

Baptist Homes Fundraising Brochure

Page 1

The Father cradles the elderly in His arms as beloved children—but here on earth, they are vulnerable and easy to forget. We're here to change that.

As Missouri Baptists, we believe in the sanctity of life at every stage. The image of God is engraved in our very fingerprints and DNA; it doesn't fade with time. At Baptist Homes & Healthcare Ministries, our mission is to help the church honor the elderly as Scripture commands.

From independent living to skilled nursing care, we promote the physical, emotional, and spiritual wellbeing of our elderly and veterans, offering holistic care for each individual's specific needs. Guided by compassion and a biblical worldview, we want to see our residents thrive as they walk forward in God's purposes and plan.

Baptist Homes & Healthcare Ministries serves seniors and veterans by:

- Caring for the elderly with dignity and love
- Welcoming our veterans home with practical resources and emotional healing
- Bringing peace, hope, and comfort to end-of-life with Christ-centered hospice care

As Baptist Homes & Healthcare Ministries comes back home to the Missouri Baptist Convention, it's time to also update our residents' homes. We want to show seniors respect, not the bare minimum, which means giving these facilities the same attention to detail we would invest in our own houses.

Page 2

We hope to raise \$18 million to renovate existing campuses and build new facilities. This will ensure that every resident has a bright, functional, and welcoming place to live as we expand our ability to care for more individuals in need. We've seen God do amazing things through Missouri Homes, and we're equipping our ministry to advance and improve for years to come.

Join us as we forge a new era of compassionate care across Missouri. Please pray about how you can participate in our building campaign. We believe God is raising up a team of people to give, serve, and pray with us as we widen our reach, and we're hoping you'll be one of them.

Page 3

For Such a Time As This

We all know it's coming: the Senior Tsunami. **America is aging at an unheard-of pace.** At the same time, dozens of nursing facilities across Missouri are closing, unable to recover from staffing shortages and Covid-19 restructuring. Families desperately need high-quality options where their loved ones can thrive and grow stronger instead of fading away.

We see these challenges not as a source of dread but as a new horizon dawning. Just as God designed Joseph and Esther's life stories to equip them to bless and rescue others, He has given us 108 years of experience to prepare us for the crisis in elderly care. And like Joseph storing up grain in the years before famine, we realize that the moment to act is now, *before* thousands of seniors have nowhere to go.

We plan to work ahead of the curve as we care for more seniors, in more places, and in more unique ways.

Through the Welcome Home Campaign, we're seeking to raise \$18 million because the task ahead of us is great. Veterans need a loving environment to heal from trauma. Pastors who gave everything to ministry need affordable housing and spiritual shepherding of their own. Seniors with reduced mobility need lifts and equipment so they aren't stuck in the isolation of their rooms.

Page 4

In John 14, Jesus promised that He's preparing a place for us with many rooms. Love offers both resources *and* relationships. It's the staff who sit and listen as seniors with Alzheimer's or dementia process newly surfacing memories. It's meals that taste like what Mama made, because cafeteria food doesn't tempt anyone to step out and find community around the dinner table.

Love is abstract, like validating complex emotions—and concrete, like bricks and mortar. **We're passionate about buildings because we're passionate about the people who live in them, and we want to bless them with the very best.**

Our residents are people, not tasks to be checked off a list. They deserve not only bedrooms and medical equipment but also beautiful landscaping and chapels where they can experience church.

Your gift can help us expand our facilities, reaching more seniors with the love of Jesus. So grab a plate, pull up a chair, and get comfortable. We want you to be a part of the family history of what God is doing through Baptist Homes.

Page 5

Welcome Home to our Veterans

Somewhere in America, one veteran commits suicide almost every day.

No matter how many years have passed since they returned from deployment, countless veterans continue to suffer the spiritual wounds of PTSD. They don't just need quality housing for their physical needs. Specialized services are equally important to bring veterans emotional healing.

We need \$8 million to build a campus specifically for veterans in Smithville, just north of Kansas City. This facility will provide private rooms for 48 veterans. Our vision is to build a peaceful campus where residents can find rest and healing as they encounter Christ.

PTSD plagues thousands of veterans right here in Missouri with constant fear and anxiety, even when no danger is present.

But the promises of God speak life and hope even into the darkest of memories.

There are no black-and-white answers for the moral injuries of combat, but we want to come alongside veterans so they never face the questions alone. The new Smithville campus will be a safe environment with skilled nursing facilities, physical therapy, and staff trained with an in-depth understanding of trauma.

A full-time chaplain in the campus chapel will care for residents and start a church plant for local veterans. Residents will enjoy their own private bedroom, living room, and bathroom while connecting with others in common spaces.

Page 6

At Baptist Homes & Healthcare Ministries, we don't just care *for* seniors—we care *about* them. The Smithville facility will be more than a building; it's a sanctuary where we serve the whole person—mind, body, and soul. By providing a home built around the unique needs of soldiers, airmen, sailors, and Marines, Baptist Homes is rewriting the standard for veterans' care.

To accomplish this work, we need prayer, expertise, and financial support. **We can't turn the tide of veterans' care alone.** We hope you'll consider helping us care for veterans so they can flourish as God intended.

Page 7

Increasing Our Medical & Spiritual Care

According to the U.S. Census Bureau, over 80 million Americans will have passed their 65th birthday by 2040. As our senior population continues to rise, we're expanding our care to meet the needs of a changing Missouri with new and upgraded facilities.

Our goal of \$18 million dollars will build new campuses, bringing expert care to more communities across the state.

We also want to offer new levels of nursing and spiritual care. We're adding nursing wings with the specialized setup and equipment for intensive medical care so residents don't have to move when their health declines. Our new hospice services will steward families through end-of-life with a focus on Jesus and the hope radiating from His promises. We also have a vision to provide every home with a chapel where residents can meet for worship services and an outdoor area where seniors can commune with God in His creation.

Every donation helps us strengthen someone's brother, sister, mother, or father so our residents can continue to live out their calling as citizens in the kingdom of God.

Page 8

We've got a lot under construction:

\$1.5 M. Chillicothe: We're adding a licensed nursing care wing for intensive medical care.

\$8 M. Smithville: We're building a new campus to meet veterans' physical and emotional needs.

\$3 M. Independence: We're remodeling a nursing home to create rooms for 76 residents along with a chapel and an outdoor living area.

\$600 K. Adrian: We're doing a total remodel to develop a facility with 56 private beds, a chapel, and an outdoor rest area.

\$2.1 M for:

Ashland: We're adding facilities for assisted living and nursing care, all centered around our new chapel.

Arcadia Valley: We're adding affordable housing for 10 residents and 14 retired pastors and missionaries.

Hospice: We're opening new hospice facilities across the state, starting in the Southeast.

\$2.8 M. Ozark: We're building 2 new assisted living cottages, one of which will specialize in memory care for those with Alzheimer's or dementia.

"Most long-term facilities focus exclusively on physical health—but the elderly are not just physical beings. We are all spiritual beings created in the image of God. Caring for the spiritual needs of residents is what makes Baptist Homes unique."

—Ron Mackey, Vice President of Community Engagement

Page 9

How You Can Help

We need all hands on deck as we rise to the challenge of raising funds for these new and renovated facilities.

PRAY

We can't expect God to move on our behalf unless we humble ourselves and ask for His help, day after day. We want the Welcome Home Campaign to be a movement fueled by the power of God, not a business strategy crafted by human effort. We're looking for partners to commit to regularly praying for the campaign as well as for our residents and staff.

FUNDRAISE

You can multiply your financial gift by spreading the word about Baptist Homes & Healthcare Ministries. Consider hosting a fundraising event in your church or community, talking with key family and friends, or sharing a link to our website through social media.

We're also looking for volunteers to help with corporate fundraising efforts. You might provide administrative support, serve at coaching and training events, develop strategies to reach new giving partners, or make phone calls to raise support and thank donors.

If you'd like to learn more about how you can serve through the Welcome Home Campaign, contact Ron Mackey at rdmackey@thebaptisthome.org or 636-375-1331.

Page 10

Give Seniors Hope & a Home Today

Every dollar counts as we make our way to our goal of \$18 million. There are many ways you can give:

- One-time cash donations
- Monthly pledges with a five-year commitment
- Planned gifts written into estate plans
- Assets including stocks, bonds, annuities, real estate, and commodities
- Life insurance policies and IRAs

Make checks payable to The Baptist Home and mail to PO Box 390, Jefferson City, MO 65102. You can also give online by clicking "Donate" at www.bhbm.org.

Thank you so much for your generosity and commitment to the sanctity of life. By partnering with Baptist Homes & Healthcare Ministries, you're giving a cup of cold water, food, and shelter to many of God's people, each of them precious and bought with a price. You're tapping into the Father's heart, His love spread wide and free as the rain that falls on the just and the wicked alike.