



Caring for the Community



Trust | Communication | Safety | Teamwork



In-Home Care | Independent Living | Assisted Living

We Remain Steadfast

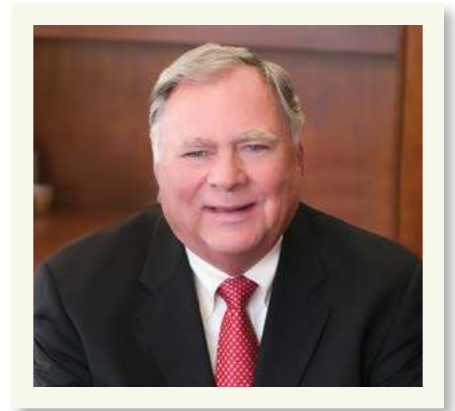
In 2022, Valley VNA will turn 114. We are proud of our steadfast commitment to the health and happiness of older adults in our community and their families.

Steadfast means resolutely or dutifully firm and unwavering; the resolve not to be persuaded or worn down to be something we are not. We experience this steadfast commitment every day through the loyalty and devotion shown to the people and culture of Valley VNA. Put another way, our people really show what we stand for:

When there is a call for more hands on deck, especially during this difficult era that combines pandemic precautions and staffing challenges across the healthcare field, our team members consistently step up. We see staff members pitching in to fill open



Theresa Pichelmeyer
President & CEO



Frank Kearny
Board Chair

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shifts to support one another—and the residents and families we serve.

Many of our community programs are up and running again, from Foot Care Clinics to Respite Care Partners and Meals on Wheels (the last of which continued despite the pandemic). As humans, we know that the need for health and social connections do not dissipate during difficult times—they become more important than ever.

Valley VNA volunteers are some of the kindest people we know. They remain committed to safely engaging with our clients and residents, from spiritual companionship to rickshaw rides and other opportunities like gardening and social activities.

Our investor-donors and board members remain actively involved in the Caring for Generations capital campaign as we navigate increasing pandemic-related construction costs. Together, we revisited our timeline and optimized our plans to create new and lifegiving spaces to best serve residents, staff, and our overall organization.

Thank you for your steadfast support of Valley VNA. As we strive to serve, you consistently respond with kind words, staff treats, and support for our mission. Know that we remain unwavering in our commitment to our community and those we serve.

Sincerely,
Theresa Pichelmeyer
Frank Kearny

Board of Directors

Denise Burkett

Tim Galloway

Frank Kearny

Board Chair

Joe McGrane

Steve Morton

Fritz Merizon

Paula McNeil

Mike Rohrkaste

Paul Schulz

Paul Verbeten

Cyril Walsh, MD

Theresa Pichelmeyer

President & CEO

From Rickshaws to Residents

Kristi Branchford Named Valley VNA Senior Advisor



Kristi Branchford was first introduced to Valley VNA in 2017 when she heard about their new rickshaws through the **Cycling Without Age** bike program for older adults. She was one of the first community volunteers to get trained as a rickshaw pilot, and immediately fell in love with her role as the giver of bike rides and happy smiles to VNA residents. "It was the absolute shining star of my week. I loved it," she said. At the time, she worked 50 to 70 hours a week at another job but refused to cede her rickshaw duties. "It grounded me and gave me energy and joy," she said.

That joy is what propelled Kristi to further invest in Valley VNA as a volunteer bingo-caller. Then she received a ping on her phone in late 2021 about a job opening for the role of Valley VNA Senior Advisor. The senior advisor is the main contact for residents and families who are exploring options for independent senior apartments and assisted living homes. And once a new resident

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moves in, she remains available for family questions, compliments, and concerns. "The first person I called was Julie Roh, the Valley VNA volunteer coordinator and asked, "Should I do this? Should I apply for this job? I think I could be so good at this!" She did apply and happily started her new position in November 2021.



Kristi with daughters Grace and Hailey

Three years earlier, Kristi had helped her own mother navigate senior services in the community so she could age safely in her own home. Even this arrangement brought with it an avalanche of questions, concerns, and paperwork. "I had come to know and love Valley VNA. I thought if I can help just one family navigate that journey, and help them know what to look for, it would feel so

good. We pride ourselves on being a non-profit resource for the entire community."

Kristi's responsibilities include meeting with families at Valley VNA or in their homes when that's more convenient. She hosts tours of the Valley VNA campus, helps residents and family members complete the necessary paperwork, and guides them when a resident's care needs change. She is a co-facilitator of **Memory Cafés** in Neenah presented by the **Fox Valley Memory Project**. In her free time, she loves to spend time with her two young adult daughters, Hailey and Grace. Hailey is a biomedical engineer and works in cancer research at Stanford University. Grace attends UW-Oshkosh and has interests in business, sustainability, and social work.

Throughout all these changes, Kristi is still excited when the snow melt means rickshaw season is coming. She will always volunteer as a pilot, "Because when I live in senior care, I know I'll want a bike ride. The experiences I've had on the rickshaws will be on my heart forever."

Cyril Walsh, MD, Joins Valley VNA Board



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As an ED doctor, many of my patients were older adults. I have a special place for them. Together with my board experiences, and looking for a way to stay involved in the community, Valley VNA is a great fit.

Dr. Cyril Walsh joined the Valley VNA Board of Directors in late 2021. He recently retired from a distinguished career as an emergency department physician at ThedaCare Regional Medical Center-Appleton. He has also served on the ThedaCare Board

of Trustees and as the president of the medical staff at ThedaCare Regional Medical Center-Neenah. Dr. Walsh and his wife, Christine Newton, MD, moved to the Fox Valley from Calgary, Alberta, in 1995. Dr. Newton recently retired from her career as a family practice

physician at ThedaCare Encircle Health. Today they have three grown children who are pursuing careers in medicine and law. In summer 2022, their family will also celebrate two weddings.

Campaign, Construction and Remodel Update

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

Valley VNA, in partnership with the City of Neenah, applied for an American Rescue Plan Act (ARPA) grant in November 2021 in support of our **Caring for Generations** expansion and remodeling plans. ARPA funds received will complement the generous contributions of community donor-investors in completing several facets of our upcoming construction and remodeling project. Frank Kearny, president of the board of directors at Valley VNA, said this grant opportunity came at an opportune time. "It is serious business based on common sense, especially during this time in history when our population is aging."



Groundbreaking for the proposed expansion is tentatively slated for fall 2022. After construction of an additional memory care wing, the second phase will refurbish existing assisted living spaces with revised floor plans, more natural light, and modern finishes. Preliminary plans include creating assisted-living residents' rooms to include small private living/visiting spaces adjacent to their customary sleeping space. Bathrooms will be enlarged to afford more comfort and safety to residents and staff. Valley VNA will also invest in residential-style kitchens that serve a smaller number of residents than a large dining room.

Help Us for Generations

To support **Valley VNA**, please use the enclosed envelope, donate online at: www.valleyvna.org/donate, or contact the office directly at **920-727-5555**.

Thank you.

Notable Numbers in 2021

5 Generations of Employees

Although they are not all related by blood, we count **five distinct generations** within our employment base. From teens exploring nursing careers as certified nursing assistants to older adults who work as caregivers and personal companions, our staff members truly represent the generations of caring that make Valley VNA a wonderful and unique place to live and work.

11,345 Minutes of Cycling Without Age



Valley VNA's 21 Cycling Without Age volunteer rickshaw pilots provided 155 rides to 211 lucky riders for a total of 11,345 minutes on wheels in 2021. This included mostly resident rides, in addition to rides for the Fox Valley Memory Project Memory Café, the Memory Care Respite Partners, and the July 3 Neenah Light Parade.

9 Years Together



Marcia Siebers, a personal care worker for Valley VNA's In-Home Care division, joined the organization in 2001 and came to know resident Erma Peters, I04, in 2012. Marcia, 74, is now partially retired but still fills the role of friend and companion for Erma through Valley VNA. "I made a promise to Erma that I wouldn't retire until she didn't need me anymore, and Valley VNA lets me stay on just for her."



Notable Numbers in 2021

30 Years as a Board Member

Dianne Bergstrom retired from the Valley VNA Board of Directors after having first joined the board in 1991. During her distinguished tenure, she oversaw the interior design of a model independent living apartment in 1998 to successfully jumpstart occupancy of the new facility; was integrally involved in the \$2.5 million dollar fundraiser to construct the new VNA headquarters in 2007; and even dressed as the original visiting nurse, Ida Heinicke, in 2008 in commemoration of the organization's centennial. Dianne was a key volunteer at the longtime annual Holiday Avenue fundraiser and remains a vital voice in the community in support of the mission of Valley VNA Senior Care. Thank you, Dianne.



30 Years of Love Lights

On December 9, the community of Valley VNA celebrated 30 years of Love Light Angels, the opportunity for residents, families, and community members to dedicate an ornament on our Love Light Angels tree in honor of someone special.



Our Team: Staff and Volunteers

In 1908, a group of strong women responded to a growing need for public health care in the area and started the VNA. Today, over 100 years later, Valley VNA is still a vibrant part of the community. Our team is comprised of staff and volunteers who are dedicated to Valley VNA's mission and are committed to meeting the needs of the seniors we serve.



In-Home Care | Independent Living | Assisted Living

Trust

Honesty, integrity, and respect

Communication

The transparent connection between people

Safety

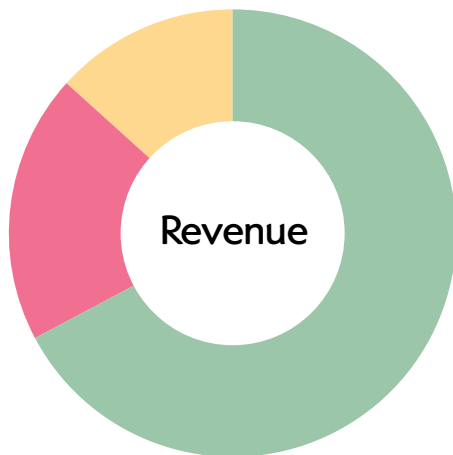
Wellbeing, protection, security

Teamwork

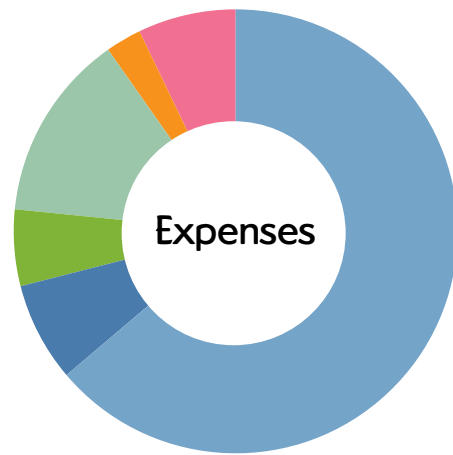
Collaboration

The Year In Review

Financial Highlights



- 74% Assisted Living/Apartments
- 21% In-Home Care Services
- 5% Contributions



- 64% Salaries, Wages, and Benefits
- 7% Fixed Expenses
- 5% Maintenance and Operating Expenses
- 14% Residential/Client Care Expenses
- 3% Utilities
- 7% Administrative and Other



Grants and Contributions
\$1,085,055

Services Provided



Meals on Wheels
75 Clients
8,083 Meals



Foot Care
4,355 Appointments
225 In-Home Care Visits



Blood Pressure Clinics and Health Chats
18 Clinics
48 Options and Solutions Visits

By the Numbers



Apartments Occupancy
37 Residents Served
94.3% Occupied



Assisted Living Occupancy
80 Residents Served
71.2% Occupied



In-Home Care Clients
183 Clients
62 New Clients
40,118 Hours

Valley VNA Senior Care gratefully acknowledges our wonderful donors who have supported us during 2021. 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.



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