

Eventidings

WINTER 2018



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MUSIC THERAPY: A POWERFUL TOOL

When Danielle Steffes was a little girl, she dreamed of becoming a famous singer. As she grew older, her vision of fame faded, but her love of music remained. When she was in middle school she played the clarinet in band and sang with the choir, but music was nothing more than something she loved to do. Danielle didn't think it would be anything more than a hobby until one day when she was in high school at a carnival for kids with special needs, hosted by her Girl Scout troop. As she and a little boy worked their way through all of the activities, she found it challenging to get him to engage in anything, until they finally made their way to a music therapy session.

“He sat there the whole time and followed all of the directions. I couldn't believe it!” remembers Danielle. “I saw how impactful it was and how quickly it worked, and in that moment I knew what I wanted to do with my life.”



DANIELLE STEFFES,
MUSIC THERAPIST

Article continued on page 3.



A message from our President

Season's Greetings from the Eventide family!

The end of the year is always a time of formal and informal reflection for all of us at Eventide. The last year has certainly provided for yet another memorable year for our organization and the more than 1,200 people who call Eventide home.

If we had to sum up our collective work over the past year in a few words it would be people and technology. Everything truly begins with the people of an organization and at Eventide we place a great deal of value on our culture, both in the sense of thriving communities for our residents and a place of employment. We take our mission of empowering older adults to thrive very seriously. With knowledge gained from satisfaction surveys, we are always striving to provide the best care, culinary experiences, and activities. We're proud to offer specialty services like music therapy which brings joyful and soothing moments to residents with dementia. We continue to provide quality care for older adults at any stage of their lives, be it independent living, assisted living, memory care, skilled nursing care, or hospice.

While our communities are an inviting place to live, we believe it should also be an inviting place for employees to work. We continue to work with our growing team of over 1,400 committed staff members on ways we can better support them in their work of caring for our residents. We have culture teams on each campus who are working on engaging ways to advance communication, education, and team building, to name a few efforts. These groups are also committed to identifying ways in which each of our campuses connect with our communities at large through our work with United Way, Emergency Food Pantry, Rotary, and activities such as Earth day clean up and more. Empowering our communities to thrive is part of our mission and in addition to volunteer work, we're pleased that during the 2017-18 fiscal year, Eventide provided a total charitable benefit to our communities of \$1,311,143 or about 1.6% of total revenue through cost of care write-offs and donations.

We also believe in a commitment to good stewardship at Eventide. With the changing landscape of healthcare and the changes in occupancy over the last year we work with our campus leaders to better respond to changing market conditions and operations. This work allow us to not only stay fiscally sound through the year but also positioned us as an organization to be better steward of our resources for the future.

In addition to our people, 2018 saw an increased investment in technology. The largest project being a move to a new human resource management software system that will better serve our staff through enhancements such as access on their mobile devices, better communication, easy scheduling, and benefit information at their fingertips. Additionally, thanks to the Eventide Foundation's Annual Wine Tasting and Auction, we were able to receive more than \$40,000 to replace and enhance our existing message boards located in all of our communities. They are extremely helpful for communicating schedules around activities, dining, special events, and other specific information to residents, family, and staff. We look to begin the installations after the first of the year. A heartfelt thank you to all who attended and/or sponsored our event in October to make this possible.

Finally, we are pleased to report that the corporate office team has recently moved into the new Block E building on the corner of 8th Street and Main Avenue in downtown Moorhead. This move was prompted by our organizational growth and the desire to build equity vs. continuing to rent office space. The opportunity for us to own our own space and be part of project that is a catalyst for reinvigorating downtown Moorhead has proved to be a win for all involved. It goes without saying that we are already anxiously awaiting March 1st as that is when the iconic Moorhead Dairy Queen across the street will open!

In closing, we are grateful for the opportunity to serve our residents and communities and we look forward to the year ahead and our continued promise to live our mission of "empowering older adults and communities to thrive." These are powerful words that everyone at Eventide takes to heart in daily work and we are so fortunate to have the team we do throughout the Eventide organization.

On behalf of the Eventide family, I want to wish everyone a Merry Christmas and Blessed New Year.

Warmest Regards,

Jon Riewer, President & CEO



After high school, Danielle attended the University of North Dakota for the music therapy program. After an internship in Arizona, she returned to her hometown of Fargo and started working for Eventide Senior Living Communities. Danielle shares her time between three of the Eventide campuses – Eventide Fargo, Eventide on Eighth in Moorhead, and Eventide Sheyenne Crossings in West Fargo.

Danielle is Eventide’s first full-time music therapist, but music therapy has been a part of long term care for many years, although not quite as formally. Music therapy was started after World War II. The soldiers were coming home and experiencing long hospital stays. The nurses and other staff knew they had to get them engaged so they brought in music.

“Soldiers coming home from war have a lot going on and a musician just doesn’t have that training to be able to help them move some of the things they are going

through,” explained Danielle.

A college curriculum was created in the late 1940s and after the profession was established soon after. Music therapy was applicable for not just veterans, but the elderly, people with disabilities, people in hospital settings, children, and more.

“Right now, the demand for music therapists is in the long term care setting,” says Danielle. “We have more and more people reaching retirement age every year and the demand will continue to grow.”

Music therapy is especially impactful for residents with cognitive difficulties.

“It has to do with how music is processed in our brain,” explains Danielle. “Our bodies are just inherently musical. We have a heartbeat, we have our breath rate, we have our circadian rhythm of when we sleep in when we wake. All of these are our inherent rhythm and our inherent music.”

Music is processed in every area of the brain, so even if a brain has been injured, but even if some of those areas aren’t working the way they used to, the areas that are still working are processing music.

Danielle uses music to tap into the parts of the brain that can still remember. A resident at Eventide on Eighth is a perfect example. Bob has a traumatic brain injury and doesn’t engage much. It is sometimes difficult for him to be prompted to do things, but when Danielle begins to play his favorite songs by Johnny Cash and George Jones, his eyes instantly light up. She will pause when singing the lyrics and he will finish the phrase.

These are the moments of memory and joy that Danielle and her music bring forth.

“Working in long term care, we can’t always change someone’s situation, but we can give them moments of joy and I think that is really important.”

OUR MISSION

To advance compassionate care and service excellence, empowering older adults, families and communities to thrive.

OUR VISION

To be the premier care partner through collaborative and innovative solutions.

OUR CORE VALUES

Christian-inspired values empower our team members to live Eventide's mission through dedicated service, warm hospitality, compassionate performance and meaningful relationships.

ICARE

INTEGRITY

We accept the great responsibility of providing the best care for our residents at all times.

COMPASSION

We treat each person with kindness, sensitivity and understanding.

ACCOUNTABILITY

We promise to fulfill our mission by using good stewardship of our time, talents and resources.

RESPECT

We recognize and honor the dignity of each resident, family and team member.

EXCELLENCE

We strive to continually improve all that we do, individually and collectively.

Growing our mission

Season's Greetings!

THANK YOU for helping to meet the mission of Eventide, empowering older adults to thrive, by your donations to the foundation. Your gifts allow us to purchase new equipment, add programming, offer special musical performances and so much more. YOUR thoughtfulness and generosity make every day a good day. Days full of opportunities to participate in various activities and special events. Our residents are thriving, living a full life, thanks to YOU!

Our annual Benefit Auction and Wine Tasting Event was held on Friday, Oct. 26. Thanks to the generosity of our community and those who attended, we raised \$57,000. The funds will provide new digital signage for our campuses. The TV monitors will communicate the daily events, menu and special programming for our residents. An interactive kiosk will be purchased to assist family and guests easily find their destination within the campus.

Eventide Jamestown held their annual Sharing the Holiday Event on Nov. 28. The afternoon offered a guest appearance by Santa Claus, special music by the Jamestown High School choir, hot cider, and cookies. Sharing the Holiday is made possible by generous donors from the community who sponsor Christmas Trees which are decorated and donated to families who otherwise would not have one for the holiday season.

Thank you for your past donations to the Eventide Foundation. Every gift is appreciated and allows us to Grow our Mission! YOU do make a difference in the lives of our residents!

Wishing you a joyous holiday season and a new year filled with peace and happiness.

Sincerely,

Trudy Latozke
Executive Director of Foundation

218-291-2287 | trudy.latozke@eventide.org



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- West Acres
- Wild Bill's Sports Saloon
- YMCA of Cass and Clay Counties

Thank you!

thank you *donors*



GIFTS IMPACT THE LIVES OF OUR RESIDENTS

At Eventide, we empower our residents to Grow Bolder, each and every day. The Eventide Foundation supports the Grow Bolder initiative by providing new exercise equipment and offering activities and experiences. Please contact **Trudy at 218-291-2287 or trudy.latozke@eventide.org** if you have questions about the best ways to establish your donation. Thank you for your consideration.

MULTIPLE WAYS TO GIVE YOUR GIFT

- Gifts of cash or credit
- Naming Eventide in your will
- Naming Eventide as a beneficiary in a life insurance policy
- Other property/assets/real estate
- Memorials
- Donate online at eventide.org/support



REMINDER: 40% TAX CREDIT

ND taxpayers, call Trudy to learn about the 40% tax credit available to you. All gifts to the Eventide Foundation offer a great tax advantage.

A WONDERFUL WAY TO HELP FURTHER OUR MISSION

Through an IRA charitable distribution, you can make a gift to the Eventide Foundation.

If you are over the age of 70 1/2, you can make a meaningful impact mutually benefitting our organization and yourself.

By properly directing part or all of your Required Minimum Distribution from your IRA to the Eventide Foundation, an IRS eligible charity, your distribution will not be taxed as income to you.

For more information contact The Eventide Foundation office at (218) 291-2287 or email Trudy.latozke@eventide.org



announcing

STREED COMMONS

Eventide on Eighth is excited to announce a new addition to the campus. The new space will be called Streed Commons, in honor of Chaplain Stephen Streed, who has faithfully served the Eventide residents for the past 29 years. Streed Commons will be a warm, welcoming area close to the south entrance.

The new space will offer:

- Connection between the Linden Tree apartments and the chapel, for easier access to our spiritual offerings.
- Reduction in excess traffic for residents dining in the care center dining room.
- Chaplain office to offer private conversations/counseling.
- Coffee corner that welcomes family/visitors to sit, relax and socialize.
- Funeral gathering space for families of those that have passed.
- Construction is slated to begin this spring.

If you would like to honor Chaplain Streed, a Capital Campaign has been established to assist in funding this inspiring space. There are various levels of giving, contact Trudy Latozke, Executive Director of Foundation for more information: 218-291-2287 or Trudy.latozke@eventide.org.



CHAPLAIN STEPHEN STREED



CONSTRUCTION RENDERING OF STREED COMMONS



801 Main Ave, Suite A
Moorhead, MN 56560

Thank you

for sharing our mission. Donate anytime! eventide.org/supporteventide

Save the date



Sign up for an email reminder to donate at givingheartsday.org #CountMe

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Moorhead, MN | 218-233-7508

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