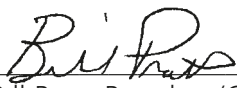


## 2018 ACCOMPLISHMENTS

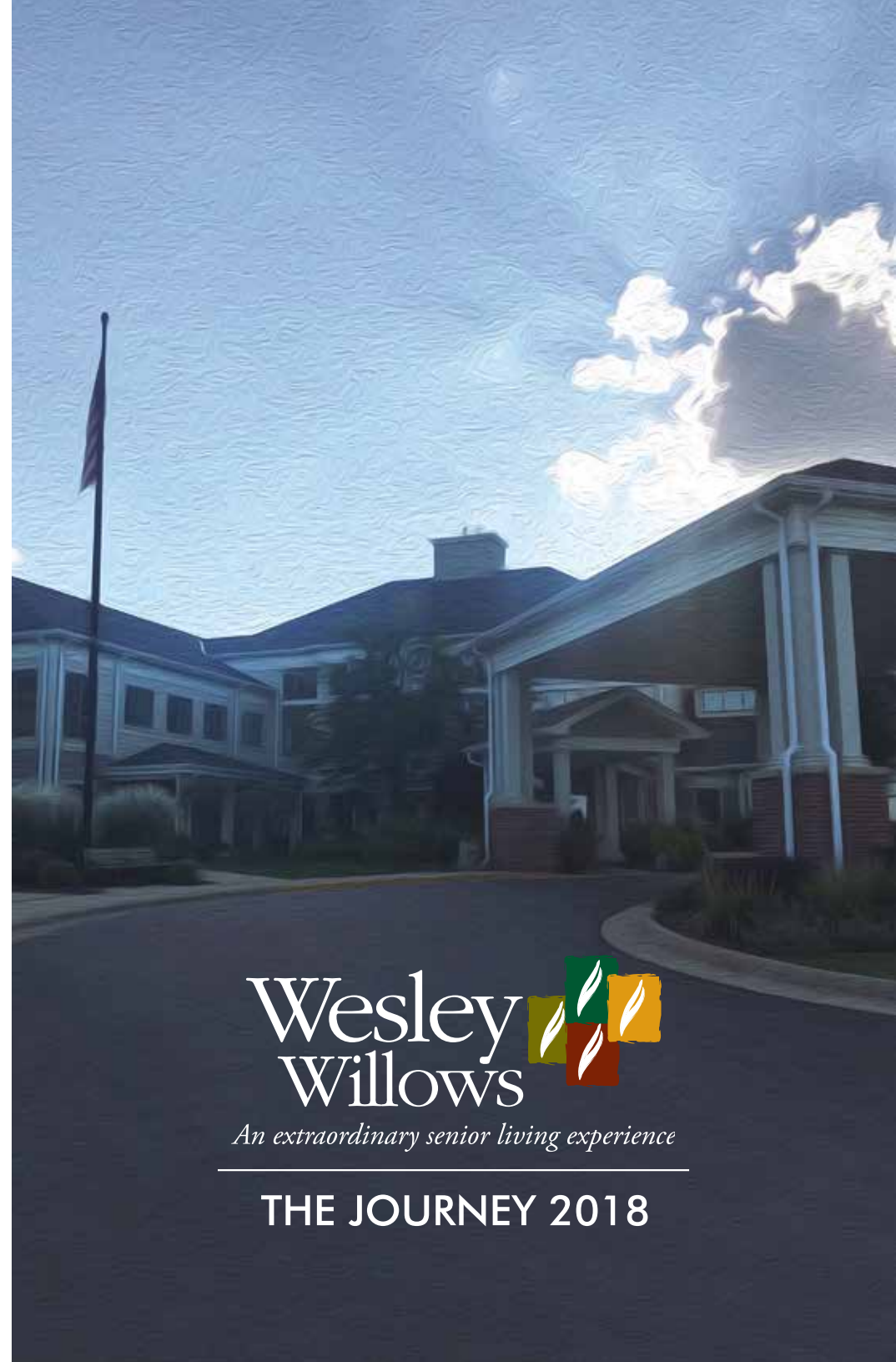
- It was a successful fiscal year with 115 total units occupied bringing in a total of 174 new residents.
- Continued growth for the Box Office Benefit, resulting in a record setting year raising \$104,851 in support of the Good Samaritan Fund.
- A total of \$5,688,090 was spent on new construction for Wesley Willows and Peterson Meadows.
- Wesley Willows contracted for 6 advanced practice nurses providing daily coverage on the Wesley Willows campus.
- Through our Community Outreach programs, Wesley Willows and Peterson Meadows participated in the Red Shoe Run, Rockford Food Pantry, and a Day of Service at the Rockford Christian High School supporting the community.
- We held a total of 9 recruitment events to bring in new staff through hiring events both at Wesley Willows and Peterson Meadows, job fairs, and recruitment at local colleges.

Wesley Willows has had another exceptional year! This was a big year on growth in leadership and a results driven strategic plan that has helped bring us to new vistas as an organization. We have shared some wonderful accomplishments in this year's Report Card and some of the results that we are particularly thrilled with. Please feel free to stop by and chat or call me at 815-316-1529 to set up an appointment. I am always available to listen and I invite your input on our Report Card or any other thoughts you wish to discuss concerning Wesley Willows or Peterson Meadows.



Bill Pratt, President/CEO

*Mission Statement: We promote active, secure lifestyles for seniors through ongoing, personalized care.*



Wesley  
Willows

*An extraordinary senior living experience*

THE JOURNEY 2018



# 2018 REPORT CARD



SUBJECT	GOAL	ACTUAL	ACHIEVED
Maintain 5 Star Rating in Willows Health & Rehab Center .....			Yes
Overall Occupancy .....	87.5%	89.7%	Yes
Total Revenues .....	\$28,702,368	\$30,762,475	Yes
Total Expenses.....	\$28,502,368 or less	\$29,798,013	No
Operating Income.....	\$200,000	\$964,462	Yes
Non-Operating Income (Expenses) .....	\$(428,000)	\$770,111	Yes
Increase in Unrestricted Net Assets .....	\$(228,000)	\$1,734,573	Yes
Peterson Meadows Cash Flow.....	\$360,000	\$(21,740)	No
Good Samaritan Endowment Fund .....		\$8,751,893	Yes
Provided Appropriate Charitable Support.....		\$1,442,392	Yes
Total Gifts Received .....	\$500,000	\$706,895	Yes
Robert E Ash Legacy Society Members.....	5	6	Yes
Board Member Attendance .....	80%	90%	Yes