the Chaplaincy Endowment Fund has received approximately \$750,000 in immediate and planned gifts. Please consider a gift from your estate to support this ministry of hope. The gift of our Chaplain is immeasurable. Your gift could create a legacy that your family and your community will cherish.

> The Bethany Life Foundation has partnered with Endow Iowa which allows donations to the Chaplaincy Endowment Fund to receive a 25% Iowa tax credit. Please contact Larry Elphic at the Foundation office at 515-509-3299 to discuss how you can make an immediate or planned gift to this very important fund.

supporting Bethany Life you may call



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