

Caring Deeply.

CONNECTING DAILY.

LEADING BOLDLY.

SERVING FAITHFULLY.

2017 ANNUAL REPORT



SUNRISE
Senior Living Choices for You



Hallie Salmen & Maxine Wyant



The mission of Sunrise Retirement Community is simple: Caring deeply. Connecting daily. Leading boldly. Serving faithfully. For us, these aren't just words on a sign. This statement directs our organization, and those who serve the people associated with it, with a shared understanding of what we should strive for...what we hope to achieve...how we want to excel.

Caring Deeply

Within this report, we focus greatly on the first piece of the mission: ***Caring deeply.*** Everything we do—essentially every other part of our mission—really all comes down to this. We create connections in the community and on our campus because we care about the people we serve. We lead the way toward the future of aging services to provide the best care possible to our residents. We serve our community and our residents because we care about one another. Caring is at the center of all we do, and it guides us as we strive to fulfill the promises within our mission each and every day.

Through your gifts of time, talents, and treasures, you share our commitment to the Sunrise mission: ***Caring deeply. Connecting daily. Leading boldly. Serving faithfully.***

We thank you.

Hallie Salmen,
Executive Director

Corey Wrenn,
Board President

SINCE SUNRISE OPENED IN 1959, WE'VE SHARED MILLIONS OF DOLLARS IN CHARITY CARE. LAST YEAR WE PROVIDED \$1.3 MILLION IN BENEVOLENT CARE AND UNREIMBURSED MEDICARE AND MEDICAID COSTS TO RESIDENTS.

CONNECTING DAILY



We sponsored Alzheimer's expert Teepa Snow this year and hosted educational programs on campus & throughout Siouxland.

LIVING OUR MISSION

We put our mission into practice at Sunrise and beyond. In 2017, we teamed up with many organizations to benefit not only our residents, but also our community:

- Provided internships and clinical experiences for colleges and medical practices
- Collected hats and mittens for Boys and Girls Home & Family Services
- Stocked the Food Bank of Siouxland
- Helped with Morningside College's "Into the Streets" volunteer program
- Collaborated with the Alzheimer's Association, Hospice of Siouxland, and local hospitals
- Served as a SHIIP (Senior Health Insurance Information Program) counseling site
- Partnered with Therapy Dogs International
- Offered health and wellness programs through Aegis Therapies
- Strengthened ties with First Presbyterian, Grace United Methodist, Immaculate Conception, Morningside Lutheran, Peace Reformed, Redeemer Lutheran, Sunnybrook Community Church, and the Lamplighters
- Promoted not-for-profit fundraising as a founding member of Leave a Message Siouxland

VOLUNTEERS

Stan & Marlene Ahrendt
Devon Amezcuita
Kim Anderson
Wendy Barbee
Dan Barnes
Darlene Barta
Jim Batcheller
Nina Bender
Donna Bennett
Travis & Kamryn Behrens
Sam Bergin
Jack Bernstein
Doug & Bertha Black
Deb Boisen
Larry Book
Bill Bradbury
Adelene Bromander
Norma Burrus
Katherine Calhoun
Deb Carrell
Judy Chesley
Kylie Christiansen
Ryan Christiansen
Betty Comstock

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Marty Gubbels
Father Daniel Guenther
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Theresa Heilman
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Rodd Slater
Jerry & Lin Snyder
Randy Solomon
Carol Starch
Lorrie Stedman
Vera Stoltze


CONNECTING DAILY

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Eva Conklin
Lois Coppie
Lois Crawford
Katie Dam
Laura Dam
Rudy Daniels
Larry Delperdang
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Phyllis DeWolf
Rhonda Dickinson
Ann Donnelly
Jean Dunn
Harley & Darlene Engeldinger
Tessa, Katie, Kindi &
Tommy Etherington
Bradyn & Baillie Fahrendholz
Sue Farrell
Amy Feddersen
Jenny Ferguson
Dorothy Fiala
Bob & Sharon Flick
Melvin Forsling
Delores Freed
Crystal Gisel
Pam Glanzer
Krystal & Spencer Gough
Adrianna Grage

Aletha & Jennifer Jacobsma
Melanie Jacobsen
Pokey Jensen
Barb Johnson
Kim Johnson
Mary Johnson
Leslie Johnston
Don Kelsey
Terry King
Grace Kiple
Karen Kirkendall
Gene Knudsen
Judy Koch
Zach Koistra
Mary Kovarna
Dylan Kramer
Joe Kruse
Peggy Lamaak
Lamplighters
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Florence Larson
Helen Larson
Carol Larvick
Helen Lehnertz
Carolyn Leman
Julie Lesko
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William "Bud" Ziebell
Helen Zimmerman
Rev. David Zirpel
Mary Zook



“ I WORKED AT SUNRISE FOR 23 1/2 YEARS, RETIRED IN 2012 BECAUSE OF AN ANKLE INJURY, AND HAVE BEEN VOLUNTEERING EVER SINCE. I HELP WHEREVER THEY NEED ME AND I’M ALWAYS HERE FOR THE BIG EVENTS — GRANDPARENT’S DAY, CHRISTMAS, EASTER, AND MOTHER’S DAY. I JUST CAN’T STAY AWAY. I LOVED THE RESIDENTS AND I MISSED THEM AFTER I RETIRED. I ENJOY EACH RESIDENT FOR WHO THEY ARE. THEIR STORIES ARE SO INTERESTING, AND YOU CAN’T HELP BUT GET CLOSE TO THEM.”

Peggy Hopp,
a longtime volunteer
who’s known as
the “Banana Bread
Lady” because
she makes her
signature treat to
share with residents
and sell at Sunrise
bake sales.



“ AT BOARD MEETINGS WE DISCUSS DAY-TO-DAY OPERATIONS, BUT WHEN YOU ARE A RESIDENT YOU GAIN THE FIRST-HAND EXPERIENCE SO IT GIVES A NEW AND GREATER PERSPECTIVE ON THE ORGANIZATION. YOU ALSO GET TO KNOW THE CAREGIVERS, WHO REALLY ARE THE BACKBONE OF SUNRISE. THE BEST THING ABOUT LIVING AT SUNRISE IS THE PEOPLE ... A LOT OF GOOD PEOPLE WORK HERE. ”

William “Bud” Ziebell and his wife, Joee, who chose Sunrise because of its care continuum and have lived in a Sunrise home on Eastview Drive for four years.



DONORS

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LEADING BOLDLY

The Sunrise foundation board welcomed Joe Kruse in 2017, while the Sunrise board of trustees added three new members: **Bill Bradbury, Dr. Doug Livermore, and Gina Sitzmann.**

Claris Hanson
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Janet Sawyer
Marcy Saylor
Lee & Paulette Schmidt

KEY:

*In-kind donor

**In-kind and monetary donor

DONORS

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Mary Ann Zenor
Mort & Beverly Zenor
William "Bud" & Joe Ziebell
Patricia Zimmerman
Charlie & Mary Zook

KEY:

*In-kind donor

**In-kind and monetary donor

SERVING FAITHFULLY

2017

BROUGHT RECORD-BREAKING SUCCESS FOR FUNDRAISING!

JILL MILLER'S
HOLIDAY CONCERT

\$51,250

SUNRISE RETIREMENT
ANNUAL APPEAL

\$60,915

Fundraising success reflects net proceeds for Sunrise.

SIouxLAND SENIOR OPEN

\$19,269

“GOOD THINGS ARE HAPPENING AT SUNRISE!
RESIDENTS RECEIVE EXCELLENT CARE, AND IT'S A
VERY REPUTABLE PLACE WITH KIND AND THOUGHTFUL
STAFF MEMBERS WHO SERVE FROM THEIR HEARTS,
AS WELL AS BEING A BEAUTIFUL PLACE. THIS HAS
BEEN A BIG PART OF WHY WE HAVE CHOSEN TO
SUPPORT SUNRISE FOR YEARS AND WILL CONTINUE
INTO THE FUTURE. WELL DONE. SUNRISE! KEEP DOING
WHAT YOU DO WITH EXCELLENCE!”



Mike & Cheryl Wells,
founders of Side by Side
Ministries, and longtime
contributors to the Sunrise
chaplaincy program.

Caring Deeply

“ WHEN WE THINK OF SUNRISE, WE THINK OF A HOME OF SECURITY AND LOVING CARE ... A TRUSTED FAMILY OF SINCERE CAREGIVERS ... AND FUN AND LAUGHTER. MOM IS TRULY IN THE HOME OF HER CHOICE (SHE CHOSE SUNRISE ALL ON HER OWN WHEN SHE MOVED TO MAPLE HEIGHTS IN 1992), AND SUNRISE IS LIKE A FAMILY BECAUSE WE SEE THE SINCERE LOVE SHE FEELS. SHE LIVES NEAR THE NURSES STATION WHERE THERE IS A LOT OF TRAFFIC. SHE LOVES BLOWING KISSES AND RECEIVING THEM BACK ALL DAY LONG! IT IS OBVIOUS SHE FEELS LOVED AND HAPPY.”



Susan Hamilton (at right), who is the daughter of Health Center resident Maxine Wyant.

CARING DEEPLY: Our staff longevity proves that Sunrise staff members love what they do. Last year, nursing retention increased in all categories, and we had 50 employees who marked 10 years or more at Sunrise.



\$6,303,496
HEALTH CENTER
INCOME

\$6,085,966
SALARIES
AND
BENEFITS

76,496
RESIDENT
DAYS SERVED

SUNRISE FINANCIALS

REVENUES

Net Resident Service Revenue

Health Center (Nursing)	\$6,303,496
Assisted Living	1,861,376
Independent Living	2,682,247
Donations and Grants	171,546
Other Income	13,873
Total	\$11,032,538

EXPENSES

Salaries & Benefits	\$6,085,966
Resident Specific Services:	
Therapy, Medications & Meals	993,600
Operations & Administration	2,047,605
Depreciation, Interest & Amortization	2,716,162
Total	\$11,843,333

DAYS SERVED

Independent Living	40,788
Health Center	24,461
Assisted Living	11,247
Total	76,496



5501 Gordon Drive East
Sioux City, IA 51106

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Organization
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Sioux City, IA

OUR CARE CONTINUUM

Sunrise Health Center: Long-Term Nursing Care • Medicare Skilled Rehab Care

Assisted Living: Fountainview Assisted Living • Bayberry Assisted Living Memory Care

Memory Care: Bernstein Center • Sunlight Center

Independent Living: The Pointe at Sunrise • Sunrise Hills Cottages and Condos
Maple Heights Affordable Housing • Sunrise Stay at Home

CONNECTING DAILY

We make connections each day on campus, but festive occasions like the Grandparent's Day celebration and Jill Miller holiday concert unite the Sunrise community in the very best ways.