



Nursing Assistant Kari Beechy helps Evelyn Domer open presents at the Walnut Hills Retirement Home 300 Hall Christmas party.

Walnut Hills a Top 25 Nursing Home

The Nursing Home Family Satisfaction Survey, conducted in late 2010 by the Ohio Department of Aging, found that Walnut Hills, located in Walnut Creek, Ohio, is one of the top 25 facilities in the state based on residents' family member satisfaction. Walnut Hills received an overall satisfaction score of 95.8 percent, accord-

ing to Jeremy Kauffman, the Vice President of Operations and Executive Director. The overall statewide average was 87.9 (out of a possible 100). The survey asked family members about activities, administration, admission, choices, direct care and nursing, laundry, meals and dining, social services, therapy and general satisfaction. Researchers identified two key questions that sum up the respondent's perception of the home: "Overall, do you like this facility?" and "Would you recommend this facility to a family member or friend?" The family satisfaction survey was conducted between June and Dec. 2010 by the Scripps Gerontology Center of Miami University in Oxford, Ohio, on behalf of the state Department of Aging. Nearly 30,000 family members and 931 facilities participated; 711 participating facilities had statistically significant results.

Residents and Family Members Extremely Satisfied

The overall results from Greencroft Communities' 2011 resident and family satisfaction survey averaged 96.5 percent. Greencroft Communities measures independent, assisted and nursing facility resident satisfaction as well as nursing facility family satisfaction every two years, at each affiliate community. The feedback helps strategically guide each campus in terms of enhanced quality and services for residents and their families as well as for employees.

The 2011 survey, developed by Life Services Network (LSN) of Illinois, measured resident satisfaction with the environment, staff and management services. LSN is nationally recognized for their expertise on issues related to long term care and senior housing with the largest benchmark database for industry comparison.

The specific results included 98 percent overall satisfaction for independent living and assisted living residents; 96 percent overall satisfaction for nursing facility residents; and 98 percent for family members of nursing facility residents.

Hamilton Grove Health Fairs Are a Hit

Hamilton Grove, with the doctors of the South Bend Clinic at New Carlisle, held its annual Health Fair in August 2010. The Health Fair features a variety of free health screenings and health information provided by numerous agencies and companies, along with food, activities and entertainment. Attendees were able to measure their blood pressure, blood glucose, cholesterol and Body Mass Index as well as height and weight.

Greencroft Goshen Receives 5-Year Re-accreditation

Greencroft Goshen received a five-year re-accreditation from CARF-CCAC — the Commission on Accreditation of Rehabilitation Facilities and the Continuing Care Accreditation Commission — two non-profit accrediting organizations that help identify high-quality care providers. This is Greencroft Goshen's third five-year accreditation from CARF-CCAC. Connie Garber, Vice President for Mission and Quality with Greencroft Communities, observes that there are over 3,000 providers of long-term care and about 1,850 continuing care retirement communities (CCRC), of which only 330 are CARF-CCAC accredited. "It is the retirement profession's 'Good Housekeeping Seal of Approval,'" says Garber.

Sandra Yoder, the Senior Vice President of Health Services at Greencroft Goshen, notes that the accreditation process "is one of the tools that we use to maintain our focus on quality and mission, as well as accountability to our constituents." Garber says that after their on-site survey, "The surveyors were very positive, with only a few corrections to make out of over 1,000 standards." Standards cover areas from leadership, governance, strategic planning, and finances to health and safety, performance improvement, technology, care for the residents and program specific standards. Mark King, President and CEO of Greencroft Communities, adds that Greencroft Goshen — among the 330 CARF-CCAC accredited facilities — is one of only two that accredit affordable housing. "This is a testament to our values of treating all people the same," he said, regardless of their background or income level.

Greencroft Communities Campuses/Services as of June 30, 2011

Greencroft Communities

1721 Greencroft Blvd., Goshen IN 46527-0819; 574-537-4000

Greencroft Communities Foundation

1721 Greencroft Blvd., Goshen IN 46527-0819; 574-537-4708

Greencroft At Home

1820 Greencroft Blvd., Goshen IN 46527-0819; 574-537-4054

Greencroft Goshen

1721 Greencroft Blvd., Goshen IN 46527-0819; 574-537-4000

Greencroft Middlebury

701 Windridge Dr., Middlebury IN 46540-0708; 574-825-6785

Hamilton Grove

31869 Chicago Trail, New Carlisle, IN 46552; 574-654-2200

Oak Grove Christian Retirement Village

221 West Division Road, DeMotte, IN 46310; 219-987-7005

Southfield Village

6450 Miami Circle, South Bend IN 46614; 574-231-1000

Walnut Hills

4748 Olde Pump St., Walnut Creek OH 44687; 330-852-2457

GREENCROFT COMMUNITIES

*2011 Community Benefit Report/Year in Review July 1, 2010– June 30, 2011
Published Nov. 2011*

The Greencroft Communities Year in Review is published for residents, prospective residents, Boards of Directors, donors, employees and others interested in Greencroft Communities. Printed in the USA. Copyright©2011 by Greencroft Communities.

Editorial Team

Jennifer L. Hayes - Vice President for Marketing and Development

Jon Kauffmann-Kennel - Editor, Director of Media and Public Relations

Sarah Herr - Design Editor, Graphic Design Specialist

Greencroft Communities, 1721 Greencroft Blvd., PO Box 819, Goshen, IN 46527-0819

Telephone: 574-537-4000 E-mail: info@greencroft.org

www.greencroftcommunities.org

Creativity, Contributions and Challenges



Greencroft Communities Community Benefit Report Fiscal Year 2011

GREENCROFT COMMUNITIES

Creativity, Contributions and Challenges

Dear Friend of Greencroft Communities:

We are grateful for yet another good year. Greencroft Communities and our affiliates have worked hard to meet the needs of our current residents and to plan for those who will be the next generations of seniors. We are blessed by the direction from our boards, the leadership of our management teams and the exceptional work of our staffs. In this community benefit report you will find examples from the past year of ways in which we serve our residents and our communities.

Our mission statement states that, in keeping with our values and high standards of care, we are “committed to creating dynamic communities that embrace the creativity, contributions and challenges of aging for all.” We strive to offer opportunities for creativity, avenues for contributions and solutions for the challenges. But the last two words in the mission statement are also very key to us: for all.

“For all” means that our communities welcome everyone. One’s religious beliefs are not important. One’s economic level is not an impediment. One’s ethnic background does not matter.

We are partners with others in the local community — government, business, other non-profits — in providing services, particularly to the needy and less fortunate in our society. We help make that possible by providing financial assistance, through free and reduced-cost services, by covering unreimbursed services and by offering rent savings. At Greencroft Goshen, our largest community, almost 40 percent of the residents live below the poverty level (in 2011 that is \$14,710 for a family of two or \$10,890 for a single person). Note in the accompanying financial data that Greencroft Communities provided \$14,028,472 in community benefit values during the past year.

We provide further community benefits through public events for the wider community, contributions to local government, donations to other non-profits, and residents’ volunteer time off-campus. We also invest back into the community, through providing jobs — with 20 percent more CNAs, LPNs and RNs on staff than at for-profits — and offering good benefits, including health insurance for twice as many employees as for-profits.

Greencroft Communities and our affiliates, because of our not-for-profit status, enable seniors to “live.” These years are not a time of inactivity and isolation, but a period of renewed vitality and vibrancy. That is our mission, to provide for the creativity, contributions and challenges of aging, for all.

Sincerely,



Mark T. King
President/CEO
Greencroft Communities



David Ogle
Chair, Board of Directors
Greencroft Communities



Mark T. King

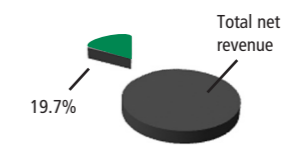
David Ogle

Community Benefit Values Fiscal Year 2011

	GG*	GM*	HG*	SV*	WH*	OG*	GC*	Totals
Reduced/Free Adult Day Care & Assisted Services	\$84,708		\$16,890	\$12,095				\$113,693
Reduced/Free Senior Center	330,456	\$88,869						419,325
Indigent Care	3,559,310		1,287,048	591,585	\$848,602	\$680,671		6,967,216
Medicare Write-Offs	79,691		477,055	77,789	473,956	642,408		1,750,899
Rent Savings from Living in HUD	760,950		290,700					1,051,650
Extra Staffing Costs for CNAs/RNs	712,463		244,958	192,032	302,565	188,790		1,640,807
Extra Medical Insurance above For-profits	952,685	6,028	145,973	222,529	75,429	\$55,704	\$167,400	1,625,746
Costs of Chaplaincy/Counseling	115,026		20,317	18,772				154,115
Volunteer Time by Residents to Charitable Organizations	118,044	36,981	10,706	\$8,805				174,536
Donations to other Non-Profits	\$1,500	\$600	\$1,924		\$2,936		93,526	100,486
Contributions to Government							\$30,000	\$30,000
Totals	\$6,714,832	\$132,478	\$2,495,570	\$1,123,606	\$1,703,487	\$1,567,573	\$290,926	\$14,028,472

* GG=Greencroft Goshen, GM=Greencroft Middlebury, HG=Hamilton Grove, OG=Oak Grove, SV=Southfield Village, WH=Walnut Hills, GC=Greencroft Communities

FY 2011 Total Community Benefit
19.7% of Total Net Revenue



FY 2011 Total Community Benefit of
Reduced/Free Services
and Indigent Care
11.5% of Total Net Revenue



Total Community Benefit (above left) as percent of total net revenue represents items listed at left excluding Rent Savings from HUD and Volunteer Time by Residents to Charitable Organizations.

Community Benefit of Reduced/Free Service and Indigent Care (above right) as percent of total net revenue represents Reduced/Free Adult Day Care & Assisted Services, Reduced/Free Senior Center, and Indigent Care.

Consolidated Financial Statements

Assets		6/30/11
Cash		\$10,885,491
Accounts Receivable		4,710,900
Investments		38,642,234
Property & Equipment		92,024,988
Other Assets		13,040,663
Total Assets		\$159,304,276
Liabilities		6/30/11
Current Liabilities		\$12,813,836
Long-Term Debt		97,036,239
Life Lease Notes Payable		17,749,365
Deferred Revenue		10,207,286
Other Liabilities		2,656,878
Total Liabilities		\$140,463,604
Net Assets		6/30/11
Unrestricted		\$14,589,400
Temporarily Restricted		1,538,950
Permanently Restricted		2,712,322
Total Net Assets		18,840,672
Total Liabilities and Net Assets		\$159,304,276
Source of Funds		
Resident Care		\$59,949,609
Investment Income		3,328,066
Other		4,247,318
Contributions and Grants		2,382,063
		\$69,907,056
Use of Funds		
Resident Care		\$52,143,228
Interest Expense		4,739,614
Depreciation		4,877,295
Increase/(Decrease) to Net Assets		8,146,919
		\$69,907,056

At a Glance: Greencroft Communities Stats

Residents	1,988
Salaries and benefits	\$34,194,519
Staff employed	1,094
Meals on Wheels prepared for distribution at Greencroft Goshen	2,335
Resident volunteers giving on campus (GG, GM, SV)	253
Total resident volunteer hours on campus (GG, GM, SV)	38,102
Resident volunteers giving off campus (GG, GM, HG, SV)	152
Total resident volunteer hours off campus (GG, GM, HG, SV)	9,663
Proceeds of the annual Greencroft Goshen Pancake Breakfast	\$2,171
Unreimbursed nursing services - Greencroft Goshen	\$3,639,001
Unreimbursed nursing services - Southfield Village	\$669,374
Unreimbursed nursing services - Hamilton Grove	\$1,764,103
Unreimbursed nursing services - Walnut Hills	\$1,322,558
Unreimbursed nursing services - Oak Grove	\$1,323,079

At a Glance: Greencroft Communities Foundation Disbursements

To benefit participants and operation of the adult day services provided by the Thelma A. Schrock Homestead	\$92,630
To benefit Greencroft Goshen Senior Center	\$325,000
To benefit residents who have depleted their resources, provided through the Robert W. Hartzler Good Samaritan Fund	\$30,824
To benefit Greencroft Goshen residents	\$6,273
To benefit Greencroft Goshen employees	\$7,163
To fund the Greencroft Middlebury Craft/Hobby Shop	\$1,500
To benefit Greencroft Middlebury Senior Center	\$32,775
To fund the Hamilton Grove Courtyard Project	\$5,910
To benefit Hamilton Grove employees	\$1,364
To benefit Southfield Village residents	\$6,000
To benefit Southfield Village employees	\$4,368
Total	\$513,807

Cover photos: Left: Evelyn zumFelde, Resident Services Coordinator for Manor IV at Greencroft Goshen, enjoys a laugh with residents Marian Groh and Phyllis Shaum. According to the 2010-11 employee satisfaction survey, 90 percent of employees across the Greencroft Communities system “love what I do at work.” Right: Gene Rarick won the Best of Show award for his Handcrafted Wood Clock at the 2011 Elkhart County “Art Is Ageless” contest and exhibit, held at Greencroft Goshen in late May.