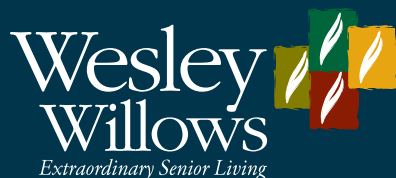




2024/2025

Corporate Partnership Program





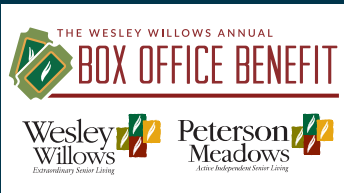
The United States Census Bureau projects that the number of citizens over 65 will increase by more than 65 percent during the next 20 years. Our **CORPORATE PARTNERSHIP PROGRAM** offers a unique opportunity to build a long-term, symbiotic relationship with the largest senior living organization in Northern Illinois.



**Focused Stewardship:** From day one, our corporate partners have access to Advancement Department staff to create strategies which enhance their partnership with Wesley Willows and Peterson Meadows.

**Increased Visibility:** Through engagements with Wesley Willows and Peterson Meadows, recognition of the partnership will grow. We will develop optimal ways to display corporate partners' names throughout all of our communication channels.

**Events & Benefits:** Our Corporate Partnership Program offers the option to support and be affiliated with most Wesley Willows and Peterson Meadows residents and Leadership Team.



The **BOX OFFICE BENEFIT** is the premier fundraising event for Wesley Willows and Peterson Meadows taking place at Rock Valley College's Starlight Theatre on Sunday, August 4, 2024. Residents, families, and corporate partners will be invited to see the Broadway musical "NEWSIES."



The **CORPORATE PARTNERSHIP BREAKFAST** will be held in mid-September. Our corporate representatives will be able to meet the Leadership Team, take a tour of the campus, and learn about Wesley Willows' programs, services, and amenities.

The **ROBERT ASH LEGACY SOCIETY** is a planned giving legacy of vision and values honoring the memory of Robert Ash, Wesley Willows' beloved President/CEO and visionary. Legacy Society members are invited to the prestigious Robert Ash Legacy Society Annual Dinner which features Community leaders as the keynote speakers. The event will be held the evening of Thursday, September 26.



The **WESLEY WILLOWS HOLIDAY RECEPTION** is a festive evening to gather with other Wesley Willows and Peterson Meadows Board of Trustees, members, Leadership Team, and supporters to celebrate the organizations' accomplishments throughout the year.

# Corporate Levels and Benefits

PLATINUM \$10,000	<ul style="list-style-type: none"> <li>• Category Exclusivity</li> <li>• Company logo placement on all marketing materials affiliated with each event (programs, print and electronic media, on-site event signage, etc.)</li> <li>• Company logo featured prominently on website including recognition on "Corporate Partner" page</li> <li>• 20 tickets for Annual Box Office Benefit at Rock Valley College's Starlight Theatre</li> <li>• Logo placement on all marketing materials associated with Box Office Benefit</li> <li>• 4 tickets to Corporate Partnership Breakfast</li> <li>• 4 tickets to Holiday Reception</li> <li>• 2 tickets to Robert Ash Legacy Society Dinner</li> <li>• Company logo on donor recognition display at Wesley Willows and Peterson Meadows campus</li> <li>• Recognition in Annual Report, newsletters, and in resident newsletters</li> <li>• Opportunity to use Peterson Meadows or Wesley Willows venues for Corporate meetings/presentations</li> </ul>
GOLD \$7,500	<ul style="list-style-type: none"> <li>• Company logo placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.)</li> <li>• Company logo featured prominently on website including recognition on "Corporate Partner" page</li> <li>• 15 tickets for Annual Box Office Benefit at Rock Valley College's Starlight Theatre</li> <li>• 2 tickets to Corporate Partnership Breakfast</li> <li>• 2 tickets to Holiday Reception</li> <li>• 2 tickets to Robert Ash Legacy Society Dinner</li> <li>• Company logo on donor recognition display at Wesley Willows and Peterson Meadows campus</li> <li>• Recognition in Annual Report, newsletters, and in resident newsletters</li> <li>• Opportunity to use Peterson Meadows or Wesley Willows venues for Corporate meetings/presentations</li> </ul>
SILVER \$5,000	<ul style="list-style-type: none"> <li>• Company name placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.)</li> <li>• Company logo featured prominently on website including recognition on "Corporate Partner" page</li> <li>• 10 tickets for Annual Box Office Benefit at Rock Valley College's Starlight Theatre</li> <li>• 2 tickets to Corporate Partnership Breakfast</li> <li>• 2 tickets to Holiday Reception</li> <li>• 2 tickets to Robert Ash Legacy Society Dinner</li> <li>• Company logo on donor recognition display at Wesley Willows and Peterson Meadows campus</li> </ul>
BRONZE \$2,500	<ul style="list-style-type: none"> <li>• Company name placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.)</li> <li>• Company name featured prominently on website including recognition on "Corporate Partner" page</li> <li>• 10 tickets for Annual Box Office Benefit at Rock Valley College's Starlight Theatre</li> <li>• 2 tickets to Corporate Partnership Breakfast</li> <li>• 2 tickets to Holiday Reception</li> <li>• Company name on donor recognition display at Wesley Willows and Peterson Meadows campus</li> </ul>
COPPER \$1,000	<ul style="list-style-type: none"> <li>• Company name placement on all marketing materials affiliated with designated Wesley Willows and Peterson Meadows events (programs, print and electronic media, on-site event signage, etc.)</li> <li>• 5 tickets for Annual Box Office Benefit at Rock Valley College's Starlight Theatre</li> <li>• 2 tickets to Corporate Partnership Breakfast</li> <li>• 2 tickets to Holiday Reception</li> <li>• Company name on donor recognition display at Wesley Willows and Peterson Meadows campus</li> </ul>
PATRON \$500	<ul style="list-style-type: none"> <li>• Company name featured on website including recognition on "Corporate Partner" page</li> <li>• 2 tickets to Corporate Partnership Breakfast</li> <li>• 2 tickets to Holiday Reception</li> <li>• Company name on donor recognition display at Wesley Willows and Peterson Meadows campus</li> </ul>

The **Wesley Willows** features four entities serving seniors throughout Northern Illinois and Southern Wisconsin. Our *extraordinary senior living* options serve over 800 residents, offering lifestyles enriched with programs and services designed to meet individual needs in a safe and secure environment.



### **Willow Ridge Home & Suites**

Willow Ridge Homes are spacious duplex homes designed for active adults, age 55+, who wish to live in a private home and still enjoy the conveniences and security of a senior living community. Willows Suites are one and two bedroom apartments connected to The Castle Town Center which offers a number of amenities including a fitness and aquatic center, bistro, and salon.

### **Willows Arbor Assisted Living Apartments**

Willows Arbor apartments offer a carefree lifestyle with support as needed. The Arbor also features welcoming lounges, game room, media center/library, fitness center, billiards room, and woodshop. Nursing and supportive services are available on an interim or ongoing basis.

### **Willows Health & Rehab Center**

Willows Health & Rehab Center is a Medicare-certified comprehensive skilled care facility with 24-hour staff that includes licensed, registered, and practical nurses; certified nursing assistants; physical, speech, and occupational therapists; registered dietitian; activities staff; and other specially trained professionals. The rehabilitation center features the newest technologies, therapies, and the latest modalities to return individuals to their highest level of independence. Our Kirk's Place Memory Care community offers skilled nursing to those with Dementia and Alzheimer's.

### **Peterson Meadows Active Independent Living**

Peterson Meadows is a not-for-profit senior living community that joined the Wesley Willows organization in 2014 to bring greater programs, services and benefits to the lives of Rockford-area Seniors. The community offers single-family and duplex homes plus apartments in a variety of sizes on a 34-acre campus.

## **Wesley Willows & Peterson Meadows Funding Priorities**

### **Wesley Willows Good Samaritan Fund**

The Wesley Willows **GOOD SAMARITAN FUND** makes a significant impact on the lives of our residents. Established more than 50 years ago, this fund creates peace of mind for residents and families, knowing they will be cared for even when their financial resources have been exhausted. Over \$1 million is provided annually.

### **Peterson Meadows Endowment Fund**

The **PETERSON MEADOWS ENDOWMENT FUND** provides the opportunity to offer residents a lifetime of quality, independent senior living for decades to come. As the endowment grows, available funds benefit Peterson Meadows residents who need assistance paying their monthly fees when they outlive their financial resources while living at Peterson Meadows.

For More Information: **Jeff Reinke, Vice President of Advancement**  
**JeffR@wesleywillows.org** | Wesley Willows  
O: 815-316-1570 | C: 815-298-4534

## **WESLEY WILLOWS BOARD OF TRUSTEES**

### **Denise Popp/Chairperson**

Director of Information &  
Technology  
Rosecrance Health Network

### **Frances Salinas**

President & CEO  
Wesley Willows

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### **Jack Croffoot**

Retired  
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### **Joseph Garry**

Professor & Chair  
Department of Family &  
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UIC College of Medicine

### **Mark McClenathan**

Attorney, Shareholder  
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### **Don Williams**

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### **Tammy Zurfluh**

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