

Over the years...

- 1946-Bethany Lutheran Homes was founded!
- 1956-The original phase for BLH skilled nursing care was complete at Bethany on Cass.
- 1982-Bethany Riverside was built.
- 1990-The first Hearten House was opened. Hearten Houses II and III opened in the following 4 years.
- 1999-The Willows and Faith & Life Center were built attached to Bethany Riverside.
- 2004-Bethany Heights was converted from independent living to assisted living.
- 2007-Eagle Crest North opened its doors.
- 2015-Eagle Crest South finished construction and opened its doors to the public.
- 2019-Bethany Lutheran Homes rebranded to Eagle Crest Communities.
- 2020-Eagle Crest South expansion is complete!



Our Communities

Riverside

Transitional Care-La Crosse, WI

The Willows

Assisted Living-La Crosse, WI

The Heights

Assisted Living-Holmen, WI

Cass Street

Assisted Living-La Crosse, WI

Hearten House I

Memory Care-La Crosse, WI

Hearten House II

Memory Care-La Crosse, WI

Hearten House III

Memory Care-Holmen, WI

Eagle Crest North

Senior Living-Onalaska, WI

Eagle Crest South

Senior Living-La Crosse, WI

Heights Town Homes

Senior Living-Holmen, WI

Interested in learning more about how you can be part of Eagle Crest Communities Legacy?

Contact Todd Wilson, CEO

608.406.3887



**EAGLE CREST
COMMUNITIES™**

Caring Since 1946



We are committed to investing
in our employees, communities
and residents

Capital Fund

Legacy Fund

Tuition Incentive Program Fund

Employee Appreciation Fund

Please consider making a
donation to support one of our
meaningful funds to sustain
Eagle Crest Communities' legacy.

Gift Opportunities to Support Eagle Crest Communities

As a non-profit organization, Eagle Crest Communities is committed to investing in our community. We know the number of people needing supportive housing, assisted living, memory care, transitional care and rehabilitation services will continue to increase dramatically over the next 20 years. Over the past 12 years, Eagle Crest Communities has invested over 15 million dollars in equity contribution into our new facilities to reduce the amount of debt service on our new Eagle Crest Communities and make our facilities affordable to all income levels.

It's a challenging time as government reimbursement through Medicare and Medicaid continue to be reduced making it harder for Eagle Crest Communities to make the investments needed to support the needs of our people.

Knowing the need for our services will continue to grow and government reimbursement to support senior care is declining, we recognize fundraising will become a vital part of our mission. As a non-profit organization we are pleased to be able to serve all income levels despite rising costs of care.

As part of our strategic planning, we have identified four areas where donations are needed to help sustain Eagle Crest Communities legacy in the community.



Capital Fund

Donations made to the capital fund are used for major projects such as Eagle Crest developments, Riverside Transitional Care renovation, assisted living and memory care facility renovation and purchasing vehicles for resident transportation.



Legacy Fund

Donations made to this fund will be used to help maintain our ten different communities, add amenities, as well as supply equipment and technology that will enhance the care and the quality of life for our residents. It will also help provide life enrichment programs and activities at each facility.

Tuition Incentive Program Fund

TIP donations are used to provide college tuition reimbursement up to \$3000 per year for college students while working for Eagle Crest Communities. Students are an essential part of our workforce. With a growing shortage of healthcare workers, our TIP is a very important part of our recruitment and retention program.



Employee Appreciation Fund

Long-term care employees are some of the most undervalued employees in the workforce. Despite needing exceptional healthcare skills to manage complex care needs, serving as counselors to help patients and families through emotionally difficult situations, working nights, weekends and holidays, reimbursement for long-term care still falls to the bottom of the government funding list. Donations to this fund are used to promote employee appreciation in many different ways. Special requests for the use of a donation to appreciate employees are always welcome.