



caring for **GENERATIONS**

a campaign to ensure quality
care for those we love

Building Better Lives for Older Adults



In-Home Care | Independent Living | Assisted Living

There is Beautiful Diversity at Valley VNA

Caring for older adults is an opportunity to celebrate diversity. As we hold more conversations about recognizing and valuing the different gifts and backgrounds of every person, older people are still often lumped into imprecise and over-generalized groups like “seniors” or “retirees.” True, this is shorthand for communicating a similar age group (usually people age 65 or older) but the talents, abilities, preferences, and personalities of this age group only expand from there.

At Valley VNA, we come to know older adults who have fascinating lives. We meet women who’ve raised big families and always worked from home, retired secretaries, pharmacists, and business executives, and long-time teachers, college professors, milkmen, and postal carriers. We know veterans, expert cooks and bakers, woodworkers, musicians, world travelers, immigrants, politicians, and speakers of multiple languages.

Our workforce is exceptional, multi-talented, and motivated. We’re fortunate to attract dedicated employees who are not only skilled and compassionate; many are simultaneously earning their degrees in nursing and medicine while they work for Valley VNA. We flex to meet the scheduling needs of our people in order to create a culture of collaboration and positive energy.

Our Caring for Generations campaign is inspired by the individual gifts and needs of each person we encounter at Valley VNA. As we prepare to break ground on new apartments and refurbish existing ones, we are making safe and sunlit spaces designed to help people embrace their unique best lives—in service to our residents and our employees.

There are so many reasons to celebrate older adults, and this diversity is one of the best parts about living and working at Valley VNA. The next time you have a chance to speak up for diversity, speak up for older adults. Then take time to listen to their stories—you’ll be wiser and happier in the end.



Sincerely,

Theresa Pichelmeyer
President & CEO



Frank Kearny
Board Chair

Board of Directors

Dianne Bergstrom	Fritz Merizon
Denise Burkett	Paula McNeil
Tim Galloway	Mike Rohrkaste
Frank Kearny	Paul Schulz
<i>Board Chair</i>	Paul Verbeten
Joe McGrane	Theresa Pichelmeyer
Steve Morton	<i>President & CEO</i>

Designing for Dignity and Delight

Caring for Generations Campaign Builds Better Living for Older Adults

caring for GENERATIONS | a campaign to ensure quality care for those we love

Our project architects and designers have worked with us to literally build compassion and dignity into Valley VNA's remodeling and expansion plans associated with the Caring for Generations campaign. Groundbreaking for phase one of the project is slated for fall 2021. At press time, we are at 80 percent of our campaign goal of \$3,250,000. The second phase will refurbish existing assisted living spaces with revised floor plans, more natural light, and modern finishes. Here are just a few examples of how we are designing for dignity—and delight:

- Create assisted living residents' rooms to include small, private living and visiting spaces adjacent to their customary sleeping space. Everyone likes social interaction, but we all like our downtime, too, and these cozy places allow for things like small family visits, card games, or watching a nightly game show.
- Design new bathrooms with sliding doors, much like old-fashioned barn doors, to eliminate big swinging doors that get in the way when entering a room. It's a simple and inspired upgrade that makes life easier and looks nice, too, especially for staff and those who use wheelchairs or walkers.

- Invest in residential-style kitchens that serve smaller numbers of residents than a large dining room. These small kitchens have a wheel-up breakfast bar with the feel of a modern deli where residents can watch some of the activity around their food prep in a more home-like setting. Mealtime routines are a comforting rhythm to our days and engender warm conversations between residents, families, and staff.



The Valley VNA Difference

- **We serve a legacy.** Valley VNA Senior Care was established by the citizens of Neenah and Menasha in 1908 and remains a vibrant independent nonprofit community organization.
- **We are connected to our community.** We warmly welcome residents, families, and co-workers from all walks of life. We work side-by-side and treat one another as partners and friends. Our board of directors and regulatory agencies hold us to the highest standards of care and safety.
- **We can make our own way—with your help.** Caring for Generations is founded on the capacity of our organization to fund 50 percent of capital expenditures, with support for the other half from people in the community. It's serious business based on common sense—and never settling for anything less than excellent care.



Will You Help Us?

To support the Caring for Generations capital campaign, please use the enclosed envelope, donate online at www.valleyvna.org/caring-for-generations/, or contact Wendy Lloyd, Valley VNA Marketing and Development Director, at 920-727-5555 or wendyl@valleyvna.org. Thank you for your kind support.

The Heart and Soul of Valley VNA

We never forget the heart and soul of our organization is our people. Our best recommendations come from those who live and work at Valley VNA. Here are the stories of just a few of them, each of whom makes this a very special place to make a life—and a living.

Lauren Holinbeck

Valley VNA In-Home Care Caregiver, 5 years
Moraine Technical College Nursing Student

Lauren will earn her associate's degree in nursing (RN) from Moraine Park Technical College in December 2021. She has been an in-home care provider for Valley VNA since 2016 while attending school full time. One of her most meaningful experiences has been caring for a woman who has since passed away, and now she is fortunate enough to care for the husband—a family-caregiver relationship of five years. "VNA and our clients have very much shaped me, and I work for an awesome group of women leaders in In-Home Care. I've developed strong communication and observational skills that help me care for my clients as their needs change." In her free time, Lauren is a talented photographer and loves to spend time outdoors.



Danielle Guagliardo

Valley VNA Global Caregiver (for both In-Home Care and Assisted Living), 3 years
20-Year Medical Professional

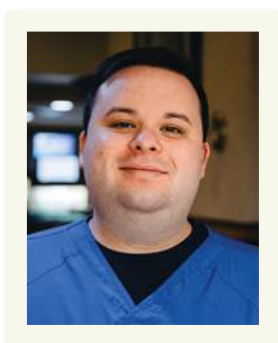
Danielle was a nuclear medicine technologist for more than 20 years in Milwaukee before moving to Neenah three years ago for a change of pace and place. She is happy how her caregiving skills can help older adults stay in their homes. "If a person simply needs help to take a shower safely, that is a gift we can give." Another gift Danielle offers is companionship and respite for spouses who are primary caregivers. "We chat, or I give them a few hours off to run errands or see friends. These are much-needed mental health breaks for them." Danielle lives with her sister in Neenah and loves travel with a goal of visiting all 50 states. She is a serious bookworm who loves mystery novels.



Dan Koland

Valley VNA Team Lead (nights), 2 years
EMT and Pre-Med Student

Dan earned his CNA license in high school and was a firefighter and EMT before he discovered a full-time health care career at VNA. He is currently pursuing his pre-med biology degree through a collaborative program at Nicolet College and the University of Wisconsin Oshkosh, after which he aspires to attend the Medical College of Wisconsin at St. Norbert College—and he even works part-time for an ambulance service in northern Wisconsin when they need him! "I fell in love with my work and the residents at Valley VNA. The staff and the management are fantastic." He also loves his two dogs, Eris, a German Shepherd, and Athena, a Bernadoodle. The three of them especially like to hang out at the beach.



"I'm thrilled to hear that Valley VNA's Caring for Generations campaign includes renovation plans to bring more natural light to residents, staff, and visitors.

Research shows that natural light can have a positive effect on sleep, mood, and behavior. It's exciting to see that Valley VNA and its supporters recognize the importance of good environmental design for the well-being of everyone who enters the building."



**— Dr. Susan McFadden
Professor Emerita of Psychology
University of Wisconsin-Oshkosh**

Susan Stanton

Age 83

Valley VNA resident since 2015

Susan was born in the Allegany Mountains of Cumberland, Maryland, in 1938, the only child of her teacher-mother and engineer-father. Susan entered the convent at age 18 and became an Ursuline nun whose primary vocation was teaching. Twelve years later, while teaching summer school at Notre Dame, she met and fell in love with Mark Stanton who was then a Christian Brother, and they eventually married. Susan went on to have a 30-year teaching career in English and literature in Port St. Lucie, Florida. Today she lives at Valley VNA in Neenah to be near her daughter, Sarah, and grandsons Nicholas and Matthew. She especially enjoys reading and crocheting.



Ruth Gresham

Age 105

Valley VNA Resident since 2018

Ruth was born at Henry Ford Hospital in Detroit in 1916 and grew up to attend the precursor to Wayne State University where she studied science, physics, chemistry, and math. Upon graduation, she was told she could not get a job in a laboratory because there were no bathrooms for women. Ruth went back to school to earn her master's degree and become a math and science teacher. She and her husband Jim, a Kimberly-Clark researcher whom she met at Wayne State, eventually moved to the Fox Valley where they raised their children, Carol, Janet, and Jim. Ruth was hired at Wilson Junior High School in Appleton and broke barriers when she was the first woman to wear a pantsuit (not a dress) to work—and had to stand up to her principal when he told her to go home and change! Ruth and Jim traveled widely to Europe, Asia, and South America, and they took their kids tent-camping all over the U.S. and Canada. Ruth is the recipient of the Golden Eaglet Award in 1935 (then the Girls Scouts' highest honor), the 1999 Dan P. Spaulding Volunteer Educator Award, and many other well-deserved recognitions for her teaching, volunteering, and philanthropy. She has eight grandchildren and 15 great-grandchildren. Ruth said, "Would I want to re-live my life? Yes, that would be perfectly all right. I enjoyed it. Complaining doesn't do any good. People want to be with others who are happy and able to contribute."



"Because of the excellent care my family has received, I will continue to support Valley VNA as a donor. I know that their mission of providing a continuum of care, advocacy for senior rights, innovations in bringing in new caregivers, and passion for introducing meaningful programs will provide affordable, excellent senior care for generations to come."



— Tim Galloway

Donor and Board Member Valley VNA Senior Care
CEO, Galloway Co.



You Were the Light

Our Annual **Love Light Dedication and Tree Lighting** was held virtually on Dec. 3, 2020, via Facebook Live. This special evening has been held for 29 years to remember our family members and friends who are with us in spirit, and those who have touched our lives in special ways. Each year we invite supporters to dedicate an ornament and make a donation in support of Valley VNA. The 2020 tree was decorated with more than 200 ornaments and we surpassed last year's total donations by a significant measure. Thank you for being our light during a particularly difficult time.



Green Bay Packers Go the Distance

In fall 2020, the Green Bay Packers Foundation awarded \$4,000 to Valley VNA to help implement the **It's Never Too Late** (iN2L) program. The grant allowed us to purchase five iN2L tablets for our residents and pay the subscription costs for the first year. Each resident has their own profile, including a personalized greeting with the time, day, and weather. They get help to create safe, engaging personal pages about topics and activities they enjoy. Families can stay connected by sending family photos, videos, or text messages, and each resident has a phonebook to save family contacts. The program has been happily embraced by residents, families, and staff.



Lots More Meals on Wheels

With the onset of the pandemic, the Neenah Menasha Meals on Wheels, administered by Valley VNA, experienced a jump in demand for its services; in fact, we delivered 9,128 meals in 2020 compared to 5,432 in 2019! Our dedicated delivery volunteers continued their routes, but could not make direct contact with our clients; they had to leave meals on their porches or at their doors. In the best of Neenah-Menasha community spirit, we actually experienced a marked uptick on Meals on Wheel volunteers during COVID-19. Thank you for your wonderful display of compassion and perseverance.

The Neenah Menasha Meals on Wheels program is also supported by the ThedaCare Foundation, Winnebago County, and the Neenah Menasha Emergency Society.

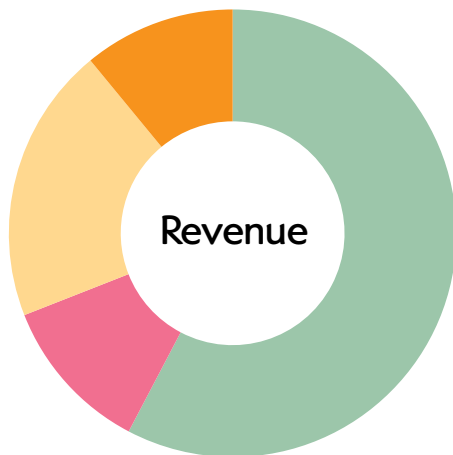


With Gratitude

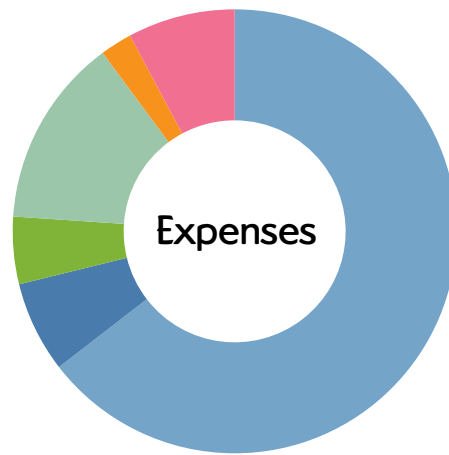
Throughout 2020 Valley VNA continued to receive blessings from the outpouring of kind words and generous donations. From masks and gowns, chicken dinners and pizza, and DQ Dilly Bars, the show of support from the community was inspiring. Thank you.

The Year In Review

Financial Highlights



- 58% Assisted Living/Apartments
- 11% In-Home Care Services
- 20% Contributions
- 11% Other



- 65% Salaries, Wages, and Benefits
- 7% Fixed Expenses
- 5% Maintenance and Operating Expenses
- 14% Residential/Client Care Expenses
- 2% Utilities
- 8% Administrative and Other



Grants and Contributions
\$157,131

Services Provided



Meals on Wheels
87 Clients
9,128 Meals



Foot Care
1,597 Appointments
189 Clients

New partnership with area YMCAs and Network Health. All clinics at Valley VNA cancelled from mid-March through end of the year.



Blood Pressure Clinics and Health Chats
31 Clinics put on hold due to COVID-19
36 Options and Solutions Visits

By the Numbers



Apartments Occupancy
39 Residents Served
95.8% Occupied



Assisted Living Occupancy
77 Residents Served
90.7% Occupied



In-Home Care Clients
230 Clients
61 New Clients
44,816 Hours

Valley VNA Senior Care gratefully acknowledges our wonderful donors who have supported us during 2020. To view the annual report online go to www.valleyvna.org.

Our Mission

Providing quality choices for senior living.

Vision

The provider of choice for in-home care,
independent living, and assisted living.
A resource for seniors and their families in our communities.
The employer of choice for senior care in the Fox Valley.



In-Home Care | Independent Living | Assisted Living

1535 Lyon Drive, Neenah, WI 54956-4992

(920) 727-5555

Toll Free 1-866-930-8862

www.valleyvna.org