



The year 2020 was one of great challenges. But Lutheran Senior Services (LSS) is emerging from the challenges COVID-19 presented stronger than ever because of the resilience of our residents, dedication of our staff, and support of our families and friends. In gratitude, we are dedicating the 2020 Annual Report to our people who saw LSS through this unprecedented year.

Emergency Preparedness Task Force

The Emergency Preparedness Task Force is a cross-discipline group that managed COVID-19-related issues such as overseeing case management, securing personal protective equipment, interpreting and implementing guidelines, and communicating with stakeholders.

Improving Efficiencies

A new scheduling tool was introduced to bring more efficiency to staff schedules. Not only is this helping current LSS employees but is a benefit to recruiting new employees.

Resident Satisfaction, Staff Dedication

LSS lived up to a reputation for excellence supported by an average 4.7-star rating for our Care Centers from the Centers for Medicare and Medicaid Services. We also saw a 96 percent customer satisfaction across all levels of living.

Occupancy Trends

Occupancy at our Life Plan Communities in 2020 started strong at 93.39 percent, but like others in the industry fell throughout the year. By the end of 2020, occupancy across LSS was at 79.56 percent. But 2021 is looking better. At time of publishing this report, occupancy is back up to 85.28 percent.



Mason Point Independent Living Opening

The Mason Point expansion opened including 156 Independent Living apartment homes, a Community Center, and a Wellness Center. At time of opening, 70 percent of the apartments were sold.

Grants Help Seniors in Need

LSS received more than \$439,000 in grants from partners including the St. Louis Community Foundation, St. Louis County CARES Humanitarian Response Program, United Way, St. Louis City Senior Fund, East Missouri Foundation, St. Louis Equity Fund, and the Lutheran Foundation of St. Louis.

Concordia Village Memory Care Assisted Living Addition

Concordia Village opened a new Memory Care Assisted Living, which includes a dining room, living room, enclosed patio and courtyard, and 20 resident apartments.

Gifts of Gratitude

LSS raised more than \$190,000 for the COVID Emergency Relief Fund. These gifts helped LSS purchase additional personal protective equipment for staff. In addition, the fund provided for small expressions of gratitude for staff and additional paid time off for COVID-19-related family emergencies.

Lutheran Hillside Village Wellness Center Opens

Made possible in large part through private donations, the Wilson Wellness Center at Lutheran Hillside Village opened. Additional funding has been raised to support programming for the center.

Volunteer and Donor Support

LSS donors gave gifts totaling \$9.4 million. In addition, six church partners and 10 community partners shared information about the Eliezer Fund. Volunteers made face masks and personal protective equipment such as face shields and plastic gowns. More than 1,000 volunteers donated 29,500 hours.



**OUR
CHRISTIAN
CORE VALUES**



Faith Inspired



People First



Service Excellence



Responsible Stewardship



Generous Hearts

Visit [LSSLiving.org/About](https://www.lssliving.org/about) to learn more about our story and how you can be a part of it.



Much of 2020 was consumed by the COVID-19 pandemic. The challenging experience of the past year isn't unique to Lutheran Senior Services (LSS) as COVID-19 impacted every facet of life across the globe. In the senior living industry, the impact was intense and at times devastating. LSS led the way with a quick and robust response to COVID-19 to protect our communities and the vulnerable population we serve. This included limiting incoming residents, restricting visitors, and implementing precautionary measures.

The response provided additional protection for our residents and staff but added financial pressure. The additional costs of procuring personal protective equipment, conducting testing, and covering additional staffing needs, coupled with decreased occupancy, impacted LSS finances. However, with the resiliency, dedication, and support of our people, and the strong financial foundation of LSS, we have weathered these challenges. Our balance sheet is still strong, and we have maintained our excellent financial ratings.

As we turn toward 2021, we're already seeing improvements and coming back even stronger than before. The arrival of COVID-19 vaccines allowed us to reopen our communities to new residents and to visitors. At time of publishing this report, occupancy has already increased. We are able to look to future and focus on reinvesting in our communities and our staff and doing even more to live our mission of Older Adults Living Life to the Fullest.

	2019	2020
Current Assets	30,677,817	61,428,581
Investments	323,307,533	284,394,291
Fixed Assets	500,231,802	509,988,495
Other Assets	1,960,000	1,960,000
Total Assets	856,177,152	857,771,367
Current Liabilities	37,596,110	65,242,299
Long-Term Debt	517,590,327	485,202,418
Other Liabilities	295,091,172	319,072,647
Net Assets	5,899,543	(11,745,997)
Total Liabilities	856,177,152	857,771,367
Operating Revenue	250,328,773	241,019,887
Operating Expense	261,921,951	265,855,695
Operating Income (Loss)	(11,593,178)	(24,835,808)
Other Non-Operating Income (Expense)	23,239,355	7,932,887
Restricted Activity	(812,914)	(742,569)
Total Change in Net Assets	10,833,263	(17,645,490)

To read more and learn how you can be a part of our mission, tap on the headlines which are linked to more information.

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