



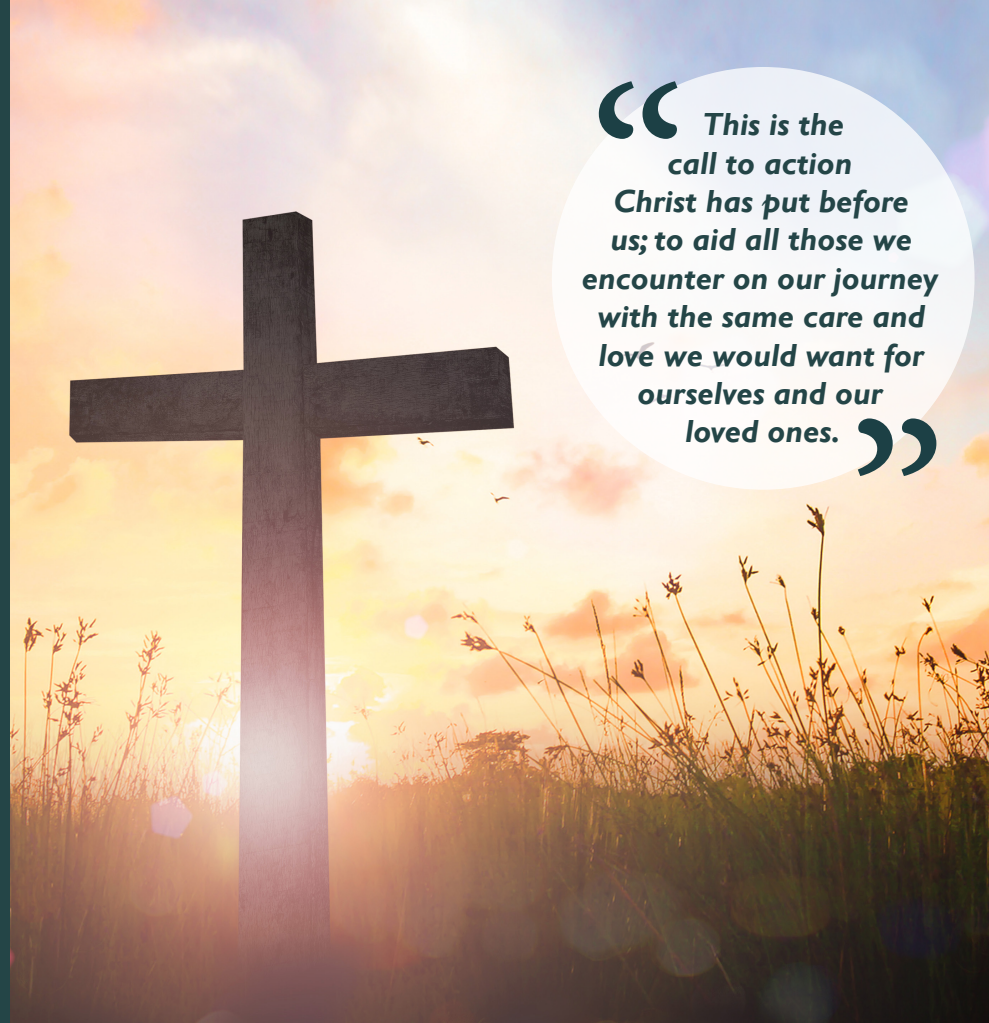
GOOD SAMARITAN FUND APPEAL 2017

Neighbors in Need

When Jesus said, "Love your neighbor as yourself", he was asked by an expert in the law, "And who is my neighbor?" The parable of the Good Samaritan was then told by Jesus. The Samaritan in the lesson ran across a man who had been beaten and robbed, a person in true need that others had passed by. He took the beaten man to an inn and told the keeper to take care of the poor man and when he returned from his travels he would pay all expenses. This is the call to action Christ has put before us; to aid all those we encounter on our journey with the same care and love we would want for ourselves and our loved ones.

Today we are blessed in central Iowa to have many who walk this same path. Yet, in our country over 20 million lower income older adults do not have the financial resources to meet their basic needs; more than 10 million people over age 50 are at risk of daily hunger and malnutrition; and over 8 million older adults are socially isolated which places them at high risk for health problems.

Even here in central Iowa some elderly people live in poverty. Our social safety nets for the elderly are currently insufficient or ineffective, and now more than ever we need our Good Samaritans to realize the crisis we are all in and be active in reaching out to the elderly in need.



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It may sound remarkable, but at any one time 45% of people who live at Bethany Life's nursing home...The Households of Bethany, are impoverished and do not have means to fully pay for their care. In 2016, The Households of Bethany provided 25,310 days of charity care for 112 people. Bethany Life's journey is not unlike that of the Good Samaritan.

At Bethany Life we provide a warm bed, food, shelter, safety, care and compassion. We can do this because of one reason... the generosity from those of you who believe we are all neighbors and that we should love one another as ourselves.

WE ARE ASKING YOU FOR YOUR HELP

If you can take even \$10 of your vacation money this summer and donate it to our Good Samaritan Fund, it would be a welcome resource towards our commitment to following the mandate set forth by Christ; love your neighbor as you love yourself.

Our 2017 goal for our Good Samaritan Fund is \$250,000. Anything you can do will go directly to supporting our ability to serve the neediest in our community. The highest quality care, support of our wonderful employees and providing much needed spiritual services is all dependent on you.

Our residents, staff and board of directors thank you for your generosity. As neighbors we believe we can make central Iowa a wonderful home for our elderly neighbors in need.

Betsy Warburton
President & CEO

Larry Elphic
Chief Development Officer



Gifting Options...

Helping your neighbors today and tomorrow

TODAY

Cash
Securities
IRA Charitable Rollover
Real Estate
Gifts of Grain
Gifts of Personal Property

PLANNED GIFT

Bequest in Will
Life Insurance
Life Income Gifts: Annuities and Trusts
IRA Beneficiary

*Contact Larry Elphic at 515-509-3299 to
discuss planning a legacy gift.*

212 Lafayette Ave. | Story City, IA 50248

www.bethanylife.org | 515.733.4235

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