A MISSION TO MAKE A DIFFERENCE

BETHESDA

ASSOCIATED WITH BETHESDA SENIOR LIVING COMMUNITIES, ONE CHILD MATTERS, & BETHESDA CHRISTIAN BROADCASTING

A FOUNDATION OF FAITH

Changing Lives Locally & Globally

At Bethesda Ministries, we operate under the core belief that business and service go hand in hand. Since our founding in 1959, we have offered faith-based care to seniors and reinvested our revenue to support missionary endeavors around the world.

Today, we serve people from all walks of life through our ministries: Besthesda Senior Living Communities, One Child Matters and Bethesda Christian Broadcasting. Through virtuous business practices and revenue reinvestment, we are able to change lives locally and abroad.

THREE MINISTRIES, ONE MISSION

Over the past 60 years, we have expanded our reach across the world, serving with three key ministries.

1 BETHESDA SENIOR LIVING COMMUNITIES

VISIT US: BethesdaSeniorLiving.com

FOUNDED IN 1959

AT BSLC, WE ARE COMMITTED TO MAINTAINING OUR FOUNDING VALUES: FAITH, SERVICE, CHARITY AND A COMMITMENT TO ENRICHING SENIORS' LIVES THROUGH SERVICE

WE ARE HEADQUARTRED IN COLORADO SPRINGS AND HAVE

21 COMMUNITIES ACROSS **18** CAMPUSES

OVER **1000** EMPLOYEES & OVER **1500** RESIDENTS SERVED DAILY

WE CONTINUALLY RE-INVEST IN OUR COMMUNITIES TO MEET AND EXCEED CUSTOMER EXPECTATIONS

$7 MILLION PROVIDED IN CHARITABLE CARE LAST YEAR

240,000+ PEOPLE REACHED WITH BCB SIGNALS

HAVE WE REACHED YOU?

WE EXIST TO IMPACT LIVES ON A LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL LEVEL, BY CHALLENGING OURSELVES AND OTHERS TO CHANGE THE WORLD IN WHICH WE LIVE.

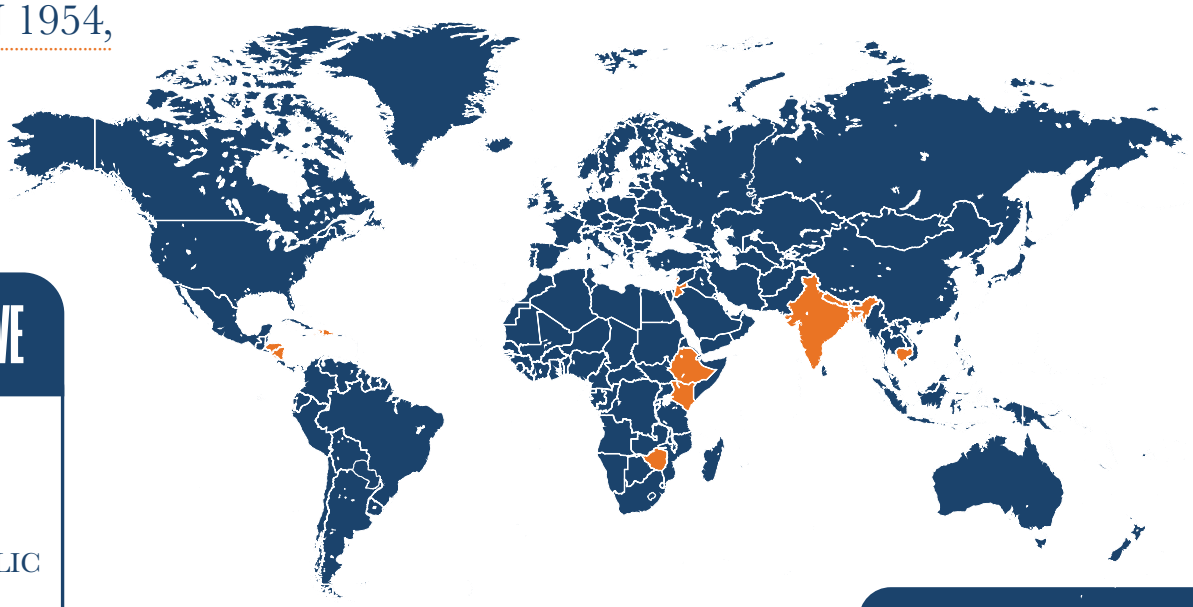
ONE CHILD MATTERS

2

LEARN MORE: OneChildMatters.org

FOUNDED IN 1954,

ONE CHILD MATTERS IMPACTS 14 COUNTRIES



COUNTRIES WE SERVE

HONDURAS
NICARAGUA
HAITI
DOMINICAN REPUBLIC
ZIMBABWE
KENYA
ETHIOPIA
LEBANON
JORDAN
INDIA
NEPAL
CAMBODIA
BANGLADESH
PHILIPPINES

$12.7 MILLION
IN SUPPORT DISTRIBUTED ANNUALLY

SERVING NEARLY **40,000** CHILDREN EVERY YEAR

HOPE
•
TRUTH
•
LIFE
•
LOVE
•
MERCY

BETHESDA CHRISTIAN BROADCASTING

3

TUNE IN: BCBradio.org

ESTABLISHED IN 1991

INCLUDING THE BREEZE, KSLT AND KLMP WORDS FOR LIFE

3 STATIONS / 5 STATES / 1 MESSAGE

MONTANA • WYOMING • NEBRASKA • SOUTH DAKOTA • NORTH DAKOTA

EACH YEAR, THE FESTIVAL DRAWS

OVER 50,000 FANS

EACH YEAR, WE ALSO SPONSOR THE POPULAR CHRISTIAN MUSIC FESTIVAL

HILLS ALIVE

ONE OF THE LARGEST IN THE NATION!

DID YOU KNOW?

As a faith-based, nonprofit, we re-invest our profits to serve both our residents and our other ministries. In fact, Bethesda Senior Living Communities is the largest single donor to One Child Matters, serving some of the world's most impoverished children with food, medicine and spiritual care.

BETHESDA

SENIOR LIVING COMMUNITIES

EXPERIENCE INSPIRED SERVICE

Senior Living is the cornerstone of our business. With 21 senior communities across 18 campuses, we offer inspired care for older adults in warm, home-like atmospheres. Our friendly and experienced team members embrace the model of selfless service, which mean everything we do is in service to our residents. We offer several retirement options to serve residents with the right care at the right time.

INDEPENDENT LIVING

Vibrant independent living communities offer a maintenance-free retirement where older adults can remain active, pursue their interests and share the companionship of family, friends and neighbors.

ASSISTED LIVING

Assisted living residents enjoy stimulating environments rich with social activities and wellness programs. In addition to personalized care and daily activities, we foster a strong sense of community.

MEMORY CARE

Memory care neighborhoods provide customized care and specialized activities to manage memory loss. Our compassionate team members work with residents and their families to help loved ones thrive.

RESPITE

We also provide short-term stays for older adults with temporary care needs—offering a friendly and caring home away from home.

DID YOU KNOW?

Sponsorship through One Child Matters connects caring individuals with children in poverty, to provide them the resources and opportunities they need to rise above their circumstances and reach their potential in Christ. In fact, recent research proves that one-to-one child sponsorship is one of the most effective ways to combat global poverty. Sponsorship allows us to address each major area of a child's life. There's real power in one person reaching out to one child through sponsorship—power that changes both lives!

ONE CHILD MATTERS

ONE CHILD MATTERS
hope. truth. life. love. mercy.

HOPE. TRUTH. LIFE. LOVE. MERCY.

The vision for One Child Matters is simple: to serve children in need around the world. Our core philosophy emphasizes how one person can make a tremendous difference in the face of overwhelming poverty—a guiding principle that goes back to our missionary roots and has driven our ministry for more than 60 years.

One Child Matters works in 14 countries, helping to meet impoverished children's needs through food, education, medical aid and spiritual care. By bringing hope, truth, life, love and mercy to those most in need, this child sponsorship program offers a holistic approach and assistance to nearly 40,000 children every year.

BETHESDA

CHRISTIAN BROADASTING

EMPOWERING LISTENERS WITH A MESSAGE OF FAITH

Radio has the power to reach people from all walks of life, crossing social, economic, demographic and denominational boundaries. Since 1991, our Christian radio networks have been inspiring listeners across the Great Plains with the best in contemporary Christian music, as well as premium talk and teaching programs. Through radio, concerts and community involvement, we offer a message of hope and encouragement to thousands of people every year.

HILLS ALIVE

Each July, we sponsor one of the largest free Christian music festivals in the nation. Held in Rapid City, S.D., Hills Alive draws over 50,000 fans annually, where attendees have sponsored thousands of children in partnership with One Child Matters.

BETHESDA
CHRISTIAN BROADCASTING

97.9 the Breeze · 88.3 KLMP Words for Life · kslt Power 107.1 · Hills Alive free summer music festival

BUSINESS FOR BENEVOLENCE

Investing in Global Service

Since 1959, we have operated under a simple guiding principle: that business and service go hand in hand. We strive to make wise business decisions so we can re-invest money from our profitable ventures into our ministries—allowing us to provide hope and care to thousands of people around the world.

Guided by faith and with a mission of global service, Bethesda Associates serves our other organizations through its investment portfolio and by managing finances. Bethesda Associates also provides shared services, such as accounting, information technology, risk management and human resources to foster the growth and health of our ministries.

BETHESDA ASSOCIATES

BethesdaSeniorLiving.com

OneChildMatters.org

BCBRadio.org

HillsAlive.com

KSLT.com

KLMP.com

979TheBreeze.com

BethesdaMinistries.com

Bethesda

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