



Pursue  
your *joy*

OUR

# Mission

Guided by **Christian compassion**, we support the independence, health and well-being of older adults **wherever they call home.**

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A Message  
from our CEO



“Joy” can be described as “more than a feeling of great pleasure and happiness.” It’s not a word that’s frequently associated with senior living. **We’re changing that.**

When an organization undergoes tremendous growth, it makes sense for leaders to look closely at everything that makes the entity what it is, and everything that must continue for the organization’s mission to broaden further. At WesleyLife, as we passed our 75th anniversary, it made sense to visit the ways we’re building on our foundations to serve our current and future customers.

In doing so, we focused on the continued strength of our foundational story: that which enables us to do what we do and remain firm in why we do it. We looked equally closely at our promise — what we say we’re going to do, and what we’ll continue to strive to provide for those we serve. We looked at the opportunities we create and talked about the ways we want to enhance them.

And we decided: As we tell the story of who we are, the only element missing is the **joy**.

**Societal perceptions of aging paint a bleak picture. While studies tell us we actually become more joyful as we age, common misconceptions counter that. We’re actually told, in so many words, that we should dread our later years.**

So, with that contradiction in mind, we enhanced our story to reflect the opportunities we are creating for WesleyLife team members, residents, and clients to capture the joy that should be inherently theirs. You’ll read in these pages how we make that happen.

At WesleyLife, we believe everyone should have the opportunity to live a life of continued growth, experience, and meaning — **and to pursue joy**, regardless of physical, social, or economic circumstances. The experience of aging is shaped by each person — as they see it, define it, and experience it.

“The experience of aging is shaped by each person — **as they see it, define it, and experience it.**”



As we continue to evolve and grow, we will remain committed to creating those opportunities, and to telling the stories of the **joy** they create. Through the enhancement of our purpose, we are revolutionizing the experiencing of aging. We invite you to join us in this effort, and to commit to prioritizing joy in your own life and in the lives of those around you.

Thank you for being a part of WesleyLife. To borrow from Romans 15: “May the God of hope fill you with all **joy**.”

**Rob Kretzinger**  
President and CEO, WesleyLife

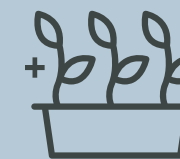
Broadening our

*Reach*

by Doing Good

**356,537**

hot, healthy meals were delivered to thousands of food-insecure Central Iowans — a **60% increase** from 2022



**8,000**

seeds were planted in the nation’s first Meals on Wheels hydroponic farm

More than **2,000 team members** served nearly **10,000 residents, clients, and participants** throughout the organization

**193 uninsured or underinsured individuals of all ages** were assisted through our **Public Health programs**

**100+ MILITARY VETERANS**



were served through **Meals on Wheels and We Honor Veterans** hospice program

# A Word from

## the President of the WesleyLife Board of Directors



Business leaders are often asked to serve on organizational boards of directors. When I was asked years ago to serve on WesleyLife's board, I was happy to accept. But while I had known and admired WesleyLife, I can honestly say that at that time, I could never have envisioned the connection I would forge with the organization's mission. It's a connection that keeps me here, and **one that brings me great joy.**



As with so many things in life, **relationship and connection drive results.**"

It's because of my connection with WesleyLife's mission that I have worked so hard over the years to build a strong relationship between the WesleyLife Board of Directors and the organization's executive leaders so we can accomplish more together. For me and for many others, it's not a hierarchical connection, but a symbiotic one in which ideas are shared, concerns can be voiced, and efforts are made by everyone involved to drive a project or initiative to a conclusion that will benefit those we serve.

One case in point: **WesleyLife's new Meals on Wheels campus**, which opened near Drake University in Des Moines in late 2023. Like many who attended the campus's grand opening, I beamed with pride as community leaders praised WesleyLife's accomplishments in combating food insecurity and isolation. But that pride was also borne of my memories of the many, many conversations that started with a challenge on the part of President and CEO Rob Kretzinger.

Being concerned about food insecurity wasn't enough, Rob said; we needed to drive the solution. And together, we did — and because of those efforts, WesleyLife Meals on Wheels will **triple the number of meals it serves** to hungry older adults and military veterans in Greater Des Moines.

That's just a single example; I have so many others, and I expect to collect many more before my tenure with this organization comes to an end. As is the case with so many things in life, **relationship and connection drive results.** As WesleyLife continues to broaden its impact, that will remain true, and I'm grateful to be a part of an entity that will continue to do great things in the right ways for all the right reasons.

Sincerely,

**Chad Rasmussen**  
President, WesleyLife Board of Directors

# Inspiration from Our Leaders

**For me, 2023 was about discovering** the concept of joy and why it matters in creating a workplace that fosters and encourages team member engagement and personal fulfillment. We know that creating joy at work contributes to a healthier team, encourages people to contribute their skills and energy, and allows us to meet our customer promise of "pursue your joy." When team members enjoy coming to work and feel connected to the mission of WesleyLife, they are more likely to share ideas, give extra for those they serve, and work effectively together to solve problems and achieve results. When team members know they will be supported by their leaders and their team, they feel a sense of belonging and know they can be a part of something greater than their individual contributions.

Each person on our team is important to our success. Retaining the talent on our team is a critical goal for us. Providing a positive work environment where people feel valued not only contributes to retention; it also creates a collaborative spirit within the team, allowing us to embrace diverse perspectives and continue to innovate as an organization. **All of this leads to experiencing joy.**

Over the past year, we've worked to live into our guiding principles, recognizing and celebrating the many positive stories of how our team has created possibilities and demonstrated compassion for residents, clients and families. Our team members create moments of joy on a daily basis in thousands of different ways. We continue to explore and enhance our investments in team member well-being in ways that prioritize mental and physical health, create true inclusion and belonging, and support individual growth and development career opportunities. **Overall, investing in creating joy in the workplace is a strategic imperative that will have significant, positive impacts** on individual team member's well-being as well as WesleyLife's long-term success.

**Kristy VanDerWiel**, Chief Culture Officer



**We remain steadfast** in our commitment to advancing our mission and realizing our vision. The latter half of 2023 marked a pivotal period as we engaged in forward-thinking exercises and strategic planning sessions to chart our course towards Vision 2030. In doing so, input was encouraged by a diverse set of stakeholders and we fostered an environment of collaboration and dialogue. We talked through big and bold ideas with complete confidence that **WesleyLife can and will lead the way in turning these goals into a reality.**

Throughout all of this, it was imperative to ensure leaders understood the "why" and the rationale underpinning our longer term organizational aspirations. For me, the apex of our planning efforts took place at a Leadership Circle Meeting in Fall 2023, where over 150 of our leaders from across the organization gathered to envision the future of their respective communities, service lines, and roles. Through dynamic discussions and creative exercises, teams coalesced to breathe life into our strategic plans, crafting innovative journey maps and vision boards. **I was inspired by the boldness, enthusiasm and optimism** for our collective journey.

I am confident that together, as **One WesleyLife**, we will realize the full potential of our vision.

**Allison Pendroy**, Chief Operating Officer

# Inspiration from Our Leaders



**It was an honor to help spearhead the launch of our new customer promise to our internal team this year.** That promise is to provide the opportunity to pursue joy – one person, one experience, one community at a time. As a result, we spent the year focused on all the ways we can create that opportunity for those we serve! While there were so many joyful opportunities created, one that stands out for me is how the team worked together as One WesleyLife to design, renovate and open our new Meals on Wheels campus.



The awe we see on residents' faces when they tour the new farm and **recognize its impact brings me joy every time I get to be a part of it.** As we enhance our vision as One WesleyLife, I can't wait to see what joyful moments 2024 presents.



This new campus allows us to expand opportunities to pursue joy to thousands of more older adults and veterans through healthy food and connection, and it also allows us to bring generations together to learn from one another ... and to dip our toes into the hydroponic farming business! The awe we see on residents' faces when they tour the new farm and recognize its impact brings me joy every time I get to be a part of it. As we enhance our vision as One WesleyLife, **I can't wait to see what joyful moments 2024 presents!**

**Amy Hutchins**, Chief Marketing Officer

**I am grateful for WesleyLife** and the efforts we have undertaken to allow everyone we touch to pursue Joy. Throughout my experiences during 2023, WesleyLife allowed me to continue my pursuit of joy through the work I do daily, focusing on financial strategies, an empowering leadership culture, working in a collaborative environment with colleagues across departments, and fostering synergy and innovation as we worked together toward common goals, ultimately enhancing our collective effectiveness and success. WesleyLife in 2023 was not just a workplace; it was an ecosystem that **empowered me to embrace my role wholeheartedly, enabling me to using my expertise in driving meaningful impact and finding joy in every aspect of my work.**

**Craig Flanagan**, Chief Financial Officer



CF

Scan this QR code to learn more about WesleyLife's dedication to the pursuit of joy!



## Enhancing Health and Well-Being:

# Where We Serve



### WesleyLife Communities

- Brio of Johnston** – Johnston, IA
- Edgewater** – West Des Moines, IA
- Halcyon House** – Washington, IA
- Hearthstone** – Pella, IA
- Heritage House** – Atlantic, IA
- Park Centre** – Newton, IA

- The Village** – Indianola, IA
- Wesley on Grand** – Des Moines, IA
- Fieldstone of DeWitt** – DeWitt, IA
- The Summit of Bettendorf** – Bettendorf, IA
- Illini Restorative Care** – Silvis, IL
- Crosstown Square Apartments** – Silvis, IL

### WesleyLife At Home

Home Healthcare, In-Home Services, Nutrition, Hospice Care, Public Health Services, Adult Day Services, and WellAhead

# WesleyLife Foundation *Launches* to Broaden Organization's Philanthropic Impact

In 2023, WesleyLife announced the launch of a foundation **designed to meet specialized and critical needs** of an ever-growing population of older adults

Noted philanthropy executive leader and strategist Sophia S. Ahmad, vice president of philanthropy for WesleyLife, leads WesleyLife Foundation, whose formation has long been a goal of the organization, Rob Kretzinger, president and CEO of WesleyLife, said upon announcing the formation of the 501(c)(3).

"With the Foundation's inception, **our goal is to address challenges regarding the aging process** and perceptions related to it, including nutritional insecurity, isolation, affordable housing, workforce shortages, and other issues," Kretzinger said.

**"The inauguration of the foundation creates countless opportunities to connect generous donors with opportunities to support components of our mission that resonate deeply with them."**

The Foundation is governed by a volunteer board of directors that provides strategic guidance for WesleyLife's philanthropic endeavors and anticipates and supports critical needs in the organization's communities and among its services.

"The inauguration of the foundation creates countless opportunities to connect generous donors with opportunities to support components of our mission that resonate deeply with them," Ahmad said on the day of the announcement. "As we head into a time of unprecedented growth and development for our organization, we look forward to offering our donors the chance to impact our initiatives in ways that will resonate broadly, in ways we couldn't have imagined."



*S.A.*

**Sophia S. Ahmad**  
Vice President of Philanthropy

WesleyLife Foundation's board of directors is chaired by Travis Simpson, regional president for Northwest Bank; a dedicated community philanthropist, Simpson is a longtime donor to and frequent volunteer for WesleyLife.

**"It is an honor to chair this inaugural Foundation Board;** we are grateful that many influential community leaders and philanthropists who care deeply about our mission have enthusiastically agreed to serve and lead this non-profit organization," Simpson said.

Learn more about WesleyLife Foundation at [WesleyLife.org/foundation](https://WesleyLife.org/foundation).

# *Our* Foundation Board Members

WesleyLife Foundation is governed by an all-volunteer board of directors. Drawing upon both life experience and areas of professional expertise, board members provide oversight for the Foundation and define the ways the group helps to execute the WesleyLife mission.



**Travis Simpson, Chair;**  
Regional President,  
Northwest Bank



**Nathaniel Doddridge, Vice Chair;**  
Vice President of Fuels,  
Casey's General Stores



**Suzie Glazer Burt,**  
Philanthropist and  
Community Leader



**Scott Harrington,**  
Board Chairman,  
Riley Resource Group



**Rob Kretzinger,**  
President and CEO,  
WesleyLife



**Christine Long,**  
Attorney,  
BrownWinick Law Firm



**Gayle Poortinga,**  
Community Volunteer



**Chad Rasmussen,**  
Vice President of Development,  
Christensen Development



**Lois Vermeer,**  
Executive Director, Retired,  
Vermeer Charitable Foundation



**WesleyLife**  
FOUNDATION



# Neighbors Helping Neighbors:

## The WesleyLife Promise

Guided by Christian compassion, WesleyLife believes everyone should have the opportunity to live a life of continued growth, experience, engagement, and meaning — **and to pursue joy, regardless of physical, social, or economic circumstances.** A significant way we illustrate this belief is through the WesleyLife Promise.

The promise began with WesleyLife's inception in 1947. Since then, through the support of generous donors, we've assured residents of WesleyLife's Communities for Healthy Living that if they deplete their financial resources through no fault of their own, **they will never be asked to leave their homes** with us or experience a reduction in the degree of care they receive.

Audrey L.\*, a resident at one of our communities in the Des Moines Metro, benefited from the Promise in 2023 when she unexpectedly found herself transferring to her campus's health center after contracting an acute illness. She and her family never could have imagined that just three years after moving into independent living, Audrey would be in need of an enhanced level of care — and would be **faced with the dramatic increase in medical costs** that can accompany such a change.

Similarly, the Promise was called into action when Henry J.\* broke his hip and moved from his apartment to an extended health-center stay. Henry, concerned about healthcare costs, had begun planning to move in with one of his adult children when he learned donations to his community's Good Samaritan fund **would help pay his monthly service fee, enabling him to return** to his apartment — and his independence — after his hip was healed.

Finally, the Promise was called into play when Charles H.\*

turned 95 and took a close look at his finances. Having moved into Independent Living with his wife when both were 70, he never expected to be nearing centenarian status, and **the money that he had so carefully saved and invested was beginning to dwindle.** He was delighted to learn that his campus's Good Samaritan fund could help him continue to afford his apartment.

Supported solely by donations, the WesleyLife Promise is funded by each community's Good Samaritan or Good Shepherd fund. Each WesleyLife community supports its

own residents in times of financial need through local fundraising activities and events, such as soup suppers, golf outings, and garage sales. Broader fundraising efforts through philanthropic giving also contribute funds to support the Promise.

**As healthy living in our communities can help lead to longer life spans, many residents**

**who invested well for retirement may nonetheless need assistance.** The WesleyLife promise covers not only the cost of care for residents whose needs cannot be met with government-funded programs, but also helps provide necessities and comfort items. Those who receive funds do so confidentially and can feel secure in the knowledge that with WesleyLife, "home" means "forever."

**As healthy living in our communities can help lead to longer life spans, many residents who invested well for retirement may nonetheless need assistance.**



**Please consider donating to the Good Samaritan/Good Shepherd fund at the community of your choice to help keep residents safe and healthy at home. Whether you are giving for the first time or have supported these funds previously, we appreciate your compassion and generosity!**

# The *impact* of the WesleyLife **Promise**

**The Good Samaritan or Good Shepherd funds** at several WesleyLife communities help uphold the WesleyLife Promise, which ensures that residents who deplete their financial resources through no fault of their own will not be asked to leave their homes with us. A donation made to a community's Good Samaritan/Good Shepherd fund will remain with that community, and will be used only on that campus.

## Good Samaritan/Good Shepherd total endowment funds, including amounts raised in 2023:

Wesley on Grand	<b>\$3,684,662</b>
Park Centre	<b>\$897,997</b>
Heritage House	<b>\$580,380</b>
Halcyon House	<b>\$1,041,325</b>
Edgewater	<b>\$2,536,226</b>
Hearthstone	<b>\$37,564</b>
Brio of Johnston	<b>\$25,594</b>
WesleyLife (Network Support Center)	<b>\$516,897</b>



Anonymous Park Centre Good Samaritan Endowment	Park Centre	<b>\$3,452,630</b>
Good Shepherd Endowment	The Village	<b>\$1,160,189</b>
Scholarship Endowments	Dahl Adult Day, a WesleyLife Adult Day Center	<b>\$4,724</b>
	Willowbrook, a WesleyLife Adult Day Center	<b>\$24,668</b>

## Honoring Through Endowment

**Establishing a lasting legacy** through an endowment is one of the most enduring gifts a person can offer. Each WesleyLife endowment fund is held to perpetuity, and earnings are used to help fulfill its designated charitable purpose. Each fund is carefully managed according to the WesleyLife Investment Policy Statement, which states that up to five percent of the rolling 36-month average of the endowments are made available for spending according to the endowment purpose.

## Endowment funds, including amounts raised in 2023, are included below.

**\$91,573** **Baker Employee Assistance Endowment** Provides funds to help team members at Wesley on Grand in their greatest time of need.

**VanDyke Memorial Nursing Scholarship** Established in memory of Helen Messenger and Gerald Van Dyke to provide nursing scholarships to team members at Park Centre. **\$62,321**

**\$23,092** **Geisler Penquite Support Fund** Funds the area of greatest need at Park Centre and participant scholarships at Willowbrook Adult Day Center.

**Other Endowments** **\$2,401,270**

## Total of all endowments:

**\$16,541,112**



# Joy across WesleyLife!

In promising our customers opportunities to pursue joy, we were challenged like never before to intentionally create joy for one another and the individuals we serve. **Here are some ways we made that happen!**



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## 1. Network Support Center, Johnston, Iowa

Our organizational headquarters created opportunities to pursue joy in 2023 by graduating the first three classes from the WesleyLife Certified Nursing Assistant Training Program, an immersive experience committed to clinical excellence so that we may provide the highest-quality services to those who place their trust in us. Under the direction of Ann Head, MSN, RN – Clinical Team Educator and a WesleyLife team member for 25 years – the program is open to all, with a significant tuition discount available to WesleyLife team members as well as the availability of employment with WesleyLife after completion of the course.

## 2. Edgewater, West Des Moines, Iowa

In 2023, Edgewater established its first ever Gratitude Lunch. At this event, Edgewater team members were served a delicious meal by the community's leadership team, then asked to celebrate the things they were thankful for in their lives alongside their fellow team members. The leadership team created a video sharing how our team members bring us joy each day. At the end of the lunch, we invited our team to spread the gratitude that we just experienced through an act of kindness.

## 3. Hearthstone, Pella, Iowa

Hearthstone team members pursued joy in 2023 by sharing with our residents their connections to the animals they love. Pets who graced our community included goats, turtles, chickens, dogs and kittens. In addition, Toby (dressed as the Cowardly Lion from The Wizard of Oz) lives full-time in one of our households, providing daily support, companionship, and joy to our residents and team members. In addition, Hearthstone hosted a dog show that featured team members dressing in character with their furry friends. Residents were asked to vote for their favorite duo, and they had a wonderful time!

## 4. WesleyLife at Home, Urbandale, Iowa

WesleyLife at Home has experienced significant growth in recent years, leading to our teams being spread across multiple buildings. In 2023, we were fortunate to expand our Urbandale office into the adjacent office bay, gaining an additional much-needed conference room and space for 20 extra workstations. This expansion has brought together our Home Health, Hospice, In-Home Services, and Public Health teams, fostering greater collaboration and enabling us to provide better care to our clients.

While most of our team members primarily work in the field, we gather for training, celebrations, and team-building activities whenever possible. This shared space has enhanced our ability to work closely together, ultimately bringing joy to those we serve.

## 5. Park Centre, Newton, Iowa

Park Centre created opportunities to pursue joy in 2023 by connecting with Newton Community Businesses! Park Centre connected with the community by providing all of our team members sweet corn from local grower Van Manen Sweet Corn & Fresh Produce. Team members were able to connect with their families by bringing home a ready-to-make meal provided by our culinary team!

## 6. The Village, Indianola, Iowa

The Village was filled with vibrance, enthusiasm, and joy in 2023! Our first annual Halloween dance was a big hit; team members had so much fun putting this dance on, from set-up to clean-up and everything in between. It was a resident event, but it had the support of our spouses, significant others, and kids! Everybody joined in, as the support is needed to ensure these large events are a success. Many hands make light work, and many Village "family" members joined together are sure to make any event one to remember

## 7. Illini Restorative Care and Crosstown Square, Silvis, Illinois

At Illini Restorative Care and Crosstown Square, our partners bring us joy! Cononus Pharmacy partnered with Wish of a Lifetime to bring love to residents, clients, and team members for Valentine's Day.



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**8. The Summit of Bettendorf, Bettendorf, Iowa**

The Summit of Bettendorf team created opportunities to pursue joy in 2023 through all of the little moments — the ones that matter most! We took time to focus on culture and lift up our team members to empower them through training, celebrations, meetings and more. The year 2023 gave us the space to explore or unique team member connections and build on the way we can better pursue joy with our team moving into 2024.



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**9. Wesley on Grand, Des Moines, Iowa**

The year 2023 will always be remembered as a huge one for our community: We changed our name! Unveiled in June, the community's new name, Wesley on Grand, reflects the connection of our flagship Community for Healthy Living to the greater community in which it's located. As a stalwart South of Grand neighbor, our campus has been home to generations in the neighborhood. It's our hope that the unique amenities and services created by our redevelopment — and one-of-a-kind features, including this welcoming mural painted by residents! — will delight many more generations, allow us to continue to serve throughout Greater Des Moines with commitment, dedication, and joy for decades to come.

**10. Fieldstone, DeWitt, Iowa**

In 2023, Fieldstone's Culture Club focused on creating joy at work for our team members. We celebrated individual departments within our campus through recognition, camaraderie, and food. We also individually recognized years of service anniversaries with a special cookie cake baked and decorated by our food and beverage team. Pictured is the housekeeping and plant operations team sporting the green holiday shirts gifted to all Fieldstone team members at Christmas as a "thank you!" for their commitment and creating joy!

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**13. Halcyon House, Washington, Iowa**

Halcyon House in Washington, Iowa, created opportunities to pursue joy for team members by encouraging them to create joy with residents. One example: Noticing residents in memory care didn't always enjoy wearing hats outside in the cold weather, Memory care Lifestyles Coordinator Sky Mouglin gathered a group of residents and talked with them about favorite hats from their pasts, or hats they felt they'd like to wear one day. Then Sky passed out markers and asked the residents to draw pictures of those hats. She then collected the drawings and gave them to one of her fellow team members, Certified Nursing Assistant Maria Canchola, who used her crocheting skills to bring the hats to life. The hats mean the world to the residents, some of whom still wear them daily. What a wonderful illustration of the joy we want to bring to all the lives we touch!



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**11. Brio of Johnston, Johnston, Iowa**

What a special year for Brio of Johnston! Not only did we bask in gratitude the day we celebrated our community's fifth anniversary, but we celebrated groundbreaking for Neighborhood 19, the neighborhood of single-family homes and townhomes that is being added to Brio's campus. Neighborhood residents-to-be, Brio residents, local dignitaries, and WesleyLife leaders took part in a program that celebrated the future of the Brio campus and honored the long-term relationship between WesleyLife and the city of Johnston. We are grateful to the residents and dedicated team members who go the extra mile every day to make Brio the vibrant, inclusive community it is, and we can't wait to joyfully welcome new neighbors to our new single-family homes and townhomes!

**12. Heritage House, Atlantic, Iowa**

Heritage House celebrated its 60th anniversary in 2023 with pomp and joy. Local officials, current and past board members, team members, residents and well-wishers were all part of the festivities. Atlantic Mayor Grace Garrett and WesleyLife President and CEO Rob Kretzinger spoke to the impact of our mission in the larger community and their visions for its continued influence in revolutionizing the aging experience locally.

Signature events turned Valentine's Day, Halloween, and Christmas into walks down memory lane with photos of marriages, early family life, children and grandchildren shared on our public TV. Especially moving were the eight wedding dresses on display complete with wedding-day stories. Local school children helped celebrate Earth Day with chalk pictures and messages for our residents and, in the fall, with a Halloween parade.

The long, slow recovery from COVID and its impact on Heritage House finally ran its full course and all departments achieved full capacity. This has benefited our residents with improved response times across the board and higher levels of service. In turn, they are reporting high levels of satisfaction across the spectrum of services provided.



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# Enhancing our services for those who want to *age with choice*: **WellAhead!**

In 2023, WesleyLife began planning a broadening of its services to the 93 percent of people who say they plan to stay in their homes as they grow older.



As we prepared to launch *WellAhead, a WesleyLife Well-Being Experience*, we focused on an enhanced commitment to those who want to live as healthfully as they can in the place that brings them the greatest joy.

A membership program that's a perfect fit for WesleyLife's health and well-being emphasis, WellAhead gives members the opportunity to continue to live independently at home while enjoying programming designed to help them stay healthy.

What's more, with a financial premise based on capitation, the program assures members that if they do need an enhanced level of care at some point, they will be able to access it immediately from WesleyLife at no cost other than their membership and monthly fees.

WellAhead piqued interest in 2023, promising to become an important part of our portfolio going forward. Learn more at [wesleylife.org/wellahead](https://wesleylife.org/wellahead)!





# What a Year!

Development projects completed in 2023 included two opportunities to broaden our mission: a \$25 million redevelopment of the campus where WesleyLife began more three-quarters of a century ago, Wesley on Grand; and creation of a new WesleyLife Meals on Wheels campus near Drake University. Read how these visions became realities!

Iowa Gov. Kim Reynolds, Des Moines Mayor-Elect Connie Boesen, and Drake University President Marty Martin joined WesleyLife leaders December 1 in officially opening the new WesleyLife Meals on Wheels campus, which is enabling the program to triple the number of nutritionally vulnerable older adults and military veterans served with hot meals and well-being checks.

"I want to congratulate WesleyLife on what has most certainly been a labor of love in opening this beautiful campus. The state of Iowa is proud to have been a partner in this endeavor, which will have an impact on so many," the governor said in her remarks, referencing the state's \$3 million award to WesleyLife from the Nonprofit Innovation Fund.

Other governmental entities also contributed to the development of the campus. Mayor-Elect Boesen recognized those efforts, saying the campus "will serve as much more than just a community kitchen providing meals. It will play a role in changing the social fabric of not only Des Moines, but the entire Metro area by helping serve our older population and our veteran community."

The \$13 million campus is the result of a record-setting capital campaign, with more than \$11.1 million donated to fund its development and construction. In addition to a new commercial kitchen, the redeveloped building at 3206 University Ave. near the Drake University campus in Des Moines also includes Prairie Meadows Hydroponic Farm, the nation's only hydroponic operation associated with a Meals on Wheels location, and space for connecting generations through programming designed to foster interpersonal growth and present isolation.

"It's our hope that our impact will extend far beyond these walls, far beyond this neighborhood," Kretzinger said. "This campus came together because of the efforts of so many, and we are grateful."



**Clockwise from top:** The new Meals on Wheels campus; Iowa Gov. Kim Reynolds and WesleyLife President and CEO Rob Kretzinger at the grand opening; Chief Operating Officer Allison Pendroy helping out on the hydroponic farm; lead Meals on Wheels capital campaign donor, philanthropist Suzie Glazer Burt, in front of the kitchen on the Meals on Wheels campus that bears her name.



## Wesley on Grand (re)opens its doors

We reopened our flagship community in Des Moines to the public in 2023 after a sweeping \$25 million redevelopment! Changing our name from Wesley Acres to Wesley on Grand after more than 75 years was a reflection of our continued connection to the greater community in which we're located as well as our desire to continue to serve as an intergenerational destination in our historic neighborhood and to continue to serve changing populations for generations to come.

As part of our redevelopment, we reopened the Chamberlain Mansion, introducing its new pub and bed-and-breakfast as gathering spaces for residents as well as neighbors and the greater community. This esteemed building, included on the National Register of Historic Places, marked WesleyLife's beginning, and we are proud to have restored it to its former glory ... and then some! Other new spaces include a salon that features a partnership with Trixie's Salon and Spa; a meditation space; a technology hub; aquatic and fitness centers, and much more.

We are grateful to all who celebrated our reopening with us, including city and developmental leaders, WesleyLife board members and team members, residents, and family members. Their made the occasion even more momentous!

**From top:** The entrance to the Wesley on Grand campus; the refurbished Chamberlain Mansion; the new Aquatic Center.



Transforming through **generosity:**



**The Legacy Circle** represents individuals who have named WesleyLife and/or one of our communities or programs in their wills or estates. We are deeply moved by the decisions of these individuals to impact our mission beyond their lifetime.

We work closely with current and future Legacy Circle members to ensure the impact they expect will be realized, and we are honored to recognize and thank them.

- |                            |                           |                           |                                   |
|----------------------------|---------------------------|---------------------------|-----------------------------------|
| Anonymous (5)              | Ron and Marla Franklin    | Gary Kloppenburg          | Lois Priest                       |
| Duane and Shirley* Acker   | Howard Frazier            | Anne Koth                 | Beverly Radcliffe                 |
| Anne Bokhoven              | Elizabeth Frink           | Rob and Glenda Kretzinger | Melvin L. and Jacquelyn S.* Rambo |
| Bill and Helen Brantley    | Jim and Evelyn Gore       | Mary Langdon              | Eleanor Smith                     |
| Tom Carpenter              | Marylin A. Gorham         | Everett Laning            | Katherine Sopasakis               |
| Cathie Conley              | Barbara and Dale Henning  | Rebecca Lodge             | Ramona and Jerry* Sorensen        |
| Kenton and Christine Coons | Dwight and Patricia Hicks | Lavone Mann               | William Tomlinson                 |
| Richard and Ruth Davitt    | Roger and Sharon Hogle    | Charlotte Maples          | Rich and Kim Willis               |
| Gladys M. Ferguson         | Betty Jean Hotchkin       | John and Jan Mechem       | John Woolson                      |
|                            | William and Barbara Keck  | Elodie Morrison           |                                   |

**Donors of Distinction** WesleyLife recognizes living donors and organizations with a lifetime giving total of \$100,000 or more through 2023 as Donors of Distinction. By achieving this level of giving, these donors have demonstrated trust in and commitment to WesleyLife's mission, vision, and values.

- |   |                                    |  |
|---|------------------------------------|--|
| Anonymous (4)                               | Marylin A. Gorham                  | Pella Regional Health Center               |
| Andringa Family Foundation                  | Sandy Heerema                      | Polk County Board of Supervisors           |
| Atlantic Coca-Cola Bottling Company         | Barbara and Dale Henning           | Gayle and Stan Poortinga                   |
| Baker Group                                 | Steven and Karen Herwig            | Prairie Meadows Race Track & Casino        |
| City of Des Moines                          | Sharon and Roger Hogle             | Precision Pulley & Idler                   |
| Clinton County Development Association      | William D. Homrighausen            | Principal Financial Group Foundation, Inc. |
| James Morrison Collier*                     | Fred and Becky Hunt                | Riley Family Foundation                    |
| Community Foundation of Greater Des Moines  | Hy-Vee                             | Ruan Family Foundation                     |
| Kenton and Christine Coons                  | Invest DSM                         | Smith Family Foundation                    |
| Corteva                                     | Iowa Annual Conference of the UMC  | State of Iowa                              |
| Kay and Mark* DeCook                        | Iowa Mutual now Encova Insurance   | Wayne and Nancy Stuedemann                 |
| Delta Dental of Iowa                        | Kemin Industries                   | The Coons Foundation                       |
| DeWitt Bank & Trust                         | Linda and Tom Koehn                | Alan R. and Myrna J. Tubbs                 |
| DeWitt Community Hospital Foundation        | Kresge Foundation                  | James R.* and Dottie* Tyler                |
| Roy and Averyle Ehrle                       | Rob and Glenda Kretzinger          | United Way                                 |
| Ernest & Florence Sargent Family Foundation | Steve and Cathy Lacy               | Unity Point Health                         |
| Jane and Joseph* Evanovich                  | Mary Langdon                       | Lois and Bob* Vermeer                      |
| First Central State Bank                    | Marion County Bank                 | Vermeer Charitable Foundation              |
| Ron and Marla Franklin                      | Marion County Community Foundation | W.T. and Edna M. Dahl Trust                |
| Gabus Family Foundation                     | Maytag Corporation Foundation      | Washington County Riverboat Foundation     |
| Geisler Penquite Foundation                 | Meals on Wheels America            | Wellmark Foundation                        |
| Suzie Glazer Burt                           | MidAmerican Energy Company         | William A. Steele Foundation, Inc.         |
|   | DJ Newlin                          | Craig Witte and Ann Abplanalp              |
|   | Pella Community Foundation         | Mark and Marsha Witte                      |
|   | Pella Corporation                  |  |

**Annual Donor Circles** We gratefully acknowledge the following individuals and organizations for their 2023 contributions to WesleyLife. The donor levels include all gifts and pledges made from January 1 through December 31, 2023. Future pledge installments are recognized in the year they are originally committed.

**Century (\$100,000+)**

- Anonymous
- Kenton and Christine Coons
- E. G.\* and Mary Jean\* Faust
- Barbara and Dale Henning
- Steven and Karen Herwig
- Roger and Sharon Hogle
- Hy-Vee
- Invest DSM
- Mary Langdon
- The Coons Foundation
- Cora Wagner\* Estate

**Founder (\$50,000-\$99,999)**

- Anonymous (2)
- Gladys Austin Bloodworth\*
- Ron and Marla Franklin
- Gabus Family Foundation
- Genesis Foundation

**Keystone (\$25,000-\$49,999)**

- Beal Derkenne Construction
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- Corteva
- Philip Dorweiler\*
- Arlene Hamilton
- Bess B. LeGrand\* Estate
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- Kay Ward

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- Kari and Wes Cooling
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- First Interstate BancSystem Foundation
- Geisler Penquite Foundation
- Halcyon House Employee Division
- Sheri Horner
- Anne Koth
- Sarah Langdon
- Meals on Wheels America

- John and Jan Mechem
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- Mary and Donald Newton
- Jack and Sandy Nichols
- Allison and Christopher Pendroy
- Prairie Meadows Race Track & Casino
- Norman and Eloise Rinderknecht
- Karen Silverberg\* Estate
- Nellie C. Stewart\* Estate
- Todd and Michelle Tanner
- The Dorsey & Whitney Foundation
- The Leuthold Family Foundation
- Wellmark Advantage Health Plan, Inc.
- Wesley Acres Resident Council

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- Duane and Shirley\* Acker
- Paul and Nancy\* Burrow
- Chad and Lauren Rasmussen
- Kay and Mark\* DeCook
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- Jutta Hansen
- Sandy Heerema
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- Molly Holck-Nolin and Karl W. Nolin
- Deborah Hunt Repp
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- Loral Kirke
- Rob and Glenda Kretzinger
- LDJ Manufacturing, Inc.
- Glen and Laura Lewis
- Chris and Dixie McCormick
- Jan Miller Straub
- Lana and Arlyn Nelsen
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- David and Jeanette Saurman
- Scheels
- Jack Schreiber
- Travis and Janet Simpson
- Brent and Esther VanderWaal
- Lois Vermeer

**Guardian (\$2,500-\$4,999)**

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- Jeanine and Robert Carithers
- Thomas Carlson
- Corky Classen
- Barbara Decker
- Arlene and Fredrick DeVries
- Shannon and Adam Draayer
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- Lora Gladwin
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- Jake's Lawn & Landscape LLC
- Janet Linn
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- Lutheran Church of Hope
- Robert and Rita Murray
- Richard and Jane Nyswonger
- Dennis and Sandra O'Brien
- Ilean Olson
- Peace Charlie Legacy Fund
- Carlton Peterson
- Nancy Ross
- Ruan Family Foundation
- James Rush
- Schiller Family Foundation
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- Wilbur and Rebecca Smith
- Rosemarie Staebell
- Lisa and Sam Van Maanen
- Loren and Darlene Van Zanten
- Howard Van Zee
- Marvin and Kristy VanDerWiel
- West Bancorporation Foundation, Inc.

**Advocate (\$1,000-\$2,499)**

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- Christopher and Debbie Brown

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**Friends (\$250-\$499)**

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 Shellie Barkalow  
 Glenn and Ann Marie Baughman  
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 Robert and Peggy Helscher  
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 Ivyandail Farm  
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 Stephen and Sally Jennings  
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 Jerry and Marolyn Jordan  
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 Nova Wright  
 Dolores Wulf

# Leading **The Way**

WesleyLife is governed by an all-volunteer board of directors.

Since 1947, the board has led the growth of WesleyLife from a single retirement community to a comprehensive network of health and well-being services and initiatives for older adults, wherever they call home. Drawing upon both **life experience and areas of professional expertise**, board members provide oversight for the entire organization and define the ways WesleyLife **lives its mission**.



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 Chairman

Vice President of Development  
 Christensen Development



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**David Stout** Retired Pastor, United Methodist Church, West Des Moines, Iowa

**Christina Taylor, M.D.** Chief Medical Officer, McFarland Clinic, Ames, Iowa

**Rich Willis** Chairman of the Board, Willis Automotive, Clive, Iowa

# 2023 Financials At-A-Glance

## Audited Balance Sheet

### ASSETS:

Total cash and investments	\$ 90,321,885
Receivables	\$ 12,307,757
Other investments	\$ 187,703
Pledges	\$ 4,176,282
Right-of-use assets	\$ 676,525
Property and equipment	\$ 296,401,412
Other assets	\$ 2,155,976

**Total Assets** \$ 406,227,540

### NET ASSETS:

Net assets without donor restrictions	\$ 7,669,304
Net assets with donor restrictions	\$ 28,285,423

**Total Net Assets** \$ 35,954,727

## Audited Statement of Operations

### REVENUE:

Net direct services revenue	\$ 153,864,410
Use of contributions	\$ 7,099,921
Non-operating revenue	\$ 8,805,865

**Total Revenues** \$ 169,770,196

### EXPENSES:

Salaries, benefits, and contracted expenses	\$ 98,824,830
Depreciation and amortization	\$ 16,823,930
Interest and amortization of bond issue costs	\$ 8,193,783
Other expenses	\$ 46,023,177

**Total Expenses** \$ 169,865,720

**Excess (Deficit) of Revenue over Expenses** \$ (95,524)

### TOTAL CHARITABLE CARE:

**Total Charitable Care** \$ 7,962,524

## STEWARDSHIP RESPONSIBILITY NOTE

Our goal as a not-for-profit organization is to have the resources available to fund the following mission needs: charitable services, periodic operational shortfalls, investment in property and equipment, program enhancements, and future growth. Your contributions are essential to help provide these resources.

# Growing To Serve

As we move through our 77th year, WesleyLife continues a period of unprecedented growth and development! Projects under way in 2024 include a \$46 million redevelopment of **The Village**, our campus in Indianola, Iowa, to add independent living apartments and townhomes, a modern health center with private suites, a new entrance to the campus, updated culinary spaces, and a wellness pavilion, among other enhanced amenities.

Also under way is **Neighborhood 19 at Brio**, a development of single-family homes and townhomes on the grounds of Brio of Johnston in Johnston, Iowa. With no-step entryways, ample outdoor and storage spaces, and "thrive-in-place" floor plans, the homes are just steps away from Brio's services and amenities.

In addition, we reinforced our commitment to people who want to remain in their homes as they grow older with **WellAhead**, a membership program that's a perfect fit for WesleyLife's health and well-being emphasis. WellAhead gives clients the opportunity to continue to live independently at home while enjoying programming designed to help them stay healthy.

The program also assures clients that if they do need an enhanced level of care at some point, they will be able to access it immediately from WesleyLife at no cost other than membership and monthly fees.

Stay tuned in the year ahead as we unveil further opportunities to broaden the reach of our mission!



The Village master planning



Rendering of a completed Neighborhood 19 home



Pursue  
your

joy

*Our vision:* To be the most dynamic and inclusive  
champion to revolutionize the experience of aging.