



2023 REPORT CARD

SUBJECT	GOAL	ACTUAL	ACHIEVED
Overall Occupancy	86.5%	86.5%	Yes
Total Revenues	\$33,889,879	\$32,338,045	No
Total Expenses.....	\$34,718,022	\$33,022,066	Yes
Operating Income	\$(828,144)	\$(684,021)	Yes
Non-operating Income (Expenses)	\$487,515	\$4,909,662	Yes
Increase in Unrestricted Net Assets.....	\$(340,629)	\$4,225,640	Yes
Good Samaritan Endowment Fund	—	\$12,350,013	Yes
Provided Appropriate Charitable Support	—	\$1,125,527	Yes
Total Gifts Received.....	\$450,000	\$909,512	Yes
Board Member Attendance	80%	90%	Yes

Mission Statement:

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

- Wesley Willows and Peterson Meadows communities welcome Frances Salinas as the new President and CEO after Bill Pratt's retirement on July 1, 2023.
- The 50th Annual Box Office benefit held in August 2022 at the Starlight Theatre raises \$88,000, helping our beloved residents stay in their Wesley Willows homes.
- Peterson Meadows began construction of 16 new duplex homes and 3 single-family homes, filling them faster than they could be built.



Frances Salinas
President & CEO

As I compose this annual update – my first – as your President and CEO, I am equally excited and thankful for the chance to lend my talents and begin shaping the growth and future of Wesley Willows and Peterson Meadows. It is hard to believe I first stepped foot on this lovely campus over one year ago!

Since that time, I have experienced first-hand our Board of Directors' commitment to this organization and to our staff, I've seen our staff's commitment to our residents' care, and I've seen our residents' commitment to sharing

their happiness in living here with one another. Thank you to each person who plays a part in the continued success and growth of our organization.

I'm happy to share **our occupancy is up while our expenses are down.** I'm also happy to share another blessing – the gifts we've received from generous residents, their families and the community this year **has increased yet again**, including contributions to our Good Samaritan Fund and the Peterson Meadows Endowment. We are so grateful for our community's heartfelt generosity. Thank you!

If you have an idea on how to further support our wonderful community, I'm all ears! Call me anytime at 815-316-1529.

Thank you again, and blessings for a wonderful year ahead!

Frances Salinas
President & CEO