

Our Story

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!

2026

Eagle Crest North expansion opening soon!

Gift Opportunities to Support Eagle Crest Communities



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 \$4000 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.



Join Us in Making a Difference

Payable To: Bethany Lutheran Homes, Inc
PO Box 2468
La Crosse, WI 54602-2468



PayPal donations now available online.

Our Communities

Cass Street

Assisted Living
La Crosse, WI

Eagle Crest North

Continuum of Care Community
Onalaska, WI

Eagle Crest South

Continuum of Care Community
La Crosse, WI

Hearthen House I

Memory Care
La Crosse, WI

Hearthen House II

Memory Care
La Crosse, WI

Hearthen House III

Memory Care
Holmen, WI

Heights Town Homes

Senior Living
Holmen, WI

Riverside

Transitional Care
La Crosse, WI

The Heights

Assisted Living
Holmen, WI

The Willows

Assisted Living
La Crosse, WI