

ANNUAL REPORT 2024



THE
BETHANY
GROUP

PREPARED BY THE BETHANY GROUP

PARKLAND 
FOUNDATION



A MESSAGE FROM THE BOARD CHAIR

It gives me great pleasure to share our 2024 annual report to the community. On behalf of the Board of the Parkland Foundation we are very thankful to have had the opportunity to serve our residents and their families! Our seniors are the foundation that we were built upon and deserve to be well taken care of!!

We have once again been very grateful that our occupancy rates have remained steady, and it goes without saying that this means our residents are happy in their surroundings! It is our goal to have folks enjoy their surroundings and this means that many of our maintenance project mandates have been completed! We are thankful as well for the capital funding received from the AB Government which funds these projects and makes them possible.

As a board our composition is made up of appointed elected officials from Bowden, Delburne, Elnora, Innisfail, Penhold and Red Deer County. We have remained quite continuous in our board representation over the years, which has been good for us as we finish projects and set new goals!

Our staff are committed to ensuring the care and happiness of our seniors and I would like to take this opportunity to thank everyone for their ongoing efforts to ensure our seniors are well cared for! Positive attitudes and smiles go a long way!!

To my fellow board members, I would like to personally thank you for your efforts and dedication to our board and the seniors and families that we serve within our communities!! To the team at Bethany, I would like to thank you all for another year and such a positive working relationship!

It has been my honor to continue to serve as Board Chair for the Parkland Foundation and represent the communities within our mandate. First and foremost, we remain committed to serving our vulnerable seniors and their families.

CONNIE HUELSMAN

BOARD CHAIR
PARKLAND FOUNDATION

2024 BOARD OF DIRECTORS

CONNIE HUELSMAN – CHAIR
SANDY GAMBLE – VICE CHAIR
DALE DUNHAM
KEN DENSON
TIM WILSON
JUL BISSELL

A MESSAGE FROM THE CAO

It is wonderful to see our lodge marketing strategies supporting the continued interest from residents to make their home at Autumn Grove throughout 2024. An organization-wide group of lodge managers and administrative staff have been working together and sharing creative strategies for helping the public to understand the services provided in a lodge setting and the benefits of lodge living. It has been great to see such collaboration and innovative thinking to demonstrate how our seniors' lodges support the community.

Board members and administration were pleased to participate in the provincial lodge program review engagement session to identify areas within the provincial lodge program that require a different approach in order to meet the changing needs of clients accessing this service. The provincial Lodge Program Review Committee prepared a report with a number of recommendations for the Minister. We look forward to the release of this report to assist us in planning for future direction.

The new Continuing Care Act came into effect April 1, 2024 and for our lodges, this meant a change in the areas of compliance monitoring and accommodation licensing renewals. It has taken a number of months to sort out these changes with the ministry staff but we are seeing resolution and receiving our renewed licenses as well as responding positively to changes to compliance monitoring with successful audits.

We have also been able to participate at a number of provincial tables discussing lodge, housing and continuing care system changes and advocating for areas that require further consideration.

In terms of workplace culture and employee support, a number of opportunities presented themselves over the past year...we were able to include lodge employees with our continuing care teams in a Wellness Conference that was funded through an Alberta Health grant; we initiated a workplace culture program that we call mYsoul@work that teaches staff about the importance of emotional intelligence, how to bring spirit to the workplace, why they matter and how they make a difference as well as how to bring your best self to work.

I would like to take this opportunity to thank our staff for their ongoing work and dedication to make the lodges a warm and inviting home for the residents that we serve.

I would also send my thanks to the many residents and families who put their trust in us all to provide quality housing that includes lodge services such as housekeeping, enticing meals and enjoyable activities. The Lodge program allows residents to participate in the life of the lodge as much as they choose while enabling them to continue to participate in the external community as they like. We are also pleased to be able to provide quality, affordable housing for seniors in the Parkland service area.

The Bethany Group is proud to provide the administrative function for Parkland Foundation and we thank the Parkland Foundation Board for their ongoing support of Administration for Autumn Grove Lodge in Innisfail and Seniors Self-Contained and community housing in Innisfail, Bowden, Penhold, Delburne and Elnora.

Respectfully,

CARLA BECK

CEO, THE BETHANY GROUP
CAO, PARKLAND FOUNDATION

BUSINESS PLAN 2023-2025

YEAR THREE ACCOMPLISHMENTS

OUTCOME # 1 INVESTING NOW AND IN THE FUTURE

Parkland Foundation is happy to report that they have been very successful in receiving funding for repairs for the Seniors Self Contained apartment program over the three years of this planning cycle.

Work on eleven suite renovations in Bowden and Innisfail was completed in 2024. Funding for mechanical systems was awarded in 2024, and that work has continued into 2025 with the equipment now arriving for installation. In April 2025, \$130,000 has been awarded to address sidewalk replacement in Bowden and renovations in community housing.

Parkland Foundation would like to thank DEEP, a community organization in Delburne, for their ongoing support of Elk Haven Manor.

The Foundation recognizes that with the increasing senior population in Alberta, good planning to meet projected increased demand is extremely important. Funds were set aside in 2024 to assist in planning the process. While this formal work has not started, the board is discussing community needs regularly and watching for opportunities.

OUTCOME # 2 INTEGRATED HOUSING AND SUPPORTS

Parkland Foundation is committed to providing an affordable housing option for seniors so they can live in their community of choice. Receiving regular resident feedback and seeking out areas of improvement are an important part of meeting the needs of our residents and communities.

QUALITY IMPROVEMENT

The 2024/2025 initiative is Admission and Move-Ins: A Welcoming Experience. Residents and families were consulted on their move-in experience and with this feedback, improvement to processes have been suggested. Sites are currently testing standardized checklists and making additional recommendations.

A Food Services committee has been established and is building on the work of the previous quality improvement initiative to ensure consistent food quality and cost-effective ordering. Seasonal menus are shared with residents in advance to allow an opportunity for their feedback.

OUTCOME # 3 TRANSITIONS AND AGING IN THE COMMUNITY

Parkland Foundation is monitoring legislative changes and best practices in the continuing care and affordable housing sectors of Alberta. Assisted Living Alberta was established by the Province on April 1, 2025 and the Foundation is looking for opportunities for improved coordination of the delivery of services to our residents.

Applications have been made regarding in-house Home Care services and Adult Day support programming. No decision on these applications from AHS has been communicated at this time.

OUTCOME #4 FAIR AND FLEXIBLE

Parkland Foundation looks to find a balanced approach to offering fair and affordable rent and service packages, identifying operational efficiencies and best practices while being mindful of the use of local tax requisition dollars. Increasing costs and Inflationary pressures are a top-of-mind issue for our lodges.

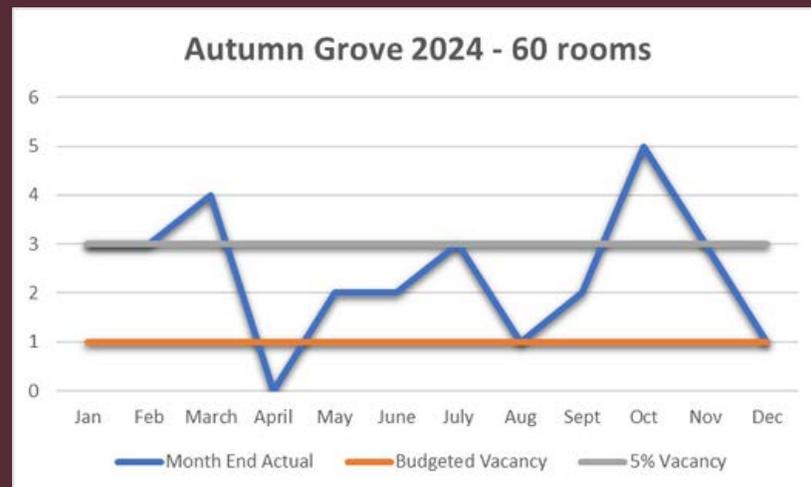
With our partnership with The Bethany Group we have been able to have some shared staff positions to provide full-time, quality work for qualified individuals.

Board members from Parkland Foundation and The Bethany Group Administration participated in the Seniors Lodge Program Review consultations in March 2024 and have advocated for needs of rural lodges and fair funding support from the Provincial Government. We are awaiting the release of the final report, and hope to see recommendations that can be implemented that will enhance the lives of the residents and improve the sustainability of the lodge program.

OUTCOME #5 A SUSTAINABLE SYSTEM

Parkland Foundation has completed a board skills assessment to ensure targeted skills and knowledge at the board level to support good local governance.

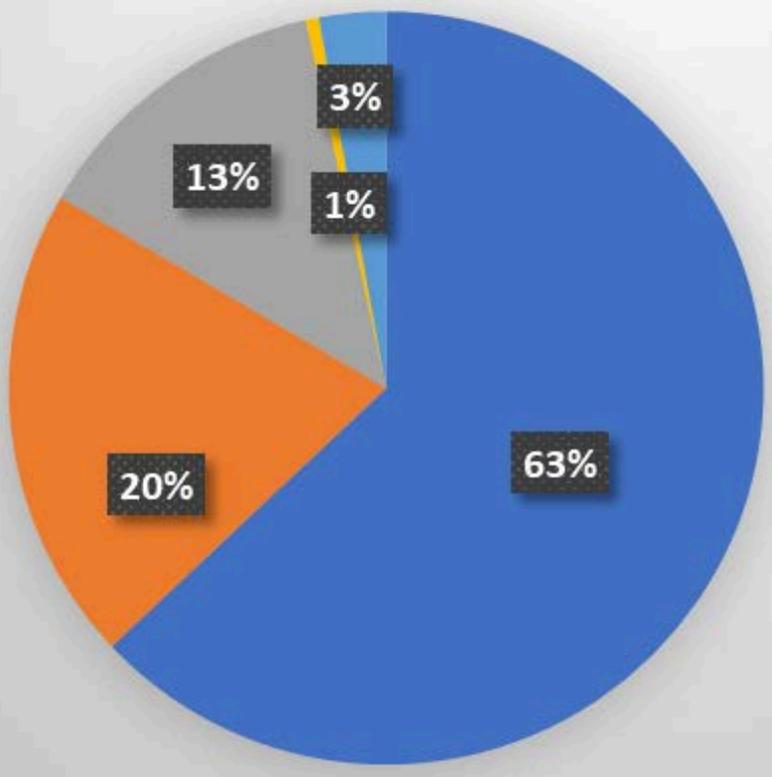
The lodge marketing working group continues to review and update best practices and develop new promotional tools. Autumn Grove Lodge has a vacancy rate of less than 5%.



Parkland Foundation continues to advocate for increased sustainable financial support from the provincial government, to address rising costs and to protect low to moderate income seniors without sacrificing service quality.

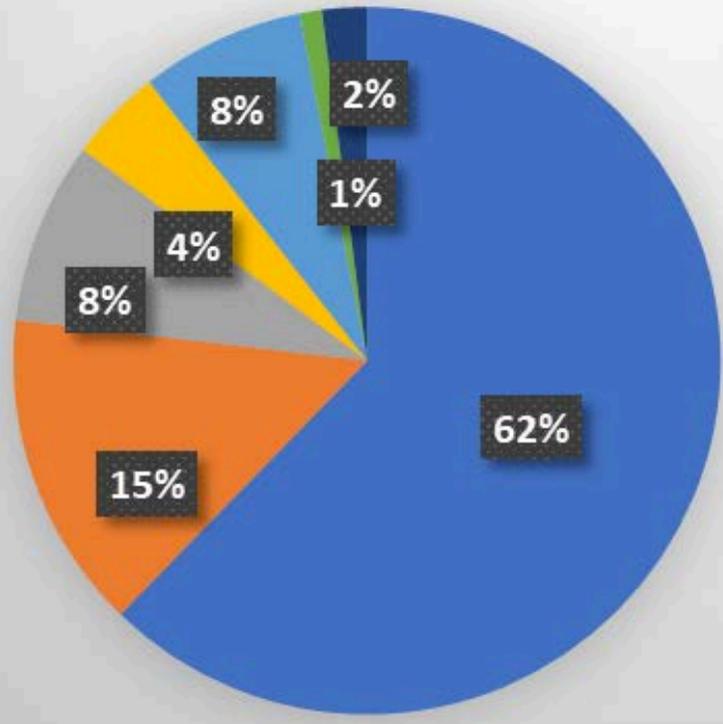
PARKLAND FOUNDATION 2024 REVENUE

- Rent and Service Package
- Lodge Assistance grant
- Requisition
- Interest and Other
- Recoveries

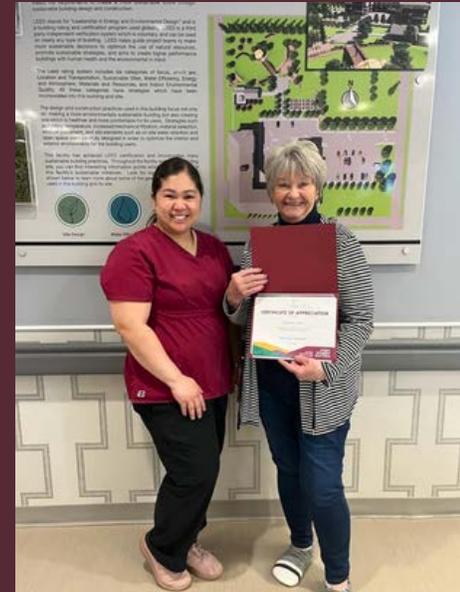


PARKLAND FOUNDATION 2024 EXPENSES

- Wages and Benefits
- Food and Kitchen supply
- Utilities
- Administration fees
- Maintenance
- Supplies, Laundry, Equipment
- Insurance and other



To view the full 2024 Financial statements, please visit our website at www.parklandfoundation.ca



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@ Autumn Grove Lodge

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