

THE JOURNEY 2023



Frances Salinas
President & CEO

Welcome to the 2023 rendition of The Journey. For those of you who are accustomed to receiving this Annual Report, and for our first-time readers, you may be wondering who I am. Please allow me to introduce myself:

My name is Frances Salinas, and I am the President and CEO of Wesley Willows and Peterson Meadows. I have had the pleasure of working side-by-side with former President and CEO, Bill Pratt, for the past year and **I feel confident and well-prepared** to lead this incredible organization in **New Directions**.

I learned about Wesley Willows from a mutual Senior Living industry partner after having spent the last two decades leading a vibrant senior living community in Naperville, Illinois, but was ready for growth and a new direction professionally.

I can remember the first time I came to this beautiful campus—I was truly in awe of the large, attractive buildings and picturesque

landscaping. It didn't take me long to realize that this was an opportunity I simply could not pass up. I moved to Rockford last fall and have embraced this new path in my life.

I celebrated my first anniversary as a member of the Wesley Willows and Peterson Meadows community in July of 2023. I like to remind myself often that **turning over a new leaf** and embarking on new paths is often a very good thing. It is an opportunity for a fresh start, a new perspective and renewed ideas to keep work and life exciting.

Being here is an honor! I have the privilege of working alongside talented staff and Board of Trustees, and I have many plans to keep Wesley Willows and Peterson Meadows growing, thriving, and continuing the tradition of being the leader in Senior Living in the region.

Thank you for the opportunity to lead this organization to **New Directions**. 🍃

A handwritten signature in black ink that reads "Frances Salinas". The signature is fluid and cursive.

Frances Salinas
President & CEO



BOARD OF TRUSTEES

Denise Popp, Chairperson

Joe Clinton

Jack Croffoot

Joseph Garry

Mark McClenathan

Dennis Roop

Frances Salinas

Joe Scandrolì

David Schmitt

Samuel Schmitz

Don Williams

Tammy Zurfluh

NEW DIRECTIONS



Melissa Wright
*Director of Peterson Meadows,
Corporate Sales &
Marketing Manager*

In 2012, I knew that my life was going to be set on a different course. I was a young, single woman living with my grandmother on our family farm when I accepted a position at Wesley Willows as the Executive Assistant to the CEO. I had

taken an interest in the Senior Living field after living with my grandmother for several years, but it wasn't until I blindly applied for a random job on Craigslist that I stumbled on Wesley Willows.

While working under the leadership of Bill Pratt, I quickly learned that there was no limit to where I could go with my career at Wesley Willows. However, it would be up to me to determine the course.

I embraced opportunities to expand my knowledge of Senior Living by receiving a Certificate in Geriatrics for Non-Physicians, as well as participating in the **LeadingAge Leadership Academy**. I assisted with the purchase of the Peterson Meadows community during my time as Executive Assistant and was soon promoted to the Director of Peterson Meadows. For the residents and staff of Peterson Meadows, becoming a part of the Wesley Willows family set the community in a new direction. With the addition of the Dick and Pat Nyquist Family Chapel and the Gen Gerritson Fitness Center, we had the opportunity to redefine what independent living looked like—**a fun, vibrant and thriving community**.

In February of 2020, I had an opportunity that would bring me back to Wesley Willows as the Corporate Sales Manager. I knew my time would be split between the two campuses, but it truly brought **a new energy and vision** to the Sales Department.

However, we all know what happened in March of 2020—the wind in our sails shifted entirely and we had to think differently about how Wesley Willows and Peterson Meadows existed.

Both communities made it through the COVID-19 years, shaken but still **successful with sales and occupancy** remaining strong overall. I was able to use this time to pursue a Nursing Home Administrators License which I earned in April of 2022. This gave me incredible insight on how Assisted Living and Skilled Nursing communities maintain their licensure and provide services to seniors.

***"It is the set of the sails,
not the direction of the wind,
which determines the
way we will go"***

-Jim Rohn

Working for Wesley Willows and Peterson Meadows over the past 11 years has been an absolute joy and blessing to my life. I have met so many amazing residents and staff who inspire me every day. With Frances Salinas officially becoming the President and CEO this fiscal year, I am confident that she will continue to encourage my growth within the organization. **Wesley Willows has never been stronger**, and I look forward to our future successes and new directions in the years to come. 🍀

Melissa Wright
*Director of Peterson Meadows,
Corporate Sales & Marketing Manager*



THE JOURNEY 2023



Stephanie Cortés-Cruz
*Corporate Director of
Human Resources*

In November of 2022, I had the pleasure of joining this incredible team when I moved to the Midwest with my family. Although I came to Wesley Willows with over 10 years of experience in Human Resources,

this is my first time working within the Senior Living industry. I could not be happier to be here!

During my time at Wesley Willows, I have been working collaboratively with all departments to plan and execute career development paths to **help our employees grow**. In my position, I ensure internal compliance, wage equity, and promote positive employee engagement. My goal is to harbor **a welcoming, collaborative, and accountable work environment** that not only our current employees can enjoy, but that will also attract and welcome new prospects. In all my efforts, communication has been key—and validated with positive feedback.

My vision for our future includes strengthening our Human Resources

Department to provide excellent service to our employees. I look forward to implementing automated systems for information compliance and facilitating clear and concise communication throughout the company. Most importantly, I strive for Wesley Willows and Peterson Meadows to become recognized as **the employers of choice in Rockford and surrounding areas**. This goal cannot be achieved single-handedly, but only with the spirit of coalition within this great organization.

I am currently celebrating the growth of our organization to 300 employees under my leadership. Unfortunately, this is not a common trend nationwide. Wesley Willows is strong, and we are continuing to get stronger.

I am confident that with the new Executive Team in place, **Wesley Willows and Peterson Meadows will certainly achieve new heights** and reap the rewards of embarking in a new direction.

Always remember—the most valued investment an organization has is its people! 📌

Stephanie Cortés-Cruz
Corporate Director of Human Resources

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.

BY THE NUMBERS

Condensed Combined Financial Summary

June 30, 2023 and 2022

	2023 Combined	2022 Combined
FINANCIAL POSITION		
Total Assets	\$ 174,875,610	\$ 173,956,949
Total Liabilities	\$ 119,075,514	\$ 122,392,544
Net Assets:		
Without donor restrictions	\$ 51,677,661	\$ 47,452,02
With donor restrictions	\$ 4,122,435	\$ 4,112,385
Total Net Assets	\$ 55,800,096	\$ 51,564,405
Total Liabilities and Net Assets	\$ 174,875,610	\$ 173,956,949

RESULTS OF OPERATIONS

Total Revenues	\$ 32,338,045	\$ 32,423,787
Total Expenses	\$ 33,022,066	\$ 33,310,875
Operating Income	\$ (684,021)	\$ (887,088)
Interest Expense	\$ (1,398,750)	\$ (602,295)
Gain on disposal of property and equipment	\$ 88,499	\$ (43,454)
Contributions	\$ 909,512	\$ 799,616
Investment Income	\$ 5,310,401	\$ (8,885,422)
Change in Unrestricted Net Assets	\$ 4,225,641	\$ (9,618,643)

Revenues and Expenses

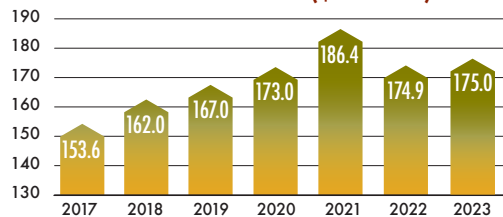
Combined Revenues for the year ended June 30, 2023

Net resident services	\$ 28,103,015	86.9%
Amortization of entrance fees	\$ 2,502,449	7.7%
Amortization of deferred facility improvement revenue	\$ 649,912	2.0%
Other operating revenue	\$ 994,686	3.1%
CARES Act Relief Funds	\$ 87,983	0.3%
Total	\$ 32,338,045	100.0%

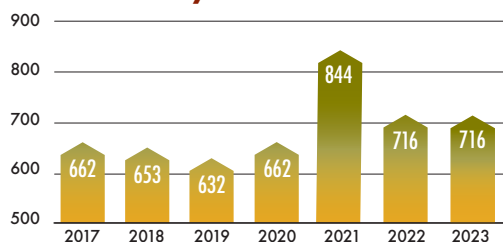
Combined Expenses for the year ended June 30, 2022

Nursing services	\$ 8,051,027	24.4%
Maintenance	\$ 5,569,096	16.9%
Food service	\$ 4,966,593	15.0%
Administration	\$ 4,875,662	14.8%
Human resources and marketing	\$ 736,166	2.2%
Housekeeping & Laundry	\$ 1,252,501	3.8%
Chaplaincy and resident services	\$ 1,009,998	3.1%
Development	\$ 180,718	0.5%
Depreciation and amortization	\$ 6,380,305	19.3%
Total	\$ 33,022,066	100.0%

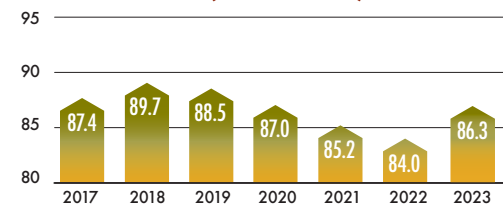
Total Assets (\$ millions)



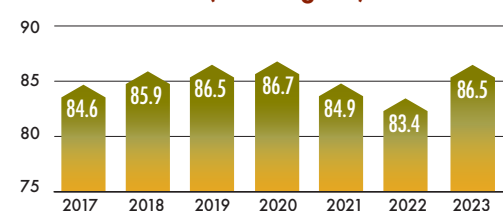
Days Cash on Hand



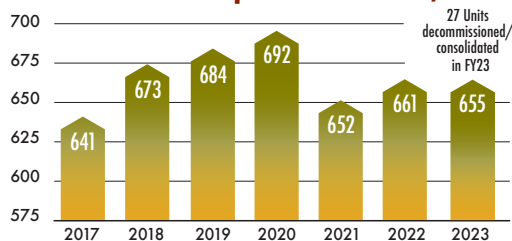
Wesley Willows Total Occupancy % (excludes PM)



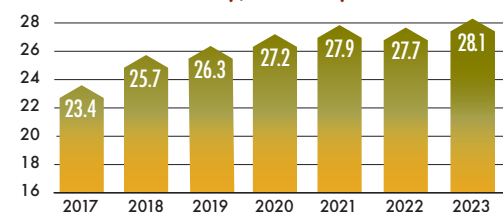
Total Occupancy % (including PM)



Total Occupied Units at 6/30



Resident Services Revenue (\$ millions)



DONORS & SPONSORS

Thank you...

*to all of our residents, friends, and partners
for your generous giving in Fiscal Year 2023.*

Good Samaritan Fund

Wesley Willows Good Samaritan Endowment

Peterson Meadows Endowment

Employee Christmas Fund

Robert Ash Legacy Society

Scholarship Gifts



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.



MISSION STATEMENT

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

Best wishes!



4141 North Rockton Avenue
Rockford, IL 61103

Non-Profit Org.
U.S. Postage
PAID
Rockford, IL
Permit NO. 3899



Congratulations to Bill Pratt
on his retirement as President & CEO
of Wesley Willows.
Thank you for 24 years of service!

