

DIAKON

THE  
GOOD

*Beyond*

THE  
GOOD

2015

COMMUNITY BENEFIT REPORT

## **Diakon Lutheran Social Ministries & Diakon Child, Family & Community Ministries**

Many Hands, guided by One Heart, that daily transform the lives of thousands of children, youths, families, and older adults through programs ranging from foster care, adoption, and at-risk youth services to counseling and Continuing Care Retirement Communities.

Dating to 1868, Diakon aids people of all faiths through compassionate service, gracious hospitality and charitable care.

In Pennsylvania and Maryland, Diakon operates ...

- ☞ A dozen senior living and housing communities offering a continuum of senior lifestyle and health-care services including senior living accommodations, personal care and assisted living, skilled nursing and rehabilitative care and rental-assistance housing.
- ☞ A comprehensive range of services for children, youths, families, and communities including foster care and adoption, community- and wilderness-based programs for at-risk and court-referred youths and young adults, behavioral health care and counseling, adult day care, community services for older adults, Girls on the Run® and disaster response.

In 2015, Diakon's programs served more than 65,000 people.



THE  
GOOD  
*Beyond*  
THE  
GOOD

Diakon's  
2015  
Community  
Benefit:  
**\$20,367,723**

Community benefit is an often-misunderstood concept. Many people associate it with the “good” a charitable organization does.

In fact, community benefit does represent “good,” but it’s the “good” that occurs beyond what you set out to do ... beyond your primary mission.

The “good” *beyond* the “good.”

Community benefit therefore does not include the direct service we provide—service that in 2015 touched the lives of more than 65,000 children, youths, families and adults of all ages.

Rather, community benefit reflects all the ways we improve society beyond that service, ranging from offering free meeting space for external groups to providing public educational events and serving as sites for professional training.

Community benefit is the impact we have on people and communities beyond the clients, patients and residents we directly serve—not the neighbors we aid, but *their* neighbors and the communities in which they all live. Community benefit arises from our responsibility as charitable, tax-exempt organizations.

In 2015, Diakon’s community benefit—our “good *beyond* the good”—amounted to **\$20,367,723**.

# Overview of our Report

## How community benefit is calculated

Diakon strictly follows measures developed by the Catholic Health Association of the United States to calculate community benefit—the societal impact tax-exempt organizations have beyond direct service to people. These national measures are recognized as standards.

In cases in which measurement is difficult or there are no defined measures, Diakon has opted not to quantify that impact. Our annual community benefit figure is therefore conservative.

And unlike a number of similar organizations, we report—but do not quantify—volunteer hours because that time reflects the impact of those dedicated individuals, not the organization. This decision follows the national guidelines.

Calculating community benefit involves occasionally complex processes. As one example, our provision of free meeting space for community groups is reported in one category if the meeting is related to health care, but in a different category if the event benefits the overall community.

In addition, Diakon programs and senior living communities often serve as training sites for health-care professionals in concert with local educational institutions. We have included calculations to reflect use of our space and programmatic support to these community health educational efforts, but the figures are conservative.

Therefore, the full sense of Diakon's community impact is found both in the figures provided and the individual program reports.

### *Community impact outside health care*

Community benefit reporting is typically associated with hospitals and other forms of nonprofit health care. However, many Diakon programs have significant impact on the community outside traditional health care.



This report therefore incorporates two sections in addition to that on senior living services:

- ☞ Community benefit provided by programs within Diakon Child, Family & Community Ministries
- ☞ Overarching community impact beyond that provided by individual programs

Totals from all three categories constitute Diakon's community benefit figure.



I am always proud of Diakon’s dedicated and compassionate staff members.

I am also always proud of the difference those staff members make in the lives of people facing all sorts of challenges in life—of the “good” they do daily.

I am equally proud, though, of our community benefit—of the “good” we do beyond the “good” we specifically set out to do.

Making certain we benefit the overall community, in fact, is a responsibility we take quite seriously—and gladly accept. We know that, in light of our tax-exempt status as charitable organizations, we must play a vital and supportive role in all the communities in which we serve.

That responsibility entails improving the fabric of society as well as incorporating into our mission an intentional emphasis on bettering life for people with limited financial and other resources. Likewise, it means seeking new ways to address unmet needs.

Those emphases have been part of our mission since 1868, when the first of our two homes for children was established, and have remained with us as we continually seek innovative ways to serve society.

This report is just one aspect of social accountability. We meet a more-important responsibility as we refine programs and develop new ways to improve life in all the communities in which we serve.

Our goal is to have a lasting and significant impact not only on the neighbors we directly serve, but also, through community benefit, on *their* neighbors.

A handwritten signature in black ink that reads "Mark T. Pile". The signature is written in a cursive, slightly slanted style.

Mark T. Pile, MSHA, MSW  
President/CEO  
Diakon Lutheran Social Ministries  
Diakon Child, Family & Community Ministries

---

**In 2015, our quantified  
community benefit was  
\$20,367,723  
with extensive additional  
impact that, based on  
national guidelines, is  
not reported financially.**

---

# THE GOOD *Beyond* THE GOOD

**DIAKON** had a 2015 community benefit of \$20.36 million. That figure does not include extensive impact—such as volunteer hours, tuition assistance and funds raised for other community organizations by Diakon staff members on work-time—that cannot, based on national guidelines, be included in community-benefit calculations.

The 2015 community benefit compares to a 2014 figure of \$19.59 million.

Although capital spending and payroll cannot be designated as community benefit, the figures nevertheless reflect important aspects of Diakon's positive effect on the region. In 2015, Diakon spent \$17,518,676 on capital projects, improvements and property maintenance. Organizational payroll totaled \$66,373,748.

Individual reports on the following pages provide details for each senior living community or child and family program, including community-benefit activities not included in financial data.

## Diakon Lutheran Social Ministries (Senior Living Services)

Buffalo Valley Lutheran Village	\$ 3,488,569
Cumberland Crossings	\$ 825,645
Diakon Senior Living – Hagerstown	\$ 2,270,391
Frey Village	\$ 2,236,583
The Lutheran Home at Topton	\$ 2,880,557
Luther Crest	\$ 773,817
Manatawny Manor	\$ 1,876,880
Ohesson	\$ 1,506,982
Twining Village	\$ 484,175
Continuing Benevolent Care Promise	\$ 53,534
Veterans Assistance Program	\$ 1,478,053
<hr/>	
<i>Senior Living Total Community Benefit</i>	<i>\$17,875,186</i>

## Diakon Child, Family & Community Ministries

Adoption, foster care, and related services	\$ 332,311
Church & Community Services	\$ 33,232
Community-Based Senior Services	\$ 81,156
Diakon Family Life Services	\$ 647,605
Diakon Kathryn's Closet	\$ 878,315
Diakon Youth Services	\$ 322,537
Diakon Youth Scholarships	\$ 68,614
Lutheran Disaster Response	\$ 101,806
<hr/>	
<i>Child &amp; Family Total Community Benefit</i>	<i>\$ 2,465,576</i>

## Additional Community Benefit

Love of Thy Neighbor Fund (Ministry Support figure only; other "Neighbor" grants in program reports)	\$ 3,376
Community Benefit Reporting (for the prior-year report)	\$ 23,585
<hr/>	
<i>Total Additional Community Benefit</i>	<i>\$ 26,961</i>

## TOTAL DIAKON COMMUNITY BENEFIT:

**\$20,367,723**

## BUFFALO VALLEY LUTHERAN VILLAGE

### *A Diakon Senior Living Community*

189 East Tressler Boulevard  
Lewisburg, PA 17837  
(570) 524-2221

### **Total Community Benefit: \$3,488,569**

A Continuing Care Retirement Community in Lewisburg, Pennsylvania, **Buffalo Valley Lutheran Village** offers independent living accommodations, a personal care community and a modified-neighborhood-concept skilled nursing and rehabilitation center. The neighborhood concept enhances staff ability to provide patient-centered care, which allows residents to rise and go to bed, take meals and so on, based on individual preference.

Beyond efforts to meet the health-care needs of residents of the central Susquehanna Valley, Buffalo Valley serves as an active member of its community by providing free meeting space for a variety of community groups including the League of Women Voters, the Lewisburg Garden Club and Red Cross blood drives, as well as summer use of a bocce ball court by the local Special Olympics program.

In addition, the village remains a key partner with nearby Bucknell University's Institute for Lifelong Learning, which provides frequent

educational programs for area residents in The Village Common.

To advance health-care education, the village serves as a training site for nursing students from the Pennsylvania College of Technology in Williamsport and has been asked to serve as a 2016 clinical site for the Central Susquehanna LPN Career Center, Lewisburg. In addition, Diakon provided \$1,362 in 2015 tuition assistance to village staff members to advance careers within health care, a community-focused benefit. Based on national guidelines, tuition assistance is not included in community-impact figures.

Also not reported as community benefit are funds raised by Buffalo Valley staff members for such external organizations as the Lewisburg Relay for Life for the American Cancer Society.

### **Volunteers**

National guidelines do not permit volunteer hours to be included in community-benefit calculations. Nevertheless, volunteers play a pivotal role in enhancing life at Buffalo Valley Lutheran Village.

In 2015, some 50 volunteers contributed 2,559 hours of service to benefit life at the village.



*Buffalo Valley Lutheran Village staff members take part in a bake sale to support the local Relay for Life effort.*

## Buffalo Valley Lutheran Village Financial Impact & Community Benefit

### Health Professions Education

Student Internships in Clinical Settings      \$      820

### Subsidized Health Services

Personal Care Benevolent Support      \$ 269,542

Skilled Nursing Benevolent Support      \$ 3,217,483

### Cash & In-Kind Contributions

In-Kind Donations      \$      724

**TOTAL: \$ 3,488,569**



## CUMBERLAND CROSSINGS

### A Diakon Lutheran Senior Living Community

1 LONGSDORF WAY  
CARLISLE, PA 17015  
(717) 245-9941

**Total Community Benefit: \$825,645**

Located in historic Carlisle, Pennsylvania, home of Dickinson College and the U.S. Army War College, **Cumberland Crossings** is a Continuing Care Retirement Community offering cottage-homes, personal care accommodations, and skilled nursing and rehabilitation services.

Cumberland Crossings is an important member of its community, offering free meeting space to such groups as the local Alzheimer's Association, churches, the Carlisle Exchange Club and an area "newcomers group." The village also partners with external groups to present campus-based educational sessions available to members of the general community. In addition, Cumberland Crossings maintains a partnership with the Diakon Wilderness Center, which provides intergenerational opportunities for at-risk youths served by the center.

Cumberland Crossings makes its pool available to external participants in its Senior Fitness Connection program as well as, monthly, to the general community. The costs to provide that service externally exceed revenue from participants, resulting in community benefit. However, the amount is not included in community-impact calculations because the pool is an integral part

of amenities offered for village residents.

Diakon provided \$1,192 in Love of Thy Neighbor funding to a Cumberland Crossings staff member volunteering with an international nonprofit organization, a significant community benefit.

*Above: Area residents learn from a master gardener at a Buffalo Valley Lutheran Village educational program. Below: Cumberland Crossings staff members take part in a "wellness walk" to benefit the community's benevolent care fund.*



## Volunteers

Based on national guidelines, volunteer hours are not included in community-benefit calculations. However, both internal and external volunteers play a pivotal role in enhancing life at Cumberland Crossings. Among groups with which Cumberland Crossings has developed volunteer partnerships are Dickinson, Shipensburg and Messiah colleges, local high-school groups and the United Way.

In 2015, 63 volunteers provided nearly 2,150 hours of service within Cumberland Crossings.

## Cumberland Crossings Financial Impact & Community Benefit

### Subsidized Health Services

Personal Care Benevolent Support	\$ 124,012
Skilled Nursing Benevolent Support	\$ 700,294

### Cash & In-Kind Contributions

In-Kind Donations	\$ 1,339
-------------------	----------

**TOTAL: \$ 825,645**

## DIAKON SENIOR LIVING – HAGERSTOWN

THE RAVENWOOD CAMPUS | 1183 LUTHER DRIVE  
HAGERSTOWN, MD 21740

THE ROBINWOOD CAMPUS | 19800 TRANQUILITY CIRCLE  
HAGERSTOWN, MD 21742

(240) 420-4119

### Total Community Benefit: \$2,270,391

**Diakon Senior Living – Hagerstown** is a Continuing Care Retirement Community composed of two campuses, Ravenwood and Robinwood, that jointly offer skilled nursing and rehabilitative care, two assisted living communities, memory-support assisted living and a range of senior living cottage-homes. The Ravenwood campus also serves as the site for a Diakon Adult Day Services center, whose community impact is reported in a different section of this report.

In addition to meeting the health-care and related needs of older adults from Washington County and surrounding regions, Diakon Senior Living – Hagerstown serves as a member of its community by providing free meeting space for a variety of community groups,

including Washington County Health Department, CARES and AARP safe-driving classes.

Diakon Senior Living – Hagerstown also offers a monthly Smart Seniors educational series and space for SpiriTrust Lutheran Home Care & Hospice to provide educational sessions for residents of surrounding communities. In addition, Diakon Senior Living includes some 80 external residents in its Senior Fitness Club and serves as a clinical training site for nursing students from Hagerstown Community College.

While not calculated as part of community benefit, Diakon provided \$660 in 2015 tuition assistance to staff of Diakon Senior Living – Hagerstown to advance careers within health care.



Above: Grammy Award-winner Linda Davis greets residents at Diakon Senior Living – Hagerstown as part of a series of community-focused programs; right: Diakon Senior Living – Hagerstown residents hold a quilt show displaying their talents.

Also not reported in figures below are funds raised by staff members for organizations such as the Alzheimer’s Association. Further, Diakon provided \$763 in Love of Thy Neighbor funding to a Diakon Senior Living – Hagerstown staff member volunteering with an international non-profit organization, another way Diakon has community impact.

**Volunteers**

Based on national reporting guidelines, volunteer hours are not counted in community-benefit figures. However, both internal and external volunteers play a pivotal role in enhancing life on the two campuses of Diakon Senior Living – Hagerstown.

In 2015, nearly 50 external and internal volunteers contributed 4,017 hours of service to Diakon Senior Living – Hagerstown.

**Diakon Senior Living – Hagerstown  
Financial Impact & Community Benefit**

**Community Health Services**

Health Care Support Services \$ 3,741

**Health Professional Education**

Student Internships in Clinical Settings \$ 36,288

**Subsidized Health Services**

Assisted Living Benevolent Support \$ 769,697

Skilled Nursing Benevolent Support \$ 1,459,544

**Cash & In-Kind Contributions**

In-Kind Donations \$ 1,121

**TOTAL: \$ 2,270,391**



# FREY VILLAGE

## A Diakon Lutheran Senior Living Community

1020 NORTH UNION STREET  
MIDDLETOWN, PA 17057  
(717) 930-1200

**Total Community Benefit:  
\$2,236,583**

**Frey Village** is a Continuing Care Retirement Community in Middletown, Pennsylvania, close to Harrisburg, the state capital. The village offers senior living accommodations in an apartment tower, personal care services and skilled nursing and rehabilitative care. In addition, the village maintains the Phoenix Unit, a secure care center for those with Alzheimer's disease and related memory illnesses. In 2015, the village began construction of a specialized short-term rehabilitation unit.

Beyond directly meeting the region's health-care and rehabilitation needs, Frey Village provides free educational and clinical space to Harrisburg Area Community College for training of certified nursing assistants. In addition, the village offers a monthly support group for people caring for a loved one with Alzheimer's disease or similar memory-related illness.

While not reported in community benefit totals, Diakon provided \$7,942 in 2015 tuition assistance to Frey Village staff to advance careers within health care, which has an impact on the community.



*Frey Village staff members and residents hold a community-benefit yard sale.*

The village also supports various community organizations. In 2015, these activities included donation of recycling materials to the local Ronald McDonald House, collection of hats and mittens for a local organization, management of a food drive for a regional food bank, participation in local community-development events and the hosting of a community Easter egg hunt. These activities, however, are not included in calculated community benefit.

Further, Diakon provided \$991 in Love of Thy Neighbor funding to a Frey Village staff member volunteering with an international nonprofit organization, another way Diakon has community impact.

### Volunteers

Volunteer hours are not counted in community-benefit totals. However, both internal and external volunteers play a pivotal role in enhancing life at Frey Village. Volunteers develop and manage such important events as an annual Strawberry Festival.

In 2015, nearly 50 volunteers logged in excess of 1,060 hours of service to the village.

## Frey Village Financial Impact & Community Benefit

### Community Health Services

Support Groups \$ 332

### Subsidized Health Services

Personal Care Benevolent Support \$ 291,331

Skilled Nursing Benevolent Support \$ 1,943,871

### Cash & In-Kind Contributions

In-Kind Donations \$ 1,049

**TOTAL: \$ 2,236,583**

# THE LUTHERAN HOME AT TOPTON

## A Diakon Senior Living Community

ONE SOUTH HOME AVENUE  
TOPTON, PA 19562  
(610) 682-1400

### Total Community Benefit: \$2,880,557

Overlooking rolling countryside, **The Lutheran Home at Tipton** senior living community offers independent living accommodations, personal care, skilled nursing and rehabilitation services and multiple levels of memory-support care in both personal and nursing care.

Beyond providing free meeting space for community organizations including the Longswamp Township Historical Society and Diakon Adoption & Foster Care, The Lutheran Home at Tipton subsidizes the cost for housing the Brandywine Community Library within the campus' iconic Old Main building. The Lutheran Home at Tipton—which originated as the former Tipton Orphans Home—also hosts the Grace Lutheran congregation; because the congregation includes some members of the senior living community, the costs to provide space for it are not included in community-benefit totals.

In 2015, Tipton staff members raised funds for such external organizations as the American Heart Association; Girls on the Run; Friends, Inc.; the Tipton Food Bank; Relay for Life; and the senior living community's benevolent care fund, as well as made donations of food, blankets and cat litter to the regional SPCA.

The senior living community also provides free transportation, as well as access to activities, to residents of the nearby, separately



As part of The Lutheran Home at Tipton's community-benefit efforts, Old Main hosts the Brandywine library, here holding a preschool program.

incorporated Luther Meadows and Heilman House rental-assistance housing complexes. In addition, Tipton staff provides a support group on Alzheimer's disease and free meeting space for public health-related educational sessions.

Finally, Diakon provided \$5,825 in 2015 tuition assistance to staff members of The Lutheran Home at Tipton to advance their careers within health care, another benefit to the general community. National guidelines, however, do not allow that cost to be included in community-impact calculations.

### Volunteers

Both internal and external volunteers play a pivotal role in enhancing life within The Lutheran Home at Tipton and are a vital community asset.

In 2015, more than 100 people contributed 5,000-plus hours of service to residents of The Lutheran Home at Tipton. The dollar-value of that service, however, is not included in community-benefit figures.

## The Lutheran Home at Tipton Financial Impact & Community Benefit

### Community Health Services

Support Groups	\$	195
Health Care Support Services	\$	7,125

### Subsidized Health Services

Personal Care Benevolent Support	\$	573,905
Skilled Nursing Benevolent Support	\$	2,276,753

### Cash & In-Kind Contributions

In-Kind Donations	\$	22,579
-------------------	----	--------

**TOTAL: \$ 2,880,557**

# LUTHER CREST

## A Diakon Lutheran Senior Living Community

800 HAUSMAN ROAD  
ALLENTOWN, PA 18104  
(610) 398-8011

**Total Community Benefit:  
\$773,817**

Located in a suburban area of Allentown, Pennsylvania, **Luther Crest** is a Continuing Care Retirement Community offering several styles of independent living accommodations, personal care, memory-support personal care and skilled nursing and rehabilitation.

Beyond meeting the residential and health-care needs of older adults in the Lehigh Valley, Luther Crest is a valuable member of its community in consistently providing free space for meetings by numerous external groups including the local Rotary Club, a youth-mentoring group, sister Lutheran organizations, congregational groups, a garden club and local library book club.

In addition, Luther Crest provides a support group for family members and others caring for older adults with memory-related illnesses such as Alzheimer's disease. The senior living community also serves as an educational site for college and seminary students to gain experience in specific health-care professions including human services, pastoral care and clinical counseling.



*Diakon Senior Living Communities, including Luther Crest, hold annual special events to recognize veterans. Next page: Luther Crest hosts a “Breakfast with Santa” event for area residents.*

While not calculated as community benefit, Diakon provided \$3,032 in 2015 tuition assistance to staff members of Luther Crest to advance their careers within health care.

Also not reported in community-impact figures are contributions given by staff members, residents and families for various fundraising projects Luther Crest initiated or participated in—or the dollar-value of staff time spent in coordinating these activities. Among groups benefiting from these benevolent efforts were the Lehigh County Conference of Churches, the Northeastern Pennsylvania Synod of the Evangelical Lutheran Church in America, the Lehigh Presbytery, CROP Hunger Walk, foster children, the Diakon Wilderness Center, Sixth Street Shelter and the Allentown Ecumenical Food Bank.

### **Volunteers**

Based on national reporting guidelines, volunteer hours are not counted in community-benefit calculations. However, both internal and external volunteers play a pivotal role in enhancing life at Luther Crest. In 2015, approximately 150 volunteers contributed 6,340 hours of service to Luther Crest.

In addition, Luther Crest residents consistently volunteer with external groups including area congregations, after-school programs, local hospitals, musical groups, an environmental organization, a learning center for children with special needs and a soup kitchen.

## Luther Crest Financial Impact & Community Benefit

### Community Health Services

Support Groups \$ 623

### Health Professions Education

Student Internships in Clinical Settings \$ 10,401

### Subsidized Health Services

Personal Care Benevolent Support \$ 171,345

Skilled Nursing Benevolent Support \$ 591,083

### Cash & In-Kind Contributions

In-Kind Donations \$ 365

**TOTAL: \$ 773,817**



## MANATAWNY MANOR A Diakon Lutheran Senior Living Community

30 OLD SCHUYLKILL ROAD  
POTTSTOWN, PA 19465  
(610) 705-3700

### Total Community Benefit: \$1,876,880

Located in Pottstown, Pennsylvania, **Manatawny Manor** is a Continuing Care Retirement Community offering personal care accommodations, entrance-fee personal care and nursing and rehabilitation services along with specialized programming, in both nursing and personal care, for residents with Alzheimer's disease and similar memory-related illnesses.

Manatawny Manor has been a key provider of senior living health-care services in the Montgomery and Chester counties region for more than 40 years.

Beyond meeting the region's health-care and short-term rehabilitation needs, Manatawny Manor provides a long-term support group for families with a loved one with Alzheimer's disease. In addition, in

2015, Manatawny Manor began providing free meeting space for orientation sessions for families interested in child foster care and adoption.

### Volunteers

Based on national guidelines, volunteer hours are not calculated as part of community benefit. However, volunteers play a pivotal role in enhancing life at Manatawny Manor.

In 2015, 59 volunteers contributed more than 1,430 hours of service to Manatawny Manor. Volunteers from St. Matthew Lutheran Church in Chester Springs, for example, worked with residents to assemble health-related packages for the homeless and school kits for children served by Lutheran World Relief.

## Manatawny Manor Financial Impact & Community Benefit

### Community Health Services

Support Groups \$ 1,315

### Subsidized Health Services

Personal Care Benevolent Support \$ 291,462

Skilled Nursing Benevolent Support \$ 1,584,087

### Cash & In-Kind Contributions

In-Kind Donations \$ 16

**TOTAL: \$ 1,876,880**



*Below and above: Students from The Hill School take part in an intergenerational history-focused event at Manatawny Manor.*



# OHESSON

## A Diakon Lutheran Senior Living Community

276 GREEN AVENUE  
LEWISTOWN, PA 17044  
(717) 242-1416

### Total Community Benefit: \$1,506,982

Located south of State College, in Lewistown, Pennsylvania, **Ohesson** is a Continuing Care Retirement Community that offers nursing and rehabilitative care along with independent living accommodations in cottage-homes. In addition, Ohesson created one of the region's first secure memory-support skilled-care units and more recently developed a specialized care neighborhood offering inpatient, short-term rehabilitation.

Beyond directly meeting health-care and rehabilitation needs, Ohesson serves as a clinical training site in partnership with the Mifflin-Juniata Career and Technology Center and the Geisinger-Lewistown Hospital School of Nursing for students in certified nursing assistant, licensed practical nursing and registered nursing programs. In concert with Lewistown Home Health and Hospice: The Bridge, Ohesson also offers a monthly bereavement support group.

Further, Diakon provided \$1,200 in 2015 tuition assistance to Ohesson staff to advance careers within health care. However, that

amount is not included in community-benefit calculations.

### Volunteers

Based on national reporting guidelines, volunteer hours are not calculated as part of community benefit. However, both internal and external volunteers play an important role in enhancing life at Ohesson. In 2015, nearly 30 volunteers contributed 1,174 hours of service to Ohesson.

In addition, volunteer activities by Ohesson residents benefited the Mifflin County Library System, Mother Hubbard's Cupboard, Rescue Our Furry Friends and the Mifflin/Juniata Counties Relay for Life.

*Ohesson hosts a community-focused Easter egg hunt.*

## Ohesson Financial Impact & Community Benefit

### Community Health Services

Support Groups \$ 615

### Health Professions Education

Student Internships in Clinical Settings \$ 6,404

### Subsidized Health Services

Skilled Nursing Benevolent Support \$ 1,499,963

**TOTAL: \$ 1,506,982**



# TWINING VILLAGE

## A Diakon Lutheran Senior Living Community

280 MIDDLE HOLLAND ROAD  
HOLLAND, PA 18966  
(215) 322-6100

**Total Community Benefit:  
\$484,175**

**Twining Village** is located in historic Bucks County, Pennsylvania, not far from Philadelphia. The Continuing Care Retirement Community, which continues expansion and renovation work, offers independent living accommodations in cottage-homes and apartments, personal care services, and nursing and rehabilitative care.

Beyond meeting the residential and health-care needs of older adults from southeastern Pennsylvania, Twining Village serves as a vital member of its community, providing free or discounted meeting space to several area organizations including the Bucks County Women's Chorus and a regional business networking group. The village also hosts Red Cross blood drives twice a year.

In addition, the village works with the regional Alzheimer's Association to provide educational programming and support to family members caring for older adults with memory-related illnesses.



*Painting pumpkins at Twining Village's Fall Fest.*

## Twining Village Financial Impact & Community Benefit

### Subsidized Health Services

Personal Care Benevolent Support      \$ 483,500

### Cash & In-Kind Contributions

In-Kind Donations      \$      675

**TOTAL: \$ 484,175**

In 2015, Diakon provided \$3,012 in tuition assistance to Twining Village staff members to advance careers within health care, a benefit to the general community. That figure, however, is not included in community-impact calculations.

### Volunteers

Based on national guidelines, volunteer hours are not counted in community-benefit figures. Volunteers, however, play a vital role in enhancing life at Twining Village.

In 2015, more than 200 resident and community volunteers provided in excess of 25,000 hours of service to Twining Village.

## CONTINUING BENEVOLENT CARE PROMISE

**Total Community Benefit: \$53,534**

In 2005, Diakon Lutheran Social Ministries sold nine free-standing nursing and personal care/assisted living communities to another health-care provider. Diakon sold the communities because of the significant capital investments that would have been required to maintain nearly two-dozen senior living communities as leaders in their individual markets.

In alignment with our benevolent care promise never to discharge residents if, through no fault of their own, they can no longer afford their care or service, Diakon pledged to subsidize personal care services for then-current residents who needed that support.

In 2015, Diakon provided \$53,534 in support of that promise.



## VETERANS ASSISTANCE PROGRAM

**Total Community Benefit: \$1,478,053**

Diakon's Veterans Assistance Program helps veterans and their spouses served by Diakon senior living communities and programs to obtain VA benefits for which they are eligible. The program also offers educational consultation on those benefits.

In 2015, the Veterans Assistance Program helped Diakon residents and clients to access benefits totaling \$1,828,603. Most often used to pay those residents' cost of care, these funds reduced the need for Diakon subsidy, resulting in an overall community impact of \$1,477,640, a calculation based on average monthly subsidy savings and costs to provide the assistance. The noted reduction in subsidy can allow Diakon to help additional people.

In addition, the Veterans Assistance Program occasionally provides external education on how veterans and their spouses can access eligible benefits. That consultation in 2015, provided free to other nonprofit organizations, resulted in additional community benefit of \$413.

*Diakon provides extensive assistance to military veterans in securing benefits to which they are entitled. The organization also regularly recognizes veterans for their service. Here, Frey Village resident and military veteran Sam Reed prepares to speak at a Veterans Day program.*

# Diakon Child, Family & Community Ministries

\$2,465,576

The national reporting guidelines for community benefit focus on hospitals and medical centers, with a supplemental set of standards for long-term care/Continuing Care Retirement Communities such as those operated by Diakon Lutheran Social Ministries.

However, Diakon Lutheran Social Ministries' sister organization, **Diakon Child, Family & Community Ministries**, has additional, significant impact on multiple regions of Pennsylvania and Maryland through services for children, youths, families and the community.

In fact, Diakon provided **\$1,943,454** in 2015 subsidy to support its community-based programs for children, youths and adults of all ages, including foster care and adoption, behavioral health care and programs for at-risk youths. In addition to this organizational subsidy, those programs had further quantifiable community impact, described on the next several pages.

Diakon provided **\$4,095** in 2015 tuition assistance to staff members of Diakon Family Life Services and Diakon Youth Services to advance careers within these service fields, another benefit to society. Based on national guidelines, this figure is not included in community-benefit totals.

*Clockwise from top: A Diakon Community Services volunteer delivers meals on wheels, Diakon Adoption & Foster Care brings permanence to the life of a young child and Diakon Youth Services participants clean up city streets.*





## COMMUNITY-BASED SENIOR SERVICES

**Total Community Benefit: \$81,156**

In Schuylkill County, Pennsylvania, **Diakon Community Services** operates numerous programs under contract with the Schuylkill County Office of Senior Services with funding from the state Department of Aging—senior community centers, Meals on Wheels, PrimeTime Health and APPRISE. In addition, Diakon Community Services expanded to Pike County in 2015, having been contracted by the county Office on Aging to manage the APPRISE program in that northeastern Pennsylvania county.

Regional programs also include Diakon Living & Learning After 50—which offers a range of educational, cultural and activities-related events for older adults—and Diakon Volunteers Serving Seniors. To make certain these programs reach as many individuals as possible—particularly people with low and moderate incomes—Diakon provided a 2015 subsidy of \$57,338.

As part of its extensive impact on the region, Diakon Community Services offered free meeting space to various community groups. Related costs, however, are not calculated within Diakon's community benefit because the local leases are paid by Schuylkill County.

However, Diakon Community Services underwrote participation

## DIAKON ADOPTION & FOSTER CARE

**Total Community Benefit: \$332,311**

**Diakon Adoption & Foster Care** matches children and youths with foster and adoptive families. While public adoptions in Pennsylvania are funded by the Statewide Adoption & Permanency Network (which Diakon administers for the Commonwealth), Diakon subsidizes its adoption, foster care and pregnancy programs to ensure its recruitment efforts and supportive services help as many children, youths and families as possible. The 2015 subsidy totaled \$330,990.

Program staff members create multiple external activities beyond daily work assignments to generate awareness of the pressing need for loving foster and adoptive families for children and youths. Conservatively, these activities generated additional community impact of more than \$750.

In addition, an adoption and foster care staff member received \$571 in Diakon Love of Thy Neighbor funding to support her volunteer service trip with a nonprofit organization serving an economically devastated city in the Midwest.

## CHURCH & COMMUNITY SERVICES

**Total Community Benefit: \$33,232**

At one time part of the former Diakon Family Life Services – Northeastern Pennsylvania, these congregationally focused services included pastoral care team ministries and consultations. While these services were phased into the operations of participating congregations early in the year, Diakon provided a 2015 subsidy of \$33,232 during this transitional period.

in a community health expo for four local nonprofit organizations, a community benefit of \$600.

**Diakon Adult Day Services** operates centers on the Ravenwood Campus of Diakon Senior Living – Hagerstown, Maryland, and at Manatawny Manor, Pottstown, Pennsylvania. To enable as much service as possible to lower-income clients, Diakon subsidized operations at the Pottstown center by \$10,567.

Adult day services leadership provided health-related education to external professionals, resulting in a community benefit of \$81. In addition, Hagerstown site staff members supervised nursing students receiving clinical education at the center; the adult day center also served as an educational and clinical site for a regional geriatric adult interdisciplinary team project. Those two activities generated community benefit of \$12,570.

### **Volunteers**

Based on national guidelines, volunteer hours are not calculated in community benefit. However, volunteers play a key role in the provision of community-based senior services.

In 2015, more than 600 volunteers contributed nearly 18,000 hours of service through Diakon Community Services, Diakon Volunteers Serving Seniors and Diakon Adult Day Services.

## **DIAKON FAMILY LIFE SERVICES**

### **Total Community Benefit: \$647,605**

To provide counseling and behavioral health-care services to children, families and adult individuals, particularly those with limited incomes, Diakon subsidized its **Diakon Family Life Services** counseling centers in the amount of \$642,610.

Approximately 70% of the people served by Diakon Family Life Services in 2015 had incomes at or below the poverty level and would not have received assistance in facing challenges or crises in life without this subsidy.

In addition, the program provided free support groups for parents of children in the Specialized In-Home Treatment program in both the Capital and Upper Susquehanna regions, as well as free meeting space for a self-empowering addictions-recovery support group in the Capital region. Calculated community benefit for these activities was \$4,995.

## **DIAKON KATHRYN'S KLOSET**

### **Total Community Benefit: \$878,315**

**Diakon Kathryn's Kloset** partnered with various corporations to receive and store donations of cleaning, personal care and other products. The warehouse ministry then made those products available, for a small handling fee, to other nonprofit organizations to distribute to people in need in their communities, free of charge to the end-recipient. For several reasons including the closures of a regional partner's manufacturing and distribution centers and national changes in corporate distribution practices, the Baltimore-based program closed in early 2016.

In 2015, the program distributed \$600,000 worth of products. Subtracting the handling fee of \$101,380 yields a community impact of \$498,620, in addition to the \$379,695 subsidy Diakon provided to operate the program, for a total community impact of \$878,315.



## GIRLS ON THE RUN

**Girls on the Run®** is a physical activity-based youth-development program for girls in third through eighth grades. The program teaches life skills through interactive lessons and running games, culminating with the girls being physically and emotionally prepared to complete a celebratory 5k running event. The goal of the program is to unleash confidence through accomplishment while establishing a lifetime appreciation for health and fitness.

Any subsidy for operation of the Diakon-sponsored Girls on the Run – Lehigh Valley is included in the amount noted for Diakon Adoption & Foster Care. That funding, along with donations and extensive grants, allows the program to offer greatly reduced fees to students who come from families with modest incomes.

Beyond its direct impact on the 558 girls served in 2015, the Lehigh Valley program had significant community benefit, although it cannot be included in calculations. Some 675 “running buddies” and other volunteers supported the program’s two 5K celebratory events, in which more than 150 volunteer coaches participated.

In addition, participants at each of the 33 Girls on the Run program sites in Lehigh and Northampton counties completed community-benefit projects including writing thank-you letters to people in the military, collecting items for care packages and undertaking fundraising efforts—including selling lemonade and baked goods—to purchase items for children undergoing cancer treatment as well as supplies for a local animal shelter. The students also wrote cards for children with cancer—and created a blanket for a fellow student who has been battling the disease for five years.



# DIAKON YOUTH SERVICES

Total Community Benefit: \$322,537

**Diakon Youth Services** provides a range of programs for at-risk youths and young adults, primarily through the Diakon Wilderness Center near Boiling Springs and offices in Lancaster and Media, all in Pennsylvania.

Serving teens and young adults referred by county juvenile probation and adult probation departments and children and youth services, Diakon Youth Services offers:

- Day treatment
- Weekday support, intervention and accountability services
- The Weekend Alternative Program
- The Flight Program, in which young adults participate voluntarily
- Youthful Offenders Program
- Weekend Drug Court for Youthful Offenders
- The Diakon Wilderness Greenhouse & Native Plant Nursery, one of three vocational emphases at the Diakon Wilderness Center.

While these services are designed to be funded through county-based referrals, tight reimbursement levels as well as the costs of maintaining the unique Diakon Wilderness Center require significant subsidy. In 2015, that Diakon funding amounted to \$318,602.

Because of successful fundraising and other efforts, the Flight Program required only a small portion of the 2015 subsidy but continued to have a nearly incalculable impact on young lives. The program often serves as a “last chance” for young adults who have aged out of traditional county-funded services but still need guidance and support to remain successful at home, in school and at work. Evidence of the



program’s impact is the number of Flight participants employed or attending college, typically 100%.

The Diakon Youth Services subsidy also helps to cover provision, along with modest cost to participant groups, of wilderness challenge-based team-building programs for a range of community organizations including Carlisle High School’s alternative education and Herd 100 programs, Boy Scouts, Wilson and Dickinson colleges and additional high school and sports programs. In 2015, the center also hosted three week-long sessions of an outdoor- and art-education camp in concert with the Carlisle Arts Learning Center. In all, approximately 2,500 community residents and students benefited from this externally focused program.

In addition, the Diakon Wilderness Greenhouse provided opportunity in 2015 for an internship for a college student. The value of that community impact was \$3,024. Further, the greenhouse donated plants to other nonprofit organizations for use in their fundraising activities, yielding a community benefit of \$911.



## Volunteers

While their hours cannot be calculated in community-benefit totals, volunteers play a pivotal role in Diakon Youth Services, both internally and externally.

More than 160 volunteers from various community organizations, businesses and colleges contributed 1,202 hours of service in 2015 to support Diakon Youth Services.

In addition, students in Diakon Youth Services, including the Flight Program, take part in extensive community-service activities as part of their mentoring and educational process.

Last year, those youths gave more than 5,000 hours of service to such community organizations as the Aston Community Center, W.H. McIntyre Never Forget Foundation, Darby Borough “clean-up-the-streets” program, the Humane League of Lancaster, several urban churches, the Greenbelt Trail Harrisburg, the Capital Area Therapeutic Riding Association, Adopt-a-Highway program, the Spanish American Civic Association of Lancaster, YMCA of Lancaster, Ride Ataxia, Family House in Pittsburgh, the Appalachian Trail Society and Freedom Global Outreach in Haiti.



## DIAKON YOUTH SCHOLARSHIPS

**Total Community Benefit: \$68,614**

Diakon offers academic scholarships to current and former participants of any Diakon Child, Family & Community Ministries program including youth services, adoption and foster care, and family life counseling services.

Funds are provided through either the Charles Merritt Singer or Emma Myers Duttera memorial scholarships, intended to assist students in Diakon’s two 1800s-era orphanages gain educational advantages. In 2009, the two scholarships were combined into the youth services fund.

Focused on helping young people become productive, contributing members of society, the scholarships assist with higher-education or trade-school tuition, books and related costs.

In 2015, Diakon awarded 24 scholarships, totaling \$68,614 in community impact.

## LUTHERAN DISASTER RESPONSE

**Total Community Benefit: \$101,806**

Diakon serves as a partner with the national Lutheran Disaster Response organization and is the primary Lutheran church-affiliated organization for disaster response in the Delaware-Maryland, Lower Susquehanna and Upper Susquehanna synods of the Evangelical Lutheran Church in America.

Diakon also responds as needed within the Northeastern Pennsylvania, Southeastern Pennsylvania and Allegheny synods, as determined by the Lutheran social ministry organizations assigned primary responsibility for those regions.

In addition to national and church grants provided during disaster response, Diakon provided \$101,806 in 2015 subsidy to support this effort—which had significant community impact as Diakon continued extensive work, along with national and regional church and other partners, to finalize rebuilding and renovation efforts in Crisfield, Maryland. The community was devastated by Hurricane Sandy in October 2012. In mid-2015, the partners celebrated the conclusion of their successful and long-term response to the storm-caused damage.



*Debbie Mooney, far right, with, left to right, a leader with the Young Life program and two other camp workers in Nicaragua, Maya and Paula.*

## DIAKON LOVE OF THY NEIGHBOR FUND HAS IMPACT AROUND THE WORLD

For more than 25 years, Debbie Mooney has been devoting significant portions of her vacation time to do mission work in the United States and other regions of the globe.

Some of the projects with which she has assisted include constructing homes for Habitat for Humanity, rebuilding Jamaican communities after a hurricane nearly destroyed them and working at an orphanage in Zimbabwe in the midst of the HIV/AIDS crisis there.

“It’s just something I’ve always had a desire to do,” says Mooney, an LPN in the assisted living community on the Robinwood Campus of Diakon Senior Living – Hagerstown. “I have skills and abilities and believe I have a responsibility to share them.”

In mid-2015, she volunteered in Nicaragua, aiding in preparation for the opening of a camp operated by Young Life, an international youth ministry. She served in the camp’s health clinic, providing first aid as needed to the youths involved in readying the camp.

“The camp is about a six-hour bus ride from Managua,” Mooney says. “It’s a very poor area. There are no luxuries such as warm running water. But it gets kids out of the city and into the mountains for the summer. It gives them a chance to get off the streets, experience the outdoors and share the gospel.”

Mooney credits Diakon’s Love of Thy Neighbor fund with helping her to make the trip. The grant she received went toward her food and other expenses, although Mooney paid for the travel herself. In

addition to funding, the program provides additional paid time off for approved trips and projects.

“Diakon is really committed to helping its employees serve others,” says Mooney. “The financial assistance provided through Love of Thy Neighbor makes it easier for employees to do more.”

In her two weeks of “doing more” for the campers in Nicaragua, she adds, she worked side-by-side with people from around the world. “There was a Korean next to a French person next to a Spanish person, all working toward a common goal. And even though we didn’t speak the same language, it was a fabulous experience.”

While Mooney had considered becoming a medical missionary early in her nursing career, her focus today is on geriatrics—and traveling the world when possible to assist others.

The trips, she notes, are “not vacations, believe me. There’s a lot of work involved, but it helps me to keep things in perspective. So many people around the world have less than we do and yet they manage to do a lot more with it.”

She advocates that people take similar public service-focused trips at least once in a lifetime. The effort “promotes understanding and helps you to see that we really live in a blessed country—and that we have to look out for each other.”

# Additional Community Benefit

\$26,961

*Diakon had additional impact on the community through several other efforts and programs.*

## RENTAL-ASSISTANCE HOUSING

Diakon manages four rental-assistance (HUD Section 8) housing complexes in Topton and Scranton, Pennsylvania, and Frostburg, Maryland. While their volunteer efforts cannot be included in community-impact calculations, residents and staff members of the apartment buildings support various community groups through a range of fundraising and other community-focused activities.

At Frostburg Heights, as just one example, apartment residents and members of the local community meet every Monday to crochet afghans and lap-robies for a local cancer center. In addition, Heights residents twice a year conduct fund and clothing drives for Diakon's Flight Program; the residents also collect food and items for a local food pantry and animal shelter.

In addition, residents of the two rental-assistance communities at The Lutheran Home at Topton volunteer for Meals on Wheels. Residents of all the communities, including Lutherwood near Scranton, volunteer individually for a variety of community groups and internal programs.



*Residents and staff of Frostburg Heights collect items for a regional animal shelter. Pictured are Karl Brubaker of the shelter and Cindi McCutcheon of the Frostburg Heights staff.*

## LOVE OF THY NEIGHBOR FUND

**Total Community Benefit: \$3,376**

Five staff members from three Diakon senior living communities, the adoption and foster care program and Ministry Support received Diakon funding to enable them to serve briefly with other nonprofit organizations, often internationally.

Four of these grants are included in the community-impact figures for the senior living communities and Diakon Adoption & Foster Care; the fifth grant was provided to a staff member from Diakon Ministry Support, who participated in a medical-related trip to South America.

The amount of that fifth grant, counted as community impact, was \$3,376.

## COMMUNITY BENEFIT REPORTING

**Total Community Benefit: \$23,585**

National community-benefit guidelines allow organizations to report the costs of their community impact programs and reports. In 2015, Diakon spent \$23,585 to produce and distribute its community benefit report inclusive of staff time, printing, distribution and website-related costs.

*If you have questions or comments about our community benefit report  
—or would like additional copies—please contact:*

## **DIAKON**

Office of Corporate Communications & Public Relations  
1022 North Union Street  
Middletown, PA 17057-2158

Administrative & Ministry Support Office  
798 Hausman Road, Suite 300  
Allentown, PA 18104-9108

Financial Services & Ministry Support Office  
1022 North Union Street  
Middletown, PA 17057-2158

Email: [info@diakon.org](mailto:info@diakon.org)

1-877-DIAKON-7 • (1-877-342-5667)

### **Diakon's Mission:**

In response to God's love in Jesus Christ, Diakon will demonstrate God's command to love the neighbor through acts of service.

Diakon is a 501(c)(3) tax-exempt charitable organization.

All contributions are tax-deductible to the extent permitted by law. Diakon does not discriminate in admissions, the provision of services or referrals of clients on the basis of race, color, creed, religion, sex, national origin, sexual orientation, age, marital status, veteran status, disability or any other classes protected by law.



## 2015 COMMUNITY BENEFIT REPORT

THE  
GOOD  
*Beyond*  
THE  
GOOD



[WWW.DIAKON.ORG](http://WWW.DIAKON.ORG)