

# Happenings

May 2021



## Bethesda Benefits from Lutheran Foundation Grant

Bethesda has received a \$25,000 grant from the Lutheran Foundation of St. Louis for the purpose of providing area seniors living in their homes with access to in-home assistance, durable medical equipment, transportation, and telehealth services during COVID-19 and beyond.

“As COVID-19 continues to drive significant changes in healthcare delivery, our Home and Community Based Services team can certainly put this funding to good use,” says **Missy McAuley**, Director of Home Health and Hospice at Bethesda. “This will help us serve our economically disadvantaged seniors with much-needed short-term assistance, especially during these unprecedented times.”



Seniors on fixed incomes often lack funds to pay for someone to come into their home and cook or provide care for them. These same seniors may have no way of getting to their doctor or picking up their prescriptions. They must often “pick and choose” the care and services they can afford until they qualify for additional resources.

## Emerson Continues Funding CNA Program

For each of the last three years, Emerson has supported Bethesda’s workforce development program through generous \$50,000 annual grants.

Their continued commitment to workforce education has never been more critical and appreciated than during the pandemic, as Bethesda, along with many other healthcare providers, has been experiencing a critical shortage of Certified Nursing Assistants (CNAs) and other healthcare professional positions.

But thanks to Emerson and some of Bethesda’s other community partners, such as the Urban League of Metropolitan St. Louis, St. Louis Community College and Applied Technology, Bethesda

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## Granddaughters Establish Music Fund Remembering Marie Zucchero



**Marie Sansone Zucchero**, a long-time volunteer at Bethesda Dilworth and 2007 recipient of the Norwood Award for her years of extraordinary support and service to Bethesda, died at the age of 99.

Marie’s legacy was playing piano and singing for more than 40 years with the Bethesda Dilworth “Ding-a-Lings,” a choir group made up of volunteers that Marie founded.

In memory of Marie, her granddaughters established the Marie Sansone Zucchero Music Fund so that residents will continue to enjoy music at Dilworth. For more information on this fund, please visit [www.BethesdaHealth.org](http://www.BethesdaHealth.org) and search ‘Marie Zucchero.’

## Emerson Continues Funding CNA Program

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is able to train and provide a “career ladder” to those who are unemployed or under employed.

And in April, Bethesda recently completed another CNA certification program, graduating 13 more students employed at Bethesda Dilworth. Pictured here are five of the graduating students.



“Recruiting, training, and maintaining a quality workforce has been exceptionally hard during the coronavirus crisis,” says **Eileen Caffey**, Director of Recruitment and Employee

Relations. “Staff—especially frontline caregivers—are working long hours and maintaining stringent health safety processes. Meanwhile, they are also struggling with personal issues—childcare, family demands, and concerns about their own health—that the crisis creates. We are so thankful that Emerson is one of our leading partners to address this staffing shortage with grant support of our CNA certification program.”

## Senior SPOTLIGHT

Jan Glass and Charlene Zinkl



In an effort to keep our seniors and staff safe during the pandemic, only essential staff were permitted in Bethesda’s communities for more than a year. This meant that volunteering for Bethesda was a bit more complicated and challenging than under normal circumstances.

However, this did not stop two dedicated Bethesda Dilworth volunteers, **Jan Glass** and **Charlene Zinkl**, from rolling up their sleeves (after washing their hands, of course!) and jumping right in by sending cards and gifts to fellow volunteers and Bethesda Dilworth residents, who perhaps were otherwise feeling a bit isolated due to the pandemic restrictions.

“Many seniors are facing mental health challenges due to loneliness and seclusion, and it made a world of difference enhancing the

moods of our seniors and putting smiles on the faces of those who received handwritten notes, Easter baskets or special gifts from Jan and Charlene,” says **Darla Neely**, Auxiliary and Volunteer Coordinator at Bethesda Dilworth.

Jan and Charlene also have resumed volunteering weekly in Bethesda Dilworth’s boutique. Now that many of our volunteers have received their COVID-19 vaccinations and are feeling more comfortable getting out, Bethesda is welcoming back many of its volunteers in to our communities.

## Hearts for Our Homes is Here!

Spring is on our doorstep and so is Bethesda’s annual *Hearts for Our Homes* campaign, where residents, staff, friends and family ensure that our residents continue to have a safe home, even when they exhaust their resources.

Each year, Bethesda provides millions of dollars in uncompensated charitable assistance to seniors who run

out of resources and can no longer afford services. Last year, despite the pandemic, Bethesda subsidized \$13.3 million in care and services to older adults in need.

“Hearts for Our Homes is truly a passion of the heart,” says **Charlotte Busch**, Senior Human Resources Manager and one of the 29 Hearts for Our Homes Ambassadors at work throughout the organization.



“We want everyone to open their hearts, and their wallets. The BHG Foundation

makes it easy to contribute to the campaign; I donate using my earned time off or through payroll deduction. Residents can donate using their resident account, entrance fee, or a host of other ways.”