



For Immediate Release

Rolling Fields Announces New Not-for-Profit Status

David Smeltzer, President and CEO of Heritage Ministries, announced today that Rolling Fields Elder Care Community by Heritage in Conneautville, Pennsylvania, was recently granted the designation of 501 C-3 not-for-profit corporation.

This unique shift of a for-profit to not-for-profit based organization is not something that is commonly seen in business organizations in the lucrative senior care industry, but it signifies the completion of a plan that began during the 2018 acquisition of Rolling Fields by Heritage Ministries. Heritage, a not-for-profit who has been caring for their residents since 1886, holds firmly to their mission of caring for those entrusted to their care.

Smeltzer stated, *“We are very pleased that this step in the process of the integration of Rolling Fields Eldercare into the Heritage system is now complete. The conversion of Rolling Fields to a not-for-profit corporation will allow us to continue to provide the same level of excellent care and services to the elders of the community while expanding our ability to serve those who cannot afford to pay privately for that care. Not-for-profit status also opens up new opportunities for grants and donations to assist in assuring that we have the necessary equipment and facility improvements to maintain an attractive and well-maintained home for our Elders. Heritage is honored to be part of the Rolling Fields community and appreciates all of the Care Partners who serve them to promote HOPE, DIGNITY, and PURPOSEFUL LIVING for the Elders who call Rolling Fields home.”*

Lisa Haglund, Heritage Vice-President of Marketing and Development, explained why they have found such success with this model *“For-profit senior care organizations exist to make money for their investors and shareholders. Not-for-profit organizations, such as Heritage, are structured so that the funds they make serve their residents, while preserving and living their mission in addition to enhancing the community that surrounds them. As a not-for-profit, we are able to provide for our residents who may outlive their resources. Once you are home at Heritage, you will never need to worry*



about leaving when there are no more funds. We are blessed to care for all of our residents.”

Rolling Fields Elder Care Community was founded in 1968 when Duane and Marlene Braham purchased the property and facilities of a senior care home from Mr. Elwood Heaster. The home was originally dedicated in 1921 as the Ida M. Cribb’s Memorial Home by the Methodist Episcopal Church. The Braham’s dedicated their lives to the service of elders and constructed the current facility in 1979 as a 121 bed facility. In 1995, a 60 bed addition was constructed resulting in the current 181 bed facility which also offers on-site childcare services for employee Care Partners and the community, as well as outpatient rehabilitation. The property also includes independent living retirement residences. They were acquired by Heritage Ministries in March 2018.

Heritage Ministries, the parent company of Rolling Fields, was founded as the Orphanage and Homes of the Free Methodist Church in 1886 and has grown from its original campus in Gerry, NY, to six locations in New York with additional affiliations in the states of Washington, Illinois, and Pennsylvania. As a not-for-profit provider of senior care and housing, Heritage is a leader in the industry, employing approximately 1,500 team members, and serving over 2,500 individuals annually. With locations in New York, Pennsylvania, Illinois, and Washington, Heritage and its affiliates provide rehabilitation and skilled nursing services, independent retirement housing, and assisted living. The Homestead Stables provides intergenerational equestrian opportunities as well as boarding, training, and lessons. In addition, childcare is provided at two campuses, allowing for intergenerational programs. For more information on Heritage Ministries, please visit www.heritage1886.org