

# In Every Face

## A STORY OF CARE



### 2024 Annual Report



Trust | Communication | Safety | Teamwork



In-Home Care | Independent Living | Assisted Living

# A Year of Renewal and Purpose

As we reflect on our first year as President/CEO and Board Chair, respectively, we are deeply grateful for the opportunity to share leadership with our dedicated, caring team members and to serve alongside our incredible community of supporters. 2024 was a year of renewal for Valley VNA Senior Care with the completion of our assisted living renovation project supported by our **Caring For Generations** capital campaign, the retirement of Theresa Pichelmeyer, who passionately served as President/CEO for the past 17 years, and the passing of Frank Kearny, who selflessly served as a long-time supporter and devoted Board Chair. Building on the strong foundation shaped by our predecessors and Valley VNA's 117 years of dedicated commitment to our community, we proudly champion this renewal of our organization's future.

This annual report is filled with inspiring photos and stories on the impact of our assisted living renovation project. The new environmental designs and enhancements provide opportunities for more engagement, person-directed life, and HOME for those we serve. Our

## Board of Directors

**Denise Burkett**

**Dr. Steve Knaus**

**Paul Verbeten**

*Board Chair*

**Joe McGrane**

**Paula McNiell**

**Fritz Merizon**

**Mike Rohrkaste**

**Paul Schulz**

**Becky Reichelt**

*President & CEO*



**Becky Reichelt**  
*President & CEO*

residents, their family members, and our team members value the improved safety features, natural lighting, increased privacy, as well as additional living and outdoor spaces.

Complementing the environmental transformation, at the end of 2024, we began our transformation to a person-directed living philosophy of care, which incorporates additional education and commitment to our mission and common cause. One of our first priorities was to rally around a purpose statement that guides our team in achieving positive outcomes and successes. Research shows that purpose-driven teams demonstrate higher levels of innovation, employee retention, and customer satisfaction. Please enjoy the photos that highlight our team members' commitment to our purpose:

***We inspire purposeful, pleasurable, and peaceful living!***

Our In-Home Care and Community Programs continue to grow and make meaningful differences in the lives of those living in the community. We are proud to offer a continuum of opportunities for those who prefer to live in their own homes through our



**Paul Verbeten**  
*Board Chair*

in-home care/companion support, meals-on-wheels program, foot care clinics, health chats, Lyrics & Laughter, respite care, and Options & Solutions program.

Looking ahead, we are committed to operational excellence, a caring workplace culture, community engagement, and exciting opportunities for future community-based support and enhanced memory care services. Together, we will continue to make a meaningful difference in the lives of those we serve and our community.

We express our sincere gratitude to our generous donors, dedicated volunteers, talented team members, and visionary board members, whose unwavering commitment makes our mission possible. As always, we would be unable to carry out our mission without the steadfast commitment of so many selfless and caring supporters like you. On behalf of those we serve, thank you for supporting our mission of "providing quality choices for senior care" for many more years to come.

With gratitude,

**Becky Reichelt, President & CEO**  
**Paul Verbeten, Board Chair**

# New Leadership for In-Home Care

Valley VNA Senior Care hired **Taylor King** as the new In-Home Care Director. She will oversee all aspects of Valley VNA's in-home care business and community resource programs, the Neenah-Menasha Meals on Wheels program, and foot care clinics. With 10 years of experience in healthcare, Taylor King brings a wealth of knowledge and compassion to her new role as In-Home Care Director at Valley VNA. She holds a Bachelor of Science in Nursing (BSN) from the University of Wisconsin-Oshkosh, specializing in in-home care and hospice services.



*"I am excited to serve as the In-Home Care Director at Valley VNA, a respected leader in senior care services in our Fox Valley community. The organization's long-standing commitment to quality care, community involvement, and excellence aligns perfectly with my own values. I am excited to work alongside such a dedicated team to further enhance the innovative and compassionate care we provide to our clients."*

## Bringing Joy and Connection Through Music

At Valley VNA Senior Care, our Music Coordinator, **Christy**, embodies what it means to put people first in everything she does. Whether she's leading a sing-along, guiding a soothing spiritual moment, or simply offering a warm smile in the hallway, Christy's presence makes an undeniable impact on those we serve.



and Laughter or interacting one-on-one with a resident, Christy treats each individual as though they are the only one that matters in that moment.

What sets Christy apart is her ability to blend her musical talents with a deep sense of spiritual awareness. She instinctively knows when to bring a joyful tune to lift spirits or when a quieter, reflective moment is needed. This intuitive balance ensures that each resident's emotional and spiritual needs are met with grace and compassion.

Christy's influence extends beyond her direct interactions with residents. She sets the tone in our households, inspiring her fellow team members to adopt her compassionate, person-centered approach. Her influence and dedication contribute to a culture where our mission, values, and purpose are lived out daily.

Her approach is deeply personal, she takes the time to learn each resident's life story, using that knowledge to build meaningful connections, especially with those living with dementia. Christy understands how to provide comfort and peace by tailoring her interactions to the individual's needs and abilities, ensuring that every person feels valued and heard.

Residents often express how much they look forward to her programs, but it's not just the music they anticipate. It's Christy herself. Her energy is contagious, and her genuine care creates an environment where residents feel seen, appreciated, and engaged. Whether she's leading a community-based program like Lyrics

A true team player, Christy is not only committed to enriching the lives of those she serves but also to supporting her colleagues in doing the same. Her passion for providing joy, comfort, and meaningful engagement resonates throughout our entire community, making Valley VNA a better place for everyone.

# Getting to Know Our Board

**Dr. Steve Knaus, MD** has been a lifelong resident of the Fox Cities. Born and raised in Oshkosh, he established his internal medicine practice in Neenah in 1993, where he continues to care for patients today. During his medical training, he married his wife, Susan, and together they have raised their three children in the Neenah community.

Through his work in internal medicine, Dr. Knaus has developed meaningful connections with many residents and families at Valley VNA Senior Care, often forming lasting friendships over the years.

Beyond his dedication to healthcare, Dr. Knaus enjoys cheering on the Green Bay Packers, staying active, particularly cycling on local trails to breweries or vineyards, and attending live music performances.



**Dr. Steve Knaus, MD, and his wife, Susan**

## Honoring Frank Kearny's 30-Year Commitment to Valley VNA



**Kim Kearny, Frank's wife**

**Frank Kearny** dedicated a significant part of his life to Valley VNA. He played a key role in shaping the organization into what it is today, including leading the effort to build the original assisted living

facility. His vision and leadership helped create Valley VNA, which so many in our community know and trust.

I had the privilege of knowing Frank for over 30 years, both as a customer and a partner through the Bemis Company. Our negotiations were always spirited, Frank had a way of keeping me on my toes, but through it all, I learned a great deal from him.

Frank approached everything in life with boundless energy and passion, whether it was his work, his family, his love for golf and fly fishing, or his commitment to serving others. As Board Chairman for Valley VNA Senior Care, his dedication was truly unmatched.

“His passion for life was an inspiration to all who knew him. His legacy will live on at Valley VNA, now home to a newly dedicated wing in his honor.”

— Paul Verbeten, Board Chair, Valley VNA Senior Care

Even during his courageous battle with cancer, he remained steadfast in his leadership, ensuring the expansion and remodel of the **Caring for Generations** project was completed.

Frank was never one to stand still, he was always on the move, always pushing forward. His drive, determination, and enthusiasm were infectious, and his impact will be felt for years to come.

### Help Us for Generations

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

*Thank you.*

# we inspire PURPOSEFUL, PLEASURABLE, AND PEACEFUL living.

2024 ended with the creation, acknowledgement, and guidance of our newly created purpose statement, ***“We inspire purposeful, pleasurable, and peaceful living.”*** This statement reflects our team’s commitment to the best possible life for those we serve and for each other. More importantly, these photos and quotes are evident of purposely, pleasurable, and peaceful living in action!

“You have amazing abilities to bring people together and create a positive atmosphere. You truly have a special way of making people feel values and your positivity motivates all of us!”



97%  
feel treated  
with dignity  
and respect.



“Your love for my dad was above and beyond. You all have made a difference in my life that is beyond words. The way you do your jobs is truly with love, passion, and respect.”

96%  
say their work  
makes a meaningful  
difference.

# A New Chapter in Care

In October 2024, we reached a major milestone with the completion of our assisted living remodel, opening Sapphire Villa, the final wing of the project. This journey has been long, but the impact has been truly transformative.

As you can see from our photos, these changes have significantly enhanced our residents' living environment. Removing kitchen walls to improve sightlines has increased safety while creating a more home-like atmosphere, with this serving as a welcoming gathering space. Lighter flooring and wall colors, brighter lighting, and increased natural light have made the courts feel

even more inviting. Expanding the bathrooms and adding sliding doors have greatly enhanced both safety and accessibility, providing more space to accommodate residents and their caregivers.

We recognize that this project brought disruptions for our staff, residents, and their families, and we are deeply grateful for everyone's patience and support throughout the process. Looking ahead in 2025, our focus is on building upon these improvements and inviting the community to experience our new educational series and participate in our community programs.

BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

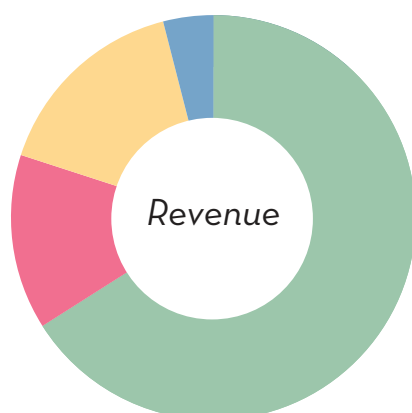


# A Community Resource

Part of our vision is to serve as a resource for seniors and their families within our communities. We are honored to collaborate with the following organizations where we serve as a community resource and dedicate volunteers:

- Neenah Public Library - Story Time
- St. Paul Lutheran Church - Respite
- Footcare Clinics - Ridgeview Highlands, Island Shores, Havenwood Apartments, Oshkosh YMCA, The Heritage, Oneida Heights, The Heart of the Valley YMCA, Apple Creek YMCA, Hallmark Place, Briarwood Cottages, Greenville YMCA, Clarity Care Greenfield Place, Mahler Highlands, Appleton Downtown YMCA, Appleton Retirement Community, and Assisi Homes
- Health Chats – Highlands at Mahler Park
- Fox Valley Memory Project - Volunteer
- Alzheimer's Association - Wisconsin Chapter - Committee and Board Member
- Neenah Committee on Aging - Committee Member
- Fox Valley Advance Care Planning Partnership - Advisory Board Member
- Fox Cities Job Center - Volunteer
- UW-Oshkosh Nursing Program - Preceptors

## The Year In Review – Financial Highlights

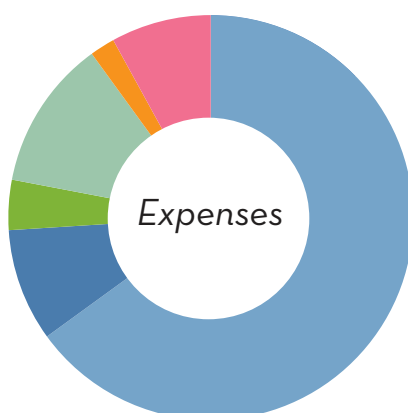


**66%** Assisted Living/ Apartments

**14%** In-Home Care Services

**16%** Contributions

**4%** Other



**65%** Salaries, Wages, and Benefits

**9%** Fixed Expenses

**4%** Maintenance and Operating Expenses

**12%** Residential/Client Care Expenses

**2%** Utilities

**8%** Administrative and Other

## Services Provided



**Meals on Wheels**  
**6,584** Meals



**Foot Care**  
**5,188** Appointments

## By the Numbers



**Apartments Occupancy**  
**37** Residents Served  
**98%** Occupied



**Assisted Living Occupancy**  
**79** Residents Served  
**77.4%** Occupied



**In-Home Care Clients**  
**176** Clients  
**39,868** Hours

Valley VNA Senior Care gratefully acknowledges our wonderful donors who have supported us during 2024. To view the annual report online go to [www.valleyvna.org](http://www.valleyvna.org).



# Our Mission

**Providing quality choices for senior living.**

# Our 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 in the Fox Valley for senior care.



**In-Home Care | Independent Living | Assisted Living**

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**valleyvna.org**