

Wesley Willows

Extraordinary Senior Living



Visionary Growth

THE JOURNEY 2024



Frances Salinas
President & CEO

Fiscal Year 2024 was special for me both personally and professionally. Personally, I experienced the heart and soul of Wesley Willows through its residents and staff, whose stories, families, and future hopes for the organization inspired me greatly. This energized

me professionally as I took a deep dive into the organization's strategic growth plan and evaluated our operations. I was also thrilled to learn that Newsweek named Wesley Willows the 4th best Continuing Care Retirement Community in all of Illinois and the 60th best in the entire country!

In this Annual Report, you will read articles written by two key new members of the Executive Leadership Team: Jeff Reinke and Nicholas Campbell.

Jeff Reinke joined our team in October 2023 as Vice President of Advancement and eagerly began the development and implementation of a Corporate Partnership Program. I am amazed at how this multi-tiered program took shape over the past year and I have enjoyed the opportunities to connect with our Corporate Partners at special events and at the annual Box Office Benefit. I was especially blown away by the amazing pre-show reception at the Box Office Benefit, put on by our very own Dining Services Team.

Nicholas Campbell, Vice President of Operations, joined our team in April 2024 and quickly helped us make improvements to our Health Care areas. Nick provided our team with the tools to grow our Medicare census, reopen the lower level of Hunt Terrace, and evaluate the needs for revitalizing and enhancing our Memory Care programs across campus.

This fiscal year, we engaged a consulting company, Plante Moran, to do an extensive evaluation of Wesley Willows and Peterson Meadows. Plante Moran is a high-level consulting company that looks at all levels of

daily departmental operations as well as building and grounds conditions, sales and marketing effectiveness, and financial environments. It was important to me that, as Plante Moran shared its findings, our Vice Presidents, Directors, and Managers were involved and inspired.

At Wesley Willows and Peterson Meadows, we have opportunities to strategically grow programs and services offered to residents and staff. This growth will help our organization attract the next round of Baby Boomers (over 10,000 of which are turning 65 every day) and to be the employer of choice for Senior Living in the surrounding area. We also have strong buildings that can be renovated and designed to fit the wants and needs of those wishing to move to a senior living community.

In Fiscal Year 2024, we invested over \$10 million in capital projects, including the addition of 19 newly constructed homes at Peterson Meadows, the replacement of a decades-old boiler system and water heater in Willows Arbor, and the replacement of several roads on the east side of Wesley Willows.

As I look to the future of **strategic growth** for the Wesley Willows organization, I am grateful for the strong foundation set by those before me, including the generous gifts to the Good Samaritan Fund and Peterson Meadows Endowment. I believe we are set up for success in our current programs, services, and amenity offerings. I am also excited to look for future opportunities to grow and expand.

As the old saying goes, the more things change, the more they stay the same. The Wesley Willows organization has grown by leaps and bounds since our founding nearly 60 years ago. Nevertheless, we remain firmly committed to the same cause: inspiring seniors to celebrate life. It is this cause that makes the strategic growth so personally and professionally fulfilling.

A stylized, handwritten signature of Frances Salinas in black ink.

Frances Salinas
President & CEO



Nick Campbell
VP of Operations

In the Spring of 2023, I had the pleasure of meeting the Wesley Willows leadership team for the first time at the annual Leading Age Illinois conference. The team left a lasting impression, and I knew I had found collaborative partners for many years to come. Not long after the meeting, I

unexpectedly found myself conversing with the Wesley Willows team again about an opportunity to join them. It was an incredibly easy decision to make and I am honored to serve this renowned senior living community.

If you ask around, most will tell you that recovering from the last few years has been difficult. However, our team has risen to the occasion through collaboration, resilience, and a deep commitment to our residents. We are getting back to the basics and plan to continue the legacy of Wesley Willows with a "boots on the ground" mentality. This, after all, has always been a key contributor to our achievements. Our team strives to give residents the first-class service they deserve, and we will accept nothing less. That is what makes Wesley Willows the industry standard.

As we built upon our efforts, we quickly realized that our team was comprised of natural leaders.

This unique attribute allowed us to grow our organizational chart from within. The depth of our leadership at Wesley Willows means that we can provide more quality services for our residents. We are building strong teams one department at a time, each specializing in providing specific programs that our residents warrant and enjoy.

As we grow our mission, we appreciate the responsibility of partnership with the City of Rockford and the surrounding communities. More recently, we committed to stewardship by partnering with the Rockford Public School system, allowing local students to explore various career paths. We have also committed to providing internships for our local colleges and universities. Wesley Willows' educational investment will ensure a future workforce of strong, diverse leaders. While it has required hard work to establish these programs, we are excited to witness the positive impact on our community while keeping senior services the focus of our efforts.

I would like to applaud our President and CEO, Frances Salinas, as we would not have come nearly this far in such a short amount of time without her. Her unwavering commitment to our community and industry is exemplary. I am grateful for the opportunity to serve on the Wesley Willows team and I look forward to the strides we will make in the future.



Staff and Board of Trustees Members attend the annual LeadingAge Illinois Conference.



Jeff Reinke
VP of Advancement

I joined the Wesley Willows team last October and learned immediately what a tremendous opportunity it was to serve as the Vice President of Advancement. Certainly, working in the Rockford community throughout the years, I was aware this was a senior-living organization but had no idea of the scope of

services and the number of residents we serve each and every day. I've truly enjoyed building relationships with donors and residents to further our mission: **to promote active, secure lifestyles for seniors through ongoing, personalized care.**

Having spent my entire career in fund-raising, I've been fortunate enough to have worked for several local and national not-for-profit organizations in the healthcare, social service, and education sectors before coming to Wesley Willows. A few of those organizations have included the American Cancer Society, the American Red Cross, the YMCA of Rock River Valley, Highland Community College (Freeport), and Cardinal Stritch University (Milwaukee). I believed in all of these organizations' missions and wanted to make a difference because of that belief.

Over 35 years ago, my mom passed away at the age of 46 from ovarian cancer, which is why I accepted a position with the American Cancer Society here in Rockford. Several years later, as our family grew, I accepted a Development position with the YMCA. It's commitment to "building strong kids" truly resonated with me, and the YMCA played a key role in forging relationships that our family still has today.

As our kids moved on to college, higher education was a top priority. The experience of working for Highland Community College and Cardinal Stritch University provided opportunities to make a difference in education.

The 2024 Box Office Benefit was a hit thanks to our amazing Dining Services staff.

Now, in what some may consider the twilight of my career, I'm honored to serve as the Vice President of Advancement for Wesley Willows & Peterson Meadows. And, once again, I can relate directly to our mission of providing a lifetime of care for our residents.

Some of the key initiatives we've rolled out since I joined the team here include launching our Corporate Partnership Program, creating several new giving opportunities, and introducing the Peterson Meadows Legacy Society.

Each of these have seen initial success. Our Corporate Partnership Program has 43 members and has generated \$130,000 in its inaugural year. In addition to the long-established Good Samaritan Fund, new giving opportunities include the Dick & Grace Leighton Professional Development Fund and our Resident Impact Fund. Finally, the Peterson Meadows Legacy Society, combined with the Robert Ash Legacy Society, will ensure that we continue to fulfil our mission for generations to come.

The definition of philanthropy is "the desire to promote the welfare of others, expressed especially by the generous donation of money to a good cause." Throughout the coming year, I'll rely on my many years of experience to promote the welfare of our residents and to build a culture of philanthropy throughout the organization.

Again, I am beyond grateful to be a part of this generous organization. I am proud of the progress made in Fiscal Year 2024, and I look forward to the advancements made for residents and the community in coming years.



Condensed Combined Financial Summary

June 30, 2024 and 2023	2024 Combined	2023 Combined
FINANCIAL POSITION		
Total Assets	\$ 182,241,807	\$ 174,875,610
Total Liabilities	\$ 119,996,486	\$ 119,075,514
Net Assets:		
Without Donor Restriction	\$ 55,842,786	\$ 51,677,661
With Donor Restrictions	\$ 6,402,535	\$ 4,122,435
Total Net Assets	\$ 62,245,321	\$ 55,800,096
Total Liabilities and Net Assets	\$ 182,241,807	\$ 174,875,610

RESULTS OF OPERATIONS

Total Revenues	\$ 33,584,518	\$ 32,338,045
Total Expenses	\$ 35,118,024	\$ 33,022,066
Operating Income	\$ (1,533,506)	\$ (684,021)
Interest Expense	\$ (1,740,256)	\$ (1,398,750)
Gain on disposal of property and equipment	\$ 628	\$ 88,499
Contributions	\$ 822,055	\$ 909,512
Investment Income	\$ 6,616,204	\$ 5,310,401
Change in Unrestricted Net Assets	\$ 4,165,125	\$ 4,225,641

Revenues and Expenses

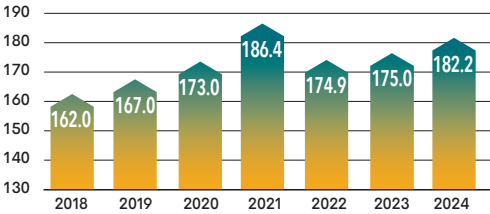
Combined Revenues for the year ended June 30, 2024

Net Resident Services	\$ 28,797,125	85.7%
Amortization of entrance fees	\$ 2,915,561	8.7%
Amortization of deferred facility improvement revenue	\$ 657,218	2.0%
Other operating revenue	\$ 1,214,614	3.6%
Total	\$ 33,584,518	100.0%

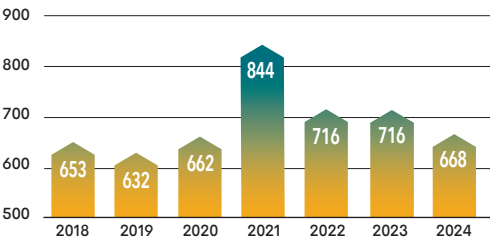
Combined Expenses for the year ended June 30, 2024

Nursing Services	\$ 8,064,610	23.0%
Maintenance	\$ 7,078,229	20.2%
Food Service	\$ 5,177,889	14.7%
Administration	\$ 4,985,108	14.2%
Human resources and marketing	\$ 915,868	2.6%
Housekeeping & Laundry	\$ 1,324,813	3.8%
Chaplaincy and resident services	\$ 1,020,906	2.9%
Development	\$ 185,452	0.5%
Depreciation and amortization	\$ 6,365,149	18.1%
Total	\$ 35,118,024	100.0%

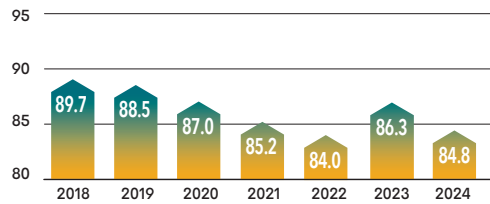
Total Assets (\$ millions)



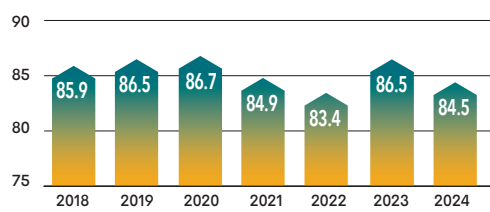
Days Cash on Hand



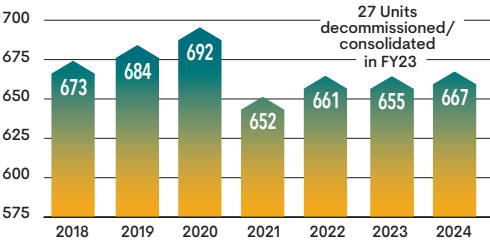
Wesley Willows Total Occupancy % (excludes PM)



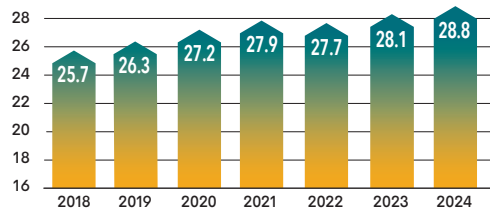
Total Occupancy % (including PM)



Total Occupied Units at 6/30



Resident Services Revenue (\$ millions)





Wesley Willows received the esteemed recognition of being named the 4th best Continuing Care Retirement Community (CCRC) in Illinois and 60th best in the U.S. by Newsweek. To create the ranking, a score was calculated for each CCRC. The total score was based on national online surveys of medical professionals, testimonies of residents living in CCRC's, and accreditation data. Also taken into consideration were professional recommendations, care level assessment, and a quality dimensions score. The Newsweek ranking has been a wonderful opportunity and reminder of what an amazing community Wesley Willows is and will continue to be as we go into the future.



Wesley Willows celebrated Jonelle Dougherty's 40 years of service.



Alice Alfredson celebrated 25 years as a resident of Peterson Meadows.



MEET OUR EXECUTIVE LEADERSHIP TEAM

Katie Kinson

Executive Assistant
to the President & CEO

Nick Campbell

VP of Operations

Melissa Wright

Director of Sales & Marketing

Jeff Reinke

VP of Advancement

Frances Salinas

President & CEO

Brett Nelson

Chief Financial Officer

Stephanie Cortes-Cruz

Chief Human Resources Officer

ACCOMPLISHMENTS

- Over \$1 million in charitable care, programs, and services were provided to residents, staff, and the Rockford community.
- Our Medicare area was beautifully renovated, including the addition of a Concierge Service, which helped double census.
- The Peterson Meadows Legacy Society was established.
- The annual Box Office Benefit generated a record-breaking \$155,190 to assist residents at Wesley Willows and Peterson Meadows.
- The Dick & Grace Leighton Professional Development Fund was created to provide staff with better training and education.
- Wesley Willows awarded over \$10,000 to staff through the "You are an Inspiration" program that recognizes acts of excellent customer service.



CORE VALUES

Integrity in all we do, embracing transparency and a 'do-the-right-thing' focus as a faith based, not-for-profit organization. **Relationships** creating a community which exemplifies caring and respect. **Operational Excellence** in programs, services, facilities, and grounds. **Fiscal Responsibility** for Wesley Willows, residents, and employees. **Safe and Secure** practices and environments

MISSION STATEMENT:

We promote active, secure lifestyles for seniors through ongoing, personalized care.



VISION STATEMENT:

Wesley Willows will be the leader in providing exceptional programs, services, and amenities for seniors.



BOARD OF TRUSTEES

Denise Popp
Board Chair

Joseph Clinton

Jack Croffoot

Joseph Garry

Mark McClenathan

Dennis Roop

Frances Salinas

Joseph Scandrol, Jr.

David Schmitt

Samuel Schmitz

Don Williams

Tammy Zurfluh

Peterson Meadows Celebrates 30 Years of operation and excellence!



Thank You... to all of our residents, friends,
and partners for your generous giving in Fiscal Year 2024.

- Good Samaritan Fund
- Wesley Willows Good Samaritan Endowment
- Peterson Meadows Endowment
- Employee Christmas Fund
- Robert Ash Legacy Society
- Scholarship Gift

If you are interested in learning more about **charitable giving** at Wesley Willows and Peterson Meadows, please visit <https://www.wesleywillows.org/charitable-opportunities> or use the QR code.



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