

On Course with Strategic Planning



95TH ANNIVERSARY
ANNUAL REPORT 2008

THE RESIDENCE...
ASSISTED LIVING...
GENERATIONS DAY CENTER...
HEALTH & REHABILITATION CENTER...AT



**MILWAUKEE
CATHOLIC HOME**

On Course with Strategic Planning

Our Mission

In an environment of Christian love and service, the Milwaukee Catholic Home is a continuing care community that provides older adults with an array of residential, health care, and spiritual services, respecting dignity, independence and individuality.

Our Vision

In order to deliver the highest level of service in the Midwest across all the phases of a continuing care retirement community, Milwaukee Catholic Home will become the standard against which others are measured. Raising superb performance even higher, the MCH staff will provide an exceptional level of attention to the individual needs of all residents who make one of the MCH locations their home. These efforts will become a key factor in creating the new signature of our warm and caring environments. Our board, management, staff, financial contributors, volunteers and friends will unite around the shared belief of “A call to do more.” This broad-based support and generosity will enable MCH to become a leading provider with premiere facilities and continuously evolving services and programs. It will fuel the substantial growth of our benevolent effort.

By establishing an unparalleled culture of excellence, we will guarantee MCH's stability and strength far into the future.

Our Values

Compassion: Awareness and empathy concerning the needs of others.

Excellence: A commitment to the highest standards delivered with competence and continuous improvement.

Integrity: Honesty, openness and sincerity

Benevolence: The desire to do good through acts of kindness and generosity.

Stewardship: Responsible management of the resources entrusted to us.



Celebrating 95 Years by Planning for the Future

You were an important part of our planning in 2008. In fact, you were in our thoughts as we updated our Strategic Plan. Simply put, the plan charts our course and helps us know whether we're getting there or not. It defines our Mission, Vision and Values. These are not new to this organization. Rather, the Strategic Plan restates familiar concepts in light of our 21st century challenges.

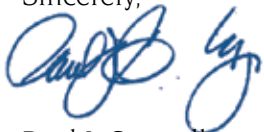
We reflected on the rich history and heritage of Milwaukee Catholic Home, as we celebrated the 95th Anniversary. We looked at the increasing but changing needs for services. We considered what you—our families and supporters—want Milwaukee Catholic Home to be five years from now.

We included input from many stakeholders. The final result is a plan that will focus our energies and resources to make the best use of the challenges and opportunities God has placed before us.

It will be a living document, kept close-at-hand for reference and review. Its goals and objectives will be both roadmap and compass. It includes communication strategies to keep you informed and to encourage your participation. In coming months, you'll hear more about this plan and the important part you can play.

We give thanks for your past support and look forward to an ongoing dialogue as we work towards our 100th Anniversary.

Sincerely,



Paul J. Connolly
Executive Director



For our 95th Anniversary Archbishop Timothy A. Dolan concelebrated Mass with (from left) Bishop William Callahan, Msgr. John Donovan, Fr. John Paczcsny Fr. Tim Kitzke, and (kneeling) Fr. Charles Keefe, MCH Chaplain.



As has been the tradition, Executive Director Paul Connolly carved the turkey at the Intergenerational Thanksgiving Luncheon.

Year in Review

With your support, good things happened at Milwaukee Catholic Home in 2008:

- To help caregivers who need temporary care for a family member, Respite Care was added in Assisted Living.
- New scanning equipment in the Health Center and specialized training improved our Care and Assessment Program while preserving the resident's comfort and dignity.
- For improved documentation and access to care delivery records, wiring for the new Care Tracker® documentation system was installed in the Health Center. When completed in 2009, it will improve MCH's Restorative Care Program, in which nursing assistants help residents regain physical and emotional strength. Nursing assistants will access the system via a computer screen where they document all activity and assistance provided to each person.
- Because room temperature and humidity are such a critical part of resident comfort, we made major improvements to our HVAC and air handling systems.
- St. Anne and St. Joachim chapels received new Holy Water fountains. The fountains replicate stone water jars referred to in the Biblical account of the Marriage Feast at Cana.
- The year's record snowfalls challenged our snow removal team. When the snow melted, repair work was needed and completed on the underground level connecting the Health Center and The Residence.
- For Best Practices and quality of care, scholarships, internships, tuition, and professional training were provided to staff, enhancing staff retention.
- One family donated a full set of china for Assisted Living, and another donated a 12-place setting for family and private occasions. Many donated items or helped for the Fall Bazaar.
- The Residence's 6th Floor Theatre opened, with a 73-inch flat screen TV and Wii system. Teen volunteers helped residents learn to play Wii golf, bowling or tennis.
- IT implemented a major communications upgrade involving LAN software changes, a new telephone system, and improved external door security technology.

Katie Rutz held a goat for Adeline Owens to pet as State Fair Week brought fond memories to the Health Center Courtyard.



Isabelle Buser (left) and Inez Tomayo demonstrate that the Recreation Therapy staff creates activities that make exercise fun while fostering real friendships.



The teamwork of residents, families, volunteers, staff and donors makes possible great moments like this for residents like Lillian Juraska and her young dinner guest.



Reaching for Excellence

- The board, management and staff prepared a new Strategic Plan and five-year capital budget.
- Rose Marie Hanson, Kim Schull, and Bridget Zuehlke were nominated for Nurse of the Year.
- Ann Spoerl, pastoral care coordinator, was nominated for WAHSA Shining Star Award.
- Bonnie Anderson, manager of Generations Day Care, was named a 2008 Champion by the Wisconsin Women's Health Foundation.
- Employees of the Month for 2008:

| | |
|-------------------|-----------|
| Wendy Bresette | January |
| Robert Wallace | February |
| Katie Rutz | March |
| Barb Jamroz | April |
| Donna McCarthy | May |
| Wenisha Jones | June |
| Cynthia Neal | July |
| Vince McGee | August |
| Contessa Young | September |
| Dana Turnipseed | October |
| Victoria Olukotun | November |
| Deb Unferth | December |
- Committed to raising professional standards for geriatric care, MCH provided a yearlong internship in nursing home administration to UW-Eau Claire and partnered with nursing schools at Marquette University, MSOE and MATC.

MCH – A Community That Believes in Giving Back

- Working with Columbia-St. Mary's Hospital, MCH funded a parish nurse for two parishes and their Catholic school to deliver healthcare to underserved neighbors.
- MCH Nurses helped low-income African-American and other women through its "Nurses Affecting Change," a community-based intervention to encourage and assist women in getting mammograms. The program was funded by a \$16,500 grant from Susan G. Komen for the Cure®. MCH also distributed vouchers for mammograms from Columbia-St. Mary's Hospital.
- Continuing a tradition that benefits the local community, residents and staff participated in 50/50 raffles where half the proceeds are donated to area charities.
- MCH residents, volunteers and staff contributed more than 1,200 toiletries to Habitat for Humanity and Goodwill, \$1,100 in poor box donations to St. Vincent de Paul, and housewares and furniture to families in need.

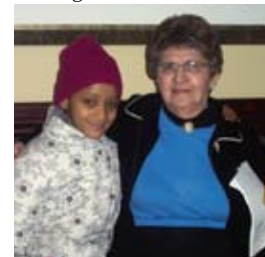
Volunteers Gave Very Special Gifts

More than 105 non-resident volunteers donated 4,201 hours. They were joined by 70 resident volunteers who contributed 3,908 hours for a combined 8,109 hours. They helped with activities, the Emporium, escorting residents, one-on-one visits and more. Petawa youth volunteers came from Chicago to spend a week in service.

MCH Library Committee thanked Ruthellen Sanders, second from left, who retired as volunteer librarian. She was also named MCH Volunteer of the Year.



Marie Hasenoehrl volunteered to help her Book Buddy improve reading skills.



Right: Julia McKale and Mark Igl volunteered in the woodworking shop making items for the Fall Bazaar.



The Residence

A highlight of the year was the Pig Roast & Luau for our 95th Anniversary, but the calendar was packed year-round with Patio Pops and Winter Wonders concerts, the Interfaith Art Show, and lifelong learning lectures.

Residents traveled to Ten Chimneys, Milwaukee Art Museum, Fireside Theatre, St. John's Cathedral Concert, Skylight Opera Theatre, and Miller Park. Leisure activities included Tai Chi, yoga, art, knitting and crafts clubs, classic movies, art classes, lecture on religious life and lifelong learning, wellness classes, gardening, Scrabble, and guitar and singing lessons.

In addition to their own individual volunteer work, residents served on the Welcoming Committee, Library Committee, Dining Services Committee, and assisted with Pastoral Care and the Sacristy.

A major remodeling project brought a fashionable, new look to several floors, with the project being complete in 2009.

Health Center

Recreation Therapy staff produced exciting activities including special events such as the Goodwill Fashion Show for Special Care. Harpists played for Mother's Day, with 75 guests coming for brunch at the Health Center and Assisted Living and another 75 guests at The Residence.

The triennial Wedding Show showcased wedding gowns from the 1970s, the 1920s and even 1897. Flowers, escorts in tuxedos and a string quartet added to the ambiance. It was an active summer with a Father's Day cookout, the Fourth of July celebration with Big Band music, State Fair week and a corn roast with Big Band music.

One group of residents was involved in The Legacy Project, a national multigenerational education project. It takes a big picture approach to celebrating your life and connecting with others. Participants interview one another to learn more about each other and to create their own scrapbook pages. The residents can keep it for themselves or give to children or grandchildren for their family history.

More than 344 residents were served in 2008 for 43,101 total days of care, and—most important—92% of residents in Ortho-Rehab in 2008 were discharged to home or other independent living settings.



Frances Dittrich celebrated her 102nd birthday.

*Photo by David Scott.
Brigham Young University Daily Universe®.*

Still traveling far to teach dance at age 91, MCH resident Ada Dzienanowska shared her expertise with students at BYU. She is recognized worldwide as a Polish dance expert and choreographer.



Assisted Living Activities

Assisted Living's setting fostered warm companionship, caring, and friendship in a tightly-knit community. Residents shared stories and memories in small groups as they reminisced, kept current with the daily newspaper, and enjoyed projects with the preschool children. January's best resolutions from "Fun & Fitness Class" gave way to the Pazcki Party in February. The Lenten fish fry and Easter celebrations gave way to the Spring Tea, Cooking Club, Happy Hours, frequent trips to area shops, churches and attractions, and a July visit from Archbishop Timothy Dolan. The autumn colors from October's trip to Holy Hill were a prelude to Thanksgiving dinner and a big Family Christmas Party. At year's end, many residents again resolved to join "Fun and Fitness with Becky."

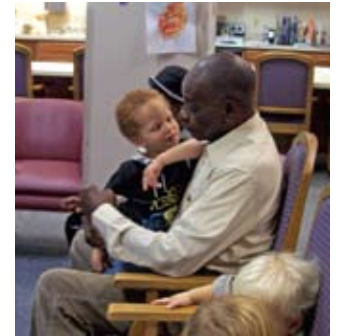
Generations Day Center

For the nearly 60 total adults served, GDC is like a cozy family where friendship, laughter, caring, and camaraderie are part of getting together every day. Participants enjoyed fellowship and the energy and enthusiasm of "grandchildren" from the onsite child day care.

The center served participants from ages 38 to 96. The median age continued last year's trend, when it decreased from the mid-70s to mid-60s. That reflected, in part, greater service to people with either cognitive or non-age related physical challenges.

With daily census consistently at capacity, Generations applied for increased licensure from 30 to 35. With the program's growth, an intermediate level of care was added to serve clients who have cognitive abilities but are somewhat limited. Consideration is being given to enlarging the group for people with higher cognition and also the group for clients with lower cognition or severe challenges.

With children from the pre-school just a room away, each day had opportunities for adults in our Generations Day Center to share their gifts, talents and favorite stories.



Nurses and Certified Nurse Aides provided care that respected residents' dignity, independence and individuality.



Residents' wedding gowns brought back memories as staff and family members presented the triennial Wedding Show.



Social Service Director Linda Bruss (left) and Nurse Pam Pierson broke into an impromptu dance at a fish fry for Health Center residents.



Milwaukee Catholic Home Audited Financials

AUDITED BALANCE SHEET

December 31, 2008 & 2007

| <i>Assets</i> | 2008 | 2007 |
|---|-------------------|-------------------|
| Current assets: | | |
| Cash and cash equivalents | \$476,040 | \$598,058 |
| Assets limited as to use | 540,000 | 520,000 |
| Resident accounts receivable – Net | 538,638 | 552,237 |
| Inventories | 50,543 | 65,824 |
| Prepaid expenses and other | 73,798 | 77,303 |
| Total current assets | 1,679,019 | 1,813,422 |
| Assets limited as to use, less amount required for current liabilities | 17,545,035 | 23,544,081 |
| Property and equipment – Net | 19,612,935 | 19,533,604 |
| Other assets: | | |
| Deferred financing fees – Net | 220,313 | 232,902 |
| Bed license – Net | 1,220 | 1,220 |
| Total other assets | 221,533 | 234,122 |
| TOTAL ASSETS | 39,058,552 | 45,125,229 |

Liabilities and Net Assets

| | | |
|---|---------------------|---------------------|
| Current liabilities: | | |
| Current maturities of long-term debt | 540,000 | 520,000 |
| Accounts payable | | |
| Trade | 360,221 | 532,726 |
| Construction | 55,043 | 406,628 |
| Accrued interest payable | 332,155 | 342,295 |
| Accrued and other liabilities | 1,039,878 | 898,786 |
| Total current liabilities | 2,327,297 | 2,700,435 |
| Long-term liabilities: | | |
| Long-term debt less current maturities | 14,044,475 | 14,601,017 |
| Refundable membership fees | 9,163,977 | 9,055,655 |
| Deferred revenue | 1,880,000 | 1,920,000 |
| Total long-term liabilities | 25,088,452 | 25,576,672 |
| Total liabilities | 27,415,749 | 28,277,107 |
| Net assets: | | |
| Unrestricted | 10,903,631 | 16,144,247 |
| Temporarily restricted | 509,239 | 473,972 |
| Permanently restricted | 229,903 | 229,903 |
| Total net assets | 11,642,773 | 16,848,122 |
| TOTAL LIABILITIES & NET ASSETS | \$39,058,522 | \$45,125,229 |

AUDITED STATEMENT OF OPERATIONS

| | 2008 | 2007 |
|---|--------------|--------------|
| Unrestricted revenue, gains and support | \$16,321,750 | \$17,121,407 |
| Operating expenses | 16,459,969 | 15,500,139 |
| Operating income | (138,219) | 1,621,268 |
| Change in unrestricted net assets | (5,240,616) | 938,644 |
| Increase in restricted net assets | 35,267 | 13,739 |
| Change in net assets | (5,205,349) | 952,383 |
| Net assets at beginning | 16,848,122 | 15,895,739 |
| Net assets at end | 11,642,773 | 16,848,122 |

REVENUES

| | 2008 | 2007 |
|--|------|------|
| Health & Rehab Center | 67% | 68% |
| Residence | 22% | 22% |
| Assisted Living & Generations Day Center | 11% | 10% |

EXPENSES

| | 2008 | 2007 |
|--------------------------|------|------|
| Salaries & Benefits | 62% | 61% |
| Depreciation | 10% | 10% |
| Supplies & Miscellaneous | 20% | 19% |
| Purchased Services | 5% | 5% |
| Interest | 4% | 5% |

Donor Circle

The Donor Circle honors and recognizes those who make an annual gift of \$100 or more to enrich the lives of our residents. Members receive recognition in our annual report and invitations to special events. Gifts are tax deductible to the full extent allowed by law. Gift club levels are based on total gifts by the donor during 2008.

Founder - (\$25,000 +)
Fina, Rosalie J. Trust

Philanthropist -
(\$10,000-\$25,000)
Susan G. Komen for the Cure®
Laura Bisek Estate
Ms. Katie Murphy
Catherine L. Schmidt Fund

Benefactor - (\$5,000-\$10,000)
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Mr. Albert C. Gehl
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Humanitarian -
(\$2,500-\$5,000)
Greater Milwaukee Foundation
Joan and Peter W. Bruce Fund
Audrey Komarek Fund
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Mr. and Mrs. Daniel F. Fromm



Ellen Benton used body language as she demonstrated the Wii system for an article in the Catholic Herald newspaper.

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Corporate Members

Since 1915, community minded individuals, residents, resident families, volunteers and employees have helped us fulfill our mission of serving older adults through their Milwaukee Catholic Home corporate membership. Annual dues are \$75 for community members and \$50 for residents. Members are invited to our Annual Meeting and special events.

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Working often behind the scenes, Dining Services and kitchen staff make good things happen. Other staff do the same: the beauty shops, central supply, computer services, housekeeping and laundry, security, and medical records.



Utility and building services had to scramble to move chairs as rains threatened most of the Wednesdays in summer 2008, but the Patio Pops concerts were as popular as ever

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Anna Marie Hackett Legacy Society

Named in honor of one of Milwaukee Catholic Home's founders, the Legacy Society honors friends who have included MCH in their estate plans. Members have the satisfaction of knowing they have helped continue this mission for years to come. If you would like to be included in the Society, please let us know. We extend our heartfelt appreciation to these individuals whose gifts will be appreciated for generations to come.

Mrs. Ruth Becker
 Ms. Bernice Blenker
 Dr. Ralph E. Brownlee
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 Miss Lorraine Straszewski

Milwaukee Catholic Home deeply appreciates these generous donations. Every effort was made to correctly acknowledge all contributors. If any name was omitted or incorrectly listed, please accept our apologies and call the Development Office at (414) 220-3214 so we can correct our records. This list reflects all gifts received between January 1 and December 31, 2008.



This recumbent exercycle was given in memory of Esther and John Shovers by Stephanie Shovers Ackerman and Marc Ackerman.



2008 Board of Directors (from left): Michael A. Faber, Dr. Glenn Ragalie, Sarah Oberhofer, John S. Revitte, Christian G. Steinmetz, Paul Westrick, Robert J. Kowalsky, Richard Imperiale, Steve Helfer, Mary Cyrier, Fr. Tim Kitzke, and Mary Darling.
Not pictured: Michael Peer.

Paul J. Connolly, *Executive Director*

Sandra K. Dugan, *Administrator*



2462 N. Prospect Avenue • Milwaukee, WI 53211
(414) 220-9700 • (414) 224-1666 FAX
www.milwauecatholichome.org

CELEBRATING 95 YEARS OF CARING

March 1911 – Mmes. J. H. Hackett, M. J. Whalen, W. J. Waddick, F. E. McNamera, Val Zimmerman, and Miss Margaret Dover met at the home of Mrs. Hackett to consider a Catholic Home for the Aged. His Grace, Archbishop Messmer, said he was very interested and would help all he could.

June 28, 1913 – First official meeting of Milwaukee Catholic Home for the Aged Corporation was held with by-Laws written and approved and charter granted.

October 15, 1913 – Advisory committee chosen: Patrick Cudahy, Judge Paul Carpenter, Judge M. S. Sheridan, Judge F. C. Eschweiler, Dr. S. S. Stark, Dr. James Hackett, Harry Johnston, John Kopmeier, John Wiley, Judge John C. Ludwig, Judge Peter Lehman, Conrad Reichert, John LaBoule, John Mayer, and Humphrey Desmond.

July 26, 1915 – Mr. & Mrs. Patrick Cudahy anonymously donated 20-room Goodrich residence (with heat and electric light) at 544 N. Astor Street.

August 10, 1915 – Miss Bridget Boyle hired as matron at \$60/month. Miss Mary Boyle was hired as cook.
September. 14, 1915 – Archbishop Messmer said Mass and blessed the new home.

October 1, 1915 – 12 residents moved into the Home. Daily bread delivery at 2 cents a loaf, milk delivery at 5 cents a quart.

September 29, 1925 – The city condemned the Home in order to expand Juneau Park. Payment of \$40,000 received.

July 6, 1926 – Infants Hospital Assn., 477 Bradford Avenue, and home at 519 Prospect Avenue purchased. Price \$50,000 cash and \$20,000 deferred payments.

Nov 3, 1926 – Archbishop Messmer blessed the new Home.

Spring, 1968 – Name changed to Milwaukee Catholic Home, Inc. Purchased land for a new Home for \$195,000 from St. Mary's Hospital.

May 6, 1973 – Archbishop Cousins officiated at opening of present home at 2462 N. Prospect opened with 100 apartments and 44 skilled nursing rooms.

March 1, 1976 – Broke ground for 6-story, 54 apartments bldg.

April 16, 1986 – Broke ground for South apartment tower of 20 apartments, 10 health center rooms, an assisted living area and physical therapy area.

Jan. 1993 – Purchased 6.5 acres with St. Mary's Hospital.

July 2, 1996 – Seasons of Life campaign funds Health Center with 122 skilled nursing rooms, 29 assisted living apartments, Special Care Unit and Generations Day Center.

Fall 2002 – The Centre opens with Emporium, Fitness Centre, Beauty Salon, and Community Room.

Fall 2008 – Completed comprehensive Strategic Plan to position MCH for its second century of service.