



ANNUAL REPORT 24/25

Engaged for Impact

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ABOUT BETHANY

Bethany Care Society (Bethany) is one of Western Canada's largest not-for-profit providers of care, housing, and community services for seniors and persons with disabilities.

For 80 years, Bethany has provided high-quality, person-centred care focused on the unique physical, emotional, and spiritual well-being of our residents and tenants. We create caring communities to support Albertans to age well.

VISION

Leading the transformation of Albertans aging well.

MISSION

Creating Caring Communities

VALUES

We Care

We are a person-centred organization. Our care is rooted in compassion and kindness. We demonstrate the highest ethical standards in everything we do.

We Show Respect

We build strong, genuine relationships with our residents, our tenants and each other. We treat everyone with consideration, empathy and dignity.

We are Responsible

We recognize the privilege and responsibility of providing care to others. We steward our resources carefully to ensure that we are accountable to those we serve and those that support our work as a not-for-profit society.

We Embrace Diversity

As a faith-based organization, we honour the spiritual beliefs of every person we serve, those with faith traditions and those without. We are open and welcoming to all, knowing that we are made stronger by the diversity of our communities.



Engaged for Impact
is more than a theme—
it reflects our deep
commitment to listening,
collaboration, and leading
with purpose to create
caring communities.

Creating Caring Communities[®]

GOVERNMENT

We collaborate with government to deliver innovative, person-centered care and housing. Through advocacy and partnership, we address the evolving needs of Alberta's seniors and people with disabilities.



COMMUNITY

By engaging neighbours, families, and volunteers, we create caring communities, reflecting the people and places we serve.





EMPLOYEES

Our team members are at the heart of Bethany, supporting the residents, tenants, families, and individuals who are part of our vibrant communities.



**SERVICE EXCELLENCE FOR
OUR RESIDENTS, TENANTS,
AND FAMILIES**



PARTNERS AND DONORS

Together with our partners and donors, we're building a future of improved supports and services—from enhanced programming to innovative new care models.

MESSAGES FROM THE BOARD CHAIRS

Dr. Al Kryski



As my four years as Board Chair of Bethany Care Society comes to a close, I am filled with a deep sense of gratitude and accomplishment. It has been an honour to work alongside the Board of Trustees, Bethany Care Foundation Board, and Executive Leadership Team as we navigated both opportunities, and challenges to advance our mission of Creating Caring Communities.

This year will be the completion of our Focus 2025 strategic plan, which provided a clear path forward during some of the most challenging years in recent history, including navigating a global pandemic and adapting to a post-pandemic environment. I am proud of what we have accomplished together, thanks to the tireless efforts of Bethany's leadership, employees, and Board members. You will read more about these achievements in this year's annual report, themed *Engaged for Impact*—a fitting reflection of our collective dedication to making a meaningful difference.

As Bethany enters its 80th year, we look ahead with renewed purpose. Our new strategic plan, Progress 2030, is now in place and will guide the organization over the next five years. This ensures that we continue to evolve and adapt while remaining steadfast in our commitment to those we serve.

One of the most rewarding aspects of my time as Board Chair is the strengthening of Board governance and the establishment of updated bylaws that reinforce our oversight and accountability. The collaboration between our Board and the Bethany Care Foundation has also deepened, ensuring alignment in our shared vision for the organization's future. Thank you to my fellow Board members and the executive team for their partnership in this important work.

A significant milestone this year was the groundbreaking and beginning of construction of the next Bethany Calgary. This project reflects years of vision, planning, and dedication from many individuals, including past Board members who helped pave the way for Bethany's continued growth and innovation in care.

We are deeply grateful for our strong partnership with the Government of Alberta and their instrumental support in making this redevelopment possible. This collaboration is key as we work to meet the growing demand for continuing care across Alberta.

Most importantly, I want to extend my deepest appreciation to Bethany's employees—the true heart of our organization. Your dedication, compassion, and unwavering commitment make a difference in the lives of residents and families every day. Thank you for all that you do.

As I pass the torch to the next Board Chair, I do so with confidence in Bethany's continued success. The work we do today lays the foundation for another 80 years of compassionate care and innovation.

A handwritten signature in dark ink, appearing to read 'Al Kryski'.

Dr. Albert Kryski
Bethany Care Society, Board Chair

MESSAGES FROM THE BOARD CHAIRS

Leanne Demerais

Serving as Board Chair of Bethany Care Foundation has been an incredible privilege. Over the past seven years, this role has provided me with a front-row seat to the generosity and dedication of our donors, community partners, Board members, and Foundation team. Together, we have strengthened Bethany's mission of Creating Caring Communities, enhancing the quality of life for everyone who calls Bethany home.

This past year marked another significant milestone in our journey—having now raised over \$22 million since our inception over 20 years ago. These funds have supported innovative programs, enhanced care, and advanced technologies. As a result, Bethany residents, tenants, and program participants experience vibrant, meaningful lives connected to family, friends, and support networks.

As we look ahead, this is an exciting time for Bethany Care Foundation with the launch of *The Next Chapter Capital Campaign* in support of the redevelopment of Bethany Calgary. Since its founding in 1945, Bethany has been a trusted leader in continuing care, and now, we are writing our next chapter.

We are deeply grateful to those who have already joined our Campaign Cabinet and look forward to the official Capital Campaign launch later this spring. With an ambitious \$20 million fundraising goal, we invite you to be part of this visionary project that will transform continuing care in Alberta. The Government of Alberta has made a significant investment in the project, and through the generosity of our donors and community partners, we will secure the remaining funds to bring this vision to life.

To our donors, partners, and all those who have contributed to the Bethany Care Foundation—thank you. Your support has been instrumental in advancing Bethany's vision to lead in the transformation of Albertans aging well. I am honoured to have played a part in this journey and look forward to seeing Bethany continue to grow, evolve, and make a lasting difference in the lives of those we serve.



Leanne Demerais
Bethany Care Foundation, Board Chair



MESSAGE FROM THE PRESIDENT & CEO

Jennifer McCue



Engaged for Impact—the theme of this year's report—reflects Bethany's ongoing commitment to meaningful relationships that enhance care and quality of life. Whether in our communities or through strategic partnerships, engagement is how we move our mission forward.

Each day, residents, families, employees, and volunteers contribute ideas, insights, and experiences that shape our care environments—and we listen closely to understand and respond. We also work collaboratively with neighbours, local organizations, and all levels of government to improve program, housing, and care options for seniors and adults with disabilities. These partnerships are essential as we adapt to the changing needs of our population.

This year marked a significant shift in Alberta's continuing care system, with oversight moving to the Ministry of Seniors, Community and Social Services and the introduction of the new Continuing Care Act in April 2024. The Act restructures continuing care into three distinct service streams: Home and Community Care, Supportive Living Accommodations, and Continuing Care Homes. We look forward to working closely with the Honourable Jason Nixon to support families and residents as they navigate this evolving system.

Innovation is also helping us provide care in new and impactful ways. Thanks to donor support and strategic grants, we've implemented new tools like PainChek®, an AI-enabled pain assessment tool, and Toch SleepSense, a non-invasive monitoring system to enhance safety and personalized care. Our Seniors at Home pilot and virtual reality training platform continue to support staff education and resident well-being.

In 1945, five visionary Albertans founded Bethany with a simple but powerful goal: to create a home for those who could not live independently. Today, 80 years later, that mission is alive and thriving. As we honour our legacy, we continue to lead with compassion and purpose—innovating, collaborating, and reimagining what it means to age well.

Thank you to everyone who is part of the Bethany family. Your continued dedication inspires us to keep improving, engaging, and leading the way in continuing care.

A handwritten signature in cursive script that reads "Jennifer McCue".

Jennifer McCue
President and CEO, Bethany Care Society

Board of Trustees



Dr. Albert Kryski
Board Chair



Ian Gunn
Board Member
Committee Membership:
Finance & Audit



Fergal Duff
First Vice Chair
Committee Membership:
Strategic Planning & Risk
Management



Ben Kormos
Board Member
Committee Membership:
Governance/CEO Oversight &
Nominations, Community Relations



Louise Redmond
Second Vice Chair
Committee Membership:
Governance/CEO Oversight, &
Nominations, Community Relations



Blake Lowden
Board Member
Committee Membership:
Strategic Planning & Risk
Management, Community
Relations



Judy Hanson
Secretary
Committee Membership:
Quality, Safety, & Ethics



Ray Mack
Board Member
Committee Membership:
Finance & Audit, Governance/
CEO Oversight & Nominations, Strategic
Planning & Risk Management



Lauren Andre
Board Member
Committee Membership:
Strategic Planning & Risk
Management, Community Relations



Salimah Pirbhai
Board Member
Committee Membership:
Quality, Safety, & Ethics



Dale R.C. Ebbert
Board Member
Committee Membership:
Governance/CEO Oversight,
& Nominations



Michael Thakkar
Board Member
Committee Membership:
Finance & Audit



Brenda Fischer
Board Member
Committee Membership:
Quality, Safety, & Ethics

BETHANY CARE FOUNDATION

Board of Directors



Leanne Demerais
BCF Board Chair



Van Dafoe
Vice Chair



Meenu Ahluwalia
Director



Jennifer McCue
Director



Reverend Dr. Jean Morris
Director



Alif Noorani
Director



Louise Redmond
Director

BETHANY CARE SOCIETY

Executive Leadership Team



Jennifer McCue
President & Chief
Executive Officer



Nancy Hughes
Vice President &
Chief Operating Officer



Connie Young
Vice President,
Corporate Services
& Chief Financial Officer



Stuart Jaggard
Vice President,
Special Projects



Cameron Barnes
Executive Director,
Human Resources



Steven Friesen
Executive Director,
Research & Innovation



Dana Penner
Executive Director,
Clinical Operations



Amtul Siddiqui
Executive Director,
Bethany Care Foundation

Reflecting on FOCUS 2025

GUIDING BETHANY THROUGH A TIME OF TRANSFORMATION

In 2020, Bethany launched FOCUS 2025, a bold and thoughtful strategic plan shaped by our mission, vision, and values—and grounded in the belief that our work must adapt to meet a changing world. At the time, we acknowledged that the path ahead would require sharper focus than ever before to ensure a sustainable future and allow us to lead the transformation of Albertans aging well in community.

The plan called for us to invest in what we do best, to innovate by harnessing technology while staying rooted in care of the mind, body, and spirit, and to inspire the next generation of continuing care leaders. What we could not have predicted was the arrival of a global pandemic that would test our system, our people, and our resilience in profound ways. And yet, despite these challenges, Bethany made meaningful progress across our strategic goals set in *Focus 2025: Care, Campus of Care, Our People, Community, and Innovation*.

HIGHLIGHTS



REDEVELOPMENT READINESS

Launched the most significant capital project in our history with the Bethany Calgary redevelopment, including a \$114M government investment and the start of a \$20M capital campaign.



ELEVATING OUR VOICE

Strengthened brand positioning with new and existing audiences, and amplified Bethany's voice through advocacy on funding models and redevelopment priorities in Cochrane and Airdrie.



STRENGTHENED PARTNERSHIPS

Built and deepened collaborative relationships with government, community partners, and the Bethany Care Foundation.



RESIDENT & FAMILY ENGAGEMENT

Integrated the voices of residents and families into operational planning, reinforcing Bethany's commitment to care that is person-centred and community-informed.



INVESTING IN OUR PEOPLE

Adapted to shifting workforce expectations, advanced respectful and inclusive workplace initiatives, and continued our commitment to leadership development.



DRIVING REVENUE GROWTH

Increased revenue generation through expanded philanthropic efforts, social enterprise initiatives, and exploration of new strategic partnerships.

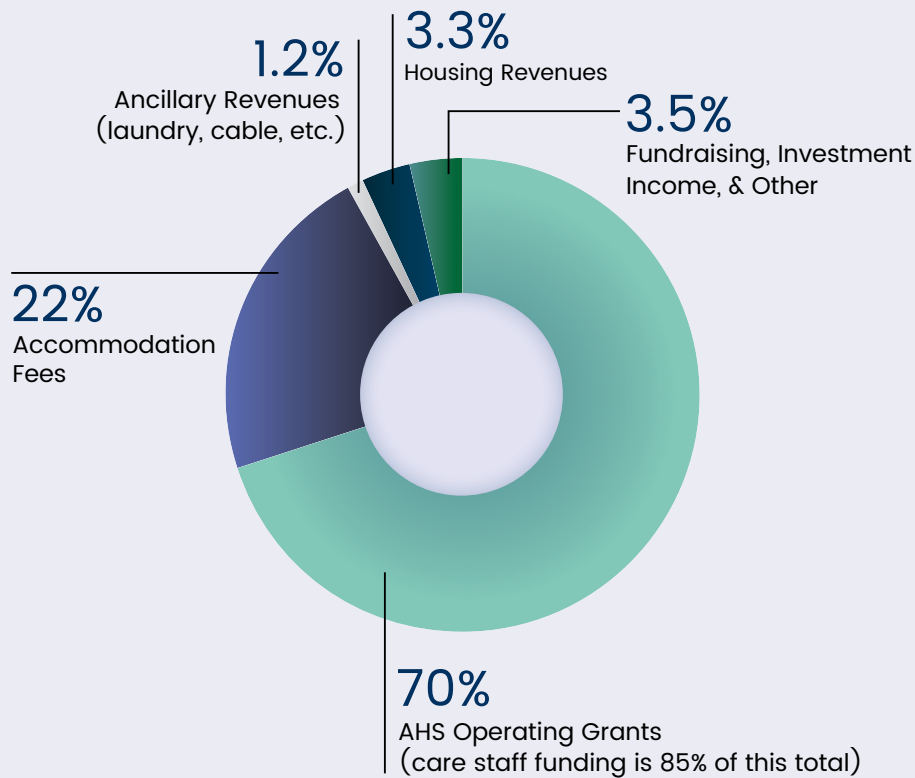
FINANCIALS

Highlights

April 1, 2024 to March 31, 2025

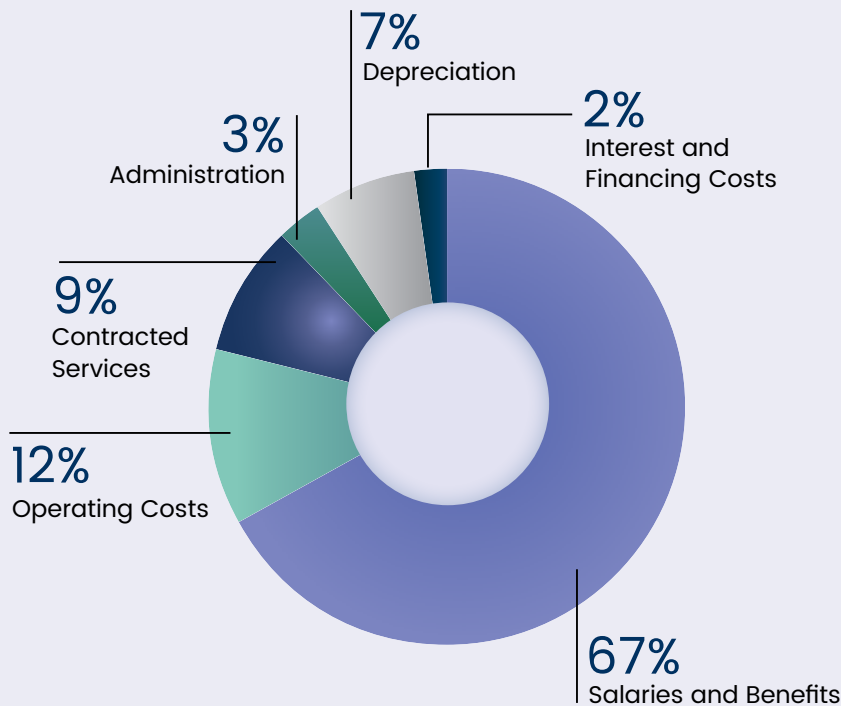
SOURCES OF FUNDS

% of Total Revenues



USE OF FUNDS

% of Total Expenses





Care, Housing, & Innovation



Care, Housing, & Innovation

Care

At Bethany, we care for the whole person—supporting the social, spiritual, emotional, and physical well-being of every individual we serve. Grounded in evidence-based best practices, compassion, and innovation, our specialized programs offer peace of mind to families and deliver expert, dignified care to individuals at every stage of aging.

BETHANY BY THE NUMBERS

BEDS

Type A (Long Term Care)

745

Special Programs

245

Type B (Designated
Supportive Living)

213

Supportive Living
Accommodation (SLA)

159

1,362 TOTAL BEDS

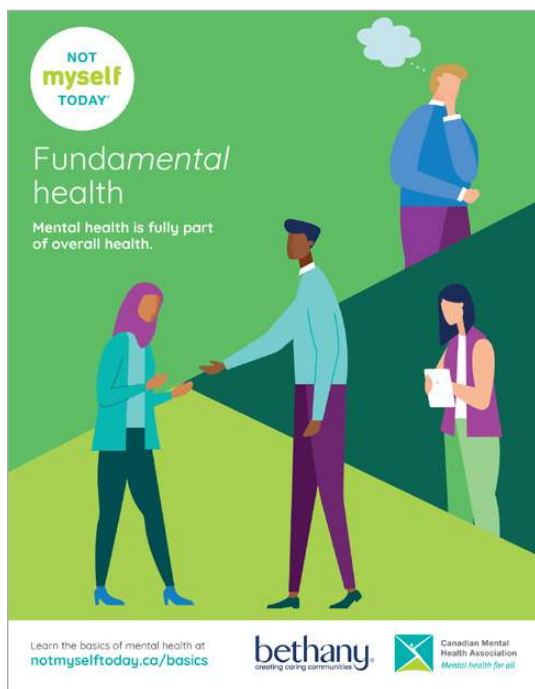


CARE OPINION CANADA: AMPLIFYING VOICES, TRANSFORMING CARE

Bethany is honoured to be the only Canadian continuing care provider invited to participate in the Canadian pilot of Care Opinion, an internationally respected patient engagement platform. Care Opinion provides a safe, anonymous space for patients and families to share their healthcare experiences, creating a transparent feedback loop that drives meaningful improvements. This innovative platform empowers residents, families, and caregivers to collaborate on care enhancements actively.

ADVANCING SPIRITUALITY IN PALLIATIVE CARE

With the support of a grant from Alberta Health, Bethany introduced a comprehensive training program to enhance spiritual care competencies within palliative care settings. Spanning two years, this initiative established Spiritual Care Champion Teams across multiple care homes, emphasizing intentional, compassionate interactions. Using the mindfulness-based GRACE model, staff-integrated spiritual care practices into daily routines, significantly enhancing person-centered care, and spiritual well-being among residents, and fostering deeper connections between caregivers and residents.



ALBERTA HEALTH'S CARE FOR STAFF GRANT: SUPPORTING EMPLOYEE MENTAL HEALTH

The Care for Staff grant funded by Alberta Health and administered by the Alberta Continuing Care Association (ACCA) provided the opportunity to advance employee mental health programs. Initiatives included Canadian Mental Health Association's "Not Myself Today" modules to foster conversations about mental health, enhancing wellness spaces, education, team building, and recognition. Employees from all care sites reported increased psychological safety, improved morale, and stronger team connections.

Strengthening Educational Partnerships to Improve Lives

Bethany Care Society's partnership with Red Deer Polytechnic (RDP) continues to foster innovation and community health through collaborative applied research. Recently, residents at Bethany CollegeSide worked closely with RDP students through design workshops to identify and address well-being needs. Together, they brainstormed, tested, and refined assistive technology prototypes aimed at improving daily life for young adults in long-term care facing physical and medical challenges. This collaborative approach keeps resident voices at the center, driving meaningful improvements and enhancing quality of life.

To reinforce and expand these efforts, Bethany Care Society and RDP have renewed a five-year Memorandum of Understanding (MOU). The renewed agreement strengthens RDP's healthcare-focused education programs by offering students valuable clinical and practicum placements with Bethany. It also continues to provide residents of Bethany CollegeSide and CollegeSide Gardens with inclusive learning opportunities through course auditing at RDP. The MOU establishes a shared framework for fostering innovation, supporting optimal living environments, and addressing sector-wide challenges such as healthcare workforce recruitment and the adoption of emerging technologies.



BETHANY BY THE NUMBERS

4 ADULT DAY SUPPORT PROGRAMS:

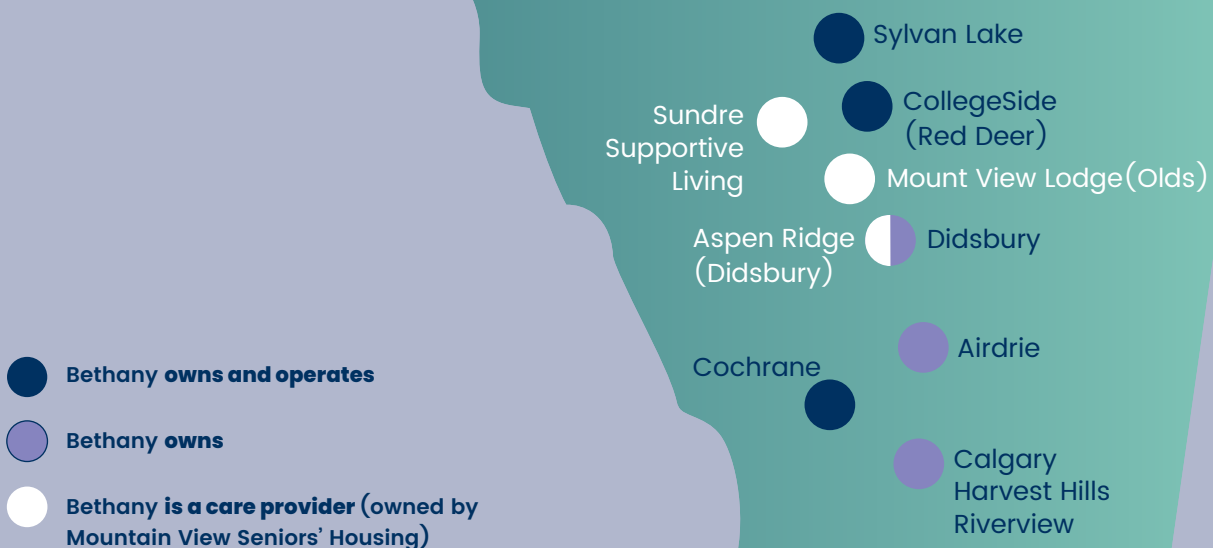
2 operated by AHS

1 operated by Club 36

1 operated by Bethany

OUR CENTRES & COMMUNITIES

11 CARE CENTRES IN
8 COMMUNITIES





Care, Housing & Innovation

Housing

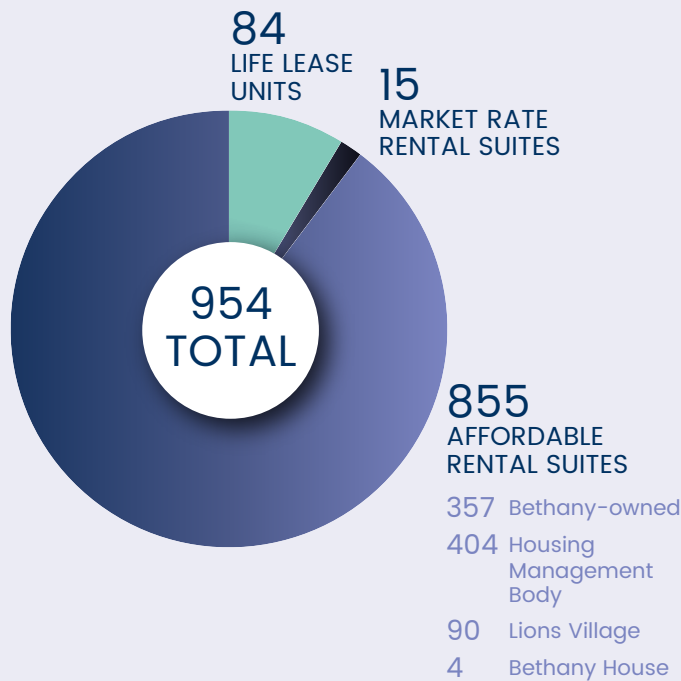
Bethany's affordable and subsidized housing communities offer more than just a place to live—they provide tenants with personalized support, vibrant connections, and accessible resources. Our goal is for seniors to truly feel at home, engaged, and connected within their communities.

BETHANY BY THE NUMBERS

HOUSING

14 AFFORDABLE SENIORS
HOUSING SITES

1 LIFE LEASE BUILDING

CELEBRATING 25 YEARS AT SUNDANCE
ON THE GREEN

Tenants, volunteers, and employees came together in September 2024 to celebrate the 25th anniversary of Bethany's Sundance on the Green, which offers rental and life-lease suites.

SUPPORTING AFFORDABLE
HOUSING FOR CALGARY
SENIORS

Bethany is managing 404 subsidized apartment suites for seniors through an agreement with the Government of Alberta. This role allows Bethany to continue its mission of creating caring communities, while supporting seniors with access to safe, affordable housing and enhanced onsite services like tenant support workers. Rent is based on 30% of a household's adjusted income.

“We’re creating more than just housing—we’re building supportive communities where seniors can thrive.”

—RANDY BOURASSA, DIRECTOR OF HOUSING,
BETHANY CARE SOCIETY

Simplifying Housing
for Calgary Seniors

In order to help seniors find affordable housing more easily, Bethany has partnered with YYC Seniors Housing. Seniors now complete just one simple application to be considered for housing with Bethany, Calgary Heritage Housing, Onward Homes, and Silvera for Seniors. This streamlined process allows seniors to specify preferred locations or properties, getting them a home sooner. This project is funded by the Community Services Recovery Fund created by the Government of Canada to support charities and non-profits as they focus on pandemic recovery.



Care, Housing & Innovation

Technology & Innovation

Innovation opens new doors to enhance care, improve quality of life for residents, and support staff in meaningful ways. With the generosity of donors, government grants, and community partners, we continue to pilot new ideas, integrate technology, and lead compassionate change—together.



PainChek
Intelligent Pain Assessment

The Universal Pain Assessment Solution
enabling best-practice pain management

Independent clinical review outcomes included

PainChek® App Numerical Rating Scale

PainChek® Analytics

Enabling best-practice pain management

PAINCHEK®: AI-ENHANCED PAIN ASSESSMENT

To ensure complex dementia residents experience the highest quality of life, Bethany has adopted **PainChek®**, a Health Canada certified pain assessment tool utilizing AI technology. PainChek® analyzes facial muscle movements, assisting clinicians in accurately assessing and managing pain, especially for non-verbal residents. This innovation enhances pain management strategies, supporting personalized and effective clinical care.

BETHANY SENSORY PROGRAMS: MULTI-SENSORY WELL-BEING

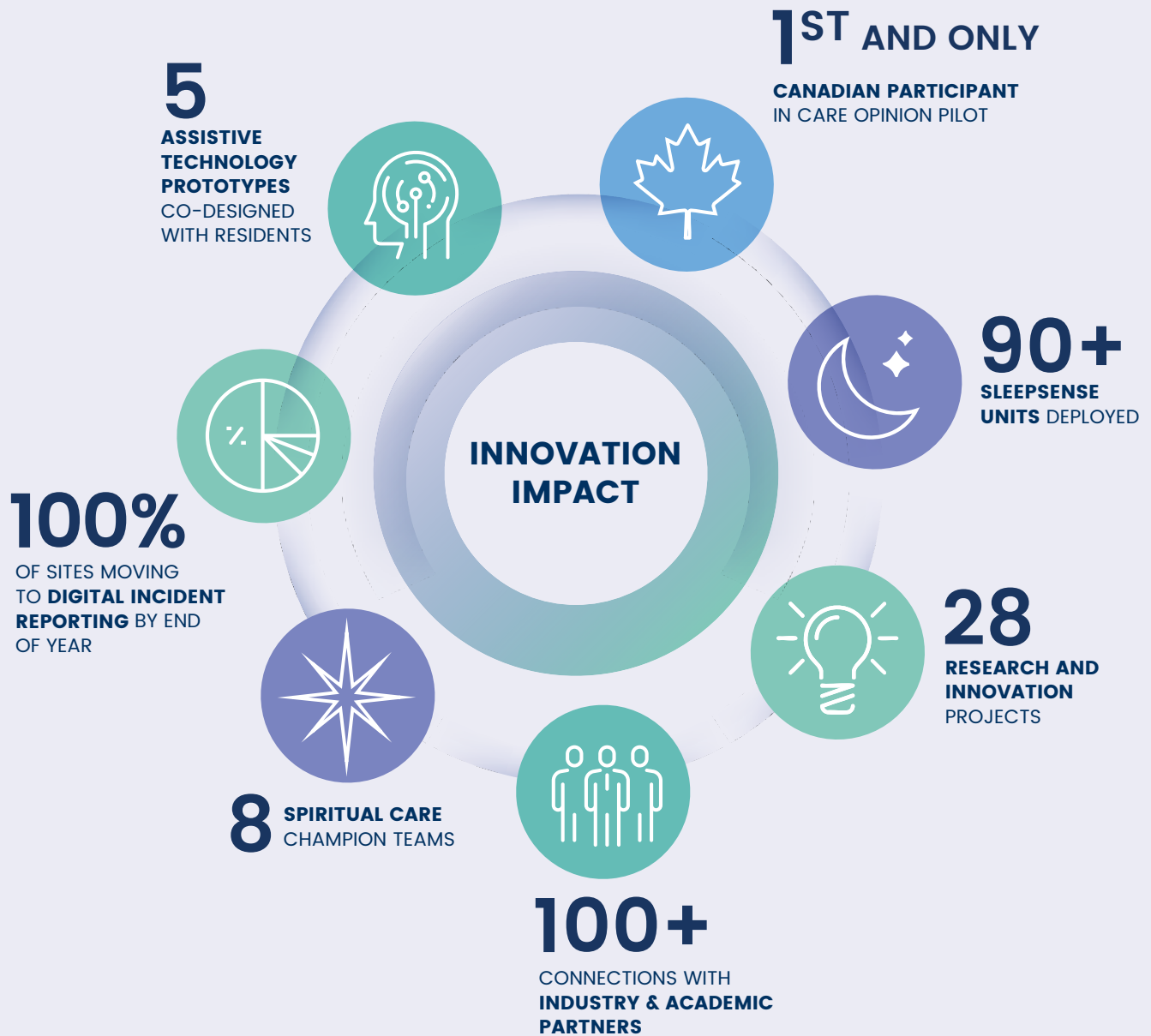
Thanks to generous donors, Bethany Calgary expanded its sensory care capabilities with a dedicated sensory room, including a Mobile Sensory Rover and a ceiling-mounted Tovertafel Projector. Bethany Riverview also features a designated sensory room. These immersive environments foster engagement, emotional well-being, and have led to noticeable improvements in resident responsiveness.

While only Calgary and Riverview have full sensory rooms, every Bethany care home integrates sensory equipment to promote comfort and connection. These include therapeutic dolls, fidget and weighted blankets, aromatherapy kits, busy boards, music tools, and the iN2L system. Sensory boxes—originally developed by our Quality team—have continued to evolve at each site, with teams adapting and expanding them to reflect new and emerging themes that are meaningful to their individual communities.

The Bethany Care Foundation is actively fundraising to bring a dedicated sensory room to Bethany Cochrane.



BETHANY BY THE NUMBERS



“Bethany is proud to carry forward **an 80-year legacy of innovation**—a tradition we continue to uphold today. We are deeply grateful for the involvement of our employees, residents, and families in these pioneering initiatives. These transformative care projects are made possible through the leadership and support of the Bethany Care Society Board and the Bethany Care Foundation, as well as vital funding from grants and community partners.”

— STEVE FRIESEN, EXECUTIVE DIRECTOR,
RESEARCH & INNOVATION, BETHANY CARE SOCIETY



Toch Sleepsense: Enhancing Dementia Care and Young Adult Well-Being

In 2023, we piloted Toch Sleepsense at Bethany Riverview—an innovative bed alarm technology that monitors sleep patterns to enhance safety and care quality for seniors. With support from the Institute for Continuing Care Education and Research (ICER), we expanded the program to 90 units. The system monitors for movements supporting fall prevention, providing health emergency alerts, and reports to improve sleep and reduce risks. By enhancing sleep quality and supporting independence, SleepSense underscores our commitment to safe, person-centered care while ensuring residents have greater input into their care decisions.



ELECTRONIC INCIDENT REPORTING SYSTEM: REAL-TIME SAFETY IMPROVEMENT

Bethany has transitioned from paper forms to an electronic system for reporting and tracking safety incidents. Integrated with residents' health records, the system enhances communication among staff, supports more efficient teamwork, and simplifies compliance. It also helps teams learn from incidents to prevent similar issues in the future. Staff feedback has been overwhelmingly positive, highlighting time savings, stronger collaboration, and improved resident safety.



People & Community



People & Community

Community

BETHANY CALGARY

Celebrating a Milestone in 2024

On October 15, 2024, Bethany celebrated a major milestone—the groundbreaking of our new Bethany Calgary care home. As one of Alberta's oldest care centres, Bethany Calgary has been supporting families on this site since 1945. While the existing building has been updated over the years, it no longer reflects the standards of modern care, highlighting the need for a new, state-of-the-art home.

“Bethany Calgary has been a cornerstone of the Hounsfield Heights community for decades. With this redevelopment, we are not just constructing a new building—we are transforming how we deliver care, ensuring dignity, independence, and meaningful connections within the community. We are eager to welcome this next era of care at Bethany Calgary and see it become a vibrant community hub.”

—JENNIFER MCCUE, PRESIDENT AND CEO, BETHANY CARE SOCIETY

The new care home will offer a modern environment for seniors and adults with disabilities. Construction is now underway and taking place on the southeast corner of the existing site, ensuring minimal disruption to residents or the healthcare system's current capacity.



HIGHLIGHTS

- **420 rooms**, each with their own private ensuite
- **Small home model** with neighbourhoods consisting of 14 private homes, each including dining and living spaces
- **Features** a bistro, courtyards, gathering spaces, and themed enrichment areas
- Welcoming community spaces **designed to encourage engagement and interaction** with neighbours, families, and friends
- **Groundbreaking:** October 2024
- **Completion:** Late 2027



The Next Chapter

BUILDING A CARE HOME FOR THE FUTURE

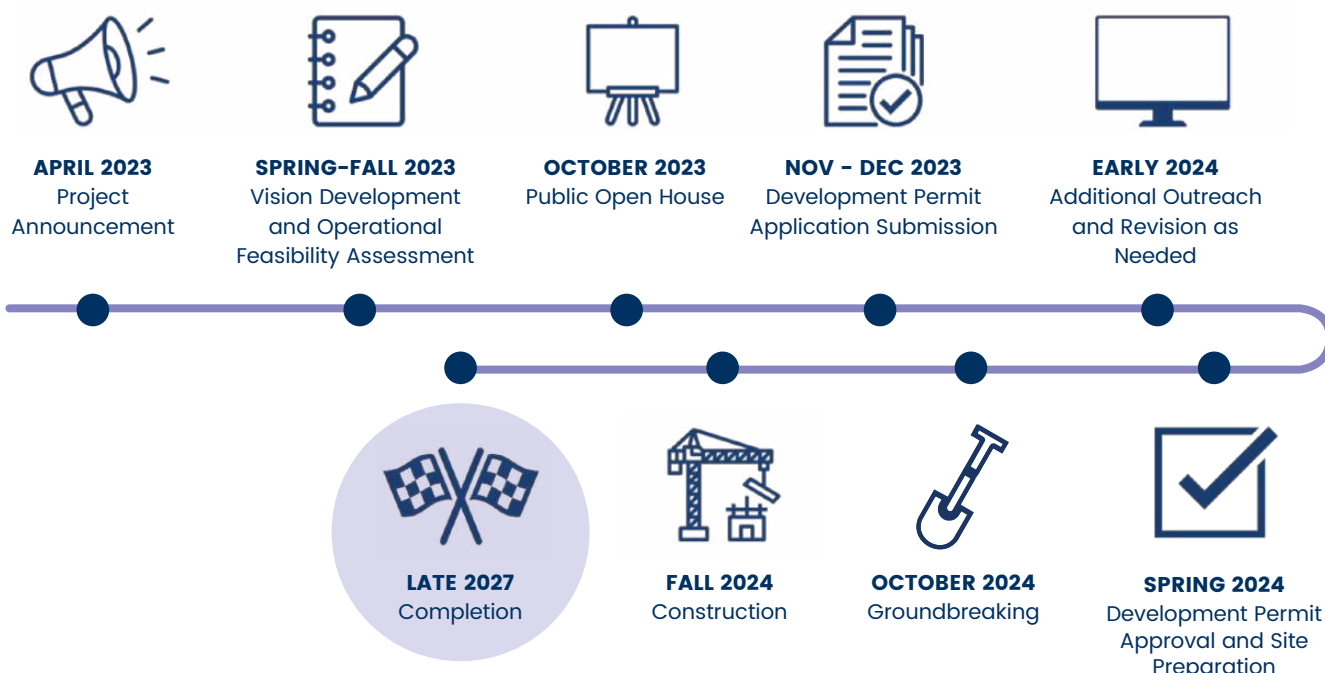
The Next Chapter Capital Campaign

Aging is an experience that touches everyone—whether considering care for loved ones or planning our own future. We believe it's time to turn the page on traditional approaches to aging.

Officially launching in early 2025, *The Next Chapter Capital Campaign* will raise \$20 million to support the redevelopment of Bethany Calgary. The Next Bethany Calgary is a special hub where families, volunteers, and neighbors can connect, fostering a sense of belonging for all. There are many ways you can get involved: become a partner, volunteer your time, or champion this important work in our community. The *Next Chapter* campaign welcomes philanthropic investments.

bethanycarefoundation.com/capital-campaign

PROJECT TIMELINE





BETHANY BY THE NUMBERS

1984 EMPLOYEES

People & Community

Employees

At Bethany, all employees—whether providing direct care, engaging with tenants, or supporting behind the scenes—are central to our model of holistic care and community. We celebrate a diverse and dedicated workforce, where each individual finds meaning in their role and contributes to our shared mission of Creating Caring Communities.

QUIET EXCELLENCE: NAZARIO TABONDA NAMED ACCA CARE PROVIDER OF THE YEAR

Nazario (Naz) Tabonda, a dedicated Healthcare Aide at Bethany Calgary for nearly 25 years, has been honoured as the Alberta Continuing Care Association's Care Provider of the Year.

Known for his warm and respectful approach, Naz helped transform the life of a new resident who arrived with no support and refused care—patiently building trust, securing essentials, and gently encouraging connection. His quiet determination led to a remarkable turnaround in the resident's well-being.

Naz's impact has also been recognized internally through Bethany's Service Excellence Award for Relationships and Respect, celebrating his role in creating meaningful connections with residents and staff.

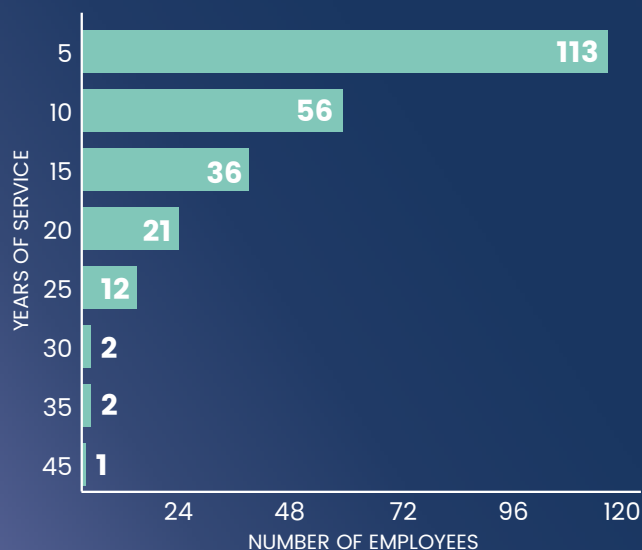


“As his manager, I am impressed by Naz’s dedication and inspired by his authentic and kind approach to the care he provides for our residents.”

– SANDRA MACGILLIVRAY, CARE SERVICES MANAGER, BETHANY CALGARY

Honouring Dedication: Celebrating Years of Service

Each year, we recognize the incredible dedication of our team through **Long Service Awards**, celebrating employees who have reached important milestones in their careers with Bethany.



Service Excellence Awards Winners

Everything we do at Bethany is guided by our commitment to Service Excellence. Congratulations to our **2023 Services Excellence Award** winners!

Rising Star

Jerry Ritskes (CollegeSide/ Sylvan Lake)

Service Excellence-Relationships and Respect:

Stacey Syrenne (Harvest Hills)

Family and Community Engagement:

Myrna Martisko (Housing)

Excellence in Health and Safety:

Jody Erickson (Riverview)

Board of Trustee Mission:

Elise Dockstader (Riverview)

New Employee Mentor:

Fadumo Aden (Bethany Calgary)

Leadership:

Jacqueline Chaisson (CollegeSide)

Continuous Improvement:

Vivian Yu (Bethany Calgary)

BETHANY BY THE NUMBERS

763 VOLUNTEERS

26,000+
VOLUNTEER HOURS

People & Community

Volunteers

Whether it's helping with day-to-day activities, supporting special events, or stopping by for a visit, volunteers keep our residents connected to the broader community. Their involvement fosters intergenerational relationships and leaves a lasting impact on our residents and tenants.



CELEBRATING ROBBIE HUGHES: ACCA VOLUNTEER OF THE YEAR

Congratulations to Robbie Hughes, volunteer at Bethany Calgary, on being named Volunteer of the Year by the Alberta Continuing Care Association (ACCA).

Since joining Bethany, Robbie has contributed over 350 hours of service, supporting residents at various stages of their journeys—including several approaching end of life. Volunteering meets Robbie's personal passion for helping others and staying active. She brings a calm, compassionate presence to each interaction, gently adapting to the unique needs of every resident.

"Robbie is one of the most genuinely caring people you will ever meet," says Suzanne Eckstadt, Coordinator, Volunteer Services. "Whether through heartfelt conversations, humour-filled outings with the Young Adult Program, or quiet comfort at the bedside of residents approaching end of life, Robbie's warmth and sensitivity create deeply meaningful moments."

T. H. (Young Adult Program Resident) adds, "Robbie is phenomenal! We really enjoy having her on outings with us. She is fun and very easy to talk to."

Thank you, Robbie, for your extraordinary kindness and dedication in helping us build caring communities.

CREATING LASTING FRIENDSHIPS ACROSS GENERATIONS

Seniors for Kids at Bethany Cochrane connects local youth and seniors through engaging activities like planting flowers, woodworking, outdoor games, and Remembrance Day reflections. A 2024 highlight for residents was a visit to a local school for a tea party, creating lasting memories for everyone involved.

"These interactions truly define our program," says Janine Carter, Coordinator, Volunteer Services. "The friendships between our seniors and students enrich both age groups, fostering mutual respect and genuine bonds that leave a lasting impact."

From outdoor games and planting flowers to indoor board games and meaningful discussions, Bethany Cochrane's collaboration with Seniors for Kids shows that friendships across generations are transformative for both seniors and youth.

Youth Volunteers Making a Difference at Bethany Calgary

For the past 12 years, Youth Volunteer Corps (YVC) Calgary has partnered with Bethany Calgary to create meaningful connections between young people and seniors, highlighting the powerful impact of intergenerational relationships.



A NEW GATHERING PLACE AT BETHANY DIDSBURY

PROGRAM:

Outdoor enhancement initiative

ACTIVITIES:

Installation of a new pathway and gazebo for residents and families to gather

SUPPORT:

Community donors

IMPACT:

Encourages relaxation and connection in a peaceful outdoor space



People & Community

Community

HIGHLIGHTS

PEDALING JOY AT BETHANY COCHRANE

PROGRAM:

Trishaw Duet Bike Program

ACTIVITIES:

Scenic bike rides with staff and family, including a memorable trip to Dairy Queen

SUPPORT:

Bethany Care Foundation, Cochrane Resident Family Council

IMPACT:

Sparks joy, community connection, and cherished new memories for residents





THE CORNER STORE OPENS AT BETHANY COLLEGESIDE

PROGRAM:

The Corner Store initiative

ACTIVITIES:

Volunteer-run store offering essentials and extras for residents

SUPPORT:

Bethany Care Foundation, Milk Jar Candle Co.

IMPACT:

Promotes independence, engagement, and meaningful volunteer involvement

A BREATH OF FRESH AIR AT BETHANY SYLVAN LAKE

PROGRAM:

Outdoor accessibility improvement

ACTIVITIES:

Construction of a deck offering independent access to nature

SUPPORT:

Rotary Club of Sylvan Lake

IMPACT:

Brings joy and freedom to residents through safe, easy access to the outdoors



HONOURING TRADITION AT BETHANY CALGARY

PROGRAM:

Indigenous Smudging Ceremony

ACTIVITIES:

Residents participated in a traditional smudge led by Rev. Tony Snow, including teachings, prayer, and song

SUPPORT:

Bethany Calgary Spiritual Care

IMPACT:

Creates a meaningful opportunity for healing, reflection, and cultural connection in an intimate, shared space

Investing in the Future of Care

Thanks to our donors, **Bethany Care Foundation** is proud to offer scholarships and awards that support students pursuing careers as healthcare aides, nurses, or allied health professionals. These awards recognize academic excellence, career goals, and contributions to continuing care.

This year, 14 outstanding students were recognized—including two Founders' Bursary Awards, the Nurses Collective Scholarship, and 11 additional scholarships. The Founders' Bursary supports children of Bethany employees and honours the legacy of our five founders who envisioned a caring community for seniors 80 years ago.

The Nurses Collective Scholarship, introduced last year, supports a Bethany employee pursuing advanced nursing education to strengthen RN leadership and improve quality of life in continuing care.

SCHOLARSHIP RECIPIENTS

Adanech Demissie	Loretta Iheanacho
Angel Ricaela Tobias Dizon	Pichornay (Jennel) Taing
April Reyes	Sherry Luu
Darren Dressler	Sunju Jo
Heather Hazlett	Talia Rose Allinson
Kaeli Elizabeth Eckert	Tegan Bey
Jessica Petra Moras	Ye-In Jung



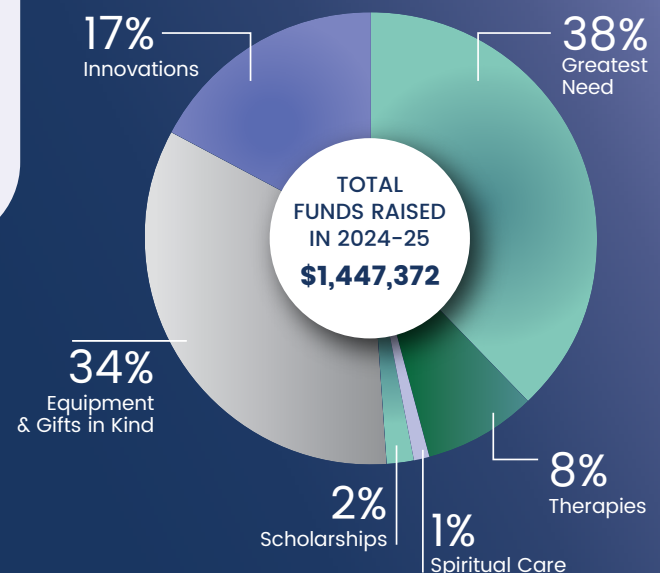
“Scholarships are a powerful way to invest in the future of continuing care. Thanks to our generous donors, we’re not only helping students reach their goals—we’re also supporting excellence and leadership in care for generations to come.”

– AMTUL SIDDIQUI, EXECUTIVE DIRECTOR,
BETHANY CARE FOUNDATION

BETHANY BY THE NUMBERS

280
NEW COMMUNITY DONORS

HOW FUNDS ARE USED TO SUPPORT CARE AND COMMUNITY



LAND ACKNOWLEDGMENT

Bethany Care Society operates on the traditional territories of the Indigenous Peoples of Treaty 7 and Treaty 6, which include the Nations of the Blackfoot Confederacy (Siksika, Kainai, Piikani), îethka (Stoney) Nakoda (Chiniki, Bearspaw, Goodstoney), and Tsuut'ina Nation as well as the Cree, Dene, Blackfoot, Saulteaux and Nakota Sioux peoples. This land is also home to Calgary Nose Hill, Rockyview, and Red Deer Métis Districts in the Battle River Territory of the Métis Nation of Alberta. We acknowledge the enduring presence and wisdom of Indigenous Peoples as stewards of these lands and are committed to a journey of truth, reconciliation, and building respectful partnerships as we work to create caring communities.



**Learn more about supporting Bethany's
mission of Creating Caring Communities®.**

Bethany Care Society

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bethanyseniors.com

bethany[®]
creating caring communities