

SHINING BRIGHT

2014 ANNUAL REPORT



SUNRISE

Senior Living Choices for You

SHINING BRIGHT

SINCE OUR FOUNDATION, SUNRISE HAS BEEN SHINING BRIGHT.

Our early forefathers raised the community support necessary to start our story as Siouxland's only community-based not-for-profit. As the years have gone by, there is one constant that has remained: our mission of caring and service to the residents of Sunrise and the people of Siouxland. This mission keeps Sunrise shining bright today, just as it did when we began nearly 60 years ago.

At Sunrise, we shine brightest and best through our people.

THE BOARD OF DIRECTORS: Creating valuable plans and policies, challenging the status quo with innovations, and always imagining new possibilities, our board has set the course to work in collaboration with others and further enhance the services we provide to our residents.

THE FOUNDATION BOARD: Establishing an endowment fund and further opportunities to advance our mission, this group is securing the future of Sunrise.

SUNRISE RESIDENTS: While receiving our care and services, they are ever giving back to friends and neighbors within their neighborhoods and throughout the Siouxland community.

OUR DONORS AND VOLUNTEERS: Selflessly offering their time, talents, and treasures, our volunteers and donors make a difference in countless ways.

SUNRISE TEAM: Sharing their skills and energy to deliver person-centered care to the very best of their ability each day, they impact the lives of our residents in big ways and small.

Shining bright, these people have made exciting things happen at Sunrise in 2014.

We've delivered excellent care each day, grown our home service offerings, enhanced our Blue Zones initiative and EnerG wellness programs, created the Sunrise community park, and brought the benefits of new technology to our campus.

Our people are the reasons we can carry our mission—*Caring deeply. Connecting daily. Leading boldly. Serving faithfully.*—into a future that is shining bright with possibilities. We are grateful for your confidence and support in serving our residents and the Siouxland community.



Thomas P. Grindberg
Board President



Bev Zeno
Executive Director

OURBOARDS

SUNRISE BOARD

Led by President Tom Grimsley, the Sunrise board realized major accomplishments in 2014, including the completion of the community park, designation as a Blue Zones Workplace, and the decision to bless our LEAN quality improvement initiative and further enhance our efforts to provide person-centered care.

We shared the loss of Ed Gerlich, a former board member who passed away in 2014, but his legacy still shines brightly through the many projects with which he was involved. Gerlich provided guidance on Bernstein Center, Sunrise Hills' Stone Avenue and South Maple development, Maple Heights Annex, Gerwulf Community Center, and The Pointe. A board member from 1992–2009, Gerlich wanted Sunrise to be an innovative and sustaining organization, and he worked to make that happen.

Ed Gerlich
Former Board Member



Community Park



Blue Zones Walk

FOUNDATION BOARD

The Sunrise foundation board created an endowment fund and a planned giving program. With a vision for sustainability at Sunrise, Jack Bernstein recommended establishing an endowment fund, while Pokey and Colin Jensen donated \$5,000 to get it started. After its first year in existence, the foundation board has realized net assets of \$28,800.

PARTNERS IN FUNDRAISING

Our volunteer board of directors and the entire foundation board are bright lights for our future. These members give their time and talents, motivating others to do the same. This makes their lights shine even brighter!

- Our number of donors has increased steadily over the years.
- Total giving has increased consistently.
- Each year 100% of our board participate in our annual appeal.
- We surpassed our annual fund goal by 15% this year.
- This year's annual Jill Miller holiday concert broke records for attendance and fundraising efforts!
- The campaign for Sunrise Park met its goal, raising \$120,000.
- The Sunrise Foundation received landmark estate gifts from former residents.

BOARD MEMBERS

TOM GRIMSLEY • President
THOMAS PADGETT, Ph.D. • Vice President
MARY KOVARNA, Ph.D. • Secretary
RICHARD KEITH • Treasurer
LARRY BOOK • Past President
JOHN ANDERSON • Legal Advisor

Barbara Condon, Ph.D. • Michael Gunsch
Richard Hildebrand, M.D. • Donald Kelsey
Carolyn Leman, Ph.D. • Howard Logan
Peter Thoreen • Corey Wrenn
William Ziebell, M.D.

FOUNDATION MEMBERS

BEV ZENOR • President
RICHARD KEITH • Vice President
DONALD HERBOLD • Secretary
DONALD KELSEY • Treasurer

John Anderson • Jack Bernstein
Larry Delperdang • Pokey Jensen
Lorrie Stedman • William Ziebell, M.D.

ANA MUNOZ
CNA, CMA



As 2014 employee of the year, Ana is a bright light for our residents. After she shared her story of love and compassion at a recent board meeting, Corey Wrenn and other board members were in awe—noting, ***“She is a bright light.”*** We couldn’t agree more.

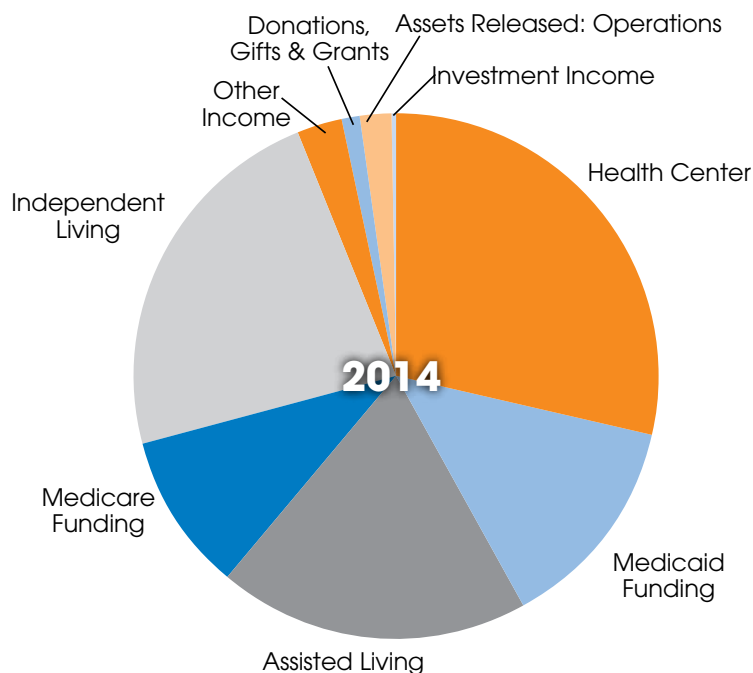
STAFF • SHINING BRIGHT

OUR FINANCIALS

Annual Revenue

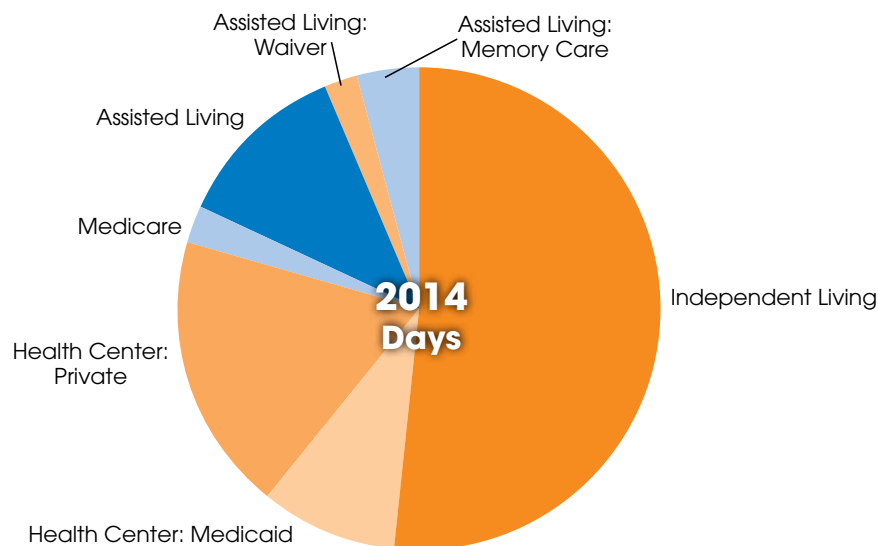
	2014	2013
Health Center	\$ 3,046,155.00	\$ 2,868,504.00
Medicaid Funding	1,419,267.00	1,506,737.00
Assisted Living	2,016,186.00	1,863,591.00
Medicare Funding	1,053,183.00	1,091,247.00
Independent Living	2,427,976.00	2,153,275.00
Other Income	317,830.00	228,598.00
Donations, Gifts & Grants	114,958.00	139,305.00
Assets Released: Operations	205,232.00	14,474.00
Assets Released: Construction	-	119,652.00
Investment Income	5,022.00	7,561.00
TOTAL*	\$10,605,809.00	\$ 9,992,944.00

* Net of benevolent care and unreimbursed Medicaid/Medicare resident services:
\$824,424 in 2014;
\$828,722 in 2013



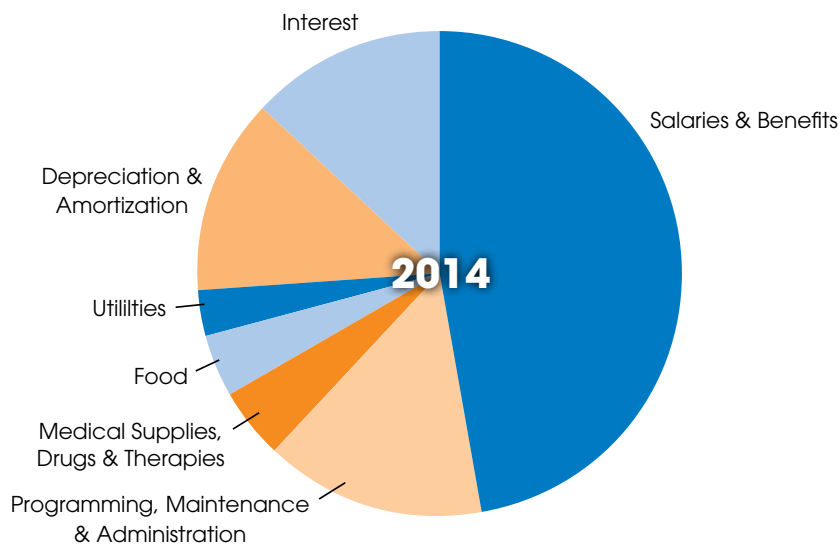
Resident Service Days

	2014	2013
Independent Living	41,086	40,830
Health Center: Private	14,644	14,285
Health Center: Medicaid	7,228	8,578
Medicare	1,982	2,065
Assisted Living	9,320	9,111
Assisted Living: Waiver	1,641	3,322
Assisted Living: Memory Care	3,220	2,453
TOTAL DAYS	79,121	80,644



Annual Expenditures

	2014	2013
Salaries & Benefits	\$ 5,196,868.00	\$ 4,891,013.00
Programming, Maintenance & Admin	1,637,138.00	1,285,380.00
Medical Supplies, Drugs & Therapies	517,323.00	536,984.00
Food	449,615.00	430,016.00
Utilities	344,089.00	321,393.00
Depreciation & Amortization	1,436,982.00	1,413,376.00
Interest	1,406,203.00	1,402,665.00
Loss on Disposal & Refinancing	-	-
TOTAL	\$ 10,988,218.00	\$ 10,280,827.00



STAFF

SHINING BRIGHT

Whether planning a Super Bowl party or coming in on his day off to make sure residents look their best for a special event,

DOUG BLACK, CNA, does whatever he can to make residents' lives special. A 13-year employee at Sunrise, Doug is a shining example and also a mentor to new team members.



CHAR HESSE, part of the Sunrise team for eight years, consistently goes the extra mile for seniors who live at The Pointe. Truly, she loves each one like family. She comes in on her day off to make sure they get to their appointments, and she supports them if they need skilled stays at the health center or face other transitions in life.



OUR DONORS

As a community-based not-for-profit, Sunrise relies on the generosity of donors. In 2014, gifts have benefited the Sunrise Foundation, our ongoing benevolent care efforts, the capital campaign for Sunrise Health Center, a chaplaincy fund, our new community park, and various memorials on our campus. In-kind donations from dozens of individuals and vendors have also offset our expenses in significant ways. We are truly grateful for your support.

AC&R Specialists	Bobier Portrait Studio	Curry Floor & Acoustics
Chase & Jo Adams	James & Judith Boes	Larry & Susan Custer
William & Marsha Adams	Larry & Jeanene Book	Custom Woodworks
Aegis Therapies	Nancy Boysen	C.W. Suter Services
Ahlers Home Improvements	Dr. Linda Bratkiewicz	Laura Dam
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Avery Brothers, L.L.C.	Casey Roofing Inc.	Bill & Sharon Drilling
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Barbara Benson	Eva Conklin	Farrell's Heating & Air Conditioning
Neva Benton	Constellation Energy Group Foundation, Inc.	Marilyn Farrer
Jack & Gail Bernstein	Continuum Health Care Services	Abby Fiat
Norman & Gail Bernstein	Corbett Anderson Corbett Vellinga L.L.P.	FIMCO
Blankenship Meier Painting	Lois Crawford	First Trust Savings Bank-Moville

This list includes donors from Jan. 1 through Dec. 31, 2014. We strive to publish accurate recognition of financial contributions and apologize for errors or omissions in this list. Please contact the Development Office to report corrections. Thank you for your support.

DONORS • SHINING BRIGHT

"It is a privilege to be able to support an organization that helps others with loving care."

Ginny Peterson



The talents of Sunrise **CHEF BRANDON DURANT** shone brightly as he went head to head with the Aegis guest chef during a cooking competition held as part of Aegis Wellness Week in September. His dishes outshined those of hospitality expert Darin Leonardson.

STAFF • SHINING BRIGHT

Melvin & Elaine Forsling
 Joe & Nonette Franek
 Gerkin Windows & Doors
 Ruth Gerlich
 John & Debra Gerwulf
 Leonard & Roberta Gill
 James Golden
 Great West Casualty
 Charlene Grell
 Don Grigg
 Thomas & Regina Grimsley
 Marty Gubbels
 Chris Gude
 Gunderson's Jewelers
 Michael & Mary Gay Gunsch
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 Claris Hanson
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 Gladys Hill
 Neil & Debra Hines
 Diane Hirschbach
 Becky Holbrook
 Peggy Hopp
 Brenda Hough
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Irving & Elizabeth Jensen Foundation
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 Twila Miller
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 New York Life - Jim Lane
 Roger & Glendy Nichols
 Clarice Nielsen
 Ronald & Dee Nutt
 Sharon & Donna Ocker
 Rollin & Bev Oleson
 Fred & Barb Olson
 Glenn & Pat Olson
 Kurt & Charlene Olsson
 Garneth Oostenink
 Thomas & Sherry Padgett
 Palmer Candy
 Roxane Patton
 John Pavone
 Pecaut & Co.
 Barb Peterson

PEGGY HOPP

a longtime volunteer,
bakes banana bread
and delivers it personally
to our residents on a
regular basis. She is a
bright light!



- Ginny Peterson
 Ron Peterson
 Physical Therapy Specialists, PC
 Piper Jaffray Co.
 Lloyd & Ruby Pippett
 Colin & Pokey Jensen Foundation
 Juanita Posey
 Gretchen Poulson
 Powell Broadcasting
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 Sioux City Sprinkler
 Siouxland Center for Active Generations
 Siouxland Dairy Queens
 Siouxland Federal Credit Union
 Siouxland Investment Group
 Siouxland Senior Open
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 Adele Sorensen
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 Tyson Foods Foundation
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 Beverly Walstrom
 Jonathon & Laural Watson
 Kathy Watson
 Ryan & Amanda Weathers
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 Weis Builders, Inc.
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 Alice Winneke
 Greg & Kris Winneke
 Wireless World
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 Wayne Woolridge
 Corey & Lisa Marie Wrenn
 Wrenn's Plumbing & Heating
 Maxine Wyant
 Ronald & Jeanette Yockey
 Marianne Zeigler
 Mary Ann Zenor
 Mort & Beverly Zenor
 Shari Zenor Kiple
 Dr. William "Bud" & Jean Ziebell
 Richard & Dolores Zolnosky

VOLUNTEERS

In 2014, Sunrise had 255 volunteers who shared 4,950 hours of service to our community. We are grateful for the compassion and dedication of these exceptional individuals. They serve as board members, receptionists, master grillers, dining assistants, gardeners, entertainers, and more. They take residents for walks through the park and spend time getting to know them. Shining brightly on our campus and in the lives of our residents, they play a vital role in the Sunrise community.

Amy Adix
 Stan & Marlene Ahrendt
 John Anderson
 Dan Barnes
 Darlene Barta
 Neva Benton
 Jack Bernstein
 Doug & Bertha Black
 Andrea Bobier
 Barb Bobier
 Larry Book
 Adelene Bromander
 Elise Burrows
 Norma Burrus
 Wilma Byrne
 Katherine Calhoun
 Connie Casavant
 Judy Chelsey
 Ryan Christiansen
 Tom Claeys
 Jon Cleghorn
 Dr. Barbara Condon
 Lois Copple
 Lois Crawford
 Laura Dam
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 Tom & Jan DeWitte
 Phyllis DeWolf
 Ann Donnelly
 Janet Dorale
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 Sue Farrell
 Jenny Ferguson
 Dorothy Fiala
 Bob & Sharon Flick
 Jan Forney
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 Delores Freed
 John Gerwulf
 Marjorie Giese
 Paul Gorski
 Kathy Golden
 Kathy Goodwin
 Krystal Gough & Family
 Wendy Grieve
 Tom Grimsley

Alice Gross
 Marty Gubbels
 Father Daniel Guenther
 Michael Gunsch
 Connie Hancock
 Kari Hansen
 Tonya Harpeneau
 Robert & Connie Hansen
 Sharon Hardin
 Theresa Heilman
 Katherine Helland
 Don & Judy Herbold
 Fern Herbst
 Carl & Char Hesse
 Steve Heth
 Dr. Richard Hildebrand
 Glad Hill
 Peggy Hopp & Grandchildren
 Hospice of Siouxland
 Brenda Hough
 Dora Houts
 Evelyn Hughes
 Ray & Pat Isaacson
 Donna Isom
 Melanie Jacobsen
 Carl James
 Bill & Dorothy Jansen
 Pokey Jensen
 Barb Johnson
 Kim Johnson
 Mary Johnson
 Leslie Johnston
 Lester Johnston
 Richard Keith
 Roger Kelly
 Don Kelsey
 Dr. Charles Kiple
 Karen Kirkendall
 Judy Koch
 Zach Koistra
 Dr. Mary Kovarna
 Dylan Kramer
 Charlotte Kroeger
 Lucile Kyle
 Francis Lammers
 Peggy Lamaak
 Suzanna Lang
 Florence Larson

Helen Larson
 Helen Lehnertz
 Gene & Carolyn Leman
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 Julie Lesko
 Richard & Judy Lilly
 Delores Livengood
 June Lockwood
 Howard Logan
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 Pam Lowe
 Alan & Marlis Lubben
 Babby Ludwig
 Julie Luhr
 Marie McAleer
 Mayreen McBride
 Ellie McGaffin
 Steve McGrory
 Dodie McManamy
 Kristie McManamy
 Jim & Joyce McMartin
 Annie Miller
 Elaine Miller
 John & Jill Miller
 Jean Mogren
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 Marvin Mozer
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 Luella Mutz
 Margo Myer
 Clarice Neilsen
 Carol Nelson
 Roger & Glendy Nichols
 Jan Null
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 Garneth Oostenink
 Dr. Thomas Padgett
 Dr. Jon Peacock
 Sheila Peterson
 Geri Phillips
 Lloyd & Ruby Pippett
 Glenda Plaza
 Linda Prescott
 LaDonna Preston
 Dr. Carolyn Rants
 Wes Ratcliff

Jan Reese
 Renee Reid
 Joylyn Rippke
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 Taylor Strawn
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 Angeline Vanle
 Joanne Vanle
 Lucille Vehe
 Lorraine Vollers
 Jerry VonEhwegen
 Bev Walstrom
 Dr. James Webb
 Holly Wenschlag
 Grace Witte
 Corey Wrenn
 Andrea Zenor
 Mort & Beverly Zenor
 Shari Zenor Kiple
 Jean Zettle
 Dr. William Ziebell
 Helen Zimmerman

JIM GOLDEN and his wife, Beth, moved to Sunrise in 2012—Jim to The Pointe and Beth to our skilled nursing neighborhood. As Jim visited Beth every single day until she passed in 2014, his devotion was a beacon of light to his wife and to the Sunrise staff. Jim has shared an example of love and faithfulness that shines brightly throughout the Sunrise community.



THE SUNRISE TEAM

shines on Siouxland. Our staff members embrace community giving projects. As part of our Blue Zones commitment, we identified needs and responded in love—collecting nonperishable items for the Food Bank, winter wear for the Boys & Girls Home, and items for Noah's Hope.



PERSON-CENTERED CARE LETS WORKERS SHINE

“Universal workers are the pivotal piece in a person-centered model of care,” says Krystal Gough, director of nursing at Sunrise. “A universal worker can provide for any needs the resident may have.”

Through the use of universal workers and other strategies, Sunrise further developed its person-centered care initiatives in 2014. Our team worked at becoming more “lean”—or creating more value for customers while using fewer resources. Through the LEAN initiative, we are striving to be an organization that understands customer value and focuses key processes to continuously enhance that value. The ultimate goal? Providing perfect value to the customer through a value-creation process that works efficiently and without waste.

OUR BRIGHTEST LIGHT: BENEVOLENT CARE

The original charitable mission of Sunrise Retirement Community is being fulfilled today, in large part, by our Benevolent Care Fund. Many of our residents benefit from this special fund at Sunrise. Benevolent care offer security and peace of mind to those who need it, by bridging the gap and providing financial assistance when necessary.

“We are grateful for the years my mother has spent at Sunrise, and we especially appreciate the help the Benevolent Care Fund has provided since 2012.”

Family member of a Sunrise resident

COMMUNITY IMPACT

One of the best ways that Sunrise lives its mission is through various partnerships on its campus and throughout Siouxland. Consider these examples from 2014:

- Using the power of technology, we’ve connected our residents with their family members via Skype.
- We introduced OmniVR, a fun and engaging virtual rehabilitation system that can improve functional abilities through muscle training, balance, movement, coordination, endurance, and cognitive skills.
- Sunrise has hosted Find Out Fridays, an educational series that discusses senior issues and is open to the public.
- Broadening our continuum, we’ve created new in-home care options through a partnership with UnityPoint-St. Luke’s.

COMMUNITY IMPACT (CONTINUED)

- Sunrise became Sioux City's first senior health care community to become officially designated as a Blue Zones Workplace.
- We're proud of our intergenerational fundraising with The First Tee.
- Clinical partnerships allow students from Briar Cliff University, Morningside College, and Western Iowa Tech to enhance their learning at Sunrise.
- Our chaplaincy program, sponsored in part by Morningside Lutheran Church, provides spiritual support throughout our campus.
- Sunrise is sponsor site for SHIIP—the Senior Health Insurance Information Program that offers statewide insurance counseling.
- Sunrise is part of a local group of dedicated not-for-profits working to reignite the Leave-a-Legacy campaign and inspire people to make charitable bequests to charities of their choice.

Through collaboration, education, and technology, Sunrise is lighting the way as a leader in community-based senior health care.

“As a member of the Sunrise board, I believe our most important work is making sure your loved ones are cared for in the very same way we would wish to be treated ourselves—with compassion and dignity. Our benevolence for those residents who need us most is a powerful example of our mission.”

Tom Grimsley, Sunrise board president

LU MUTZ lights up every room she enters with her bubbly personality that's absolutely infectious. Lu maintained beautiful flower gardens at her home on Stone Avenue before recently moving to Fountainview. What's more, this past winter she carried over two perennial hibiscus plants that will be planted in a Sunrise garden.



FERN HERBST is a designated ambassador for The Pointe, where she lives. She's also a familiar face in the health center, as she often visits a longtime Sunrise friend, Adeline, who was once her next-door neighbor on Eastview Drive. She also hosts Morningside Presbyterian Church at Sunrise, where residents enjoy fellowship and receive communion.





SUNRISE

Senior Living Choices for You

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Sioux City, IA 51106

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OUR CARE CONTINUUM

SUNRISE HEALTH CENTER

Medicare Skilled Rehab Care
Long-Term Skilled Nursing Care

ASSISTED LIVING

Bayberry Assisted Living Memory Care
Fountainview Assisted Living

MEMORY CARE

Bernstein Center
Sunlight Center

INDEPENDENT LIVING

The Pointe at Sunrise
Sunrise Hills Cottages and Condos
Maple Heights
Sunrise Stay at Home
UnityPoint at Home



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Sunrise Retirement Community

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