UNWAVERING DEDICATION
to holistic senior care...

As an organization, it has always been our philosophy to support the choices of seniors we serve. Whether they choose to live at home or in our residential community, we are dedicated to providing person-centered care that keeps them safe, supports their independence and provides opportunities for engagement in life.

Our unwavering dedication to holistic senior care and safety shows in Valley VNA Senior Services’ voluntary participation with Wisconsin Assisted Living Association’s Diamond Accreditation Program and our ability to meet their high standards for quality improvement. Other examples of this commitment include our partnership with RehabCare to offer wellness programs and fall prevention initiatives, and collaborations with area health systems in developing protocols that reduce the number of hospital re-admissions. To better accommodate residents, we have been coordinating with medical providers to offer check-ups and exams right on-site where seniors often feel most comfortable. Valley VNA has also been out in the community working to build a dementia-friendly business community through the Purple Angel education program.

The significant shortage of caregivers has become a major issue nationwide and will remain so into the future as the baby boomer population starts to require more senior care services. Instead of viewing this as a challenge, Valley VNA is taking a hands-on approach and adapting our recruiting and retention efforts. We are increasing the awareness of the caregiver profession at the high school and college levels, and also creating new opportunities for qualified applicants to receive training with job placement afterward.

In reflecting on 2014, we realize just how fortunate we are at Valley VNA to have built such an incredible base of devoted, empathetic caregivers. Maintaining this caliber of staffing without compromise is our goal for today and the long-term.
Carrying on the Special Work of CAREGIVERS

As any resident or client of Valley VNA Senior Services can attest, it takes a special person with a special heart to be a caregiver. We know how essential it is to have our seniors in the very best hands and Valley VNA is taking steps in the community to ensure this is the case now and in future years as the demand for care increases.

To find the most fitting candidates, our outreach efforts for 2014 included the launch of the Caregiver Training Program made possible with the help of a grant through the George & Gussie Balck and Art & Mary Leske Charitable Fund within the Community Foundation for the Fox Valley Region. This three-week course is offered throughout the year and provides classroom and clinical instruction as well as job shadowing. Carefully designed to match the right caregiver applicants with the appropriate on-the-job skills and then offer a position after training, it provides a realistic picture of what senior care is like and how rewarding it is. Along with this program, Valley VNA kicked off an initiative to reach the younger generations as they explore different career options. We continue our outreach and speak with students about the need within the caregiver profession and provide real-life experiences through mock interviews.

MEET KARI Bringing Along the Sunshine

For Kari Schmidt, an In-Home Care provider with Valley VNA since 2006, senior care is a profession she’d encourage to those entering the workforce and one she can’t imagine leaving. “I pursued another job back in 2010, but after being gone for only a few weeks, I came back,” she says. Kari is among the core group of caregivers who have been with Valley VNA for several years. Like many of the others, she explains the reason she loves going to work day after day is the relationships that form.

As much as she feels grateful for the chance to make a difference in each person’s life and help seniors remain independent, Kari also values the everyday moments. “It can be challenging work, but the smiles I see and the stories I hear make it all worth it,” she explains. “Every time I visit one gentleman, no matter the weather, he tells me I brought along the sunshine.” Thinking back to the many clients she cared for over the years, Kari shares, “I picture what it would be like if our roles were reversed and I was the one in need of care. We all deserve to be treated with the utmost respect and kindness.”
A Warm Meal . . . A Warm Hello

It all started back in 1977 when Joyce Wolf went for a flu shot and her doctor asked if she’d be able to fill in on a meal delivery route that day. In 2014, Joyce marked 38 years as a volunteer for Meals on Wheels, with many of those entrées being hand-delivered to Valley VNA’s In-Home Care clients. “I figure I might be the only person the meal recipients see that day, so I come with a nice hello and a warm greeting,” she explains. Joyce now delivers with a partner and says her typical route includes about eight stops. “I’ve met so many wonderful people along the way.” In sharing a memory from years past, she says, “At one point, I was delivering to a man whose wife had passed away. He was so sad and didn’t want to eat, so we’d sit together and talk about how the two loved to dance. Before long, we’d be deep in conversation and he’d be eating his meal without even realizing it.” Joyce’s goal is to reach 40 years with Meals on Wheels. “It’s still just as enjoyable to see all those friendly faces at the door.”

Bonds Beyond the Scripture

When Char Kryszak first joined Susan Nelson at a bible study, she had no idea she’d be helping co-run Valley VNA Senior Services bible study program 17 years later. “It’s just the best,” Char stated. “I love getting to know the residents and interacting with them.” The bible study has grown from just a few weekly participants in the early days to a permanent fixture at Valley VNA, with up to 20 attendees in 2014. “We have been amazed by the way attendance has grown and how interactive the program is becoming,” Char explains. Susan shares that even those who are non-verbal or have limited ability to communicate are touched by the experience. “You can sense the connection,” she says. Along with providing social benefit, Susan says, “I really feel it’s the spiritual aspect that people come for. It is a comfort for them, especially in their later years.” According to Char and Susan, there’s often a bond that forms outside of bible study. Char shares, “If we hear someone’s down or not feeling well, we make an effort to help however we can and lift that person’s spirits.”

The Giving Spirit of our Volunteers

Just as it takes a special person to be a caregiver, the same is true of a volunteer. Valley VNA is grateful for our volunteers and knows the impact of their compassion and commitment that is truly beyond measure.
Active in Body, Mind and Spirit

No matter what life stage our seniors are experiencing, from independent living to very limited mobility, Valley VNA Senior Services offers every opportunity we can to keep them active in body, mind and spirit. Our approach to life enrichment takes a whole-body focus that considers each person’s likes and interests … it incorporates elements that provide physical activity, exercise the brain and allow ample time for some socialization and fun.

In 2014, we expanded our popular Lyrics and Laughter Memory Care Program to all residents receiving memory care at Valley VNA and opened it to members in the wider community. This program has been remarkable in that everyone is eager to participate and able to pick back up on classic melodies while the piano plays and they sing along. With music serving as both a soothing and stimulating influence to those who receive memory care, we also introduced a Drum Circle program which features rhythmic play through instruments. In fact, we worked with other senior living facilities to share how this valuable program can be adapted. Seeing the effects of music first-hand, another addition Valley VNA made was the Music & MemorySM program that pairs residents and clients with their favorite music, a set of headphones and an iPod.

Moving . . . Forward

Valley VNA is continuously evaluating the physical needs of our residents and In-Home Care clients as a team, too, and in the last year, a partnership with RehabCare further expanded our offerings. This collaboration has led to the start of a Walking Club and a modified Cycling Club as well as added exercise and strength conditioning equipment and classes. It has also resulted in a monthly Wellness Clinic that focuses on health and safety topics that apply to seniors.
Social Engagement, Recreation and FUN

At Valley VNA Senior Services, there is never a shortage of fun! Our activity coordinators are always eager to hear new ideas … they used many of them in 2014 to put together and create some exciting programs. Among the crowd favorites were the Senior Olympics Competition, an Independence Day Fireworks Show, the Las Vegas Revue Music Program and a Winter Dance Party.

Valley VNA’s population is ever changing and modifications to programs are adapted or new programs are introduced. Staying active is essential to good health as attested by independent living resident Helen Wolters — a “young” 102 years old. When asked what she attributes her long life to, Helen says with a twinkle in her eye, “Staying active and chasing after her three sons all of her life!” Helen is a great example of staying active, improving and maintaining quality of life and engaging in the Life Enrichment programs.

“There is always someone here with a smile on their face, willing to help you. The activities are terrific and keep people busy and happy.”

Life Enrichment is essential to senior health and happiness. Staying active, making friendships and having fun are key ingredients to a successful and comprehensive program for our mind, body and spirit to be in balance.
THE YEAR IN REVIEW

Financial Highlights

Revenue
- 79.6% Residential Fees/Rental Income
- 20% In-Home Care Services
- 4% Other

TOTAL REVENUE: $7,065,681

Expenses
- 62.2% Salaries, Wages & Benefits
- 12.7% Resident/Client Care
- 8.5% Administrative & Other
- 8% Fixed
- 8.7% Maintenance, Operating & Utilities

TOTAL EXPENSES: $7,125,401
Operating Results ($59,719)

Grants & Contributions
$140,676

Investment Income
$190,337

CHANGE IN NET ASSETS: $271,294

By the Numbers

Apartment Occupancy
37 Residents Served 99.2%

Assisted Living Occupancy
79 Residents Served 96.9%

In-Home Care Clients
462

Services Provided
- Meals on Wheels
  106 Clients
  6,954 Meals
- Foot Care
  492 Clinics
  2,321 Appointments
- Blood Pressure
  131 Clinics and Health Chats
- Flu Clinics
  54 Clinics
  1,923 Shots

Valley VNA Senior Services gratefully acknowledges our wonderful donors who have supported us during 2014. New this year and in an effort to save natural resources and reduce printing costs, please look for our 2014 Donor Listing on our new website – ValleyVNA.org. Go to the “About Us” tab and click on “News and Updates.” To request a printed copy, please call (920) 727-5555, ext. 2240.
Mission
Valley VNA Senior Services is an organization that provides seniors with resource information, choices for living, and personalized, compassionate care.

Vision
To be the provider of choice for in-home care, independent and assisted living for seniors.
To be a community resource for seniors and their families in the Fox Valley and surrounding communities.
To be the employer of choice in the Fox Valley for senior care.

Values
• We value a safe culture for all seniors that we serve and our employees.
• We value the dignity, independence and individuality of seniors and their families.
• We value providing personalized care in a compassionate and respectful manner to enrich the individual’s quality of life and support their family needs.
• We recognize that engagement is a sign of well-being and offer opportunities for every person to interact with others in meaningful ways.
• We believe no person shall be denied services or employment on the grounds of age, race, creed, color, religion, national origin, gender, sexual preference, appearance, disability, or marital status.
• We believe in being an integral part of the community by developing and providing programs based on evolving and changing community needs.
• We are committed to recruiting, training, retaining, and developing employees who are passionate about caring for seniors.
• We believe that volunteers’ contributions are important in accomplishing the organization’s mission.
• We believe in remaining an independent, viable, not-for-profit organization focused on the needs of seniors.