

A CONNECTION TO

COMMUNITY



COMMUNITY BENEFIT REPORT 2010



Three Pillars
SENIOR LIVING COMMUNITIES



Our History

In 1905, a Mason named Willard Van Brunt established a \$200,000 endowment to create a home for fellow Masons and their families who could no longer support themselves independently. Construction of the Wisconsin Masonic Home (Van Brunt Hall) was completed in 1923. The two-year construction project was completed at a cost of \$900,000. Van Brunt Hall continued to provide resident housing and services until 2006, when residents moved into their new Compass Point catered living apartments.

In 1982, the Masonic Health Care Center opened and residents of the infirmary were relocated to this new 84 bed skilled nursing facility. Now known as the Masonic Center for Health & Rehab, this building continues to provide skilled nursing care as well as therapy and rehabilitation services.

In 1991, the Village on the Square opened. The Village on the Square offers independent living for older adults. The facility consisted of a 69-unit complex with five duplex residences. A 1996 addition expanded capacity to 108 apartments, plus the five duplexes.

In 1995, Riverside Lodge was completed. This facility, connected to the Masonic Center for Health & Rehab, provided a 20 bed Community Based Residential Facility (CBRF) on the first floor, and administrative offices on the second floor.

Beginning in 1996, Three Pillars extended beyond Dousman and into northern Wisconsin. MasonWoods opened on beautiful Shawano Lake in the town of Cecil. MasonWoods consists of a 26-unit independent apartment complex with five duplexes.

Most recently in 2006, Three Pillars became a pioneer in senior living options by opening Compass Point, a 75-unit Catered Living facility attached to the Village on the Square via the grand multipurpose Holz Pavilion. Compass Point is the direct response to our customers' expressed needs and preferences, and was custom-designed with the input of the staff who would be coordinating the services within its walls.

In December 2010, our new 13,000 square foot Hickory Suites Rehabilitation facility opened providing 14 private suites for in-patient, short-term rehabilitation care and designed with a hospitality/hotel-like environment.

The ongoing development of the Three Pillars community is an extension of Brother Van Brunt's original vision to provide care for his Masonic brothers and families. Today, still sponsored by the Masonic fraternity, we extend that vision to all seniors, Masonic and non-Masonic alike.

Village on the Square

Compass Point

Riverside Lodge

Masonic Health Care Center

Hickory Suites Rehabilitation

MasonWoods



Three Pillars Wellness Connection

Dear Community Member:

Over the past century, so much has changed in western Waukesha County. One constant throughout this whirlwind of progress and development has been the unwavering commitment by Three Pillars Senior Living Communities to enhance the lives of those around us. Not only do we seek to fulfill our mission through the outstanding care and services provided on our wonderful campus, but also through the many personal contributions that Three Pillars staff and residents make to important local causes. It is a privilege to be part of the Lake Country region, and we are pleased to share with you our Community Benefit Report for 2010.



Three Pillars is indeed a special retirement community, beloved by many for providing exceptional quality of life for the deserving retired citizens that made our State and Country great. Our not-for-profit, mission-driven philosophy compels us to be a sound steward, community resource, and celebrated benefit to the local community. Our tax-exempt status allows us to allocate the resources necessary to ensure this benefit perseveres for future generations, who also deserve the security of knowing there will be the highest standard of care and services available to them when they are older.

Our Vision

We will be the Senior Living Community of choice in Wisconsin, grounded in all we do on Masonic Principles, for residents and other customers who will live lives of fully achieved personal satisfaction, and whose support is uniquely crafted to maintain the highest level of vibrant health and independence.

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.

This Community Benefit Report gives us an opportunity to share with you examples of how our connection with the community supports a foundation of partnership and demonstrates our commitment to being a good neighbor and giving back.

Looking ahead, we are excited about our new Three Pillars Wellness Connection, which extends our services into the community. The Wellness Connection, opening in January 2011, will offer a wide range of active lifestyle opportunities for area residents age 55 plus.

We hope you enjoy this unique look into the community benefits of Three Pillars Senior Living Communities.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark A. Strautman". The signature is fluid and cursive.

Mark A. Strautman,
President & C.E.O.



OUR CONNECTION TO *Preparing Nurses* WITHIN THE COMMUNITY

*Who will take care of us,
our parents, and our grandparents
in the years to come?*

“Over the next 20 years, the average age of the RN will increase and the size of the workforce will plateau as large numbers of RNs retire. Because demand for RNs is expected to increase during this time, a large and prolonged shortage of nurses is expected to hit the US in the latter half of the next decade.”

Dr. Peter Buerhaus, *Journal of the American Medical Association*, November 26, 2008.

Three Pillars is committed to ensuring that our local community enjoys a ready supply of compassionate and well-prepared caregivers, both now and in the coming decades. This is why we invest heavily in the educational and clinical experiences which make this development possible.

*In the 2009-
2010 fiscal year,
we provided over
\$11,000 in
tuition relief –
nearly entirely to
nursing students!*

The thought of going back to school after already being out in the workforce for awhile can be intimidating, not to mention cost-prohibitive for many. That is why Three Pillars invests heavily in our tuition reimbursement program.

We are a proud supporter of Waukesha County Technical College and support their nursing programs. One of our Nurse Managers serves on the CNA Program Advisory Committee, and our staff host their students' clinical experience.

Many of these clinical students choose to work right here in Dousman. But regardless of where they work, our hope is that by observing our staff members' passionate drive for quality and personal connection to the residents, these new caregivers will echo the same throughout their career.

“The CNA staff explained very carefully how to best meet the needs for each resident the students cared for...These additional learning experiences broadened students' understanding of what it means to be a Nursing Assistant and dramatically increased their confidence. Thank you for the opportunity to get off to a good start in the students' health care careers.

Lori Krafcheck, MEPD, BSN, RN – Allied Health Instructor, Waukesha County Technical College



Kris Rasey puts her training into action through compassionate care.



During the 2009 – 2010 fiscal year, the Masonic Health Care Center hosted over 200 CNA students and their instructors.

OUR CONNECTION TO *Those in Need*

WITHIN THE COMMUNITY

It is through the generosity of our charitable supporters that we are able to continue to provide these services.

As an organization, we currently provide over a quarter of a million dollars each year in direct charitable care for residents who could not otherwise afford their housing and services. In addition, we incurred \$1.89 million in expenses beyond what the government reimburses for eligible services.



Retired employee Helen Brown and her husband Charlie collect donations for the Hebron House.



The Concierge Team rang the bell for the Salvation Army for their "Christmas Charity" program.

Wherever there is a local need, there is bound to be a Three Pillars employee ready and willing to help. Throughout the year, our staff routinely gathers and delivers clothing and household items for the Hebron House - a local charity which provides emergency housing and related services to people in transition with the basic needs of shelter, food, and personal support.

As part of our annual community trick-or-treat, Three Pillars staff conduct a collection for the Kettle Moraine Food Pantry. Multiple barrels of nonperishable food items were collected.

Employees and residents collected over 15 barrels of food for the local food pantries.

At Christmastime, staff and residents organized collection boxes that were overflowing with brand new toys as staff poured out their generosity through the Toys for Tots donation drive. To further the festive spirit, the Three Pillars leadership team volunteered their time by sponsoring a full day of bell ringing for the Salvation Army's Red Kettle Campaign.

In the spring, employees sponsor an animal supply drive for the local Humane Societies. The collected items are given to Jefferson Humane Society, Waukesha Humane Society, and Wildlife in Need Center located in Dousman.

Three Pillars has been participating in Waukesha County's Toys for Tots campaign for seven years.

All of the toys collected are distributed in Waukesha County. Each year is more successful than the year before due to the generous giving of Three Pillars staff and residents.

Ron Seidl, Assistant Director of Dining Services

OUR CONNECTION TO *Vocations & Education*

WITHIN OUR COMMUNITY

“To do more for the world than the world does for you – that is success.”

- Henry Ford

Critical to the success of any organization is the quality of its workforce. Three Pillars works diligently with local agencies, schools, and our existing staff to enhance the skill set of today’s workforce.

We are proud to partner with agencies such as Opportunities, Inc., and Pantheon Industries in their efforts to employ and empower individuals with disabilities through developing marketable job skills that benefit both the client and the community.

Three Pillars is one of the largest employers of area high school students. In the 2009-2010 fiscal year we oriented 17 new high school student workers. The lessons of responsibility, customer service, respect, and compassion will continue to provide benefits to them and to their future employers for years to come.

Three Pillars partners with the Glenn L. Humphrey Masonic Lodge to provide scholarships to employees pursuing higher education. Since the inception of the program, we have awarded 51 scholarships, totaling \$27,600.

We realize that the leaders of tomorrow must first have opportunities to practice the skills learned in school today. For that reason, we host internships and apprenticeships whenever possible. We hosted a social work student intern, several nursing apprenticeship students from

WCTC, and a team of area graduate students who provided data analysis for the employee opinion survey.

In addition to the hosting of student work experiences, our leadership serves on various program advisory committees at Waukesha County Technical College, including those for the Human Resources Program, the Administrative Professionals program, and the Certified Nursing Assistant program.

Working for Three Pillars was very rewarding. The residents were my favorite aspect of the job. Three Pillars taught me a lot about responsibility especially since it was my first job. As a high school student, the position was ideal for after school work, and as a college student it was the perfect place to come back to on breaks and vacations.

S. Paquin, former student employee



Director of Nursing Kitty Koloske instructing an employee during an Education Fair on campus.



The Humphrey Lodge awards scholarships to our employees for continuing education.

OUR CONNECTION TO *Public Safety*

WITHIN OUR COMMUNITY

It is our honor to assist the many people who serve and protect our campus.

As a proud advocate of public safety, Three Pillars has provided free use of space within our campus to area law enforcement agencies for training purposes.



Mark Strautman, C.E.O., presenting a donation check to Dousman Fire Chief Joe Giver.



The Dousman Fire Department practices water rescue in the ponds on our campus.

The unique layout of our Van Brunt Hall proves extremely valuable to tactical training. In late 2009, our campus hosted special training for three area law enforcement organizations:

- ◆ The entire FBI Division for the State of Wisconsin conducted exercises in search and rescue, hostage situations, and other tactical training.
- ◆ A specialized team of officers from the Lake Country area police departments also conducted their annual training exercises.
- ◆ The Dane County Tactical Response (SWAT) Team conducted onsite training focusing on the search for, and apprehension of, a dangerous suspect while ensuring civilian safety.

In addition, the Dousman Fire District held water rescue training in the ponds on the Three Pillars campus. Our campus has also hosted area disaster drill training for local emergency response personnel from Waukesha and Jefferson counties.

Three Pillars also extends support to our service men and women overseas. Residents and staff participated in the “Take a Soldier to a Movie” campaign. Staff and residents went on a collection drive, resulting in over 200 movies and a substantial supply of theater-worthy popcorn, candy, and drinks.

In 2010, the Dousman Fire District received from Three Pillars a \$10,000 donation toward the purchase of computer infrastructure, phones, furniture and appliances for their newly renovated fire station.

Organizing the “Take a Soldier to a Movie” collection drive was a wonderful experience.

Our campus and community provided many resources to entertain our soldiers while they are serving our country.

Michelle Gattas, Compass Point Concierge

OUR CONNECTION TO *Local Traditions*

WITHIN OUR COMMUNITY

Throughout this century there has been a partnership of service between the Three Pillars and the local community.

Our neighbors rally to support our mission-driven work of enhancing the quality of life for all seniors, and our staff and residents give back to the community through service to many organizations and events which enhance the lives of others, especially our youth.

Our staff and residents enjoy taking an active role in the events and traditions which help define our local community. Perhaps this is due to our history which entwines so tightly with the history of Dousman. It was 1905 (twelve years before the incorporation of the Village of Dousman) when Willard Van Brunt issued the gift of his farm and its buildings to be used as a home for indigent Masons and their families. This gift and initial vision has evolved during the last century into our Three Pillars campus which now serves seniors of all backgrounds, associations, and levels of need.

During the past 18 years, staff and residents have hosted our Halloween Haunted Woods - a free trick-or-treat event for community children extending throughout our elaborately decorated buildings and grounds.

Each year, Three Pillars employees apply their time and imagination to put together floats for local parades such as Gemeutlichkeit in Jefferson, the Christmas Parade in Oconomowoc, and the ever-popular Dousman Derby Days Parade. Thousands of pieces of candy are purchased to 'sweeten' the experience for the onlookers.

Many community events are hosted on our beautiful campus. Each summer, we host a 'Friends and Family' celebration with free music, children's entertainment, and health screenings. In addition, we open our campus to area book clubs, boy/girl scout events, music recitals, Chamber of Commerce meetings, and other uses by fellow not-for-profit organizations.

Employees of BC Holland have been volunteering at Haunted Halloween Woods for the past five years. We participate because we enjoy seeing the enthusiastic children, and the decorations are wonderful.

Chris Polster, Employee of BC Holland, Inc., Dousman, WI



Staff members Jennifer Meyers and Chaa Gallagher volunteer as "Renaissance Maidens" at our annual Haunted Halloween Woods.



Dining Services Managers Heather Hoyer and Ron Seidl assist in food preparations for our Annual Friends and Family Festival.

OUR CONNECTION TO *The Wellness*

OF OUR COMMUNITY

Enhancing the quality of life for the 55 plus population in our community with exercise, nutrition, and educational programs.

In January 2011, we will further expand our outreach to seniors by extending a variety of exciting fitness, nutrition, and other wellness services to the local community through our brand new Wellness Connection facility and programming.



Deb Schlehlein, RN administers a flu shot to fellow employee LuAnna Lakey, RN.



Wellness Coordinator Kerry Holtz assists staff, residents, and community members in our new Wellness Connection facility.

Intellectual and Social Wellness

Three Pillars engages the community in a variety of educational and social events on our campus. Our ever popular *Lunch & Learn Series* has welcomed area experts in local history to present a variety of topics ranging from the Dead Sea Scrolls to the life of local Dr. Rosa Minoka-Hill – the first woman to be honored by the state medical society.

In addition, our campus plays host to a continuous stream of entertainment events such as the Trinity Irish Dancers and the Bourbon Street Stompers.

Spiritual Wellness

Three Pillars has participated in ecumenical services with local churches, with our Pastor hosting them in our chapel as well as offering services at other congregations.

Physical Wellness

Our Infection Control nurse provides free flu vaccinations to all Three Pillars employees, which increases the immunity within our local community and schools. In addition residents receive the vaccine at no cost to them, and family members are offered the benefit at a very affordable rate.

In the 2009-2010 fiscal year, Three Pillars' kitchens produced nearly 3,000 meals for the homebound within our community through the Meals on Wheels program.

3,000 meals = \$20,000 in food and staff time value.

A new widower on my route told me that after his wife passed away last year, he did not know how to cook, not even how to fry an egg. He is very happy with the meal service and told me the food is really good.

A. Bearda, Meals on Wheels Recipient – Route 2, Emmanuel Church

Our community is built on a rich Masonic foundation of quality and fellowship. We provide exceptional senior living and welcome Masons and non-Masons alike, allowing our residents to retire with independence, dignity, and security.

Three Pillars is committed to our mission of meeting the social, physical, and spiritual needs of older adults through high quality housing and services.



WELLNESS CONNECTION DEMONSTRATION KITCHEN

The expanded rehabilitation, therapy, and community outreach services offered through our new Hickory Suites Rehabilitation Center and Three Pillars Wellness Connection allows Three Pillars to remain on the cutting edge of service and respond to the changing demands of our current and prospective residents.



Three Pillars is a mission driven not-for-profit organization.

Creating a *Lifestyle* our seniors deserve.

Adding *Value* through experiences which enhance the quality of life.

Maintaining *Trust* in the commitment of staff who believe in putting people first.



WELLNESS CONNECTION GRAND OPENING

Wisconsin Masonic Home, Inc. Board Members celebrate the Three Pillars Wellness Connection Grand Opening. Pictured left to right: Monte Steiber; Gary Krause; Mark Strautman, C.E.O.; Joe Harker, Grand Master; Frank Struble, Board President; Terry Brown, and Kris Engbring, Board Vice-President.

Our residents, staff, and community members can participate in support groups, nutrition counseling, and a guided fitness program.



2009 – 2010
WISCONSIN MASONIC HOME, INC. BOARD MEMBERS

Jeff Bryden
Brookfield, WI

Bill Huelsman
Waukesha, WI

Robert Moore
Waukesha, WI

Monte Steiber
Prairie du Chien, WI

Kris Engbring
Madison, WI

Allan Iding
Wauwatosa, WI

Dennis Siewert
De Pere, WI

Frank Struble
Chetek, WI

Robert Gorsuch
Fitchburg, WI

Gary Krause
Viroqua, WI

Gary Stang
Eau Claire, WI

Davey White
Platteville, WI

Economic Snapshot

FOR FISCAL YEAR JULY 1, 2009 – JUNE 30, 2010

Direct charitable care to residents:	\$256,000
Write downs for governmental payers:	\$1.89 Million
Amount of Real Estate Taxes Paid:	\$ 29,000

Paid \$5.72 million of gross wages to employees. Throughout 2010, Three Pillars provided jobs to 371 individuals. Of these, 90 were Dousman or Oconomowoc residents and another 136 were residents of the surrounding area.

EQUAL OPPORTUNITY EMPLOYER

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.



Village on the Square - Independent Living
375 State Road 67, Dousman, WI 53118

MasonWoods - Independent Living
N6446 Emery Ansonge Road, Cecil, WI 54111

Compass Point - Catered Living
365 Sunset Drive, Dousman, WI 53118

LIFESTYLE
you deserve
VALUE  people you can
you demand **TRUST**

Riverside Lodge - Memory Care
410 N. Main Street, Dousman, WI 53118

Masonic Health Care Center
Hickory Suites Rehabilitation
Three Pillars Wellness Connection
400 N. Main Street, Dousman, WI 53118

1.800.848.5306



262.965.2111



www.threepillars.org