



EAGLE CREST COMMUNITIES

Caring Since 1946

AUTUMN EDITION 2020



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Verna, a resident of Eagle Crest South

A Message from Our CEO

OUR MISSION

Rooted in Christian Faith
Caring for Each Other
Serving the Community

OUR CORE VALUES

Teamwork
Respect
Integrity
Commitment
Love

BOARD OF DIRECTORS

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Todd Wilson - *CEO*

OUR COMMUNITIES

Eagle Crest South
608.791.2700

Eagle Crest North
608.779.1700

Riverside
608.406.3900

The Willows
608.406.3980

Cass Street
608.796.1091

The Heights
608.526.2635

Hearten House I
608.784.4511

Hearten House II
608.784.4522

Hearten House III
608.526.6796

Heights Town Homes
608.791.2709

We are now into our ninth month of Covid-19 and just when we think we will see a break, the numbers in the area spike and everything goes back to a standstill.

We realize how hard this has been on our residents and their families. Our staff work overtime to try and connect residents with their families by every means possible. We know the emotional toll it's taking on everyone and we see this first hand with our staff and the stress they are under.

I don't believe the majority of people realize how much stress employees working in long-term care are under. They must work while wearing multiple layers of protective equipment, which is exhausting. Many work extra shifts to make up for staffing shortages that have intensified due to Covid-19. Some are balancing long hours at work while teaching and caring for their children at home. They have had to learn to adapt and find ways to remain grounded.

Due to the added stress of Covid-19, the turnover rate of employees in long-term care is higher than ever this year. We work very hard to appreciate our staff. They are special people who meet great challenges and adversity with grace and tenacity. I know this has been a tough year for a lot of people and we are all praying for normalcy in our lives. As we enter the holiday season, I ask that you think about our employees and consider making a donation to Eagle Crest Communities in support of our staff and everything they do to serve as an extension of the family when there is a need. Now more than ever, our employees need to feel appreciated and loved.

Wishing everyone a healthy and joyful holiday season!

~ Todd D. Wilson, *Chief Executive Officer*



EAGLE CREST SOUTH
SENIOR LIVING
An Eagle Crest Community

Caring doesn't stop with COVID.
Now accepting reservations for those 55 and better.

608.791.2702 | eaglecrestlife.org
marketing@eaglecrestlife.org

A Note From Pastor Lisa

Author David Kessler added a sixth stage to the grieving process in his book, *"Finding Meaning: The Sixth Stage of Grief."* It speaks to the current COVID pandemic as Kessler feels we are all grieving the loss of the world we may never have again. He relates COVID to the stages of grief:

1. Denial: *This virus won't affect us.*
2. Anger: *You're making me stay home and taking away activities.*
3. Bargaining: *Okay, if I social distance for two weeks everything will be better, right?*
4. Sadness: *I don't know when this will end.*
5. Acceptance: *This is happening; I have to figure out how to proceed.*
6. Meaning: *We can find meaning now and after all of this is over. Even now, people realize we can connect through technology and are not as isolated as we think. We can use our phones for long conversations. We can appreciate walks.*

Kessler goes on to say that acceptance is where the power lies. *We can find control in acceptance. I can wash my hands. I can keep a safe distance. I can learn to work virtually.*

We are also going through anticipatory grief – our mind starts imagining the worst. The goal is to **find balance in all the things you are thinking**. If you see the worst scenario, make yourself think of the best scenario. We all get a little sick and the world continues. Not everyone I love dies. Maybe no one does because we're all taking the right steps. Neither scenario should be ignored but neither should dominate either.

To calm yourself, Kessler says to **come into the present** – meditate or practice mindfulness. Breathe. Realize that in the present moment, nothing you've anticipated has happened. In this moment, you're OK.

Let go of what you can't control. What your neighbor is doing is out of your control. What is in your control is staying six feet away from them and washing your hands. Focus on that.

Stock up on compassion. Everyone will have different levels of fear and grief and it manifests in different ways. Be patient with others and yourself.

To suppress your feelings is not healthy. None of us have experienced this before. We are all being tested. I am convinced that we will all be OK and we will get through this with God's help.

I've been saying one of my favorite prayers a lot lately – *God, you brought me to it, you better get me through it. Amen.*

~ Pastor Lisa



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!

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



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.

Please consider making a donation to support one of our meaningful funds to sustain Eagle Crest Communities' legacy. See page 7 for more information on how you can donate today!

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

Continuum of Care Community
Onalaska, WI

Eagle Crest South

Continuum of Care Community
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 at 608.406.3887.

Escape the Isolation



Priorities have changed drastically as people look for a senior apartment for themselves or their loved one. In the past, apartment preferences were based on the best view, the greatest sun exposure, the perfect square footage, and the apartment nearest their favorite amenities.

The focus has now shifted to the essential needs of a person's physical well-being and safety.

"How many staff and residents are diagnosed with COVID within your community?"

"Is a person quarantined to their apartment after they move in?"

"Does someone "check" on the residents every day?"

"Is the dining room open?"

"Will I be able to have visitors?"



While COVID-19 will be with us into the foreseeable future, our dedicated staff have risen to the challenge of ensuring our campuses remain as safe as possible.

Especially now, the benefits and value of senior living far outweigh staying at home.

Our care communities offer:

- Delicious, seasonally inspired meals with enhanced dining protocols to ensure safety.
- Dedicated Life Enrichment activities to keep your mind and spirit engaged.
- Exercise programs to keep you moving.
- Onsite Maintenance and Housekeeping to ensure your home is in tiptop shape and in case of emergencies.
- Full-time receptionists and Program Coordinators to assist with grocery orders, deliveries, ride scheduling, and more.
- Exceptional, highly trained care teams on-site around-the-clock.



We continue to constantly monitor the status of COVID-19 and proactively plan for any changes that may come. Continued testing of symptomatic staff and residents is a top priority and our response to positive tests is immediate.

Tired of isolating at home? Enjoy friendship and camaraderie in a safe and secure way. Our team is here to help you worry less and focus on taking care of your everyday needs. Let us handle the stress. Give us a call to learn about how you can live the Eagle Crest Life today.

~ Dana Bistodeau, Marketing Director
608-791-2702



Donations & Support

It is our honor to express our sincere appreciation to the many wonderful people who help support Eagle Crest Communities.

In Memory of Bonnie Rogers

Elaine Hummer

In Memory of Jack Low

Dave & Vickie Evenson

Keith & Jen Evenson

In Memory of Margaret Hanrahan

William Anderson

Karen & Edward Boldon

Roberta & Rodney Braund

Judy Brueggen

Doris Doherty

Randolph Eddy, Jr.

Kenneth Eeg

Norman & Mary Greene

Bonnie Larson

Kevin Nedvidek

Diana & Jeffrey Rademacher

Pamela Schomburg

Ronald & Lori Schultz

Steven & Kathy Sierp

Tuition Incentive Program

In Memory of Margaret Hanrahan

Carol Boschert

Legacy Fund

Mary Groeschner

Bud & Barbara Hammes

Kent & Shirley Isensee

Rita McGaughey Gift Fund

Employee Appreciation Fund

Joseph & Jane Deml

Clifford Zoller



Eagle Crest Employees' Giving Club

Kathleen Banasik

Lori Mikshowsky

Colleen Bonsack

Donna Miller

Donna Brogan

Carin Myhre

Andrea Byrne

Shelly Olson

Steven Cook

Rochelle Poulin

Cindy Craig

Diane Rochester

Hannah Fort

Patrick Senzig

Todd Garves

Debra Stanhope

Cathleen Grinde

James Stenulson

Tammy Haefs

Vickie Stevens

Keri Krueger

Todd Wilson

Elizabeth Kvistad

Susan Wyland

Haley Martin

Eagle Crest Communities Donation Form

Helping Eagle Crest Communities continue to provide quality, compassionate care in the Coulee Region. Donations are gratefully received and tax deductible to the extent allowed by law.

Name _____

Address _____

- This gift is in honor of _____
- This gift is in memory of _____
- Capital Fund - supports major projects such as Eagle Crest developments.
- Legacy Fund - supports activities and special events, and enhances amenities & technology for residents.
- Tuition Incentive Program Fund - supports our recruitment and retention program.
- Employee Appreciation Fund - promotes employee appreciation.

Special requests are always welcome!

Payable to:
Eagle Crest Communities

Mail to:
Eagle Crest Communities
PO Box 2468
La Crosse, WI 54602-2468





EAGLE CREST COMMUNITIES

Caring Since 1946

2575 South 7th Street
La Crosse, WI 54601

Bethany Lutheran Homes, Inc.

2020 Walk to End Alzheimer's Fundraising

This year has been different for many reasons, and the Walk to End Alzheimer's was no exception. With the COVID-19 pandemic, we were not able to walk as a large group but instead at home with our family and friends. From downtowns to small towns, our residents, staff and families continued to walk in support of finding a cure.

We are so incredibly excited to announce that this year Team Eagle Crest Communities was able to raise over \$3,500 for Alzheimer's research!

From "travelling" raffle baskets, socially distanced bake sales, grill outs and root beer floats delivered to apartments; the walk committee demonstrated that no matter the circumstances we can still pull together for such an amazing cause.

Thank you to our residents, families, staff and community members for your unending support and dedication as we walk for those we care for, cherish and love. We hope that everyone continues to stay well and we look forward to seeing everyone back for the Walk to End Alzheimer's in 2021!



~Team Eagle Crest Communities