

# News Release

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*January 15, 2015*

## **Parkland Foundation enters into new partnership with The Bethany Group**

*Innisfail...* Parkland Foundation is pleased to announce a new partnership with The Bethany Group effective February 1, 2015. The Bethany Group, headquartered in Camrose, will assume CAO duties and management of the foundation's operations while reporting to the Board.

The partnership comes after the resignation of CAO Marie Flowers, who will move on from Parkland Foundation January 31, 2015. Flowers has been with the foundation since June 2006 and has played an important part in Parkland Foundation's growth and success over the years.

Flowers said, "Since working with the Foundation, I have met many fabulous seniors, been privileged to have worked with some fantastic staff and worked for Board members who truly have had the best interest of the Foundation's residents at heart."

Board members thank Flowers for all of her hard work and efforts during her employment with the Foundation and wish her all the best in her future endeavors.

"While we were sad to see Marie Flowers leave us," said Board Chair, Connie Huelsman, "we took her departure as an opportunity to explore where the Foundation could go and who could help lead us towards the future. After much deliberation, we decided to partner with The Bethany Group, who bring with them a vast amount of resources."

The Bethany Group has a long history in providing housing for seniors and families in need. Beginning in 1922, the not-for-profit organization has expanded across the province partnering with similar organizations to Parkland Foundation. The foundation joins a family that includes Flagstaff Regional Housing Group, Lacombe Foundation, Rimoka Housing Foundation, and Red Deer Housing Authority.

Parkland Foundation and The Bethany Group are working together during this transition period to ensure residents and staff are not impacted. The partnership will just mean a new CAO team and they should not see any significant changes. The Bethany Group's President & CEO, Denis Beesley, along with his team will work closely with everyone involved during the transition. The day to day management will be handled by Sharon Mickla, Director of Client Services.

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Beesley said of the new partnership, “By partnering, Parkland Foundation and The Bethany Group will be able to access greater resources to better anticipate and meet the needs of residents and staff. We are excited to step into this role and look forward to working with the board as we move forward.”

The first project the Foundation and The Bethany Group will take on is a proposal for a new facility in Innisfail. Work has already started on this business plan and been submitted to the Ministry of Seniors for consideration.

For more information, please visit [www.parklandfoundation.ca](http://www.parklandfoundation.ca) and [www.thebethanygroup.ca](http://www.thebethanygroup.ca).

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# Backgrounder

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## About Parkland Foundation

Parkland Foundation provides affordable housing for seniors in Central Alberta. Its primary purpose is to administer and maintain a portfolio of comfortable and affordable residential housing units for seniors and families.

Currently, the foundation is responsible for Autumn Glen Lodge, as well as senior's affordable apartments in Bowden, Innisfail, and Penhold. In addition to seniors housing, Parkland Foundation offers family housing in Bowden and administers a rent supplement program on behalf of the Government of Alberta.

The Board benefits from representation from the municipalities of Red Deer County, the towns of Bowden, Innisfail, Penhold and the villages of Delburne and Elnora. The Board is responsible for the governance of services and programs offered by the foundation.

**Lodge Living** – Providing affordable room and board for seniors with the assistance of community-based services, Parkland operates 62 spaces.

**Seniors Self-Contained Apartments** – Offering housing for living independently for low to moderate income seniors, the foundation offers 86 spaces of affordable apartments for seniors.

**Community Housing** – Providing subsidized rental housing to low income families, Parkland offers 2 Family Residences.

## About The Bethany Group

The Bethany Group is a not-for-profit organization that began in Bawlf, Alberta in 1922, when it opened a home for the elderly. After relocating to Camrose in 1949, The Bethany Group has continued to respond to community needs in housing and health care for seniors, individuals, and families in need.

Starting in 2011, The Bethany Group created new relationships with Lacombe Foundation, Flagstaff Regional Housing Group, and Rimoka Housing Foundation. In addition to Wetaskiwin and Camrose, the organization now operates as the management body maintaining a strategic partnership with the existing local community Boards. As well, The Bethany Group works with Red Deer Housing Authority to provide housing assistance to those in need.

The Bethany Group manages the following programs and services in over 20 communities across central Alberta:

**Affordable and Community Housing** – Providing 115 spaces of subsidized rental housing to low income families, seniors, and individuals, The Bethany Group manages affordable housing in several communities. Under Community Housing, The Bethany Group manages 124 spaces.

1/2

**Continuing Care** – Alberta’s Continuing Care system includes long-term care facilities such as nursing homes and auxiliary hospitals. Care is provided for people with complex health needs who are unable to remain at home or in supportive living and require unscheduled 24-hour RN care. The Continuing Care system is the responsibility of Alberta Health Services. Including long-term care facilities, The Bethany Group operates 130 spaces in the Louise Jensen Care Centre and Bethany Meadows in Camrose.

**Crossroads Day Program** - Offered in Camrose and Wetaskiwin, the Crossroads Day Program is intended to assist people and their caregivers who live in their own accommodation but suffer from chronic illness or disability, social isolation or memory impairment.

**Designated Supportive Living** – Providing the security of 24-hour care and support depending on the level of care, The Bethany Group manages 25 spaces in DSL 4D, 30 spaces in DSL 4, and 66 spaces in DSL 3.

**Independent Living** – Managing 270 spaces of life-lease and residential living, these buildings are designed to offer a supportive environment for independent seniors.

**Lodge Living** – Providing affordable room and board for seniors with the assistance of community-based services, The Bethany Group manages 631 spaces.

**Chaplaincy** – Committed to its faith-based roots, The Bethany Group provides Pastoral Care as a spiritual support for those who enter its doors.

**Seniors Self-Contained Apartments** – Offering housing for living independently for low to moderate income seniors, The Bethany Group is the management body for over 700 subsidized apartment living spaces.

**Rosehaven Provincial Program** – The Bethany Group manages 75 spaces of specialized outreach and inpatient services to support people who have behaviours that are difficult to manage in their current settings. Based in Camrose, a highly trained interdisciplinary team delivers support throughout Outreach Education and an In-House Program.