



Three Pillars
SENIOR LIVING COMMUNITIES

2012 - 2013 Community Benefit Report

A MESSAGE FROM MARK STRAUTMAN PRESIDENT | CEO

Dear Friends and Neighbors,

At Three Pillars Senior Living Communities our goals are simple—provide our residents the lifestyle they deserve, at a value, from people they can trust. Our responsibility to you, our community partners and neighbors, is to be good stewards of the values we both share.



As I reflect on this past year there are plenty of reasons for both of us to celebrate our role in this community. Our commitment to quality care is unwavering, we continue to expand our resident and community programming, and we remain dedicated to recruiting and retaining exceptional staff.

No organization can be successful without the support of the community in which they live and work and we are no exception. I am proud to say this year marked another year of successful partnering for the betterment of our residents.

As we begin a new fiscal year I would like to take a moment to thank our staff and volunteers for their devotion to our mission. I would also like to thank you for your continued support. My pledge to you is that we will continue to work hard at serving seniors, honoring our volunteers and staff, and remaining an organization that you can be proud to call a neighbor and a friend.

Warm regards,

A handwritten signature in black ink that reads "Mark Strautman". The signature is fluid and cursive, written over a light-colored background.



OUR MISSION

Three Pillars Senior Living Communities, sponsored by the Masonic Fraternity, takes pride in meeting the social, physical, and spiritual needs of older adults through high quality housing and services.

OUR DIFFERENCE

For over 100 years we have served thousands upon thousands of families and residents. Our dedication to our rich history of mission—based services exists as strongly today as it did in 1905. In fact, as a not-for-profit organization, we look at things a bit differently. For us it's mission first. Our proceeds are reinvested into the organization—not distributed to stakeholders.

We measure our success by the satisfaction of our residents—not the size of our bottom line. We value our staff as individuals; recognizing the important role they play in providing our residents with a quality lifestyle. However, most importantly, we are always guided by what is right—not by what is profitable.

OUR IMPACT

COMMUNITY

We employ 388 people, 157 from the Dousman and Oconomowoc area alone, making us one of the larger employers in the surrounding community. These dedicated individuals ensure that Three Pillars Senior Living Communities is a wonderful place to live and work.

We continue to set the standard in quality care by marking another year with a deficiency-free inspection at our Masonic Center for Health and Rehabilitation, which is listed by U.S. News & World Report 2012 as a Five-Star Rated Nursing Home.

We believe in helping those who need it and this is especially true when it comes to senior living. Running out of money shouldn't prevent a family from accessing quality care. In fact, it's imperative that those accessing quality services are able to continue to do so—which is why last year alone we provided \$75,000 of direct charity care to our residents thus ensuring that those experiencing financial need were able to still call Three Pillars home. Additionally, there were nearly \$2 million of unreimbursed costs for those residents who exhausted private funds and were beneficiaries of Medicaid and other government programs. We ensured that these individuals were still able to maintain the quality lifestyle that has defined their stay at Three Pillars.

We are grateful for our community volunteers — they play an integral role in our success. These selfless individuals donated over 2,600 volunteer hours last year. They could be found greeting visitors at our Wellness Connection, working in our gardens, staffing the gift shop, and driving for our residents. Combined with our internal volunteers we had over 5,600 volunteer hours dedicated to improving the lives of our residents.



WELLNESS

We feel strongly about the importance of health and wellness for our residents, our employees, and the community, which is why we are so proud to offer our Wellness Connection as a resource for all to enjoy. On any given day over 70 residents and community members are working on improving their personal wellness through the innovative wellness programs and classes that are offered.



Our Healthy Cooking Demonstrations, which take place in our demonstration kitchen, continue to be in high demand. Attendees have cooked everything from Paella to Italian, all with the goal of fostering new friendships and improving individual health through cooking.

The goal of our numerous classes is to enhance the overall wellness experience through a variety of offerings that promote a relaxing and healthy lifestyle. Classes range from the popular Drums Alive and Tai Chi to Yoga and are possible through partnerships with community instructors that are

as committed to individual wellness as we are. Our partnerships with Aurora, ProHealth, and Kohl's provide individuals with further educational opportunities for healthy living.

At our Hickory Suites Rehabilitation we continued our dedication to helping people get better and return home. We served 530 individuals, with an average stay of 19.6 days, nearly 75% of whom were able to return to their previous living arrangements.

A vibrant field of yellow Black-eyed Susans with dark brown centers, interspersed with a few pink flowers. The background is a soft-focus green, suggesting foliage.

DONATIONS

During the holiday season our team members could be spotted ringing bells for the Salvation Army and filling barrels of toys for Toys for Tots. Meanwhile residents from all over campus participated in their annual resident initiated knitting project. Area organizations such as The Women's Center in Waukesha, The Hebron House, The Oconomowoc Food Pantry, the Lake Area Free Clinic, and St. Benedict the Moor Shelter for the Homeless benefited from over 575 handmade items including hats, scarves, mittens, quilts, and baby blankets.

FEEDING THOSE IN NEED

This year we celebrated the 20th Anniversary of our annual Halloween Haunted Woods. Through the years we have given out more than one million pieces of candy and over 22,000 people have participated in this intergenerational event. This year we collected enough food to feed over 50 area families. We are also glad to celebrate another year as an area supporter of the community Meals on Wheels program; a program in which we annually prepare over 3,500 hot meals for area seniors.

For more information visit www.threepillars.org



EDUCATION

We view ourselves as a community resource. Hundreds of community members come from the surrounding area and beyond to enjoy our popular Lunch and Learn Programs.

These interactive presentations have ranged from Mark Twain to the Salem Witch Trials—all enjoyed with a home cooked meal from our Executive Chef. This commitment to lifelong learning is critical for our residents and area seniors.

Our nationally recognized skilled-nursing facility (U.S. News & World Report 2012) once again served as a host site as we continued our partnership with Waukesha County Technical College for those exploring careers in nursing. Over 70 Certified Nursing Assistant students from Waukesha County Technical

College worked to complete their certification process by working in our Health Care Center. It's a wonderful learning opportunity for the students as they have a chance to learn from our experienced nursing staff.

REINVESTING IN STAFF

Investing in people is not just good business—it's the right thing to do. That's why we continued our commitment to investing in our employees and their education. This commitment benefits the individual, our residents, and the organization. Our employee tuition reimbursement program provided \$10,931 for employees to continue their educational journeys. Additionally, in partnership with the Glenn L. Humphrey Lodge, \$2,500 in scholarships were awarded to seven employees.

Economic Snapshot

Fiscal year July 1, 2012 - June 30, 2013

Direct charitable care to residents: \$75,000

Unpaid cost of Medicaid & other government programs: \$2 M

Amount of Real Estate Taxes Paid: \$65,000

Received Charitable Donations: \$161,000

Gross Wages: \$6.5 M

Fiscal Year 2012 - 2013 Wisconsin Masonic Home, Inc. Board Members

William Beetcher
Webster, WI

Allan Iding
Wauwatosa, WI

Dan Slavik
Madison, WI

Terry Brown
Wales, WI

H. Scott Paulson
Hudson, WI

Monte Steiber
Prairie du Chien, WI

Jeff Bryden
Brookfield, WI

Ronald Pete
Superior, WI

Frank Struble
Chetek, WI

William Frazier
Mequon, WI

Barb Ritchie
Darlington, WI

Paul Tourville
Hartland, WI

Bill Huelsman
Waukesha, WI

Dennis Siewert
De Pere, WI

Tom Walton
Janesville, WI

Franz Wiggert
La Crosse, WI

Three Pillars is an Equal Opportunity Employer. We consider all applicants for employment without regard to age, race, color, handicap, nationality, religion, sex, sexual orientation, veteran status or any other issues of unlawful discrimination. We are committed to the fair treatment of all persons, and this practice is demonstrated in all of our hiring, employment, training and compensation practices.

Cover photo courtesy of Hoffman Planning, Design & Construction, Inc.

Lifestyle. Value. Trust.

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