



Bobbie is an All-Star care assistant at Moose Lake Village in Moose Lake, MN. Similar stories can be found across Cassia. As you read her story, I invite you to imagine the All-Stars you know and I hope you'll consider a gift to support them.

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Dear friend,

If I ask you to close your eyes and think of the most incredible staff member you've known (or heard about) at your Cassia community...who comes to mind? What is it that sets them apart?

There's probably a variety of answers to that question, but I'm guessing most could be boiled down to this: **they love what they do, and you can tell. Caring for older adults is a calling—one they take seriously.**

I'm a pretty big sports fan, so I'm going to call these staff members All-Stars. **Whenever I meet one of these top-notch All-Stars, I find myself wishing I could clone them to solve the age-old staffing struggle.** Staffing is one of the biggest challenges in eldercare.

These days, it's hard enough to simply fill positions, much less find staff who are truly passionate and committed to serving older adults.

While cloning our best staff is not an option (for both practical and ethical reasons!), **I'm glad to tell you there IS another way to build up a team of All-Stars at your Cassia community.**

We've reinvented our approach to recruiting; instead of waiting for staff to come to us, we are **proactively scouting the people who are passionate about this work.** Then, we **remove every obstacle that would hold them back and invest in their ongoing growth.** This is how we build a team of All-Stars.

I'm writing to you today to invite you to be a part of this. **Would you consider giving to the All-Star Fund to invest in future All-Stars like Bobbie?**

Bobbie Goes Above and Beyond

Scouting Bobbie was a no-brainer. She is an All-Star through and through.

When Bobbie is on the clock, **every care task is completed and charted meticulously.** If you were to look at Bobbie's stats, you'd see she's an excellent care assistant. But Bobbie's excellence goes above and beyond what you'd see on the charts.



Bobbie with Barb, one of her many beloved residents.

Her excellence shows up in ways that might not be obvious to an outside observer. But her residents? They are well aware.

They know that Bobbie knows the big things, but also the little details. For example: When Bobbie learned that Joe loves to have his coffee in hand first thing in the morning, she made a mental note. Now, when Joe wakes up and starts to blink the sleep from his eyes... he's greeted by a familiar, comforting scent. **He turns his head and sees a steaming cup of coffee with just the right amount of cream on his nightstand. He knows Bobbie is on the clock.**

This may seem like a simple thing. It's coffee. What's so special about coffee?

As an All-Star, Bobbie takes the time to really listen to and know her residents. She learns their likes and dislikes. She discovers what makes them tick. She knows Joe could get coffee when he goes down for breakfast.

But she also knows this simple gesture speaks volumes. **It tells Joe he is known and cared for as he starts his day.** So, she sneaks a cup in each morning she's working.

For Bobbie, her work as a nursing assistant is not just a job. It's a calling. She loves being able to brighten his day. **This is what an All-Star care assistant looks like.**

Something Had To Give

Bobbie hasn't always been a care assistant. Previously, she had a job she enjoyed but took her away from her family too much. Changing careers is no small task, especially when you are also a mom.

Bobbie was able to change careers because generous people like you paved the way for her. **Would you consider giving generously to help scout future All-Star care assistants like Bobbie?**



Right out of high school, Bobbie became a hair stylist. Some pursue this career because they have a knack for hair and beauty. While Bobbie did have a knack for it, this wasn't why she pursued it. **She wanted to be a hair stylist because she loves people.**

Cutting hair allowed her to serve people and help them feel good about themselves. She loved to put the finishing touches on a haircut, and then **spin the salon chair around to face the mirror and watch as smiles took over her clients' faces.** She was an All-Star hair stylist.

But everything changed when Bobbie and her husband had their son Josh. As the salon manager, she had to put in long, exhausting days. And raising a child and juggling a job with strenuous hours can be overwhelming.

Bobbie and Josh. Look at that grin—you can imagine it's hard to be away!

Eventually, something had to give. **She needed to find a different line of work—something that would allow her to keep using her gifts and caring for people, but also give her more flexibility to be there for her son.**

After much deliberation and a little encouragement from her mom, who retired as a care assistant, Bobbie decided to follow in her footsteps. The hours would be much more manageable, and she'd get to keep serving people and helping them thrive. Plus, she's always loved older adults.

Deciding to become a care assistant was the easy part. The path to becoming one was anything but. Bobbie faced many hurdles.

Removing Every Hurdle

Initially, she enrolled in the certification program at her local tech college. **This very expensive program would take a year to complete. She wouldn't be able to work and bring in an income while going to school.** And she didn't just have herself to think of. Her husband travels for work, making her the main caregiver for Josh.

How would they juggle all of this?!

But then, Bobbie learned she could get the exact training and certification she needed at Moose Lake Village, a Cassia community nearby...and **it would only take weeks to complete. Further, the cost of the training would be covered. It would be free to her. And...she would be paid an hourly wage throughout.** Upon completion, she'd have a job waiting for her at the Cassia community she was trained at!

Every hurdle was removed. This changed everything for Bobbie and her family.

Bobbie's experience was made possible in part through the generosity of people like you! **Will you give to the All-Star Fund to remove hurdles for future All-Stars like Bobbie?**

A Team FULL of All-Stars!

The struggle to find enough staff and keep them is an age-old problem—one that required innovation: we need to proactively scout the people who will be passionate about fostering fullness of life for older adults. But it doesn't stop there.

Once we find them, we need to pave their way, removing any hurdles that might hold them back. Then, we need to invest in them and encourage them to grow and be the best they can be.

And this doesn't stop with care assistants! We want All-Stars in every single role, from culinary assistants to housekeeping to activity assistants. As a nonprofit, we operate on a very tight budget. This can be a challenge, but it also creates a beautiful opportunity for partnership. I

hope you'll consider partnering with your Cassia community to help fill our team with All-Stars. Will you give a tax-deductible donation to the All-Star Fund today?

The funding raised will accomplish so much! **You'll help cover the cost of trainings and make hourly pay during those trainings possible. You'll help fund scholarships and growth opportunities!** If Bobbie ever decides she wants to level up and become a nurse, she'll have scholarships available thanks to generous people like you.

When I asked Bobbie how she got her All-Star mindset, she gave me the most beautiful answer. **She said, "When I walk into a resident's room, I look at it as if it were my parents. I would want somebody to take care of them the way I take care of people."**

Bobbie is the perfect example of the All-Star I wish I could clone. I would love to have a team full of people who think like this. While we can't clone anyone, we know that there are people like Bobbie out there waiting to be discovered.

You can help us do that. **You can help scout the next generation of All-Stars, building up an incredible team committed to fostering fullness of life in the spirit of Christ's love for every single resident.** Thank you for considering a gift to invest in All-Stars like Bobbie.

With gratitude,



Bob Dahl, President/CEO of Cassia

P.S. Let me give you just one more example of what sets Bobbie apart as an All-Star: Janet has dementia, so when she first moved in, Bobbie chatted with her family to learn about her as much as she could. **She learned Janet's favorite snack in the entire world is...vanilla ice cream.** A few days later, she noticed Janet had been in bed staring out the window for a long time. Bobbie sensed **Janet was feeling lonely. She knew exactly what to do!** Moments later, she walked into Janet's room with a bowl of vanilla ice cream. When Janet saw what Bobbie was holding, a smile took over her face. **Janet felt seen and cared for**—all because Bobbie is an All-Star who goes above and beyond. These are the moments you make possible when you give.

P.P.S. 100% of your donation benefits your community! Every dollar of your gift stays at your Cassia community to invest in future All-Stars.



Bobbie and Helen. Residents and their families become like family.