



VISION 2030:
*Shaping What
Comes Next*



This annual report reflects a moment of focus and forward motion for WesleyLife.

Why **VISION 2030:** *Shaping What Comes Next*

This annual report reflects a moment of focus and forward motion for WesleyLife. Vision 2030 is not a distant goal; it is an active framework shaping decisions across the organization today. *Shaping What Comes Next* captures that reality. It signals responsibility and intention, and it recognizes that the future WesleyLife is building is taking shape now through deliberate choices about how and whom we serve.

Vision 2030 calls WesleyLife to lead during a period of significant demographic and social change. As expectations around aging evolve, progress depends on more than incremental improvement. It requires new approaches to health span, access, belonging, and dignity. The work highlighted in this report illustrates that framework and sets the stage for what is underway in 2026: an organizational commitment to living out an assertive and impactful vision with dedication to clarity, purpose, and care.

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Cover and immediate inside photo: A WesleyLife community resident and team member bond over a book of special memories.



Vision 2030 Commitments:

- Invigorate health span versus lifespan
- Positively impact ageism
- Address gaps in audience & services
- Create a thriving workplace

A simple but **powerful calling**, and a *roadmap* to guide the way

At WesleyLife, our work begins with a simple but powerful mission: to support the independence, health, and well-being of older adults wherever they call home. Guided by Christian compassion, that mission reflects a belief that aging should never limit a person's opportunity to live a meaningful and engaged life. Instead, we see aging as a continued process of growth. It is a time when individuals can pursue purpose, connection, and joy in ways that are uniquely their own.

Our vision builds on that foundation. **WesleyLife strives to become the most dynamic and inclusive champion to revolutionize the experience of aging**, challenging outdated assumptions that equate aging with decline. Too often, society views later life through the narrow lens of limitation. WesleyLife believes something very different: Aging is inherently healthy, inspirational, and filled with possibility.

That belief shapes and strengthens our values as a nearly 80-year-old nonprofit organization: **Quality, integrity, dignity, stewardship, and community inform every interaction with those we serve and with one another.** These values call us to create possibilities, achieve extraordinary results, share responsibility, foster belonging and connection, and demonstrate compassion.

With its commitments listed at the top of this page, **Vision 2030 represents WesleyLife's roadmap for turning these beliefs into action.** As the baby boom generation ages, communities across the nation will face unprecedented demand for new approaches to aging services. By 2030, every member of that generation will be age 65 or older.

Through Vision 2030, WesleyLife is shifting the conversation from lifespan to health span, with a focus not simply on how *long* people live, but on how *well* they live. **This strategy guides efforts to expand innovative services, reach more individuals at home and in communities, address gaps in care, and influence how society views aging.**

In short, Vision 2030 is more than a strategic plan: It is a commitment to lead meaningful change and ensure that older adults today and in the future have the opportunity to live with health, connection, and purpose, and it guides and informs this report.

Too often, society views later life through the narrow lens of limitation. WesleyLife believes something very different: **Aging is inherently healthy, inspirational, and filled with possibility.**

Looking Back, Moving Forward



At its core, WesleyLife is about people. The people we serve are living longer, staying engaged longer, and thinking more carefully about how they want to live as they age. They want support that respects independence, health, and meaning, and they expect that support to fit their lives, not the other way around.

What I value most is the way people care for one another.

Meeting those expectations has required WesleyLife to change. It has pushed us to rethink long-standing models and make different choices. It also has challenged us to bring together care and services, a focus on well-being, and a stronger emphasis on camaraderie and connection in ways that better reflect how people actually live.

Vision 2030, created by our leaders, is an organizational guide for that work. It gives us a clear direction. **The progress highlighted in this report shows that we are moving forward with purpose.** We are strengthening services in the home and community, expanding who we serve, and continuing to thoughtfully steward the resources entrusted to us so our impact can continue to grow.

Spearheading WesleyLife through this period of change has prompted us all to think harder and lead better. It also has prompted reflection for me.

After nearly three decades with WesleyLife, including 22 years as president and CEO, I am deeply grateful for what we have built together. I am grateful to the people who place their trust in us, to the

donors who believe in and support our mission, to the team members who carry this work forward each day, and to the partners who work alongside us to address real needs in our communities. Those relationships have shaped this organization and guided our decisions over time.

What I value most is the way people care for one another. That care is seen in an older adult gaining confidence and independence, in a family feeling supported during a difficult time, in a donor choosing to invest for the long term, in a team member growing and thriving in a meaningful career, and in partners helping meet unmet needs. These moments matter; they are the reason WesleyLife exists, and they are how we measure progress.

I retired in June 2026 with deep gratitude and a full heart. WesleyLife has shaped my life as much as I hope I have shaped this organization, and serving in this role has been an honor of my life. I will always be grateful for the trust, relationships, and shared purpose that have defined my time with WesleyLife.

With Allison Pendroy at the helm as president and CEO, WesleyLife is ready for what comes next,

and I am confident that she and the organization's other leaders will carry this mission forward. I thank everyone reading this for being a part of this life-changing work.

Rob Kretzinger
Retired President and CEO



Unparalleled Generosity

Dear Friends,

We were reminded in 2025 that remarkable things happen when people believe in the dignity and promise of every older adult. As we celebrate Rob Kretzinger's extraordinary legacy and welcome Allison Pendroy as our new CEO, we do so with confidence. Our vision to revolutionize the experience of aging remains strong because it is upheld by all of us. Together, we are a community deeply committed to those we serve.

Your generosity continues to move our community impact forward.

You extend health span by supporting services that foster connection and well-being. You **change the narrative on aging** by championing possibility in every season of life. **You close gaps in services** so that nutritious food and person-centered care reach those who might otherwise go without. And **you strengthen the compassionate workforce** that will guide this mission into the future.

This year, our charitable giving community stepped forward in meaningful ways. Your growing investment in our mission reflects a shared belief that older adults deserve nourishment, purpose, and belonging.

Our Foundation Board has embraced these priorities with clarity and heart. Together, we uphold the WesleyLife Promise, expand affordable nutrition, create more opportunities to reduce social isolation, and invest in the team members whose work brings our mission to life.

All of this reflects a simple truth: When we partner together, lives are transformed and communities grow stronger.

Thank you for helping create a future where every older adult can flourish.

With appreciation,

Sophia S. Ahmad
Vice President of Philanthropy
WesleyLife Foundation



Because of donors like you, Rita was rescued by a timely Meals on Wheels delivery after three days without food; **learn more about her story.**

Honoring Through Endowment

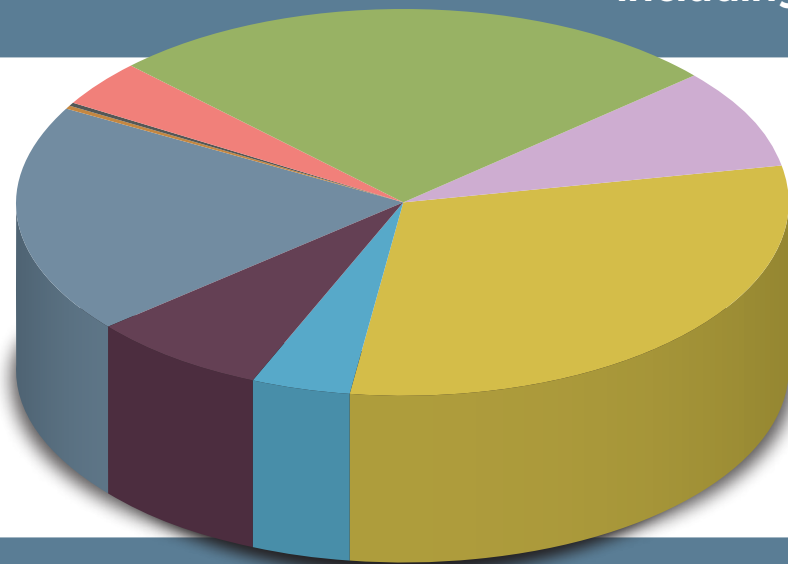
Creating a legacy that endures Contributing to an endowed fund is a **powerful expression of a donor's values and vision for the future.** Those who give to a WesleyLife endowed fund become part of a perpetual source of support that will touch lives for generations to come.

Endowed gifts are invested prudently and permanently in accordance with our investment policy. Each year, up to 5 percent of the rolling 36-month average fund value becomes available to fulfill a donor's designated charitable purpose. **This approach ensures a donor's legacy continues in perpetuity while making an immediate and ongoing difference.** Endowed funds, including amounts raised in 2025, are included below.

Total of All WesleyLife Endowments:

\$23,418,337

Good Samaritan/Shepherd Fund total endowed funds, including amounts raised in 2025:



Wesley on Grand	\$5,296,821
The Village	\$1,681,815
Park Centre	\$6,129,518
Heritage House	\$854,445
Halcyon House	\$1,520,303
Edgewater	\$3,873,202
Hearthstone	\$54,161
Brio of Johnston	\$37,541
WesleyLife	\$723,040

All endowed funds reflect WesleyLife's commitment to compassion and care, with **96% supporting the WesleyLife Promise.** The remaining 4% are directed to other **meaningful priorities, including capital initiatives, team member support, and other WesleyLife programs.** Together, these endowed gifts ensure a balanced and enduring impact across WesleyLife's mission, sustaining both its core promise and the broader needs that **strengthen the communities it serves.**

Boards of Directors

as of June 2026



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, members provide oversight for the entire organization and define the ways WesleyLife lives its mission.



Chad Rasmussen
Chairman
Vice President of Development,
Christensen Development



Barbara Decker, J.D.
Executive Director, Catholic Charities,
Diocese of Des Moines (retired)



Charles Larson Jr.
Founding Partner, LS2Group



Susan Osweiler, MS, FSA
Secretary/Treasurer
Vice President and Chief Risk Officer,
Sammons Financial Group



Nathaniel Doddridge
Senior Vice President, Fuels
Casey's General Stores



Johannes "John" Moorlach
Attorney, Whitfield & Eddy Law



Kip Albertson
Senior Vice President, Chief Financial
Officer, and Head Strategy Officer,
Bankers Trust (retired)



Nick Henderson
Insurance Executive
(retired)



Christina Taylor, M.D.
Chief Medical Officer, Quality
Improvement of Value-Based Care,
Clover Health



Kari Cooling
Senior Vice President & Managing
Director, Brokerage Services, Iowa
Region, Holmes Murphy Headquarters



Laura Jackson
Executive Vice President, Health
Equity, Access & Improvement,
Wellmark, Inc.



Rich Willis
Chairman of the Board,
Willis Automotive

WesleyLife Foundation also is governed by an all-volunteer board of directors. Drawing on both life experience and areas of professional expertise, board members oversee the Foundation and define the ways the group helps to execute the WesleyLife Mission.



Nathaniel Doddridge
Chair
Senior Vice President, Fuels,
Casey's General Stores



Scott Harrington
Board Chairman
Riley Resource Group



Todd Okesson
Senior Vice President/Tax
Athene



Gayle Poortinga
Vice Chair
Community Volunteer



Megan Miller
Client Executive
Holmes Murphy & Associates



Dr. Suzie Glazer Burt
Honorary
Philanthropist and
Community Leader



John Griesenbrock
Vice President, Perishables,
Hy-Vee



Lisa Nelson
Community Volunteer and Speaker



Lois Vermeer
Honorary
Executive Director, Retired
Vermeer Charitable Foundation

Where Generosity Becomes Impact

At WesleyLife, generosity turns compassion into real, measurable impact.

Gifts to WesleyLife Foundation support a wide range of programs that help older adults remain independent, connected, and well wherever they call home. From nutritious WesleyLife Meals on Wheels deliveries to hospice services, adult day experiences, and financial assistance for residents in our communities for healthy living, philanthropy strengthens services that touch thousands of lives across Iowa each year.

For many donors, the motivation to give comes from seeing that impact firsthand.

Des Moines community leaders Jim Bruno and Marta Codina experienced that clarity through volunteering with WesleyLife Meals on Wheels. After retiring from his small business, Jim began delivering meals to neighbors across the community. The experience quickly reshaped his understanding of both need and connection.

“When you go and deliver the meals, you often are the only person a Meals on Wheels client will see that day,” Jim says. And the relationships built along his route made a lasting impression: “It’s good to see where the money goes when someone donates to WesleyLife. I see it every time I deliver.”

Inspired by that experience, Jim and Marta included WesleyLife Foundation in their estate plans, ensuring support for Meals on Wheels and other vital services well into the future. Their gift reflects a shared belief that strengthening the community today helps secure a healthier future for the people who live here.

“Our desire to give really comes from Jim’s volunteering,” Marta says. “This is our home. It’s where our kids are, and it’s where we want to leave our legacy. We want to make a difference here.”

That spirit of generosity fuels programs across WesleyLife’s network. Philanthropy helps deliver meals, provide compassionate care, support families, and sustain the WesleyLife Promise, which ensures residents who outlive their financial resources can continue living in the community they call home.

When you give to WesleyLife Foundation, your generosity becomes visible in countless ways: meals delivered, care provided, friendships formed, and lives strengthened. [Make your impact.](#)



Des Moines community leaders Jim Bruno and Marta Codina, pictured on the opposite page, were inspired to include WesleyLife Foundation in their estate plans after Jim began volunteering with WesleyLife Meals on Wheels. [Read their story.](#)



Your Gift in Action

Every gift to WesleyLife Foundation creates real, visible impact for older adults and families across Iowa.

- \$25** Helps provide nutritious WesleyLife Meals on Wheels deliveries for older adults and military veterans who otherwise may face hunger or isolation.
- \$100** Supports WesleyLife Adult Day experiences that keep individuals who are living with dementia and other challenges safe and engaged while giving caregivers valuable time to work, rest, and recharge.
- \$275** Helps deliver Meals on Wheels to an older adult or military veteran for an entire month.
- \$1,000** Helps fulfill a hospice wish, bringing comfort, dignity, and meaningful moments to someone nearing the end of life.

Legacy and larger gifts help sustain the WesleyLife Promise, ensuring residents who outlive their financial resources can remain in their communities and continue receiving the care and support they need.

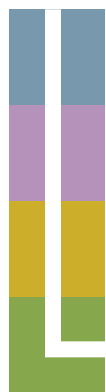
Every gift matters; every donor makes a difference.

Vision 2030 *in* Action

Shaping what comes next



By 2030, every member of the baby boom generation will be age 65 or older, reshaping expectations around independence, health, and purpose.



WesleyLife's Vision 2030 is not just a statement of intent; **it is a commitment to act.**

Across our organization, this vision is shaping how we invest, how we grow, and how we show up for those who place their trust in us. It responds to a simple truth: **The experience of aging is changing, and it needs to change for the better.**

By 2030, every baby boomer will be 65 or older, reshaping expectations around independence, health, and purpose.

Vision 2030 positions WesleyLife to meet that moment — not by making small adjustments, but by helping lead a broader shift in how aging is experienced, supported, and understood.

This work already is underway. Across communities, homes, and services, we are turning long-term vision into everyday experience. We are expanding access, strengthening health, challenging outdated assumptions, and supporting the people who make it all possible.

Vision 2030 comes to life through four commitments: Invigorate health span versus lifespan; positively impact ageism; address gaps in audience and services; and create a thriving workplace. Together, they reflect how we are shaping environments, services, culture, and perception, and how those changes are felt in the lives of the people we serve.



Groundbreaking at The Village, June 2025. Pictured, from left: Matthew Johnson, director of philanthropy, WesleyLife; Sophia S. Ahmad, vice president of philanthropy, WesleyLife; WesleyLife Board of Directors member Rich Willis; Monica Vail, director of community well-being, The Village.



WesleyLife Meals on Wheels driver Candy, left, and client Rita



Invigorate health span versus lifespan

Live well, every day.

Vision 2030 challenges the idea that a longer life equals a better life.

At WesleyLife, we are shifting the focus from how long people live to how well they live. That means supporting lives that are active, connected, and full of meaning. You can see that shift in the environments we are creating and the experiences we are shaping.

At The Village in Indianola, a \$49.5 million redevelopment is transforming the community into a setting designed for movement, connection, and choice. New residences, expanded dining, wellness spaces, and outdoor amenities will make healthy living feel natural and accessible.

We also are rethinking the role of nutrition in daily life. Through our FRESH culinary philosophy and expanded sourcing partnerships, meals are becoming much more than nourishment.

At The Village in Indianola, a \$49.5 million redevelopment is transforming the community into a setting designed for movement, connection, and choice.

The impact also extends beyond our communities. In 2025, WesleyLife Meals on Wheels delivered more than 416,000 meals to 5,100 people, including 245 military veterans, helping them remain independent in their homes. Across all WesleyLife programs, more than 500 military veterans were served.

Taken together, these efforts are changing how well-being is experienced. Healthy choices are easier. Daily life is more active. And aging is defined more by possibility than limitation.



Take a peek at what's to come at The Village!

2025 impact

- \$49.5 million redevelopment investment at The Village
- Expanded culinary initiatives supporting healthy aging across WesleyLife communities



Read more about culinary initiatives!



Address gaps in audience and services

Provide care that meets people where they are.

For many older adults, the challenge is not a lack of services; it is how disconnected those services can feel.

Vision 2030 focuses on closing those gaps. The goal is simple: **People should experience continuity, stability, and peace of mind as their needs change, and through every stage, they should be presented with opportunities to create joy.**

Transitions are smoother, choices are more accessible, and people feel supported not just in a moment, but over time.

This work especially is visible in services that meet people where they are, including at home.

In 2025, WesleyLife expanded hospice care to serve 646 individuals and launched the Des Moines area's only home-based palliative care service, supporting 267 people in its first year. These services offer more than care; they provide reassurance. Individuals and families are supported during some of life's most poignant and complex moments.

At the same time, our unique WellAhead offering continues to grow as an option for those who want to remain in their homes while planning for the future, with 30 members enjoying the benefits of this wellness-focused program. The interest in a well-being-centered approach reflects a broader shift; people want flexibility, and they want to make decisions on their own terms.

For those facing financial uncertainty, the WesleyLife Promise provides stability when it matters most. **More than 200 residents who depleted their financial resources through no fault of their own were supported in 2025** through donations to Good Samaritan and Good Shepherd funds at WesleyLife's communities for healthy living, ensuring they can remain in their homes with us even as circumstances change.

Across these efforts, the outcome is clear: Transitions are smoother, choices are more accessible, and people feel supported not just in a moment, but over time.



Read more!

2025 impact

- Growth in hospice, palliative care, and WellAhead participation
- Philanthropic assistance provided through the WesleyLife Promise via donations to WesleyLife Foundation



Positively impact ageism

Change how aging is experienced.

Ageism shapes expectations long before services are needed.

Vision 2030 addresses that reality by changing both perception and experience. Aging can be active, meaningful, and self-directed.

One example is the expansion of WesleyLife Meals on Wheels to include ready-to-heat options. This gives individuals more flexibility and allows them to plan meals around their own routines. It reinforces independence and choice.

In 2025, **nearly 6,000 ready-to-heat meals were delivered** after the program launched, expanding access across Polk, Dallas, and Warren counties.

In 2025, nearly 6,000 ready-to-heat meals were delivered.

Within our communities, environments are evolving as well. **At Park Centre in Newton, a \$1.2 million redevelopment made possible through philanthropy and donor support is redefining memory care.** The focus is on spaces that feel familiar, comfortable, and dignified.

In a county where more than 800 older adults — more than the national average — are affected by Alzheimer’s disease, this work ensures that care is not only available, but thoughtfully designed.

The impact also is reflected in how residents view their own aging. **Compared to national benchmarks, WesleyLife residents report enhanced levels of optimism, purpose, and belief in healthy living.**

These are meaningful shifts that point to a broader change in mindset: Aging is not something to fear. It is something people can shape for themselves.



2025 impact

- Launch of frozen Meals on Wheels options

[Read more!](#)



- Renovation of Park Centre memory care environments

[Read more!](#)



Create a thriving workplace

Support the people who do the work.

None of this work happens without the people behind it.

Vision 2030 recognizes that creating a better experience for older adults starts with creating a stronger experience for team members. That commitment shows up in both immediate support and long-term opportunity.

When team members feel supported, prepared, and valued, the impact carries through every interaction.

Through the Team Member Support Fund and Bridge Fund, **31 team members received assistance in 2025 during times of personal need.** These resources help provide stability so individuals can continue to support others.

At the same time, investment in education and career pathways is expanding what is possible within WesleyLife. In 2025, team members participated in CNA training, IV therapy certification, dementia care education, and Mental Health First Aid. **Scholarships and tuition reimbursement supported continued career growth and development for 20 team members in 2025.**

This is about more than training; it is about belonging. When team members feel supported, prepared, and valued, the impact carries through every interaction. It strengthens relationships, improves continuity of care, and enhances the experience for every person we serve.



2025 impact

- Team Member Support Fund assistance provided to team members
- Workforce training programs supporting professional growth

[Read more!](#)



Allison Pendroy, who became WesleyLife’s president and CEO in June 2026, delivers a hot, healthy meal to a client in Des Moines.

One WesleyLife

Move forward together.



What connects all this work is how it is carried out.

Vision 2030 comes to life through One WesleyLife. This shared approach aligns purpose, standards, and accountability across the organization. It allows us to operate at scale while responding to the needs of individuals and communities. It strengthens collaboration, creates consistency, and ensures that progress in one area supports progress in another.

The result is not a collection of initiatives; it is a connected system of change.

Across WesleyLife, more than 2,000 team members are serving more than 13,000 individuals. Each interaction contributes to a broader shift in the way aging is experienced.



Looking Ahead

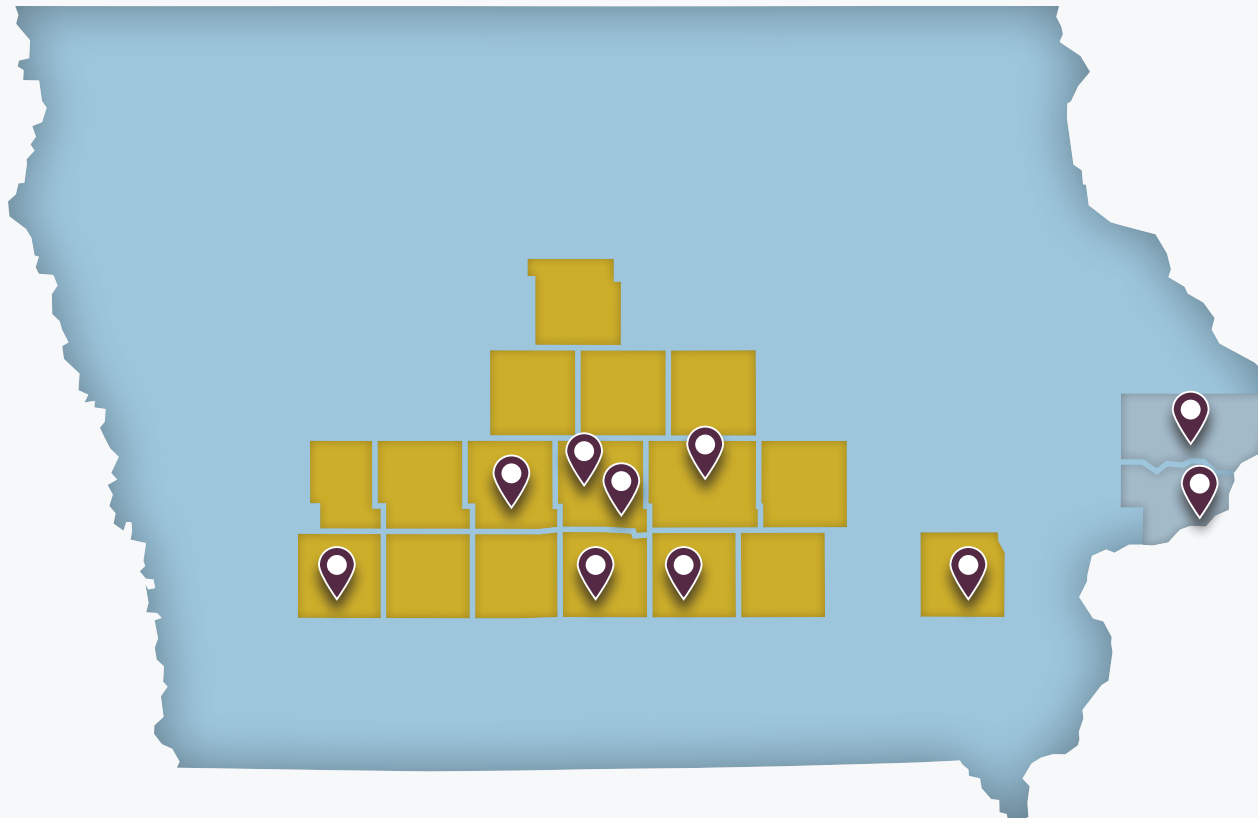
Vision 2030 already is shaping what comes next.

Through continued investment, expanded services, and the support of donors and community partners, WesleyLife is building a future in which more people can live with independence, connection, and purpose. That will play out through expansive projects like our \$49.5 million redevelopment of The Village in Indianola, which is creating opportunities for residents in all areas of living to experience enhanced independence, meaning, and joy. Another example: the creation of WellStone, our affirming, enriching mixed-use development north of Edgewater, our community for healthy living in West Des Moines.

So, you see, **this is not work that lives in some imagined but undefined future; it is happening now in the places people call home, in the moments that matter, and in the lives being shaped every day.**

Where We Serve

WesleyLife enhances health and well-being in 19 counties throughout Iowa:



WesleyLife

Communities

- Brio of Johnston – Johnston
- Edgewater – West Des Moines
- Fieldstone of DeWitt – DeWitt
- Halcyon House – Washington
- Hearthstone – Pella
- Heritage House – Atlantic
- Park Centre – Newton
- The Summit of Bettendorf – Bettendorf
- The Village – Indianola
- Wesley on Grand – Des Moines
- Adult Day Services available in Polk and Jasper counties

WesleyLife

At Home

- Home Health Care
- In-Home Services
- Nutrition
- Hospice Care
- Palliative Care
- Public Health Services (through June 30, 2026)
- WellAhead



Team members pose during the grand opening of WesleyLife at Home's Newton location, May 2026.

2025 Financials At-A-Glance

Audited Statement of Operations

REVENUE:

Net direct services revenue	\$ 169,406,274
Use of contributions	\$ 9,727,451
Non-operating revenue	\$ 12,028,480

Total Revenues \$ 191,165,205

EXPENSES:

Salaries, benefits, and contracted expenses	\$ 100,912,710
Depreciation and amortization	\$ 17,778,925
Interest and amortization of bond issue costs	\$ 7,498,076
Other expenses	\$ 46,713,145

Total Expenses \$ 172,902,856

Excess of Revenue over Expenses \$ 18,262,349

TOTAL CHARITABLE CARE:

Total Charitable Care \$ 5,790,125

Audited Balance Sheet

ASSETS:

Total cash and investments	\$ 97,955,483
Receivables	\$ 11,870,832
Other investments	\$ 48,976,930
Pledges	\$ 1,371,882
Right-of-use assets	\$ 1,086,092
Property and equipment	\$ 294,357,958
Other assets	\$ 2,815,980

Total Assets \$ 458,435,157

NET ASSETS:

Net assets without donor restrictions	\$ 27,097,747
Net assets with donor restrictions	\$ 29,424,809

Total Net Assets \$ 56,522,556

STEWARDSHIP RESPONSIBILITY NOTE

Philanthropy plays a vital role in advancing WesleyLife's mission. Through the generosity of our donors, we are able to provide essential services, invest in our communities, and expand programs that support the health, independence, and well-being of older adults today and into the future.

We Thank Our Donors



Donors Barbara and Dale Henning

DONORS OF DISTINCTION

WesleyLife recognizes living donors and organizations with a lifetime giving total of \$100,000 or more through 2025 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) | Jane Evanovich | Mary Langdon | Riley Family Foundation |
| Andringa Family Foundation | First Central State Bank | Robert and LaRue Maddox | Ruan Family Foundation |
| Athene | Ron and Marla Franklin | Marion County Bank | Schiller Family Foundation |
| Atlantic Coca-Cola Bottling Company | The Fred Maytag Family Foundation | Marion County Community Foundation | Smith Family Foundation |
| Baker Group | Gabus Family Foundation | Maytag Corporation Foundation | State of Iowa |
| Dr. Suzie Glazer Burt | Geisler Penquite Foundation | | Wayne and Nancy Stuedemann |
| Casey's General Store, Inc. | Marilyn A. Gorham | Meals on Wheels America | Alan R. and Myrna J. Tubbs |
| City of Des Moines | Barbara and Dale Henning | MidAmerican Energy Company | United Way |
| Clinton County Development Association | Steven and Karen Herwig | DJ Newlin | UnityPoint Health |
| Community Foundation of Greater Des Moines | Roger and Sharon* Hogle | Rachel Nicola | Lois and Bob* Vermeer |
| Kenton and Christine Coons | Fred and Becky Hunt | Pella Community Foundation | Vermeer Charitable Foundation |
| The Coons Foundation | Hy-Vee | Pella Corporation | W.T. and Edna M. Dahl Trust |
| Corteva | Invest DSM | Pella Regional Health Center | Washington County Riverboat Foundation |
| Crossroads Health Foundation | Iowa Annual Conference of the UMC | Polk County Board of Supervisors | Wellmark Foundation |
| Kay and Mark* DeCook | Jasper Community Foundation | Gayle and Stan Poortinga | William A. Steele Foundation, Inc. |
| Delta Dental of Iowa | Kemin Industries | Prairie Meadows Race Track & Casino | Rich and Kim Willis |
| DeWitt Bank & Trust | Linda and Tom Koehn | Precision Inc. | Craig Witte and Ann Abplanalp |
| Roy and Averyle Ehrle | Kresge Foundation | Principal Financial Group Foundation, Inc. | Mark and Marsha Witte |
| Ernest & Florence Sargent Family Foundation | Rob and Glenda Kretzinger | | |
| | Carol Krutsinger | | |
| | Cathy and Steve Lacy | | |

SUSTAINING PARTNERS

Sustaining Partners are recognized for making multi-year pledge(s) reflecting a sustained commitment to advancing our mission over time.

- | | | | |
|---|---|--------------------------------------|--|
| Anonymous (2) | DeWitt Family Dentistry – Dr. Sarah Matkovich | William and Barbara Keck | Peoples Bank |
| Sophia S. Ahmad and John Helmich | Edward and Linda Duesing | Kemin Industries | Pope Design Group |
| Kip and Debbie Albertson | Edward and Linda Duesing | David and Lola Kenworthy | Principal Financial Group Foundation, Inc. |
| Athene | Fareway Stores, Inc | Ryan and Chelsey Killean | Riley Family Foundation |
| Baker Group | FNNB Foundation | Jeffrey and Jodi King | Kevin and Becky Roose |
| Bankers Trust | Ron and Marla Franklin | Steve and Diane Knight | Jill Rossiter and Dennis Lamport |
| Mike and Cindy Barnes | The Fred Maytag Family Foundation | Anne Koth | Mary Rueter and Family |
| Richard and Bonny Bartelt | Gabus Family Foundation | KPMG | Jean Schnell |
| Bill and Helen Brantley | Marilyn A. Gorham | Rob and Glenda Kretzinger | Schoening Family Farms |
| Casey's General Store, Inc. | Graham Group | Doug and Susan Krieger | Sidley |
| Marlene Chumley | Sue and Rick Haack Family | Mary Langdon | Larry P. Stelter and Peggy Fisher |
| Karen Clark | Nikki Hauck | Joanne Lorence and John Otto | Straub Marketing |
| Peter and Kim Clausen | Kurt and Cara Heiden | Merchants Bonding Company Foundation | Heather and Jason Stuyvesant |
| Wes and Kari Cooling | Barbara and Dale Henning | Johannes Moorlach and Kate Walton | Alan R. and Myrna J. Tubbs |
| Kenton and Christine Coons | Steven and Karen Herwig | Robert and Janice Myers | Underwood Family Foundation |
| The Coons Foundation | George and Jayne Hiller | The Necker Family | Vermeer Charitable Foundation |
| Michael W and S.A. Coppess | Roger and Sharon* Hogle | William and LuAnn Newland | Kay Ward |
| Covenant Construction Services | Holmes Murphy and Associates | Jack and Sandy Nichols | Fred Weitz |
| Crossroads Health Foundation | Iowa Department of Human Services | Barb and Andy Nish | Wellabe |
| Custom-Pak, Inc. | Jasper Community Foundation | Overton Funeral Home | Workspace Foundation |
| Barbara Quijano Decker | Stephen and Sally Jennings | Allison and Christopher Pendroy | |
| DeCook Family in memory of Larry DeCook | | | |

LEGACY CIRCLE

The Legacy Circle represents individuals who have named WesleyLife 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 intend will be realized, and we are honored to recognize and thank them.

- | | | | |
|----------------------------------|---------------------------|---------------------------------|-----------------------------------|
| Anonymous (4) | Gladys M. Ferguson | Mary Langdon | Lois Priest |
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Thank You, Rob

Years of Service: 1996 - 2026



“Our strength is in the connections that form.”

- Rob Kretzinger

In his 30 years with WesleyLife, 23 of those in the top role:

- **Rob led the organization's evolution** from a provider of "retirement services" to a comprehensive health and well-being organization.
- **He grew WesleyLife** from an organization serving five communities to one that meets the needs of 13,000+ residents and clients in 10 communities for healthy living and an unprecedented network of home and community-based services.
- **He championed an assertive development strategy** that continues to resonate, with several projects underway. Those include a \$49.5 million redesign of The Village, our Indianola campus, and the creation of WellStone, a multi-use development of land north of Edgewater, our West Des Moines community.

Rob Kretzinger arrived at WesleyLife — then Wesley Retirement Services — in 1996 as chief operating officer. Seven years later, he was named president and CEO, one of the youngest at that time in the aging services landscape.

As he prepared to retire from WesleyLife, Rob said this about his tenure at the helm of Iowa's largest nonprofit provider of services for older adults:

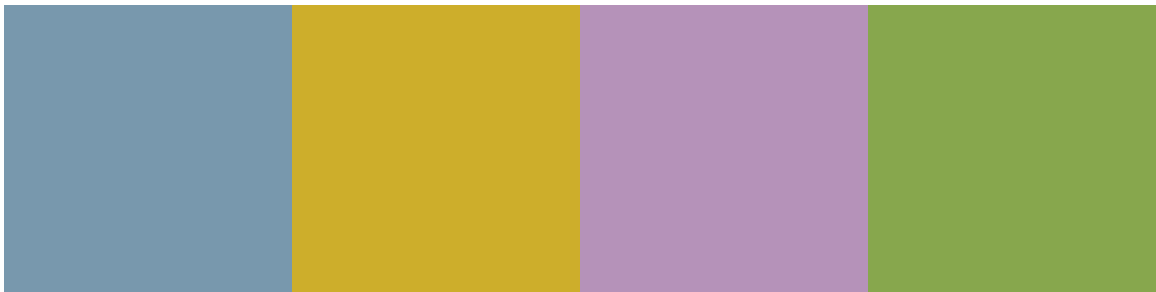
“I can't imagine a bigger blessing than to have been in this role for this amount of time, warming myself by the fires built by those who came before. Serving with our stellar board of directors and more than 2,000 team members to create experiences for generations of families, **I've understood to a greater degree every year what our work here is truly about and have been moved by the power of our people — those we serve, and those who do the serving.**

“More than physical buildings, our strength is in connections that form, and how we're all made better by them. I am just so fortunate to have been a part of all this, and look forward to a bright future for the organization. WesleyLife is in the best of hands with Allison Pendroy at the helm, and the organization will continue to change lives.”

Our Mission

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

2025  WesleyLife Annual Report



WesleyLife

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