

OUR Legacy, OUR FUTURE

ANNUAL REPORTFiscal Year Ending October 31, 2010







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

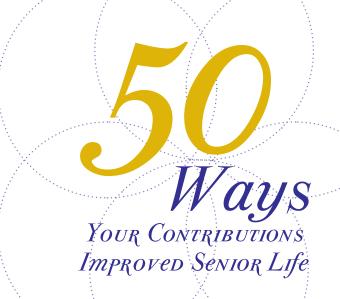


Frank Kawana Chairman Board of Directors



Shawn Miyake President & CEO





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.



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







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





Empowered

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





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)

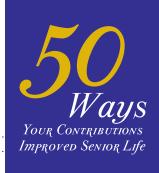




Maintained a fleet of **17 vehicles** so residents could travel more than **100,000 miles** a year on resident outings to Little Tokyo, Redondo Beach Pier, Balboa Park, the Hollywood Bowl, and more



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



Supported Wellness and Living with Confidence



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









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



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





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

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





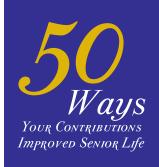




15

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.



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!



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







Installed a new roof at SBKNH to improve energy efficiency









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



Installed home-like hardwood laminate flooring at SBKNH



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)







Installed energy efficient lighting in the Keiro Nursing Home conference room

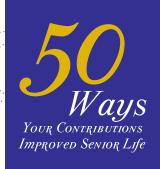




Put up new window treatments in Keiro Nursing Home dayrooms to improve the vital area for resident and family socialization



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



Enhanced Comfort and Safety

28

Installed new ceiling light sensors at Keiro Retirement Home and Keiro Intermediate Care Facility basement and administrative floors for safety and energy efficiency Replaced carpeting in Keiro Retirement Home hallways to create an improved living environment for residents and accommodate heavy foot traffic





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





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)





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



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



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



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











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



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



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



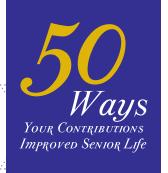
Served culturally sensitive meals, including approximately one million bowls of rice



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



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



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





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

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





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





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



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
LIABILITIES AND ASSE	\$ 59,881,888	\$ 57,491,212
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

48,121,366

\$ 57,491,212

50,920,726

\$ 59,881,888

Total net assets

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	34,304,075	34,386,920
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	35,391,672	34,685,349
Loss from operations	(1,087,597)	(298,429)
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	3,757,363	3,905,218
Increase in unrestricted net assets	2,669,766	3,606,789
CHANGES IN TEMPORARILY RESTRICTED NET ASSETS:		
Investment income -	754,538	
Change in value of charitable remainder unitrust agreements	(1,389,439)	352,792
(Decrease) increase in temporarily restricted net assets	(634,901)	352,792
CHANGES IN PERMANENTLY RESTRICTED NET ASSETS:		
Contributions	764,495	645,782
Increase in permanently restricted net assets	764,495	645,782
INCREASE IN NET ASSETS	2,799,360	4,605,363
NET ASSETS, beginning of year	48,121,366	43,516,003
NET ASSETS, end of year	\$ 50,920,726	\$ 48,121,366
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^{*}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.

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

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

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 IACL 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 Otava Ianice 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
Bicara, LTD
Bravo Health, Inc.
Jim & Ashlee Bryan
California Community Foundation

Carmichael International Service Chandler School Rivoko Chikami N.A. & Mieko Collins Cosmos America Insurance Services Ernest & Kiyo 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 Jeff & Namy Folick Wayne & Joyce Fong Friends and Family of Sueko Oshiro Sam & Aya Fujimoto Hiroshi & Misako Fujisaki Carolyn Fujishige Jimmy K. Fukuhara Gerald Fukui Fukui Mortuary Paul & Janice Fukushima Sharon Furiya Tamiko Goto Gregg Maedo & Associates H4 Enterprises LLC Tom & Michiko Haga Gerald & Cher Harada lack Icv Hasama Mary Hatate The Hattori Foundation June M. Hayashi Robert & Naomi Hayashi Edd & Nancy Hayashibara Robert & Mayumi Higa Frank & Betty Hiji Robert & Harriet Hiji Tsugio & Betty Hiji Hiji Brothers Hiji Property Investments Himawari Karaoke Doko-Kai Manabi & Sumi Hirasaki

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Hoops For Friends, Inc. R. M. Hori Chiye Horiguchi Junko Horii David Chris Hoshimiya Min-Kian Huang Bill & Sumi Hughes I & T Produce Co., Inc. Toshi B. Iba Tsutomu & Helen Ige Toshiro & Mary Ihara Thomas & Barbara Iino David & Kathleen Ikeda John & Lily Ikegami IKS American Corporation Hisako & Akira Imamura Y. & Kazuko Inami Steve & Ann Inouye Chris Inouye Eric & Elizabeth Inouye Tsuneo & Lillian Inuzuka Brian & Gale Itagaki Akira & Jena Itami Beverly Ito Shigeru & Hedy Ito James & Lorraine Ito Tomio Ito 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 Diane Kageyama Hiroshi & Betty Kageyama Kendric Kajikawa Roy & Ruth-Ann Kakuda Tom & Kay Kamei Kamerycah Inc. Mary Kamiya Ethel Kamiyama Donald & Elsie Kaneoka Kenneth & Bonnie Kasamatsu Ronald & Diane Kato Gary & Suzette Kawaguchi Kawaguchi-Kihara Memorial Foundation Tadahide & Rosa Kawahira Frank & Sachie Kawana

Victor Kawasaki

Glen & Carol Kazahaya

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Nikkei Widowed Association Michiko Nishida Fumiko Nishikawa Masayo V. Nishikawa Ronald Nishikawa Gilbert & Penny Nishimura John & Trudy Nishizu Henry & Miwako Nishizu Hiromi Nogami Toshi Noma Akio & Takako Nomi Dean & Lynn Noritake Elin Nozaki Frank Oda Richard and Sally Oda Oda Family Charitable Foundation Barbara Ohno Nobuko Okamura Ted Omachi Randall & Susan Onishi Yoko Ono Lennon Kunio Oshima Cindy Oshiro Kei Oshiro Paul & Alice Otsuka Joe & Aiko Ozaki Pacific Commerce Bank Joong Gil & Toshie Park May Nobuko Heishi Porter Linda Puchalski Mike & Janice Pulici Retirement Planning Advisors Christopher & Eileen Rodenhizer Roy Ikuo Takai Trust Saint Francis Medical Center Taro & Masako Saisho The Saito Family Candice Saito & Richard Malamud Aiko Sakai David Sakai Kiyoshi Sakakura Calvin Sakaniwa Yoshinobu & Mary Anne Sakihara The Samuel Goldwyn Foundation San Francisco Consumer Action, Inc Allen Sasaki Gordon & Joanne Sasaki Yozo & Tomie Satoda Toshiyuki & Midori Seino Joh Sekiguchi Sempra Energy Senior Foundation Charitable Corporation Senka International, Inc. Thomas & Ruth Shigekuni Fred & Elisabeth Shima Mike & Ashley Shinozaki Sierra Madre Issei Memorial

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OUR LEGACY, OUR FUTURE 15

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Sodexo

So-Phis of Orange County

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Board listings as of October 31, 2010

Keiro Nursing Home Board of Directors

Gerald Fukui Shawn Miyake
Donald Kaneoka Sadao Mochidome, PharmD

Mitchell Kodama Dwight Nakata, CPA
Claire Koga, MD Dean Noritake, MD
Joel Minamide Jason Yamada, DDS

Keiro Retirement Home Board of Directors

Paul Jay Fukushima, Esq. Theodore Y. Hanasono, CPA, Esq. Yoshihiko Koyasu Timothy Manaka, Jr.

(323) 263-9651

Shawn Miyake

Stephen Suzuki Hayahiko Takase Kirk Tanioka Stuart Tsujimoto Betty Yumori

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



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.

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This piece was printed on sustainably harvested paper.

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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