

Norwood Life Society

**2010
Annual Report**



Sponsoring:

Norwood Crossing



*Norwood
Life Care Foundation*
Supporting the very best in senior services

Norwood Seniors Network

Letter From Mark and Mike

We are pleased to report that 2010 was an exciting and productive year for Norwood Life Society. With a continued focus on offering the highest quality services for all of the seniors we serve, we have strengthened our organization and worked hard to create a five year vision for each of our companies that will allow us to strengthen our position as THE community leader in senior services.

Norwood Crossing residents continue to thrive – whether in our acclaimed therapy programs, our healing wellness programs, or our progressive Arts programs (now including music, art and dance therapies). Celebrating a 5 Star rating from Medicare Services this past August, the care rates as highly as the social life.

The Norwood Park Senior Center celebrated its one-year anniversary with a packed house of community members, program participants and special guests. Our center finished the year as both the fastest growing and most heavily attended site in the City of Chicago.

The Norwood Seniors Network and Norwood Life Care Foundation each welcomed new Executive Directors, seasoned veterans prepared to expand and enhance their operations by serving more seniors and engaging more donors in the work of our organization. We are proud to report that both are making an impact, with more clients and donors respectively than in 2009.

Norwood Crossing also announced plans for a Whole Person Wellness Center. The Wellness Center will engage our residents holistically, and enhance their experience here at Norwood. With a number of generous leadership gifts already in, the campaign -- and the Center itself – are on their way to successful completion. Watch for details about the upcoming dedication ceremony.

Finally, our Board of Directors, staff and volunteers undertook a thorough Strategic Planning process last year culminating in the formulation of a strong, five year plan. The resulting discussions confirmed that while we have many different perspectives, we all have one goal: to strengthen Norwood's role as the provider of choice for senior services in our community. Together, we can continue to evolve and meet the challenges of aging for our elders.

Thank you for your support, and please know that we couldn't do it without you.

Sincerely,



Mark Heckler, Board Chair



Mike Toohey, CEO

Norwood Crossing

As census continues to climb, Norwood Crossing continues to attract more residents with its high-quality care and the depth of activities and programs available to our residents.



Music therapy, art therapy and dance therapy continue to be very popular. Dance /movement therapy group is not only fun, it is great exercise for the resident and provides an interactive connection with others.



Residents, family members, staff and volunteers folded 3,000 origami cranes for the fall art show, which now grace the halls outside of our new Admissions Office. Residents wrote a wish inside each crane that they folded, expressing the resident's desires/wishes and as a community expressing our well-wishing for one another. It is said that once 1,000 cranes are folded by an individual (in our case our Norwood community), the individual's wish will come true.

Norwood Crossing

Keeping connected to the community is important to our residents. For Operation: MOM's Cookies, the residents wrote Holiday cards and packed "Santa Bags" filled with treats, adding a resident's sketch of an image of logs on a fireplace with the phrase, "Norwood Crossing, We'll Keep the Home Fires Burning." The bags were delivered to Operation: MOM's Cookies, which then shipped the packages overseas to troops stationed in Afghanistan. This activity was part of a new Norwood Crossing initiative called HUG (Help*Understand*Give), which is designed to keep residents engaged in their community by actively giving back.



Excellence in care is a point of pride for Norwood Crossing. We received a five-star overall quality rating from the Illinois Centers for Medicare & Medicaid Services in August, 2010. Five stars is the highest accreditation an Illinois facility can receive. The rating is based on three categories: a three-year history of Illinois Department of Public Health inspection results, the resident/nursing staff hourly ratio, and residents' physical and clinical quality measures.



Norwood Seniors Network



More seniors are benefiting from the community-based services provided by the Norwood Seniors Network. June Ninnemann, LCSW, took the helm as Executive Director of the Norwood Seniors Network in May of 2010.

Our freshly prepared meals go out five days a week to seniors living at home, ensuring not only good nutrition but a safety well-being check as well. Everything from geriatric care management to monthly social outings are offered to allow seniors to remain at home safely and independently for as long as possible.



Norwood Park Senior Center

At just a year and half old, the Norwood Park Senior Center is a busy place – in fact, it is the busiest senior center in the city!

Clients, Board members, community leaders, and friends came to celebrate the one year anniversary of the Senior Center.



Members and other participants can enjoy fitness programs, hot meals, yoga, and outings. Here a group of neighborhood seniors make dresses for girls in need in third world countries. Using ones' skills, making friendships and living a purposeful life are part of the philosophy of the Senior Center.

Norwood Life Care Foundation



The Norwood Life Care Foundation started off the year by dedicating the Honorable Per Bye Ohrstrom & Mrs. Liv Ohrstrom Norwegian Heritage Hall & Pedersen Chapel with a gala ceremony. This new space hosts many community groups and is used for activities ranging from chapel services to resident holiday parties.



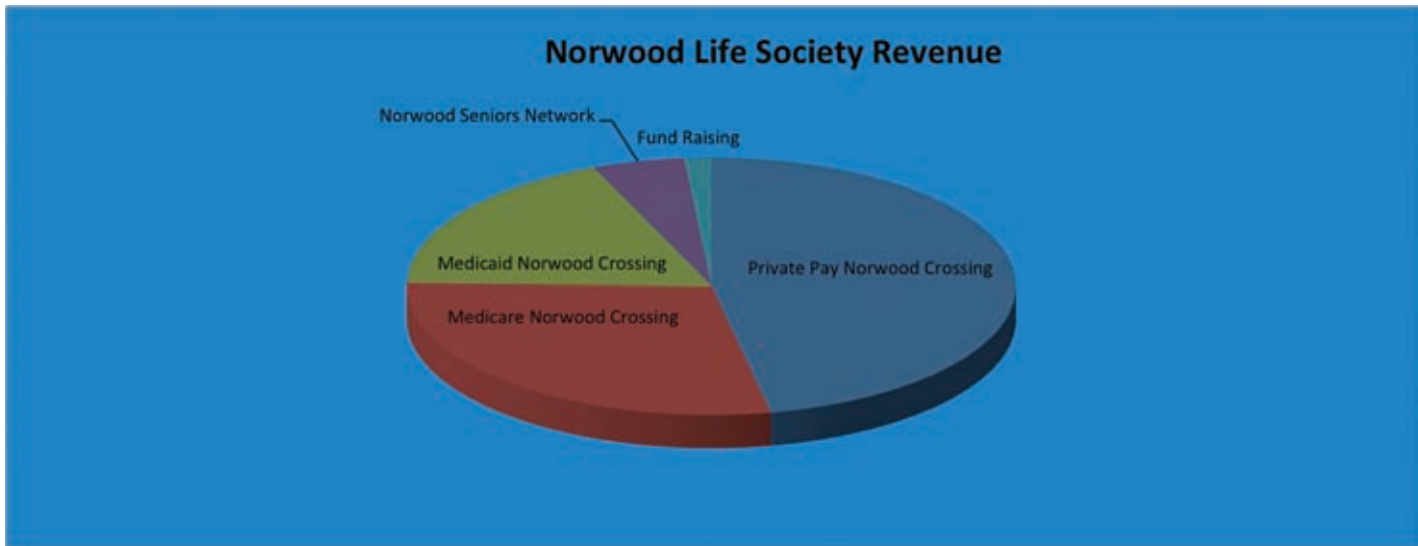
Riley's restaurant was remodeled and opened to residents in the Sheltered Care building. Dr. Arthur Riley Peterson helped celebrate.



2010 Financials

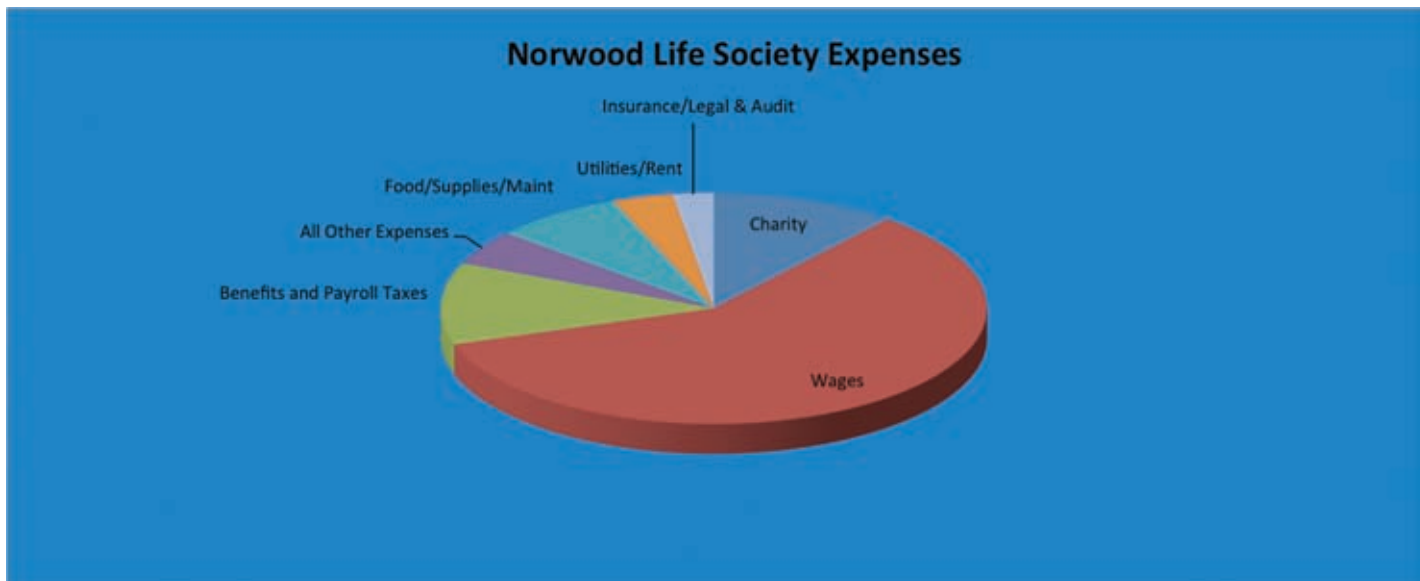
Norwood Life Society Revenues

Total revenue for Norwood Life Society was \$17,157,214 in 2010. Norwood Crossing saw a significant 27% growth due in large part to our thriving rehab program. Norwood Seniors Network continued to add new clients and expand services, while Norwood Life Care Foundation saw growth in the number of donors contributing to our cause.



Norwood Life Society Expenses

Overall expenses increased 25% to \$17,135,833 from last year, as additional staff and services were added during the fill up of the Assisted Living building which opened in September of 2009. The continuing difficult economic climate meant that many of our residents needed additional financial assistance. We are very proud to say that we provided \$1.6 million in charitable care - a true testament to our commitment to our values.



2010 Donors

Sustainer

\$10,000+

Anonymous

Illinois Department of Public Health

Mr. Johann J. Kaiser

Managed Health Care Associates, Ltd.

Dr. and Mrs. Arthur R. Peterson

Benefactor

\$5,000 - \$9,999

Charter One Bank

Estate of Harold R. Dahl

Mr. and Mrs. Richard H. Fjeldheim

Mr. and Mrs. John Simms

Sponsor

\$2,500 - \$4,999

Aramark Management Services, L.P.

Estate of Mrs. Elizabeth S. Fjeldheim

Mr. Warren E. Jasper

Mr. Andrew S. Jaworski

MacCabe & McGuire

Morrison Senior Dining

Professional Medical, Inc.

Mr. and Mrs. Larry Rathmann

Retirement Research Foundation

Ms. Sandra L. Sundfor

Mr. and Mrs. Emil Ulstrup

Mr. and Mrs. Robert P. Wersto

Patron

\$1,000 - \$2,499

Mr. and Mrs. Gerald R. Benson

Mr. and Mrs. Ronald E. Bentsen

Mr. and Mrs. Richard L. Corrin Jr.

Mr. and Mrs. Brian J. Curley

Frost, Ruttenberg & Rothblatt, P.C.

Dr. Ralph Haug Ph.D.

Mr. and Mrs. Mark Heckler

Mr. and Mrs. Allen S. Iverson

Mrs. Virginia Klopotic

Labor Temps, Inc.

The Hon. Per Bye and Mrs. Liv Ohrstrom

Omnicare of Northern Illinois

Pepper Construction

Mr. and Mrs. Mark Prete

Mr. and Mrs. William Scheiderich

Mr. and Mrs. Scott A. Severson

Swedish Covenant Managed Care Alliance, Inc.

Mr. and Mrs. Michael Toohey

Mr. Wayne W. Zischke and Mr. George Weis

Supporter

\$500 - \$999

Alliance Rehab

Mr. Ralph W. Boedeker

Mr. and Mrs. Edward Bowen

Den Norske Pioneers Club

Group Alternatives, Inc.

Hon. Perry J. Gulbrandsen and Mrs. Kathleen Gulbrandsen

Dr. Victor Heckler

Mr. and Mrs. Paul Heffernan

Mr. and Mrs. Donald Hoganson

KJWW, P.C. Engineering Consultants

Erica and Gary Krugel

Mr. Ronald D. Kucera

Mr. and Mrs. James P. Martin

Mr. and Mrs. James Menoni

Erica and Gary Krugel

Mr. and Mrs. Lowell E. Olberg

Mr. and Mrs. A. Thomas Peterson

Mr. and Mrs. Mark Pullman

Robert R. McCormick Tribune Foundation

Mr. and Mrs. Howard M. Skoien

Mr. Gerard G. Sullivan

Mrs. Doris Walters

Ziegler Capital Markets Group

2010 Donors *continued*

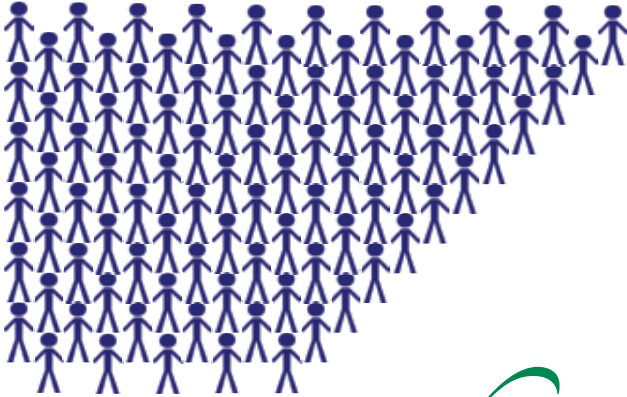
Friends \$100 - \$499

- Anonymous
Ameriprise Financial Services, Inc.
Mr. and Ms. John Andersen
Mrs. Irene Antonoglu and Mr. Robert Rohrman
Assurance Agency, Ltd.
Ms. Jayne Austin
Bank of America Matching Gifts Program
Mr. Mark Baumann
Mr. and Mrs. Thomas M. Benson
Mrs. Norma E. Berke
Ms. Marilyn Bianchi
Bjornson Ladies' Auxiliary
Mr. Donald Boldt
Ms. June Boldt
Mrs. Virginia Branum
Paul A. Breider
Mr. Donald A. Brinks
Mr. Roar J. Broch
Mr. David L. Brown
Mr. John T. Brown and Mrs. Lynn M. Kuemmel
Mr. Andrew Bushell
Mr. Cary C. Buxbaum
Ms. Norine Carro
Mr. and Mrs. Keith Chase-Ziolek
Miss Bessie Christon
Mrs. Agnes Christiansen
Ms. Bonita J. Clifford
Mrs. Edna L. Cook
Mr. Stanton R. Cook
Mrs. Mary Cormack
Mr. and Mrs. Jack DeMars
Mrs. Eleanor DeMille
Mrs. Louise Deske
Regina Dewberry
Mrs. Jacquelyn Dick
Mr. Thomas R. Dunne
Mrs. Evelyn Earll
Mr. Kenneth E. Ebert
Mrs. Martha Egeland
Mr. and Mrs. Olav Eiesland
Mr. and Mrs. Gary M. Eitermann
Ms. MaryLou Emmert
Mrs. Edith Engelskirchen
Evangelical Lutheran Church in America
Mrs. Marie M. Fitzmaurice
Mr. and Mrs. Vincent Forgione
Mrs. Christina M. Glynn
Mr. John Grabowski
Mrs. Cliffern M. Haka
Mrs. Pauline Hamilton
Hanna Z Interiors
Mr. and Mrs. Terry Hendrickson
Mr. and Mrs. James E. Herbon
Mr. and Mrs. Vernon H. Hultgren
IBM Corporation
Mr. James H. Ihrig
Mr. Kenton Johnson
Mrs. Lillian E. Johnson
Mr. and Mrs. Thor P. Jondahl
Dr. George Katsoyannis
Dr. Katherine Katsoyannis
Mr. and Mrs. Kim Kidd
Mrs. Reta R. Kikutani
Mr. Mark Kinsella
Mr. Gus Klangides
Mr. and Mrs. Jerome P. Koch
Mrs. Mary Jane Koska
Ms. Laurette Kosky
Mrs. Janet Kozak
Mr. Peter Kozura
Mr. Ellis Krapf
Mrs. Susan Kroll and Mr. James Sponder
Mr. and Mrs. David Kyrk
Mr. and Mrs. Jan-Hugo Lanesskog
Reverend and Mrs. David Langseth
Mr. Donald J. Larsen
Mr. Walter Lawrenceon
Mr. Dennis R. Leaf
Mrs. Eileen F. Leczewski
Mr. Dale Lewandowski
Limestone Inc.
Mr. and Mrs. James W. Lind
Ms. Rebecca A. Lind
Mr. Arnold M. Lund
Mr. and Mrs. James C. Lund
Ms. Chunhui Ma and Mr. Wei Dong
Mr. and Mrs. Martyn L. Mantynband
Mr. and Mrs. Orlando Martinez
Maxicrop USA, Inc.
Mr. and Mrs. Kevin M. McAllen
Ms. Maureen McCarthy and Mr. Sidney G. Jones
Mr. and Mrs. James B. McGuire
Mr. and Mrs. Lawrence J. McInnes
Mr. and Mrs. Ryan McKenzie
Medical Express Ambulance Service, Inc.
Mr. and Mrs. Peter Milbratz
Mr. and Mrs. Patrick Moloney
Mr. and Mrs. Thomas Monticello
Ms. Margaret Murata
Mr. David L. Nelson
Mr. and Mrs. Mark Nemshick
Ms. Steffon C. Newsome
Mr. George P. Nizynski
Mr. and Mrs. Ronald V. Norene
Northwest Lions Club
Norwood Park School Educational Foundation,
Inc
Ms. Kathleen T. O'Donnell
Dr. and Mrs. Norman M. Olsen
OSA Integrated Solutions, LLC
P.B. Ohrstrom & Sons, Inc.
Mrs. Anna Pallas
Miss Stephanie Panczyk
Ms. Audrey M. Pedersen
Dr. and Mrs. Charles I. Peterson
Ms. Martha Peterson
PNC Bank
Ms. Betty R. Portenlanger
Mrs. Lucille J. Power
Mr. James P. Quealy
Ms. Arlette I. Rasmussen
Ms. Sandra G. Rasmussen
Ms. Catherine Rauch
Residents/Collections-Chapel
Rohrer Corporation
Mr. David A. Ross
Ms. Jill Rzadzki
Mr. and Mrs. Arthur W. Sackrison
Mr. and Mrs. Alan E. Samuelson
Mr. and Mrs. Orion Samuelson
Mr. Michael Schaik
Mr. Edward Schauderna
Mr. Paul L. Schmelzer
Ms. Theresa A. Scott
Senior Eye Associates, P.C.
Ms. Jovette M. Serrano
Ms. Diane M. Serzen
Mrs. Ruth D. Shouba
Ms. Helen E. Sieben
Mr. and Mrs. Steven A. Sigmond
Mr. and Mrs. Ray H. Smith
Mr. and Mrs. Dennis Sonnefeldt
Sonnenberg & Anderson
Mr. and Mrs. James J. Soreng, Jr.
Mrs. June M. Steine
Mr. and Mrs. Allen Stensland
Mr. Michael Stockreiter
Storniolo Accounting and Tax Services
Mrs. Eleanor C. Straza
Ms. Lorraine Straza
Mr. and Mrs. Joseph Sweeney
Mr. Edward E. Tadelman
Ms. Carol Talik
Mrs. Ruth Thomys
Mr. and Mrs. Walter H. Toben
Mr. and Mrs. Richard E. Tobin
Michael Towle
Dr. Karin B. Ulstrup and Mr. Michael
Monticello
Mr. Dana Wandell
Mr. Daniel M. Werdell
Mr. Craig Whitehead
Miss Marlene A. Wilson
Mr. Craig Wisniewski
Mr. Edmund J. Wolff
Mr. Stephen S. Zarr
Ms. Patricia Zidek
Ms. Catherine M. Ziemba

Hundreds of others supported us to the degree that they could. While they are too numerous to list here, each and every donation makes a difference. The entire 2010 donor list can be found on our website at www.norwoodlifecare.org.

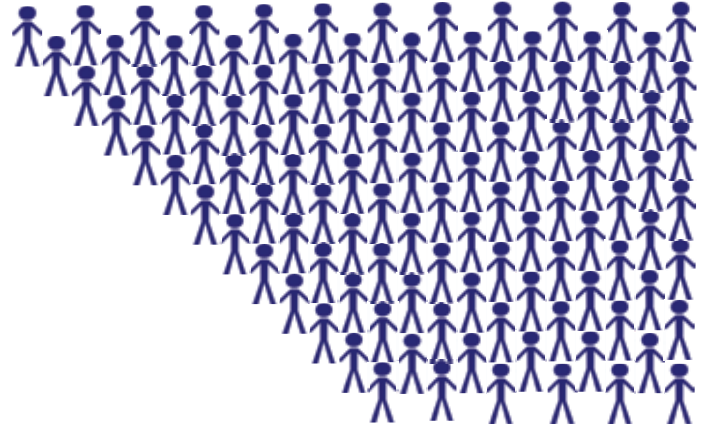
Norwood Crossing

480 Community Elders Served



Norwood Park Senior Center

703 Members with 456 Weekly Visits



Reshaping Aging™

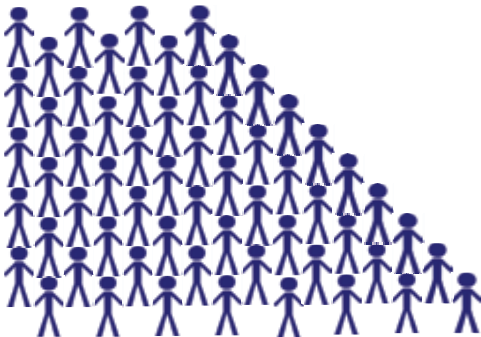
**We are proud to have served
1471 Seniors in 2010**



*Norwood
Life Care Foundation*

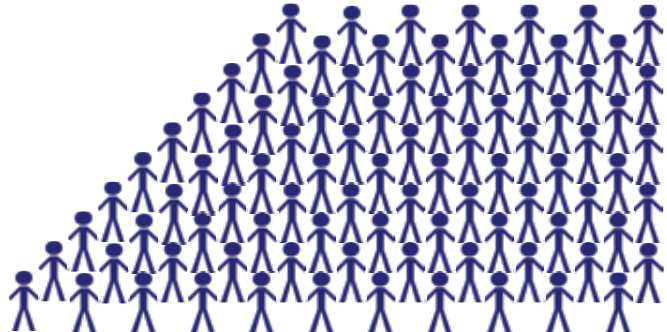
Supporting the very best in senior services

Providing meaningful volunteer opportunities to our 65 senior volunteers



Norwood Seniors Network

Helping our 223 clients maintain their in-home independence





The end of the year saw the launch of the fundraising campaign for the new Norwood Crossing Whole Person Wellness Center. Plans were unveiled to the Board and donors as well as to staff and residents. The Wellness Center will be unveiled in late Spring 2011.

Norwood Life Society

6016-20 N. Nina Avenue

Chicago, Illinois 60631 773-577-5390

773-577-5318 (fax)

www.ReshapingAging.org