



OUR *Legacy*, OUR *Future*

ANNUAL REPORT
Fiscal Year Ending October 31, 2010



Our Legacy



Our Future

Dear Friends,

As you may know, this past year, Keiro celebrated our 50th anniversary with the theme, “Our Legacy, Our Future.” “Our legacy” recognizes how Keiro offers peace of mind to our community through a tradition of caring. “Our future” anticipates supporting a rapidly aging community to approach aging with confidence. This annual report highlights 50 ways YOU helped Keiro improve senior life with both our legacy and our future in mind.

What Keiro accomplished—in spite of inadequate and uncertain government reimbursement, and because of supporters like you—highlights a continuation of our mission and values, as well as good stewardship of resources as we meet the evolving needs of our community.

Through programs to support wellness, renovations to enhance resident comfort and safety, and joint efforts to sustain our community’s living culture and values, your support has enabled Keiro to serve as an extension of family while preparing future generations for lifelong vitality.

Thank you for your ongoing trust in us. We invite your continued support and partnership in enhancing the quality of senior life in Our Community.

Sincerely,



Frank Kawana
Chairman
Board of Directors



Shawn Miyake
President & CEO



50

Ways

*YOUR CONTRIBUTIONS
IMPROVED SENIOR LIFE*

SUPPORTED WELLNESS AND LIVING WITH CONFIDENCE

Studies show that everyone can improve physical and mental functioning, or delay further losses, no matter what their condition is today. Your contributions provide a safety net for the vulnerable in our community and help individuals experience the best quality of life possible, whether home is a Keiro facility or elsewhere in the community.

1

Provided a safety net of uninterrupted care for approximately **2,500 seniors** per year, 24 hours a day, 7 days a week, in spite of uncertain government reimbursement



2

Equipped approximately **29,000 households** with resources to help individuals manage their lifestyles through the quarterly *Umbrella of Care* newsletter



3

Empowered **350 women** for lifelong vitality through the inaugural Women's Wellness Conference (to manage wellness for themselves and their families)



4

Supported **654 caregivers** with compassion and resources through Caring for the Caregiver Conferences (Los Angeles, Nov. 21, 2009; Pasadena, Feb. 27, 2010; Oxnard, June 26, 2010)



5

Maintained a fleet of **17 vehicles** so residents could travel more than **100,000 miles** a year on resident outings to Little Tokyo, Redondo Beach Pier, Balboa Park, the Hollywood Bowl, and more

6

Presented **7 A Matter of Balance fall prevention courses** and **2 Memory Kai memory enhancement courses** for residents and our community through The Institute for Healthy Aging so individuals could age safely at home

50 Ways

YOUR CONTRIBUTIONS
IMPROVED SENIOR LIFE

SUPPORTED WELLNESS AND
LIVING WITH CONFIDENCE

7

Trained **94 senior community group leaders** on social media through Nikkei Senior Network so they could teach others to safely and confidently socialize online



8

Educated **1,356 people** in the community regarding healthy aging issues so they could better manage their lives

9

Initiated multi-sensory stimulation therapy in Keiro Nursing Home's Special Care Unit for Alzheimer's and related dementias



Multi-sensory stimulation therapy uses the five senses—taste, touch, smell, vision, and hearing—to help address challenges such as identifying color. This personalized care has been shown to improve the psychological well-being and quality of life for individuals who experience memory loss.



10

Rehabilitated **220 residents** at Keiro Nursing Home and South Bay Keiro Nursing Home following hospitalization to restore as much of their previous function as possible.

11

Developed innovative, award-winning programs through The Institute for Healthy Aging at Keiro to promote the health of our entire community



Keiro received the **NOMA Award for Excellence in Multicultural Aging**

from the American Society on Aging and the

2010 Community Service Award

from Aging Services of California for its community-based work, positioning Keiro as a national model for aging communities

12

Presented seasonal events such as the Keiro Intermediate Care Facility Summer Luau to bring residents and family members together



13

Launched the genkiwoman.org blog to support women's wellness



14

Allowed for the continuation of an extended activities program in Keiro Nursing Home's Special Care Unit for residents with Alzheimer's disease and related dementias



15

Implemented the **Spirit of Choice Dining Program** at Keiro Nursing Home.

Residents now enjoy increased dining choices, extended dining hours, buffet-style service, and a greater sense of community as staff members from different departments re-organized their work to improve residents' dining experience.



50 Ways

YOUR CONTRIBUTIONS
IMPROVED SENIOR LIFE

ENHANCED COMFORT AND SAFETY

Your contributions help Keiro maintain clean, modern buildings within a warm, personalized home, all while complying with over 5,000 government regulations. As a health care facility in Los Angeles, even the simplest home modifications require complex and technical approvals, licensing, and significant oversight. Each completed project is quite an accomplishment!

16

Renovated the lobby at South Bay Keiro Nursing Home (SBKNH) to foster a comfortable, homelike atmosphere



17

Installed a new roof at SBKNH to improve energy efficiency



18

Renovated storage area to protect resident care equipment at SBKNH (Eagle Scout Isaac Ide)



19

Installed home-like hardwood laminate flooring at SBKNH



20

Upgraded windows at SBKNH to reduce street noise and improve safety

21

Refurbished and remodeled the laundry system at South Bay Keiro Nursing Home to better service residents' personal laundry needs



22

Renovated garden area at Keiro Nursing Home to enhance resident quality of living experience (Eagle Scout Paul Terasaki)



23

Installed energy efficient lighting in the Keiro Nursing Home conference room



24

Put up new window treatments in Keiro Nursing Home dayrooms to improve the vital area for resident and family socialization



25

Upgraded resident tableware from plastic trays to more homelike placemats and settings at Keiro Nursing Home

50 Ways

YOUR CONTRIBUTIONS
IMPROVED SENIOR LIFE

ENHANCED COMFORT
AND SAFETY

26

Installed new ceiling light sensors at Keiro Retirement Home and Keiro Intermediate Care Facility basement and administrative floors for safety and energy efficiency

27

Replaced carpeting in Keiro Retirement Home hallways to create an improved living environment for residents and accommodate heavy foot traffic



28

Purchased hospitality carts for Keiro Nursing Home and Keiro Intermediate Care Facility resident dining areas and day rooms to ensure residents receive adequate fluids and nutrition daily



29

Renovated the Keiro Retirement Home dining room to support innovative approaches in resident centered care



30

Restored Keiro Retirement Home garden walking path for increased safety and improved access to resident gardens (Eagle Scout Paul Terasaki)



31

Redesigned Keiro Intermediate Care Facility dayrooms, creating more homelike living areas



32

Installed new storage cabinets and a desk for resident use at Keiro Intermediate Care Facility



33

Renovated the Keiro Nursing Home nursing stations, creating an environment for greater interaction among staff, residents, and visitors

34

Expanded the Keiro Intermediate Care Facility outdoor patio area to create more space for socialization; purchased new patio furniture and elevated flower beds for the renovated area so residents and families could enjoy the outdoors



35

Replaced outdoor lights on Keiro's Los Angeles Campus to improve resident and staff safety

36

Repainted perimeter fences on Keiro's Los Angeles Campus to prevent corrosion and enhance campus aesthetics

37

Refinished the wood on outdoor patio tables and chairs on Keiro's Los Angeles Campus (Eagle Scout Jonathan Kawaguchi)

38

Provided comfort to residents by serving approximately **500,000 cups** of tea



39

Served culturally sensitive meals, including approximately one million bowls of rice

40

Provided free wireless internet in each of Keiro's facilities for residents and families

41

Replaced worn out equipment such as electric beds and mattresses at South Bay Keiro Nursing Home, improving bed-bound residents' quality of life

50 Ways

YOUR CONTRIBUTIONS
IMPROVED SENIOR LIFE

SUSTAINED COMMUNITY VALUES AND CULTURE

50 years ago, our founders established Keiro based on the values of compassion and *keiro*, or “respect for the aged.” Your contributions help sustain living culture and carry on this legacy of caring for our community’s seniors, from generation to generation.

42

Organized intergenerational activities to pass on culture and values to younger generations (JAO Holiday Craft Workshop, Visions Bingo, and more)



43

Maintained cultural traditions, including celebrations for New Year’s and Keiro No Hi (Respect for the Aged Day)



44

Enhanced quality of life through individual birthday celebrations and other special events



45

Honored loved ones in the community on newly installed Facility Remembrance Trees

In 2012, gifts of \$2,000 or more made in memory of someone may be recognized on a Remembrance Tree at a Keiro facility of your choice



50

Facilitated resident participation in community events such as the L.A. Tanabata Festival and Nisei Week in the summer of 2010, maintaining interaction with the greater community

46

Continued culturally familiar activities like ceramics; artwork by Keiro Retirement Home residents was selected for display at the Office of the Consulate General of Japan in May 2010



49

Partnered with over **800 volunteers and volunteer groups** to enhance residents' daily lives and improve the health of the community

47

Welcomed performers like Kenichi Mikawa, a Japanese singer and TV personality, who provided world-class entertainment for residents

48

Highlighted Japanese culture at the American Association of Homes and Services for the Aging (now LeadingAge) Conference through a resident minyo dance performance on October 30, 2010

Keiro Services

Consolidated Statements of Financial Position October 31, 2010 and 2009

ASSETS

	2010	2009
CURRENT ASSETS:		
Cash and cash equivalents	\$ 2,454,991	\$ 709,685
Investments, current	10,734,721	9,731,209
Accounts receivable, less allowance for uncollectible accounts of \$461,598 and \$318,233, respectively	3,596,782	5,026,524
Other current assets	1,354,228	1,391,427
Assets whose use is limited under indenture agreement - held by trustee, current	384,567	395,068
Contributions receivable, current	235,882	170,090
Total current assets	18,761,171	17,424,003
PROPERTY, BUILDINGS AND EQUIPMENT, net	24,941,224	24,153,012
ASSETS WHOSE USE IS LIMITED UNDER INDENTURE AGREEMENT - HELD BY TRUSTEE, long-term portion	802,070	784,241
INVESTMENTS, long-term	11,013,325	9,262,752
COST OF DEBT ISSUANCE, net	619,588	691,900
OTHER ASSETS	518,161	517,164
CONTRIBUTIONS RECEIVABLE, long term	3,226,349	4,658,140
	<u>\$ 59,881,888</u>	<u>\$ 57,491,212</u>

LIABILITIES AND ASSETS

CURRENT LIABILITIES		
Accounts payable	\$ 1,531,112	\$ 1,231,433
Accrued expenses	1,679,385	1,550,073
Interest payable	35,665	38,340
Line of credit	-	300,000
Long-term debt, current	550,000	535,000
Total current liabilities	3,796,162	3,654,846
LONG-TERM DEBT, net of current portion	5,165,000	5,715,000
Total liabilities	8,961,162	9,369,846
COMMITMENTS	-	-
NET ASSETS:		
Unrestricted	37,669,343	34,999,577
Temporarily restricted	3,985,412	4,620,313
Permanently restricted	9,265,971	8,501,476
Total net assets	50,920,726	48,121,366
	<u>\$ 59,881,888</u>	<u>\$ 57,491,212</u>

Keiro Services

Consolidated Statements of Activities and Changes in Net Assets For the years ended October 31, 2010 and 2009

	2010	2009
CHANGES IN UNRESTRICTED NET ASSETS:		
Unrestricted operating revenues and other support:	\$ 31,153,232	\$ 31,383,172
Net patient service revenue		
Rental income	2,907,794	2,669,737
Other support	243,049	334,011
Total unrestricted operating revenues and other support	<u>34,304,075</u>	<u>34,386,920</u>
Expenses:		
Patient services	15,202,172	15,174,660
General services*	10,746,266	10,675,189
Administrative services**	6,715,294	5,950,419
Fundraising services	655,901	845,288
Depreciation and amortization	1,843,546	1,802,670
Interest	228,493	237,123
Total expenses	<u>35,391,672</u>	<u>34,685,349</u>
Loss from operations	<u>(1,087,597)</u>	<u>(298,429)</u>
Nonoperating gains (losses):		
Investment income	1,875,773	2,364,730
Donations	1,893,715	1,567,415
(Loss) on disposal of property, buildings and equipment	(11,575)	(1,773)
Other	(550)	(25,154)
Nonoperating gains, net	<u>3,757,363</u>	<u>3,905,218</u>
Increase in unrestricted net assets	<u>2,669,766</u>	<u>3,606,789</u>
CHANGES IN TEMPORARILY RESTRICTED NET ASSETS:		
Investment income -	754,538	-
Change in value of charitable remainder unitrust agreements	<u>(1,389,439)</u>	<u>352,792</u>
(Decrease) increase in temporarily restricted net assets	<u>(634,901)</u>	<u>352,792</u>
CHANGES IN PERMANENTLY RESTRICTED NET ASSETS:		
Contributions	<u>764,495</u>	<u>645,782</u>
Increase in permanently restricted net assets	<u>764,495</u>	<u>645,782</u>
INCREASE IN NET ASSETS	2,799,360	4,605,363
NET ASSETS, beginning of year	<u>48,121,366</u>	<u>43,516,003</u>
NET ASSETS, end of year	<u>\$ 50,920,726</u>	<u>\$ 48,121,366</u>

***General Services (for residents and community)** includes activities, building maintenance, dietary, education, housekeeping, The Institute for Healthy Aging at Keiro, insurance, laundry, property taxes, and social services.

****Administrative Services** includes accounting/business office, administration, human resources, information technology, medical records, and purchasing.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of Keiro Services as of October 31, 2010 and 2009, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

GSC, Certified Public Accountants

OUR PARTNERS

As an extension of family, Keiro partners with our community to provide culturally sensitive care options and guidance during one of the most stressful times a person can experience. It takes a community to care for seniors! Thanks to the continued support of donors, supporters, and volunteers, Keiro supports the quality of life that individuals desire, in any life stage, no matter where they call home.

Our deepest appreciation to all who partner with Keiro to enhance the quality of senior life in Our Community!

Awards (11/1/09–10/31/10)

NOMA Award for Excellence in Multicultural Aging from the American Society on Aging
Community Services Award from Aging Services of California

Grants (11/1/09–10/31/10)

California Community Foundation
Takayama Foundation

Community Partners

AARP
ABC7 Eyewitness News
Alzheimer's Association - Central Coast Chapter
Alzheimer's Association - Orange County Chapter
Alzheimer's Association - Southland
The Coffee Bean & Tea Leaf
Consumer Action
Council on Aging - Orange County
East West Eye Institute
The Fall Prevention Center of Excellence
Kaiser Health Education
Partners in Care Foundation
Retired & Senior Volunteer Program
Sodexo
UCLA Longevity Center
Union Bank
USC School of Gerontology
USC School of Social Work

Keiro Works with the Following Community Organizations:

Anaheim Free Methodist Church
Faith United Methodist Church
First Presbyterian Church of Altadena
Gardena Valley Japanese Cultural Institute
Internal Revenue Service
JACL, Greater Los Angeles Singles

Japanese American Christian Chapel
Les Dames
Mended Hearts of Anaheim Regional Medical Center
Nikkei Singles
Nikkei Widowed Group
Nishi Hongwanji Adult Buddhist Association
Okinawa Kenjinkai
Orange Coast Free Methodist Church
Orange County Buddhist Church
Orange County Sansei Singles
Oxnard Buddhist Temple
Pasadena Buddhist Temple
Pasadena Japanese Cultural Institute
San Fernando Valley Japanese American Community Center
San Gabriel Nikkei Seniors Club
So-Phi's of Orange County
South Bay Free Methodist Church
Southeast Japanese School and Community Center
Theta Kappa Phi Alumnae of UCLA
U.S. Census Bureau
Ventura County JACL
West Los Angeles United Methodist Church

Legacy Circle Members

Kiyoshi Arata
Jeff & Lorraine Dohzen
Frank & Ihoko Fukuhara
Anonymous
Louise R. Hari
R.M. Hori
Tsutomu and Helen U. Ige
Sumiko Imazu
Shyun & Sachiko Ishiwa
J. & K. Ito
Scott T. Ito
The Kageyama Family
Anonymous
Anonymous
Mary A. Kawanami
David & Tazuko Kinoshita
George Komatsu

Sidney & Hiroko Kunitake
In memory of Dorothy U. Masuda
Kyoko Matsuda
Dennis K. Matsura
Shawn & Marijane Miyake
Dixon Miyauchi
Hiroshi & Harumi Miyazono
Frank Murata & Nancy Horii
Anonymous
Joji & Gladys Nakata
The Nelson Family
Ujinobu & Yoshino Niwa
Yone Nobe
Frank & Yuriko Nunokawa
Haruko Ohsuga
Michiko Otaya
Janice Makino Pulici
Ernest & Betty Jane Rivera
Thomas & Ruth Shigekuni
Winston & Ruth Shigenaga
Joe T. & Kikue Shikami
Fred Shima
Cedrick M. Shimo
George & Ruri Sugimoto
George & Kaoru Suzuki
Jun & Shizie Taira
Alice Tanahashi
Lisa K. Tanahashi
Bette C. Uchida
The Yamamoto-Fujino Family
Etsel & Mary Yamasaki
Sam & Haruko Yamashita
Yoshiko Sakurai Trust

Donors \$1,000+ (individual gifts between 11/1/09–10/31/10)

ADS Consulting Group, Inc.
Ajishoku Foods, Inc
Kathy R. Akashi
May Amemiya
Amemiya Living Trust
George & Sakaye Aratani
Aratani Foundation
Atsuko Baba
Bank of America Matching Gifts Program
Anonymous
Bicara, LTD
Bravo Health, Inc.
Jim & Ashlee Bryan
California Community Foundation

Carmichael International Service
Chandler School
Riyoko Chikami
N.A. & Mieko Collins
Cosmos America Insurance Services
Ernest & Kiyu Doizaki
Eagle, Globerman and Kodama Foundation
East-West Eye Institute
Edison International Employee Contributions Campaign
Ehime Ken Kaigai Kyokai
Employees Charity Organization (ECHO)
Helen Funai Erickson
Fidelity Charitable Gift Fund
Fish King Glendale/Honey Baked Ham
Jeff & Namy Folick
Wayne & Joyce Fong
Friends and Family of Sueko Oshiro
Sam & Aya Fujimoto
Hiroshi & Misako Fujisaki
Carolyn Fujishige
Jimmy K. Fukuhara
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Fukui Mortuary
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John & Lily Ikegami
IKS American Corporation
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Y. & Kazuko Inami
Steve & Ann Inouye
Chris Inouye
Eric & Elizabeth Inouye
Tsuneo & Lillian Inuzuka
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James & Lorraine Ito
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Ito Farms, Inc.
Jack and Minnie Kuramoto 1985
Trust Survivor's Trust
James K. Kato Trust
Japanese American National
Museum
Japanese Chamber of Commerce
Foundation
Japanese Chamber of Commerce
of Southern California
Japanese Women's Society of
Southern California
Kei Jennings
John D. and Catherine T.
MacArthur Foundation
JSL Foods, Inc.
Fusako Kabashima
Dorothy Kada
Hank & Nancy Kagawa
Akira Kageyama
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Roy & Ruth-Ann Kakuda
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Kawaguchi-Kihara Memorial
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Hachiro & Gail Kondo
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John Kuramoto
Howard & Shirley Kurushima
May Kushida
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Les Dames
Little Tokyo Lions Club
Little Tokyo Nutrition Services
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Takashi & Jane Makinodan
Timothy & Marion Manaka
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Jerry & Maria Matsukuma
John Matsumoto
Matsumoto Sosei Sensei
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Kenichi Mikawa
Jean Mitsunaga
Shawn & Marijane Miyake
Lynn Miyamoto & Kevin Kroeger
Lorraine Miyauchi
Mizuho Corporate Bank of
California
Sadao & Ruby Mochidome
Yukio Mochizuki
Eiko Mori
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Nikkei Widowed Association
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Ted Omachi
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Kei Oshiro
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Linda Puchalski
Mike & Janice Pulici
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Joh Sekiguchi
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Yukio & Keiko Takara
Shigeo & Megumi Takayama
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Paul & Hide Tamae
Esther & John Tanaka
Val & Mitsuyo Tanaka
Marcus & Eisanne Tanimoto
Tetsu & Kathlene Tanimoto
Kirk & Yoshi Tanioka
Paul & Hisako Terasaki
Teshima Accountancy Corporation
Tinka Tokyo
Mikio & Margaret Tochioka
Dennis & Tomoye Tokumaru
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Trico Trading Company, Inc.
Truist
Chiyoko Tsuji
Kenjiro Tsuji & Masako Shirai
Stuart & Frances Tsujimoto
The Tsutayo Ichioka & Satsuki
Nakao Charitable Foundation
Kaori Nara Turner
Akemi Uchiyama
Umeya Rice Cake Company
Union Bank
Upper Crust Enterprises, Inc.
Mieko Uragami
Cary & Julie Uyemura
Ruth Watanabe
Weekly LALALA, LLC
Women of St. Mary's Episcopal
Church
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Michiko Yamamoto
Yamasa Enterprises
Norma Jean & Masao Yamashita
Howard & Sumi Yata
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Yoshiko Sakurai Trust
Takeko Yoshimi
Betty & Ben Yumori
Yuukari Chorus

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Stuart Tsujimoto
Ruth Watanabe

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Joel Minamide

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Dwight Nakata, CPA
Dean Noritake, MD
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Theodore Y. Hanasono, CPA,
Esq.
Yoshihiko Koyasu
Timothy Manaka, Jr.
Shawn Miyake

Stephen Suzuki
Hayahiko Takase
Kirk Tanioka
Stuart Tsujimoto
Betty Yumori

Board listings as of October 31, 2010

KEIRO SENIOR HEALTHCARE ENCOMPASSES



Keiro Nursing Home
2221 Lincoln Park Avenue
Los Angeles, CA 90031
(323) 276-5700



South Bay Keiro Nursing Home
15115 S. Vermont Avenue
Gardena, CA 90247
(310) 532-0700



Keiro Intermediate Care Facility
325 S. Boyle Avenue
Los Angeles, CA 90033
(323) 263-9655



Keiro Retirement Home Lic. # 191802206
325 S. Boyle Avenue
Los Angeles, CA 90033
(323) 263-9651



The Institute for Healthy Aging at Keiro
325 S. Boyle Avenue
Los Angeles, CA 90033
(323) 980-2352

Administrative Office for Keiro Senior HealthCare
325 S. Boyle Avenue
Los Angeles, CA 90033
(323) 980-7555 general
(323) 980-7513 donations hotline
Fax: (323) 980-7549

For more information about Keiro Senior HealthCare, please visit www.keiro.org



Keiro Senior HealthCare is a not-for-profit 501(c)(3) organization incorporated under the laws of the State of California providing culturally-sensitive and person-centered senior services, governed by a volunteer Board of Directors.

Photo credits: #3, 44 Photo by Kim Nakashima; #11 Photo courtesy of the American Society on Aging; #12, 14, 19, 21, 38 Photo by Ken Matsui Images Photography

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Design by Azusa Oda | www.azusaoda.com

Keiro Senior HealthCare Senior Management Team

Dianne Kujubu Belli | *Chief Administrative Officer and Executive Director of The Institute for Healthy Aging at Keiro*
Howard Hiyoshida | *Administrator of South Bay Keiro Nursing Home*
Beverly Ito | *Administrator of Keiro Intermediate Care Facility and Chief Compliance Officer*
Gene Kanamori | *Director of Human Resources*
Susan Lara | *Assistant Administrator, South Bay Keiro Nursing Home*
Audrey Lee-Sung | *Director of Resource Development*
Shawn Miyake | *President & Chief Executive Officer*
Takeshi Oishi | *Administrator of Keiro Retirement Home*
Dale Posadas | *Controller*
Janie Teshima | *Administrator of Keiro Nursing Home*