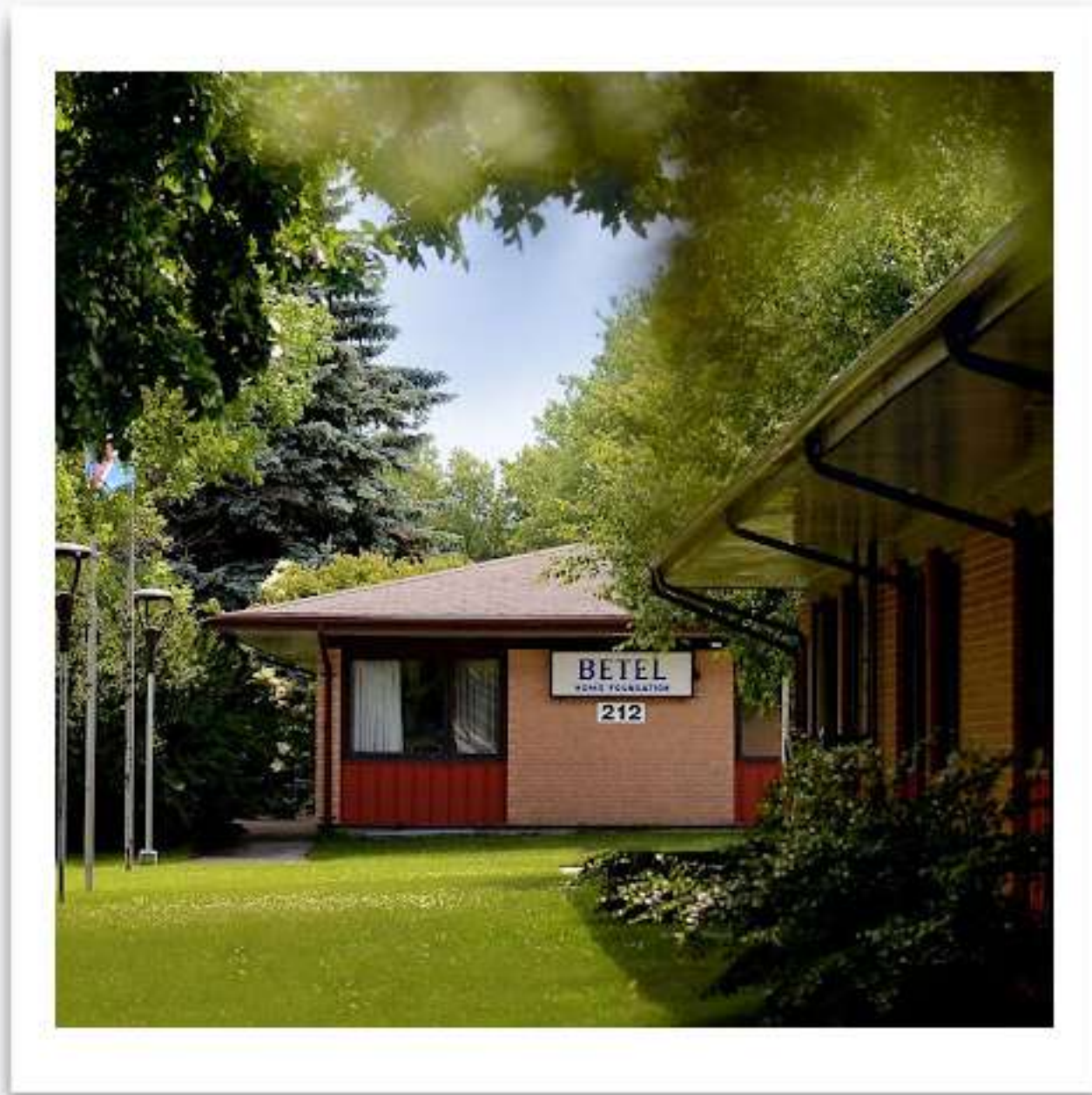




BETEL HOME FOUNDATION



STRATEGIC PLAN
2025-2030

About Betel Homes

In 1915, a small group of Icelandic women from the First Lutheran Church in Winnipeg, Manitoba recognized the need to provide supportive housing for the elderly in their community. Through their efforts and with the financial support of the Icelandic community, the first Betel Home opened its doors to nine residents on March 1, 1915, in rented quarters at 354 William Avenue, Winnipeg, Manitoba. Later in 1915 the “Home” was moved to permanent quarters in Gimli where over the years it expanded until it housed 95 residents. In 1990, a new 80-bed facility opened on this site.

In 1966, a second home was built at 212 Manchester Avenue in Selkirk, Manitoba to address the needs of that community. The Selkirk Betel Home was expanded in 1970.

Today the private, non-profit Betel Home Foundation owns and operates an 80 bed home in Gimli and a 91 bed home in Selkirk. We take great pride in our long history of caring for the elderly in our communities.

We are governed by a volunteer Board of Directors, licensed by Manitoba Health and are operationally funded by Manitoba Health through the Interlake Eastern Regional Health Authority as well as through resident per diems.

In the spirit of reconciliation, Betel Home Foundation acknowledges that we are located in First Nations Treaty 1 Territory, the ancestral territory of the Anishinaabe, Cree, Dakota, Dene and Oji-Cree and the traditional homeland of the Metis Nation.



Our Vision

Providing quality of life through
excellence in care

Our Mission

To create a home where residents feel
valued and connected through
meaningful relationships among
residents, family, staff and members of
our community



"This place is chosen family that fills our
heart with love and memories for a lifetime"
- Trista and Ashley

Our Shared Values

Respect

We respect and appreciate individuality and diversity and are committed to providing an inclusive and emotionally safe environment.

Integrity

We demonstrate our professional integrity, ethics and competence in everything we do.

Collaboration

We are inclusive in our decision-making encouraging teamwork, creativity and innovation.

Compassion

We practice kindness, empathy and compassion in all of our relationships.

"The coffee here is very good" - Dilla



"Living at Betel is like living with all my friends. The workers are very thoughtful and congenial and everyone is very well cared for" - Jackie

The Strategic Planning Process

Our planning process started with soliciting feedback by way of focused surveys with staff, residents, family members and community partners. Feedback from surveys was reviewed by the Board of Directors and discussed at subsequent strategic planning sessions.

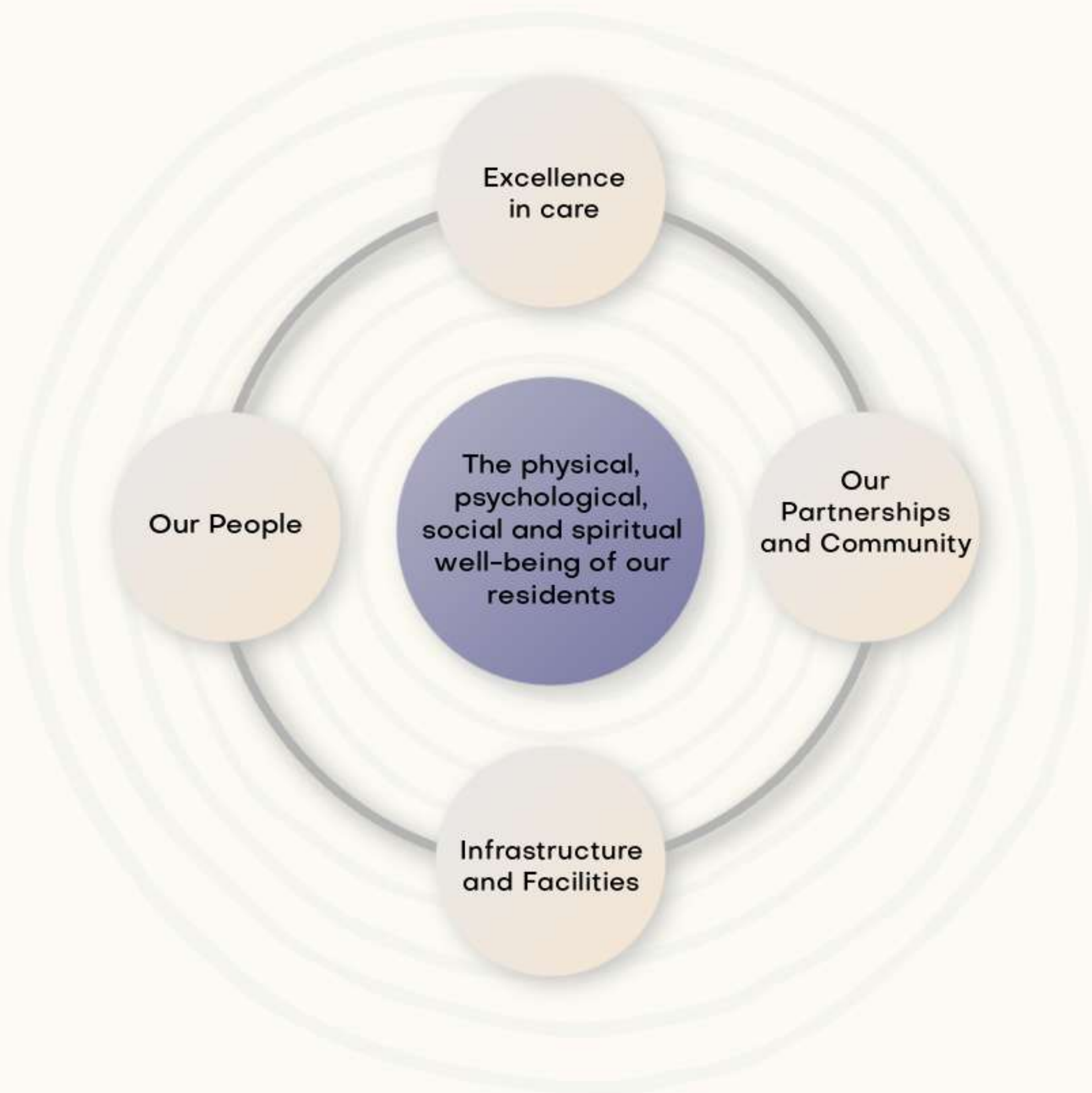
Based on the survey feedback and the Board planning sessions, new Mission and Vision statements as well as definition of our strategic pillars were drafted and shared with staff, residents and families before they were finalized.

This was used to inform our Strategic Plan for 2025-2030 which was presented to the Board of Directors and approved on January 16, 2025



Our Strategic Pillars

The physical, psychological, social and spiritual well-being of our residents is at the center of all we do.



Our People

As our most valuable asset, we commit to attracting, developing, engaging and empowering our employees.

- We will provide a safe and supportive working environment
- We will recruit, attract and retain the best employees by offering a positive workplace culture that fosters trust, fairness, respect, transparency, inclusivity, diversity, teamwork and accountability
- We will provide opportunities for staff to be included in organizational decision-making processes with a purposeful focus on areas that impact their work directly
- We will ensure our staff have the resources to excel in their work through orientation, personal and professional development opportunities, mentoring and support
- We will recognize employee achievements and contributions both formally and informally
- We will ensure performance conversations are a positive experience which provide goal setting, coaching and identification of growth and learning opportunities
- We will maintain the accessibility of management to staff and foster a culture of transparency through open communication and by holding regular pre-scheduled meetings
- We will continue to build relationships with educational institutions to provide student training opportunities



"We're honoured that families put their trust in us to care for their loved ones. They are not just residents to us - they're our family"
- Jamie

Excellence in Care

We are committed to providing high quality, safe, innovative and person-centered care.

- We will ensure that all our Residents' preferences, needs and values are respected and that care plans are individualized to reflect this
- We will continually seek out innovation and best practice to enhance the care we are able to provide
- We will provide a safe environment that focuses on both physical and emotional well-being, with support for mental health and protection from abuse of any kind
- We will ensure clear and transparent communication between caregivers, residents and family members that fosters trust
- We will maximize our continuous quality improvement initiatives and care practices
- We will meet and aim to exceed all of the standards set out by Manitoba Health and Accreditation Canada



"The care here is fantastic. I am glad we chose this place.
You treat my Mom like family" - Margaret



Our Partnerships and Community

We recognize the importance of a community of partnerships to enhance resident care and to foster collaboration with the community we serve and from which we receive support.

- We acknowledge the importance of our relationships with community partners including service providers, the Interlake Eastern Regional Health Authority and all levels of government
- We will work to enhance our collaborations and engagement with our larger community
- We will be a positive voice and will advocate for long term care in our communities
- We will continue to recruit, engage, honour and support volunteers and will recognize the valuable role they play
- We will continue to actively involve, consult and work collaboratively with our Resident and Family Council in planning and decision making to meet resident needs
- We will operate in a fiscally responsible and transparent manner, accountable to our community

"Over the years, volunteering at Betel Home has become a very important part of my life. I have formed many dear friendships with Residents, Staff, families, other volunteers and the community as a whole. I cannot imagine my life without it. My most precious moments are spent when I am able to bring someone with lower cognition comfort or enjoyment. To see them smile widely, tap their foot or mouth words to an old familiar song is truly priceless." -Pat



Infrastructure and Facilities

We commit to maintaining and upgrading our physical assets including our building, equipment, furniture and grounds, to provide a safe, well maintained and homelike building able to meet the needs of our residents and their levels of care.

- We will identify and prioritize facilities maintenance and improvement needs to maximize the benefit of government funding and to advocate for additional funding as required to ensure the safety and comfort of our residents, staff, volunteers and visitors
- We will ensure all services to residents including food service, laundry and housekeeping have the facilities and equipment necessary to ensure high quality and reliability
- We will provide financial investment from the Betel Home Foundation charitable fund to finance worthy non-funded or under-funded activities
- We commit to continuing and expanding fund raising efforts to increase Betel Home Foundation's financial resources and capability to support current and future homes
- We will continue to work towards the replacement of our Selkirk building with our Government and Community partners





BETEL HOME FOUNDATION

January 2025