

EB Bethesda

50 years of growth with a commitment to quality care options for all ages!



of providing innovative senior living options

Remembering 1969

We will mark December 26, 2019 as the official start to a year-long 50th anniversary celebration of Bethesda Aberdeen!

What was the world like in 1969? In July, 1969, astronauts Neil Armstrong and Edwin “Buzz” Aldrin became the first to walk on the moon, arguably one of the most historic events of our times. Music wasn’t solely art, it became a platform to send a message. Woodstock was in full force in August with 400,000 attendees. People were gathering to hear the voices of their generation with the belief that there was more to the world than the chaos of war around them.

Around the family Christmas tree in December, kids were opening up gifts from Santa such as Silly String, Big Wheels and Nerf Balls.

On the healthcare front, care options for seniors were also undergoing cultural adjustments to provide senior long term care opportunities outside of the traditional family setting. Skilled nursing home options became a possibility across the nation . . . including in Aberdeen.

The Bethesda Story

Bethesda Home opened its doors in 1969 as a skilled nursing care facility on a 22-acre campus in Aberdeen. In 2001,

a renovation project was completed to provide 86 private rooms for all residents. Bethesda Home offers a warm and caring atmosphere whether the stay is to facilitate recovery or a need for around-the-clock long-term care.

In 1981, the **Bethesda Sharing Center** opened to provide child care to employees and later expanded to include daycare and pre-school opportunities for the community. Bethesda Sharing Center offers loving, quality childcare



and preschool opportunities in a unique intergenerational setting.

In 1985, a vision for a continuum of care was recognized and **Parkside Retirement Community** opened with 61 apartments for independent senior living. Residents also have priority access to our on-site assisted living apartments and skilled nursing home, if ever needed. Our spacious main level apartments feature no steps. Apartments are all 1- and 2-bedroom units with kitchens and equipped with 24-hour emergency call system.

In 1997, **Bethesda Towne Square**

opened to provide assisted living services. Today, Bethesda Towne Square continues to be a highly valued senior living option for seniors who are not able to live independently, yet are not needing the full set of skilled nursing services provided through Bethesda Home. The Bethesda Towne Square Assisted Living Community offers 40 spacious apartment suites. Residents also have priority access to our on-site skilled nursing home, if ever needed.

In 2008, **Bethesda In-Home Community Services** were added to provide compassionate care for people in their home environment. Trained professional staff travel to a client’s home to provide this individualized care within a 50-mile radius of Aberdeen.

In-home services range from skilled nursing, companionship, transportation and more.

The **K.O. Lee Adult Day Health Center at Bethesda** opened in November, 2014 to provide a flexible care option to allow individuals to stay in their home environment longer. Adult Day is designed for senior clients to enjoy social interaction and recreational activities in a safe and supportive environment weekdays from 8 am - 5 pm.

To learn more about our services and facilities, go to www.aberdeenbethesda.org

Continuing Our Story

While an anniversary celebrates the past, it also marks a time to look forward. The key to our continued growth has been a willingness to demonstrate passion, flexibility, yet carefully measured phases of growth. In 1969 when Bethesda leadership was initiating the plans for the future of Bethesda; Jim and Kathy Herman were also starting their journey together.

This past summer, Erin Ballard, reporter for the Aberdeen American News, provided a beautifully written story about this very special Aberdeen couple and the K.O. Lee Adult Day Health Center at Bethesda.

To read the full story about Jim and Kathy and Bethesda's facilities and

services available for those affected by dementia; go to www.aberdeenbethesda.com and click on the News tab. The story is entitled, "When Caregivers Need a Break". Together, Erin's words and John Davis' endearing photos captured Jim's unwavering love for his wife of nearly 50 years, his heartache over an unfair disease and his complete trust in the care team at the K.O. Lee Adult Day Health Center at Bethesda.



Bethesda Senior Living is a not-for-profit organization sponsored by twelve area ELCA Lutheran Churches and governed by a nine-member board elected from our sponsoring congregations.

These churches have faithfully guided our growth for fifty years:

- Bethlehem Lutheran, Aberdeen
- Emmanuel Lutheran, Groton
- Good Shepherd Lutheran, Aberdeen
- Our Savior's Lutheran, Redfield
- St. James Lutheran, Leola
- St. John's Lutheran, Hecla
- St. John Lutheran, Warner
- St. Paul's Lutheran, Frederick
- Savo Lutheran, Frederick
- Scandinavia Lutheran, Aberdeen
- Trinity Lutheran, Houghton
- Zion Lutheran, Aberdeen



The City of Aberdeen was recently welcomed into the nationally known Dementia Friendly America (DFA) network of communities. Aberdeen is the first community in South Dakota to earn this distinction. An area action team

comprised of local health care professionals, business professionals, public officials and caregivers are working together on this awareness project. Bethesda Aberdeen is proud to serve as Aberdeen's Champion Organization and fiscal sponsor for DFA . This effort represents not only Bethesda Aberdeen's commitment to care, but the entire community's passion to meet the needs of today's families now and into the future.

Bethesda Aberdeen Foundation

The Bethesda Aberdeen Foundation was created to dedicate funds and build awareness to advance Bethesda's mission of caring for others. The Foundation, a designated 501 (c) 3 charitable organization, works with donors regarding charitable giving options that best fit their philanthropic goals. Since opening in 1969, Bethesda has expanded services thanks to the generosity of those who enthusiastically support our ministry of service. At Bethesda, every gift is significant as we strive to meet the needs of today's family.

Looking back at 1969 to celebrate Bethesda Aberdeen's fifty years of longevity comes with a sense of gratitude and thankfulness. We are grateful to our board leadership, donors, staff and volunteers who together advance the Bethesda mission of having facilities and services for all ages and stages of life.

Take the \$50 for 50 Challenge!

We're challenging all new and current donors (individuals, businesses and organizations) to make a donation in \$50 increments (\$50, \$100, \$500, \$1,000 or greater) in honor of Bethesda's 50 years of service to the community/region.

All **\$50 for 50 Challenge** donations will be designated to the Foundation's Endowment Fund for future expansion of programs, services and facilities to meet the ever growing and ever changing senior living needs of our region.

For more information about Bethesda Aberdeen, please see our newly designed website at

www.aberdeenbethesda.org