

Why is Brookcrest so Special?



BY CHRIS MATZKE, COO

At the Gala this year, I had the opportunity to sit with a couple who I hadn't previously known. Throughout dinner, we introduced ourselves and talked about how we were all connected to Sunset. This particular couple decided years ago, that they would want to live in one of our independent living facilities when the time came. I asked them how they chose a Sunset facility with so many options out there. Their answer was surprising... BROOKCREST! Brookcrest...the nursing home? Turned out yes. They proceeded to tell me a story about needing to find a short term rehabilitation facility back in the early 2000's for their mother. They did their due diligence – research, visits, tours, etc. and ended up at Brookcrest. She said during their first tour, she had decided that this is where Mom needed to be. "There was so much life going on!" Years later, that



experience stayed with them, and was the deciding factor on where their journey would eventually take them.

If you're not familiar with Brookcrest, let me explain. On paper, Brookcrest is one of the 446 skilled nursing facilities in the state. Built in 1968, its physical stature is that of a traditional nursing home. It serves 114 people in need of continuous skilled nursing care, and rehabilitates those who are caught in the middle of

hospital and home. The majority of payment for services comes through the fixed payment models of Medicare and Medicaid reimbursement.

Now, if you're from around here, you may have heard it described a little differently. Most often, we hear, "There's something about that place – it doesn't feel like a nursing home." Or, "It's so special there, everyone seems happy."

When I first moved to West Michigan in 2003, I heard these things about Brookcrest, but it wasn't until I stepped through the doors for my first interview, that my heart felt them. As a recent graduate, looking for an entry level position, I had visited many nursing homes – those who provided continuous and short term care, who were reimbursed through Medicare and Medicaid, who were licensed the same

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Brookcrest

Rehab / Skilled Nursing / Memory Care

Phone: 616.534.5487

Manor & Villages

Independent & Assisted Living /
Memory Care

Phone: 616.457.2770

Rose Garden

Assisted Living

Phone: 616.538.1914

Waterford Place

Independent & Assisted Living /
Memory Care

Phone: 616.667.1725

Sunset at Home

In-Home Help

Phone: 616.254.8115

Meals at Home

Daily Hot Meals

Phone: 616.457.7777

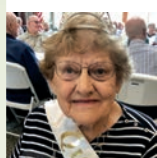
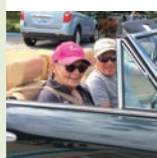
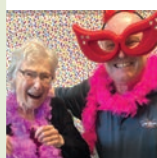
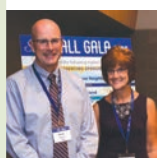
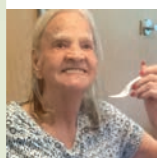
Emmanuel Hospice

Hospice Care

Phone: 616.719.0919



WEST
MICHIGAN'S
101
BEST AND
BRIGHTEST
COMPANIES
TO WORK FOR
WINNER 2019



MISSION STATEMENT

To provide quality services for senior adults
in a spirit of Christian love.

LOCAL • CHRISTIAN • NONPROFIT

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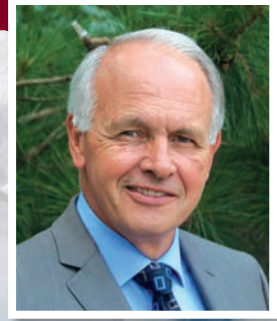
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 Find us on
Facebook

www.facebook.com/sunset.retirement

2019



Clothed in White

I first met Win a few years ago when she wheeled up to my office door at Brookcrest and asked if she could speak to me. She was thrilled to see me wearing a white button down shirt and a tie. It reminded her of her deceased husband who always wore white shirts. He served many years as a pastor, so I immediately felt a sense of holy pride that she thought I looked like a preacher.

In a matter of 30 seconds, my bubble was burst when she went on to explain that prior to becoming a preacher her husband had been a butcher who always wore white shirts. I reminded her of a butcher and she had a complaint about the beef roast that was served for Sunday dinner. Whoever had carved the roast had done it wrong. They had cut it parallel to the grain instead of cutting across it. She was indignant that our kitchen staff didn't know any better than that. I acted as though I totally understood her concern, (but I didn't really), and immediately apologized for the extra chewing she had to do. Since then, Win and I have been great friends.

Over the years I made a special point of showing Win whenever I had a white shirt on. It would cheer her up and it provided me a day to pretend I was a preacher, or a butcher.

In fact, I came across a verse that encourages this particular dress code. King Solomon wrote in Ecclesiastes 9:8 "Always be clothed in white, and always anoint your head with oil."

But now Win has gone on ahead and is part of the great cloud of witnesses. "After this I looked and there before me was a great multitude that no one could count, from every nation, tribe, people and language, standing before the throne and in front of the Lamb. They were wearing white robes and were holding palm branches in their hands. And they cried out in a loud voice: 'Salvation belongs to our God, who sits on the throne, and to the Lamb.'" Rev.7:9-10

Win said she would be watching for me. I hope she can pick me out of the crowd with my white shirt.

Thank you for your continued support of people like Win as we finish out 2019. Sunset has been blessed as a ministry through the compassionate efforts of our staff, family members, and the wonderful communities we are blessed to live in.

In Christ Service,

Steve Zuiderveen - President & CEO



Why is Brookcrest so Special?

...continued from front cover



way...but never did a feeling strike me as soundly as it did walking into Brookcrest. This! This is what taking care of people should feel like. The staff and residents were smiling, engaged with each other, laughing, telling stories, being active; living life. It felt like home. 16 years later, it

is still home, not only for me, and all the staff that have been there all these years, but for new staff, residents, and families. As one of our residents told us after our flood in 2013, "It's not the four walls, it's the people that call." The people. Not the walls.

When asking the Brookcrest staff what motivates them to give such great care and show so much compassion, you'll hear stories of inspiration about their own grandparents or their calling to do this ministry. You'll hear about the smiles from the residents, the love that is shared between all those who work and live within those walls, and about the joy received by making others laugh each day. You'll also hear about people's journeys in faith, the lessons they learn, and their goal to provide more to the people they're caring for than just medicine, safety, food and shelter. It's about providing quality service in a spirit of Christian love.

Colossians 3 v. 23-24 says, "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving."

This verse is vibrant and alive at Brookcrest. **It's weaved in the people, the food, the activities, and the care. It's in the air. It's in our hearts. It's what makes Brookcrest special.**



Activities

people & places

BROOKCREST



VIP Event



GVSU



Baking Peach Cobbler



4th of July Parade

Events

Our community is as active as ever! Here's a quick glimpse of what's been happening at each of our communities over the past few months.

MANOR & VILLAGES



Boulder Ridge Zoo



SUNSET LEGACY FOUNDATION

Praise the Lord Celebration



Brock Dedication



Grandparents Day



Fredrik Meijer Gardens



ROSE GARDEN



Back to School Mentor Ridge



Car Show



Boulder Ridge Zoo



Masks!



M&M's



WATERFORD PLACE



10 Year Anniversary



Lemonade & Cookies





FALL GALA 2019

by Alden Jelsema
Sunset Legacy Foundation
Board Chair



Looking back on this year's Fall Gala, some words that come to mind are blessed, inspirational, and celebratory. As someone who is heavily involved in Sunset as Board Chair of the Sunset Legacy Foundation, I can say that I am proud to be part of Sunset's 2019 Fall Gala. We had a record number of guests – both dedicated, regular attendees as well as those new to hearing the mission of Sunset- a, record number of partnerships, and a record number of smiling faces prompted by the music of Tim Zimmerman & The King's Brass. It was a pleasure getting to greet and thank everyone for coming to our annual event.

This year's Gala theme, Inspiration: His Light, Our Stories, was inspired by Dr. Bill TenHaaf, a selfless, energetic doctor who cares for many residents at Sunset and spends much of his time in Haiti caring for those too often overlooked. We are so thankful for his care of our residents and his inspiration to all that know

him. Attendees received the new Neighbors book, Inspiration, as a thank you for being a part of Sunset's mission and resident benevolence. In this book are true stories of ordinary people that inspire us daily.

The purpose of the Gala was to support Sunset Resident



Benevolence – an unwritten commitment that Sunset has honored for 45 years, "...that once you are a part of the Sunset family you will never be asked to leave your home and the care you need because you have outlived your life savings."

Neighbors Inspiration

HIS LIGHT; OUR STORIES



**"INSPIRATION"
BOOK FOR SALE - \$15**

Benefiting Resident Benevolence

CALL 616.214.4545

Sunset celebrated a record 19 residents who are 100 years old or older this year. As we grow older we experience more complex health care needs, support for skilled nursing care is at an all-time low. This year's benevolence need is \$525,000, a 60% increase over last year.

Your special gift will help our amazing residents keep their Sunset home and the care they need.

God has blessed us in His Grace and out of His grace we reach out to bless others.



Thank God we have received \$239,957 in gifts and pledges through the gala!

To support resident benevolence please return your special gift inside the envelope stapled to the center of the newsletter.

God Bless You!



725 Baldwin Street
Jenison, MI 49428

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With the help of our amazing donors, wonderful things have happened at Sunset. We've been able to help resident benevolence, give nursing scholarships, and lives have been enriched. You can help by gifting through the enclosed envelope, online at Donate.SunsetCommunities.org, or call 616.214.4545. Thank you!

If at any time you would like to be taken off our mailing list, please call 616.214.4545, or contact us through our website at SunsetCommunities.org.

NOVEMBER 1

ANNUAL ARTS & CRAFT BAZAAR

Early Christmas Shopping!!!

Where: Manor & Villages

725 Baldwin, Jenison (Door A or F)

When: Friday, November 1 • 9am-3pm

NOVEMBER 11

VETERANS DAY CELEBRATION

Honoring our Veterans at Waterford Place

Where: Waterford Place

1725 Port Sheldon, Jenison (Door A)

When: Monday, November 11 • 6:30-8pm

MARCH 13

SUNSET WINTER GOLF CUP

Event to benefit Sunset Communities & Services

Where: X-Golf

When: Friday, March 13

MARCH 17 & 24

ESTATE PLANNING SEMINAR

Learn how to prepare an individualized estate plan that ensures your assets will be handled in accordance with your family and beliefs.

MARCH 17

Where: Waterford Place

1725 Port Sheldon, Jenison (Door A)

When: Tuesday, March 17 • 7-8pm

MARCH 24

Where: Manor & Villages

725 Baldwin, Jenison (Door A – Town Square)

When: Tuesday, March 17 • 7-8pm

Thank You!

Sunset FALL GALA 2019

Thank you to the following Inspired Neighbors.

PRESENTING SPONSOR

Inspired Friend of our Neighborhood

DIAMOND LEVEL

Inspired Friend

PLATINUM LEVEL

Inspired Friend (NEIGHBOR BOOK)

GOLD LEVEL

Inspired Friend (ENTERTAINMENT)

SILVER LEVEL

In Memory of Clara Louwenaar

BRONZE LEVEL

Inspired Friend (NEIGHBOR TABLES)

Lee Bakker (CENTERPIECES) (TOTE BAGS)

James & Rita Feeney (CENTERPIECES) (TOTE BAGS)

Steve & Brenda Zuiderveen

FAMILY LEVEL

Inspired Friend

Rodger & Phyllis DeVries

Alden & Ruth Jelsema

Ken & Mary Koppenol

Martin & Marlene Prins

Helen Deady

FRIEND LEVEL

- Inspired Friend
- Applied Imaging
- Bareman & Associates Inc
- Brigade Fire Protection
- Henrietta Byker
- COM616
- Crossroads Eldercare Planning
- Mitch & Betsy Dykstra
- Georgetown Eye Associates
- Hometown Pharmacy
- Hudsonville Wheel Alignment
- KCI (Neighbor Book Design)
- Nicewander, Berens, & DeVries
- Stroo Funeral Home
- Vander Veen's Dutch Store
- Western Michigan Fleet Parts
- Mary Wondergem
- Wyoming Stuyvesant Floral (Flowers)

There are many activities scheduled for residents & their family members – too many to note. Please contact the Life Enrichment staff at each community for further details.

calendar

OF EVENTS