



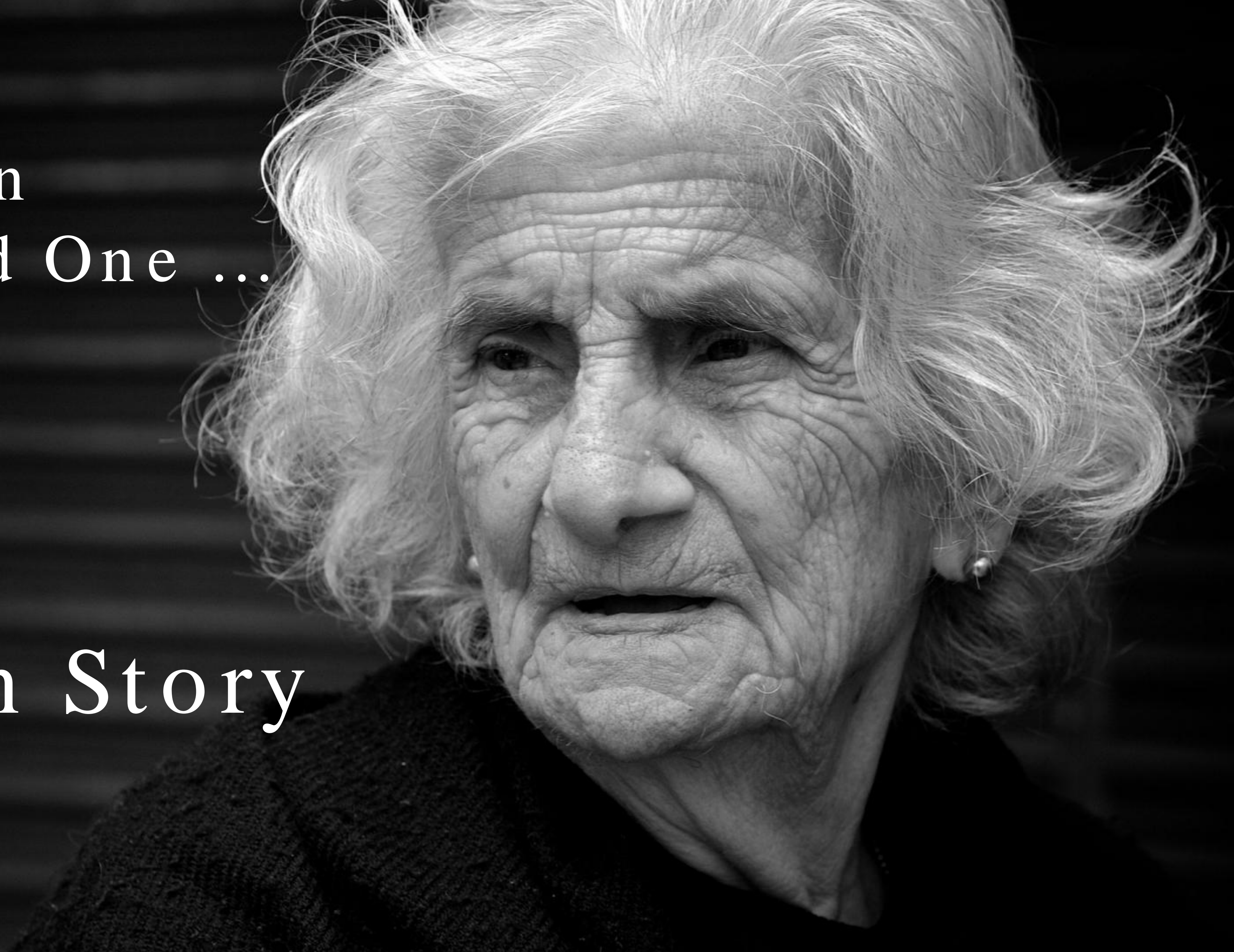
New Approaches to Aging in Place

Sept 15, 2023 - Grosse Ile Presbyterian Church
Grosse Ile, Michigan

Patrick Bultema, Founder, Chairman & CEO
Kare Team

Caring for an
Aging Loved One ...

A Human Story





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Typical Richvale Farmer.

Harold & Hilda Nelson



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Great Grandpa
Harold Nelson



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Legacy of Aging Industry

Senior Living



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Not what people want!

91 percent of Boomers
say they NEVER want to be in a Senior
Living facility

61 percent - rather die
than end up in a Nursing Home

*Kare Tea
m*



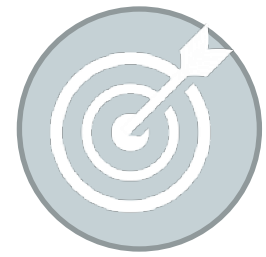


Age-in-Place

- ✓ Place of their choosing
- ✓ On their terms
- ✓ With Family & Friends
- ✓ Aging services

The Problem with Age-in-Place

Most are woefully unprepared to pull it off



No Plan



Living situation
not set up



Family &
Friends
not engaged

Aging Services
Confusion



DON'T WANT TO THINK ABOUT AGING



Why?

AGING SNEAKS UP ON PEOPLE!

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The “Event”



*Ka re Tea
m*

First impulse - turn to family ...

53 million Americans providing
care for aging loved ones



 Limited
Availability

 No Plan

 At a
distance

? Confused

The Result

Unhappy outcome
for everyone!



The Issue

- People want to age in their place
- Pulling it off is a hot mess
- How are Churches part of equation

Most Churches ...



...take for granted they have
older people,

...focused on the missing
younger people.

What's Typically Offered _____



Visitation



Social
Groups

Missed Ministry Opportunity

Churches get
practical with ...

- Youth Ministry
- Young Couples
- Divorced Groups



Going deeper
with the life
realities of aging,
and members
desires



KareTeam to help
Offering free to
church ministries

KareTeam Solution

A very different experience is possible ...

Collaboration
& Tracking

3

1 Creates the Plan

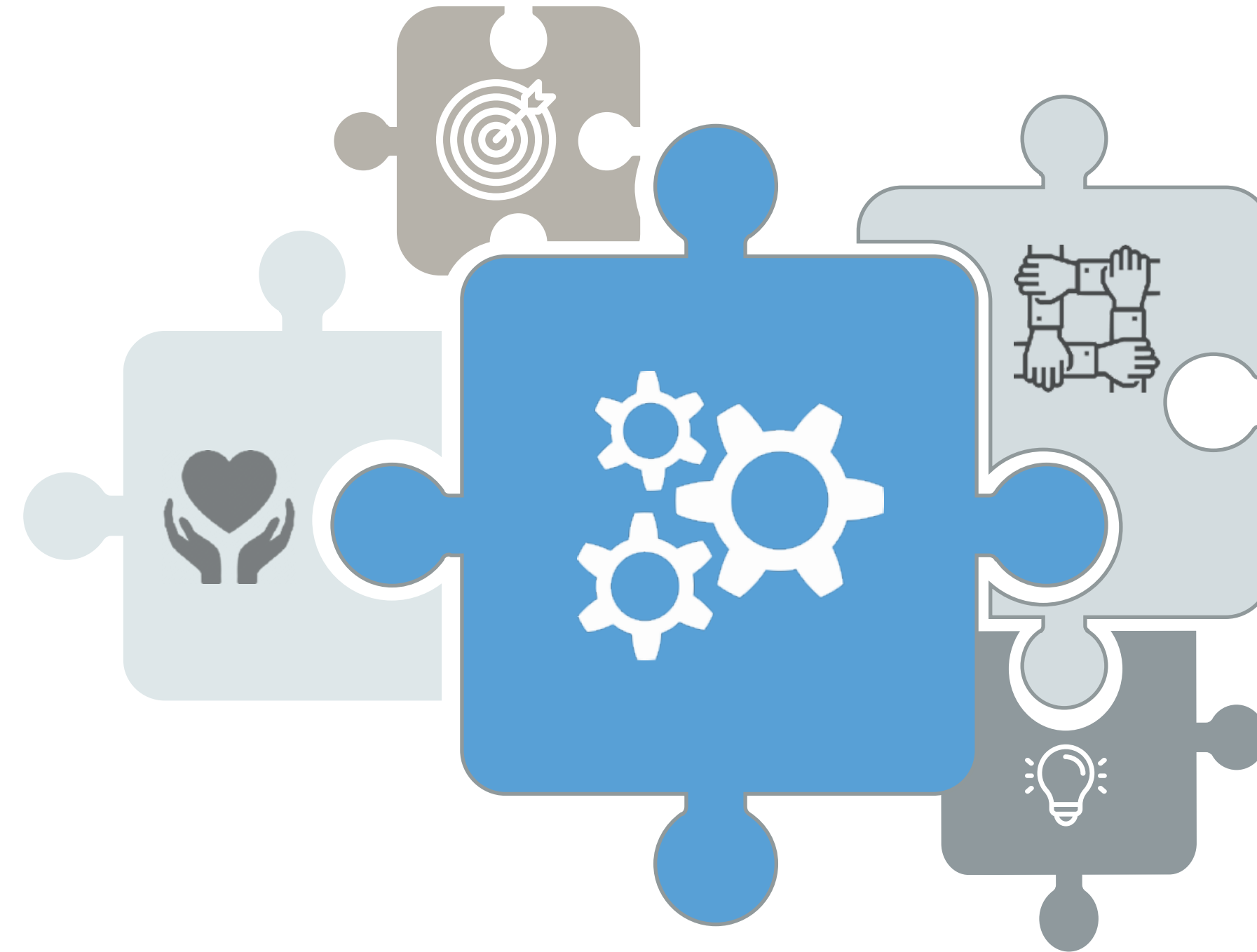
2 Defines the Team

Resources

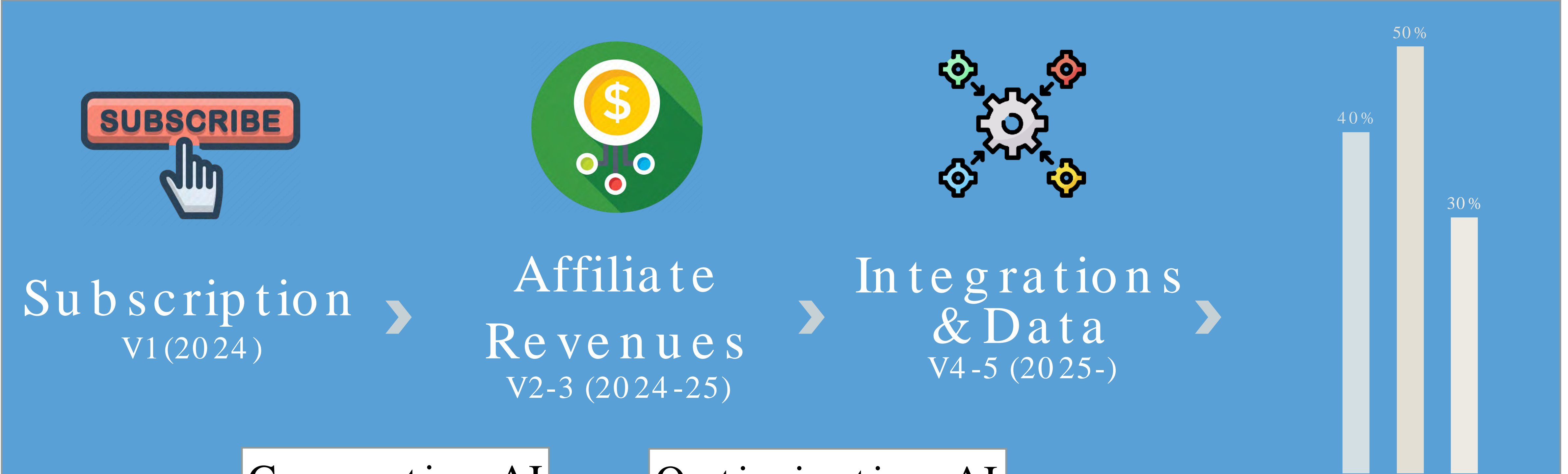
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Cloud Software

5

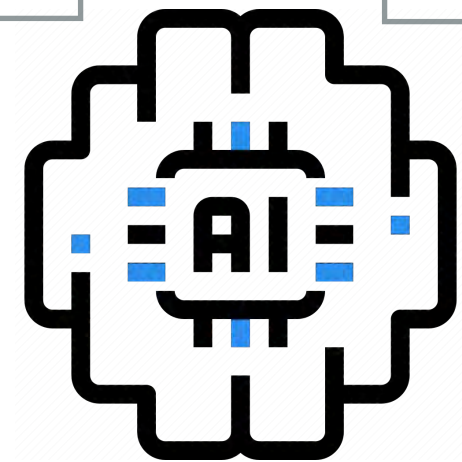


Product Roadmap



Generative AI

Optimization AI



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For-Profit / For-Impact



Why it matters to get
more engaged in
aging?

Greying of the American Church

- ✓ Median age right at 60 in mainline denominations
- ✓ Lutheran (MS) - 68% are 55 or older
- ✓ PC(USA) - 60% aged 55+
- ✓ Southern Baptists - 57% aged 55+
- ✓ Greying trend is only increasing as church participation continues to decline
- ✓ Estimate by 2070 less than 40% will consider themselves Christian, down from 64% in 2020



*Sources: Pew Research; @ryanburg / CES 2020. Also see Appendix infographics



Conversations on Aging

Lead to significant issues
of faith and discipleship



Older Member Opportunity



Regular Attendees



Top Givers



Accumulated
Wealth



Legacy
Potential

Engaging the Missing Family

Outreach

Relevance



Why is KareTeam no charge for Churches

1. Committed to improving the lives aging people
2. Committed to enhancing family relationships
3. Want to enhance the aging ministry of churches
4. Overcoming the customer acquisition challenge

CREATES A CUSTOMER ACQUISITION CHALLENGE



The Event

INFLUENCERS WHO ALREADY HAVE PRESENCE

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Discussion

- Questions
- Comments / Concerns
- Recommendations

Contact Information

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