

connections

L I F E A N D N E W S F R O M W E S L E Y W I L L O W S

A Faith-Based Community

W I N T E R 2 0 1 7

A Tale of Two Gifts

Wonderful gifts are sometimes unexpected. Last fall, a family member from the Martin-Campbell Foundation approached Erica Figurin, Director of Life Enrichment, about a possible gift. Several years ago, this family member's mother received excellent care while staying at Willows Health & Rehab Center. The Foundation wanted to honor her memory. After several potential projects were presented for consideration, the Foundation chose to grant \$35,000 toward the creation of a Pocket Park for Kirk's Place, our memory and dementia care program. A Pocket Park is a small, purposeful outdoor space. The pocket park will allow residents to enjoy being outdoors without leaving the comfortable security of Kirk's Place. Research shows that spending time outdoors improves cognitive clarity

and eases anxiety and depression. It has a positive impact on social and emotional wellbeing. In addition to benefits for residents, our memory care staff will have a new venue for facilitating activities, and visiting families will be able to access a beautiful space, enjoying time with their loved one in a different environment.

Some gifts take time to take shape. In 2014, Wesley Willows was awarded a wheelchair accessible mini-van with an accessible ramp from the Illinois Department of Transportation (IDOT). Received in November 2016, it is the second vehicle IDOT has awarded Wesley Willows through its competitive Consolidated Vehicle Procurement grant program.

These vehicles, together worth \$93,982, are used to transport residents to medical appointments and other life-enriching activities by Transportation staff they know and trust.



We are grateful for the support of private foundations like the Martin-Campbell Foundation, public entities like IDOT, and our many individual donors. Their support and yours allows us to pursue our mission of promoting active, secure lifestyles for seniors through ongoing, personalized care.

OUR MISSION

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

OUR VISION

Wesley Willows will be the leader in providing exceptional programs, services, and amenities for Seniors.

Interested in supporting our Pocket Park construction or supporting our mission in another way? Contact the office of Fund Development at 815.316.1543 and we can discuss options with you!



Bill Pratt, President & CEO

“...life is engaging, challenging, and heading into the new year with lots of positive movement.”

With the start of the New Year and the passing of the first month, it is hard to believe how easy it is to get back into the routines of life, whether at work or at home. These routines can either be the start of another new year or the continuation of the status quo. At Wesley Willows, both at our Wesley Willows campus and our Peterson Meadows campus, life is engaging, challenging, and heading into the new year with lots of positive movement.

As you read this edition of Connections you will find exciting news about people that are either joining the family as residents or staff, or demonstrating their generosity through gifts. We have had some remarkable marketing events on both campuses. These forward thinking individuals have become new prospects that are part of the ten percent of people who have decided to begin the exploration of senior living for the first time. It is interesting to note that only 10% of all people in the US ever make the effort to understand options of living out their lives after retiring. Of those 10%, 30% actually take action and go through the process to change their life in a positive manner by moving to a Senior Living community.

Likewise, you will read about how a portion of those over 65 finally make the major decision to move to either Peterson Meadows or Wesley Willows. Their story has a lot to do with three key influencers: family, senior living counselors, and the education they have experienced during the exploration process. We create such opportunities

to make the decision-making process as simple and clear cut as possible. I would make mention of a special plateau reached at Peterson Meadows when they welcomed their 13th move-in just two weeks into the seventh month of the fiscal year. That is more than all move-ins in either Fiscal Year 2016 or 2015.

Gifts by definition are generally unexpected. They are given with no expectation in return. They bring joy to the recipient and oftentimes make a difference in the recipients life. As you read about two gifts we have been blessed with, take time to ponder the last time you received an unexpected gift. I am sure it brings a smile to your face and perhaps a warm memory.

Finally, Wesley Willows has experienced some staff leadership changes recently. One of those individuals is joining the staff from another not-for-profit in Rockford. Another leadership change is internal and comes as a result of demonstrating specific leadership skills for future opportunities of leadership on the campus. Both of these team members bring multiple talents to the organization and we are excited to see how they influence Wesley Willows and Peterson Meadows in the years ahead.

Enjoy this issue of Connections and give me a call with questions or ideas that can make Wesley Willows a stronger, better place for our residents to live and our staff to work.

And, Happy 2017!

Bill

New Faces of Campus Leadership

On July 10 Erica Figurin was named the Administrator in Training, a position that will groom her for additional campus leadership in the years to come. This title is one of several she holds on campus, as she is also the Director of Life Enrichment and our Memory Support Specialist. Erica completed specialized training in memory care at Chicago's Rush University Medical Center. Her leadership in these roles made her the stand-out choice for this mentorship opportunity. Erica brings experience, good humor and a thoughtful approach to her relationship with residents, families and her coworkers.

Meredith Stoll joined Wesley Willows as the Director of Fund Development in November of 2016. A lifelong Rockford resident, she brings with her more than 12 years of experience in program management and development for local nonprofits. She comes most recently from the office of Institutional Advancement at Rockford University. She holds a BS from the University of Illinois and a Masters in Higher Education Administration from Ashford University. Working with people to align passion and purpose is something she is grateful to be able to do each day.



Erica Figurin



Meredith Stoll

HIGHLIGHTS

Our campus hosted several exciting events this fall and winter to offer people opportunities to learn more about our beautiful campus and welcoming community of residents.

Christmas Reception

- December 7, 2016 – Wesley Willows Town Center
- 25 attendees
- As a way of celebrating the year's blessings, Wesley Willows hosted a Christmas reception and invited prospective residents to enjoy fellowship, music by Jeffrey Deutsch, and specially prepared hors d'oeuvres created by our Executive Chef. It was a beautiful way to end the year!

Dine and Discover: Thanksgiving

- Wesley Willows Town Center
- November 2, 2016: 17 attendees
- November 3, 2016: 18 attendees
- Thanksgiving was a great reason to celebrate and focus on the wonderful things that a Wesley Willows lifestyle has to offer. Guests were able to chat with residents and staff, and had a chance to snag the recipes for the delicious meals served that day!

Taste of Wesley Willows

- September 8, 2016 – Wesley Willows Town Center
- 63 attendees
- This event offered 3 specialty food stations that were set up in various Town Center spaces – the Fitness Center, Bistro and Club Room – and offered foods and desserts prepared by our Executive Chef. Guests had the opportunity to mingle with residents, other prospects and staff, as well as tour our Town Center and Suites and get a "taste" of life at Wesley Willows.



For more information on how to make Wesley Willows your home, please call 815.316.1500

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on the 13th: Celebrating Success at Peterson Meadows

In our 3rd year of partnership, Peterson Meadows recently had a wonderful cause for celebration. On Friday, January 13th we were able to celebrate with the entire staff our 13th move-in since July 1, 2016.

Compared to the past two years we have doubled our move-in rate for the first 6 months of the fiscal year. In FY16 there were 10, and in FY15 there were

9 move-ins for the entire year. It was a great opportunity to recognize the efforts of the staff. We celebrated Dining Services for helping to make our Lunch and Learn events successful; Guest Services for making a great first impression for prospective residents and families when they call or visit; Maintenance and Housekeeping for keeping our campus clean and tidy; and our Life Enrichment staff who provide opportunities for resident engagement and encourage active lifestyles.

The Team at Peterson Meadows is also grateful for the support Wesley Willows is able to offer on a daily basis. Here to Help, an in-home care service, is available to provide services to residents seven days a week. Medicare Rehab is available on both campuses when



needed, and residents are able to enjoy the programs and amenities on campus.

The Management Team at Wesley Willows has also made a commitment to continue to support the upward trajectory of Peterson Meadows. This is increasingly evident as we have seen the hard work of staff pay off for our new and existing residents. We are looking forward to working together to see even more growth at Peterson Meadows in the rest of this fiscal year and beyond!