

2018 IMPACT REPORT

A PUBLICATION OF ST. ANN'S FOUNDATION



Responding to Changing Needs

For over 140 years, St. Ann's Community has been the premier provider of senior care in Rochester. We are proud of that reputation and of the trust that families have placed in us as their provider of choice. It's no secret, however, that people's concept of "senior care" is not what it used to be.

People are living longer and staying healthy longer. For many of us, that means we can continue living the lifestyle we are accustomed to well into our 90s and beyond—a rarity in generations past. And even as our healthcare needs change, we expect to enjoy a life that is fulfilling, stimulating, social, and active.

With the changing needs of our current and future residents in mind, St. Ann's Community is changing, too.

We are embarking on major renovation projects that will transform both our Irondequoit and Webster campuses.



St. Ann's Home

As part of a multi-year project, St. Ann's Home will undergo a total makeover in both structure and design, resulting in a more modern living space for our residents. This will be the first renovation to our 55-year-old building since 2001 and will dramatically change the way people view St. Ann's as a provider of senior care.

In place of the long, dormitory-style hallways, we are adopting a warmer "household" model that reflects the preference of seniors and families for a more intimate delivery of care. Each floor will have two households of 15 residents, with a shared kitchen and increased common space. This arrangement will bring our residents and staff closer together and allow us to provide greater social and therapeutic options to residents right on their floors.

St. Ann's Community at Cherry Ridge

Wellness is among the top priorities of today's active seniors, and they expect access to a range of activities when

choosing a retirement community. In response to that expectation, we are excited about plans to build a new Wellness Center (including a pool!) on our Webster campus. It will be a vibrant space in which residents can engage in fitness of the mind, body, and spirit and enjoy connections with the greater community. Currently in the planning stages, this project will bring together residents, staff, and design experts to create a state-of-the-art Wellness Center for all to enjoy.

Since opening in 2005, Cherry Ridge has been the go-to destination in Webster for seniors who want an active lifestyle coupled with a continuum of care. We are pleased to note that demand for housing on the 41-acre campus remains strong. To meet that demand, we will be constructing a new apartment building. This will enhance the vitality of the community and allow more seniors to make the Cherry Ridge lifestyle their own.

At the Forefront

Living space that's as comfortable as the homes we're used to...a wellness center to meet the needs of today's active seniors...new apartments to give people more of the amenities they want in retirement living. These and other elements of our transformation project will ensure that St. Ann's Community is at the forefront of the generational change that's happening across the country, a change in what people expect—and deserve—as they age.



FOR ALL *They've* GIVEN



“Caring for our seniors is perhaps the greatest responsibility we have. Those who walked before us have given so much and made possible the life we all enjoy.”

- U.S. Senator John Hoeven

At St. Ann's Community, we recognize that we are caring for a generation that built the world we live in today. Whether serving in the military, working in factories, raising families, staffing our schools and hospitals, or doing countless other jobs in their younger years, today's seniors are responsible for the blessings we enjoy every day and very often take for granted.

But, at St. Ann's, we do not take *them* for granted.



*Jim Leo
Campaign Chair*

That is why we are proud to announce that our capital campaign will be called *For All They've Given*. We are equally proud that Jim Leo, longtime friend and benefactor of St. Ann's Community, will chair that campaign.

“We owe our seniors a debt of gratitude for the hard work and sacrifices they made so that we can live the lives we do today,” Jim says. “St. Ann's has a history of providing seniors not only the best care but the best opportunities for full and rich lives. I'm honored to chair the campaign *For All They've Given* and to help St. Ann's continue serving those who have come before us.”

Jim and his family have first-hand experience with St. Ann's quality care. They also helped us complete our continuum of care with the Leo

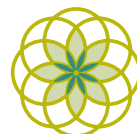
Center for Caring, our hospice and palliative care unit that provides compassionate care for families at the most difficult of times. We thank him for chairing the capital campaign and welcome his inspirational leadership.

The capital campaign will fund the renovations outlined in the cover story of this report, renovations that will usher in a new era of senior care at St. Ann's Community. For all that our seniors have given, we owe them nothing less.

We are pleased to share that as of the end of 2018, we have raised \$6.8M towards the *For All They've Given Campaign*. Our Board members are showing their leadership with over \$2.1M committed to date. The Campaign will ensure that our residents now, and in the future, continue to receive the best care in Rochester.

Michael E. McRae
President & CEO

Ronald E. Salluzzo
Chair, St. Ann's Foundation
Board of Directors



ST. ANN'S
COMMUNITY
Full of Life

It all began with lawn bowling.

Richard and Anne Fortman have always loved outdoor games. When they heard that a tournament was being organized to benefit a children's charity in their North Carolina community, they got involved.

That was the start of a lifetime of giving.

"I've always believed it's better to give than to receive," says Richard. "That's how I was raised."

Residents of St. Ann's Community at Cherry Ridge since 2014, he and wife Anne have made giving a central part of their lives. They believe it's important to support causes that benefit others, like the Challenger Miracle Field in Webster.

Recently, they added to that list an organization that's near and dear to them: St. Ann's Community. The Fortmans, who will celebrate their 48th wedding anniversary this year, decided to invest in a charitable gift annuity. The investment pays them dividends on a regular basis while also benefiting St. Ann's both now and in the future.

"It's because of the employees that we decided to do this," says Richard. "The

staff have been wonderful to us through the years," adds Anne. "Anne and I will be 90 this year—you start to do things that will have a lasting impact."

The couple's connection to St. Ann's goes back years. Anne had two brothers who lived at The Heritage and later at St. Ann's Home. "They received excellent medical care," she says.

After living in North Carolina for 24 years, where Richard ran a successful home-building business, they returned to Rochester to be closer to Anne's brothers. When they did, they chose St. Ann's Community for themselves, living first at Chapel Oaks before trying another senior community.

"There was nothing to do there," says Anne of the other community. Boredom and periodic maintenance issues soon led the couple back to St. Ann's, this time to Cherry Ridge.

"There's twice as much to do here," says Richard, noting that they enjoy the card games, bus trips, parties, and other activities that are always available. "You can be as busy as you want to be."

"I'm happy to use my talents and my resources to benefit others, and happy to be in a position where we can show our appreciation to the people of St. Ann's for years to come."

— Richard Fortman

Naturally, they also spend time with their neighbors on the Cherry Ridge bocce court—a passion that continues to this day. Along with a fellow Cherry Ridge resident, Richard even founded the Webster Bocce Club and continues to run charity fundraising tournaments.

"It's an ingredient of who I am," he says of his giving nature.

"I'm happy to use my talents and my resources to benefit others, and happy to be in a position where we can show our appreciation to the people of St. Ann's for years to come."





Competing chefs featured left to right: Todd Klugh, Ellen Adams, Kimberly Roth, and Daryl Cronk.

FOOD FIGHT 2018 - *An Epic Success!*

The sold-out event, FOOD FIGHT – An Epic Culinary Competition, featured two of St. Ann's own executive chefs, along with two local chefs, each competing in a 30-minute cooking challenge to make an entrée from mystery ingredients. The winner of the 2017 competition, Kimberly Roth, who appeared on Gordon Ramsay's Hell's Kitchen,

defended her title and was crowned FOOD FIGHT Champion for a second year. Todd Klugh, Executive Chef, St. Ann's Community at Chapel Oaks in Irondequoit was crowned the first annual 'People's Choice Award' winner. And, thanks to the 500 foodies in attendance, \$200,000 was raised for Annie's Angel Fund.



Bid Early - And Often! Our one-of-a-kind live auction items were a big hit with the crowd.



The St. Ann's Band, 'Food Fighters', greeted guests upon arrival and provided fantastic entertainment during the cocktail hour.





Pizza and Pajamas

Imagine a party featuring pizza, wings, and a football game on TV. Imagine the party-goers relaxing in their pajamas. Now imagine those party-goers being the seniors at a skilled nursing center.

It happened recently at the Wegman Care Center at St. Ann's Community. And it was possible thanks to donor support and the household model.

Donor support allows staff to provide residents with favorite activities they've enjoyed throughout their lives, making life at St. Ann's more like life before St. Ann's.

"We're focused on honoring the simple pleasures our residents enjoy, all the little things that make them who they are," says Triciajean Jones, Director of Life Enrichment at St. Ann's Home.

The household model has proven immensely popular at St. Ann's Care Center at Cherry Ridge in Webster and at the Wegman Care Center in Irondequoit. Now it's part of the transformative renovation project at St. Ann's Home, where floors will be substantially renovated to accommodate the new model. In addition, staff are being trained in the internationally acclaimed Eden Alternative philosophy of care.

"You shouldn't have to be complacent just because you're 97," says Triciajean. "We're getting rid of age stereotypes and taking a holistic approach that offers our seniors opportunities to continue to grow."

As a result, St. Ann's staff not only offer exemplary physical care but also focus on residents' enjoyment of life. The pizza-and-pajama party, for example,

was an idea conceived jointly by residents and staff based on residents' interests.

"You shouldn't have to be complacent just because you're 97"

At St. Ann's Care Center and the Wegman Care Center, Leadership Team members prepare breakfast on the households each day in the on-floor kitchens. Residents enjoy fresh diner-style food prepared while they watch and interact with the "cooks." They can even request changes to the standard menu (say, an omelet instead of scrambled eggs), which can be accommodated without advance notice.

"One resident said to me as I was helping with breakfast, 'It reminds me of being in my grandma's house when I was a kid!'" says Triciajean.



That's exactly the kind of response driving the change to the new model at St. Ann's Home. It's a person-driven approach to care in which those closest to our seniors focus on the unique needs and preferences of each individual.

"Our job is an honor, serving people who've given our world so much"

– Triciajean Jones

"We're not an institution, we're someone's home."



Certified Nursing Assistants from the Wegman Care Center serve up Halloween memories for residents. L-R: Kiya Wise, Becky Henry, Adrian Quick and Jazmin Bermudez

Employee Scholarships

Our Donors Make Them Possible



From Waitstaff to Nursing Admin, She's Taking Her Career Further



When **Priscilla Salgado** was part of the waitstaff at St. Ann's Community in 1998, she had no idea that a career in nursing was in her future.

Priscilla Salgado

"I was looking into becoming a paralegal," she says. Twenty years and four St. Ann's Employee Scholarships later, Priscilla is the Assistant Director of Nursing at St. Ann's Home.

She credits the Employee Scholarship Program with making that accomplishment possible. "It helped me stay afloat while I was in school, working part-time, and raising two children," says Priscilla, a Registered Nurse (RN). "The scholarships allowed me to continue my education and pay

for the tools and necessities I needed. If I had done it on my own, I would have had enormous debt."

Established in 2008, the Employee Scholarship program is completely donor funded. To date, it has awarded 216 scholarships totaling nearly \$300,000.

"The scholarships allowed me to continue my education and pay for the tools and necessities I needed."

Priscilla became a Certified Nursing Assistant (CNA) in 2001, a position she held for 3½ years. That was when she found her passion for senior care. "I found I love and enjoy working at the bedside," she says.

With encouragement from colleagues in the Nursing and Staff Education

departments, Priscilla decided to take her career further. The Employee Scholarship Program was invaluable as she went on to earn her credential as a Licensed Practical Nurse (LPN) in 2004 and an RN in 2014. Then it was back to school—Roberts Wesleyan—to earn her Bachelor's degree. That was a necessary step toward becoming Assistant Director of Nursing, a role she assumed in January of this year.

"It's exciting but also a little nerve-racking," she says of taking on the new position. "I know the expectations are high and I want to meet them."

In her new leadership role, Priscilla plans to encourage others to pursue their career goals just as others encouraged her. "They may think their goals are unattainable," she says, "but I use myself as an example. It is possible, even while working and raising a family. St. Ann's gives you full support."

A look at some other Employee Scholarship recipients:



Matt Evans, RN, Clinical Informatics Coordinator, ITS Dept.

Matt has received Employee Scholarships each year from 2015 through 2018. They have allowed him to complete his Bachelor's degree in Information Technology and to pursue his MBA, which he will complete this year. "My wife and I are raising two kids in a single-income family, so I wouldn't have been able to afford the tuition without the scholarships," he says.

Matt's career at St. Ann's began as a nurse, which evolved into a position as a Nurse Manager. He's been in the IT Department since 2009, taking online courses through Western Governors University while continuing to work full time. "I appreciate St. Ann's and the donors to the Employee Scholarship Program for this great opportunity that I wouldn't have without their support," he says.



Catrice Donaldson, Dining & Nutrition Support Coordinator, Dining & Nutrition Services

With the help of Employee Scholarships in 2017 and 2018, Catrice is on track to earn her Associate's degree in Food Administration from MCC. "I hope to grow in my career in Nutrition Services at St. Ann's and maybe one day be an Assistant Director," she says.

Catrice joined St. Ann's in 2012 as a Nutrition Assistant. While handling her current responsibilities as Dining & Nutrition Support Coordinator, she's also been taking courses at MCC. Her Employee Scholarships have allowed her to purchase a laptop and books for her studies as well as make repairs to her car so she can get to class.

"Without the scholarships, it would have been extremely difficult. I wouldn't have been able to make those purchases," says Catrice. "I'm so grateful St. Ann's offers opportunities like this. I knew that going back to school would be a challenge, but the Employee Scholarship Program and tuition reimbursement have made life easier and lifted the burden."

Thank you!

On May 31st, St. Ann's Community celebrated the compassionate commitment of our donors with our Annual Salute to Philanthropy luncheon held at the Country Club of Rochester.



L to R: Ron Salluzzo, St. Ann's Foundation Board Chair, Walter and Barbara Parkes, Martin K. Birmingham, Emeritus Board Member

Walter & Barbara Parkes

Martin F. Birmingham Leader in Philanthropy

As so often happens, Walter Parkes' relationship with St. Ann's Community began when his late wife's father moved to St. Ann's Home in 2000. He immediately recognized the important role quality senior care played in a life filled with changing priorities and demands. It was then that he made his first charitable donation.

Walter's involvement with St. Ann's grew as time passed and he came to appreciate our deep commitment to provide compassionate care for those we serve. In 2012 Walter and Barbara made a leadership gift to the Campaign for the Most Important People on Earth. A few years later, another leadership gift was made to support the creation of the Life & Learning Center located in St. Ann's Home.

"We are proud to name Walt and Barb our leaders in philanthropy for 2018," shares Steve Smith, Vice President and Chief Development Officer. "Their philanthropic support and dedication to St. Ann's truly shows their commitment to our seniors and families we serve. Having been a family member of one of our residents, Walt knows first-hand how St. Ann's can take away the worry for a family."



Rola O'Meally with Steve Smith, Vice President and Chief Development Officer

Rola O'Meally

Partner in Philanthropy

Rola gives generously of her time and talent to St. Ann's mission and is among a loyal group of employee donors who have given their financial support for 12 consecutive years. A fierce advocate for Adult Day, Rola was instrumental in preparing an application that resulted in a Greater Rochester Health Foundation grant to support the expansion of the program at the new Durand Community Center.

"We are so fortunate to have Rola's commitment and compassion as we continue to build a culture of philanthropy. Her ability to connect mission to purpose allows her to engage all levels of the organization, community and family members to work toward a higher purpose," explains Michael E. McRae, President and CEO.

Annie's Angels

*"Twas the night
before Christmas..."*



With deep appreciation to our many donors, over 450 long-term care residents and transitional care patients awoke on Christmas morning to a St. Ann's Angel pillow.



New Vision students help wrap more than 450 "Sweet Dreams For Christmas" pillows embroidered with the Angel logo.

2018 Annie's Angel Fund

Quality of Life Grants give our seniors with limited means an enjoyable and active life.

- **Monthly Resident Support** - Beauty shop, footwear, telephone, newspaper etc. **Residents served - 302**
- **Out on the Town** - Lunch bunch, shopping, cultural and sports excursions **Residents served - 317**

Total Grants Awarded - \$12,044

Special Needs Grants allow for spontaneous outings as well as planned picnics and parties.

Total Grants Awarded - \$43,651

STAR Employees

Duane Harris, LPN



A special birthday meal for a resident was saved when a quick-thinking staff member found the right tool for the job.

The wife of a resident brought in lobster for her husband's birthday but soon realized it hadn't been cracked. Into action jumped Duane Harris, the LPN on duty. Duane found a tool that would work and cracked the lobster before it had time to cool.

"Since the day my husband arrived over a year ago, Duane always goes above and beyond," said the resident's wife, who submitted a STAR Award nomination to recognize him. "My husband is stubborn and not always easy to care for. Duane always treats him with respect."



Barbara Trottier, CNA and Julianna Cohen, CNA

Barbara Trottier and Julianna Cohen, two CNAs on the 3rd Floor of The Glen, were recognized by a Cherry Ridge independent resident for helping her adjust to assisted living. "Barbara is an excellent aide who knows answers to questions and volunteers information. Julianna found my diamond ring, especially precious to me, given by my parents on my 30th birthday (68 years ago)!"



A "STAR" is born

Every day, staff members at St. Ann's Community receive compliments from residents and their family members on the care, attention, and service they provide. Whether it's resolving a health issue, spending extra time with a resident in need, or promptly handling a call for help with the TV, our employees are praised day in and day out for being there when our residents need them.

That's the level of exceptional service we're known for at St. Ann's. To our residents and their families, it's worthy of special recognition. And that's where the STAR Program comes in.

Those who want to thank an employee who goes the extra mile can do so through a written recognition and donation to the STAR Fund. (Employees are not allowed to accept gifts, so this is the perfect way to show your appreciation.)

Gifts to the fund support the STAR Program which sponsors recognition activities designed to thank all of St. Ann's employees. These may include holiday parties, appreciation dinners, or family days at Seabreeze Amusement Park.

Activities can also be personalized by individual managers for their specific departments.

Laura Hollenbeck, Administrator of Assisted Living, and her team held their own version of Painting With A Twist in December 2018. "The staff loved it, and it was a great way to recognize them and kick-off the holiday season," shared Laura.

Rebecca Ahrns-Walker, Director of Chapel Oaks, and her team decided on St. Ann's logo attire (see below), while the hard-working employees of Social Work and Life Enrichment enjoyed an afternoon of individual chair massages.

Being able to create these unique experiences as a way of saying thank-you makes everything they do even more meaningful.

"People choose to work at St. Ann's because they truly care about seniors. Being able to create these unique experiences as a way of saying thank-you makes everything they do even more meaningful," says Bob Bourg, Sr. Vice President of Human Resources.

Look for the STAR Program brochure throughout our buildings or request one by calling 697-6321 or visit StAnnsCommunity.com/giving.



Chapel Oaks staff proudly display their new St. Ann's hoodies made possible with the generous support of St. Ann's Star Fund.

ST. ANN'S FOUNDATION

In 2018, here is the impact you made in *caring for the most important people on earth.*

\$4,107,744 raised:

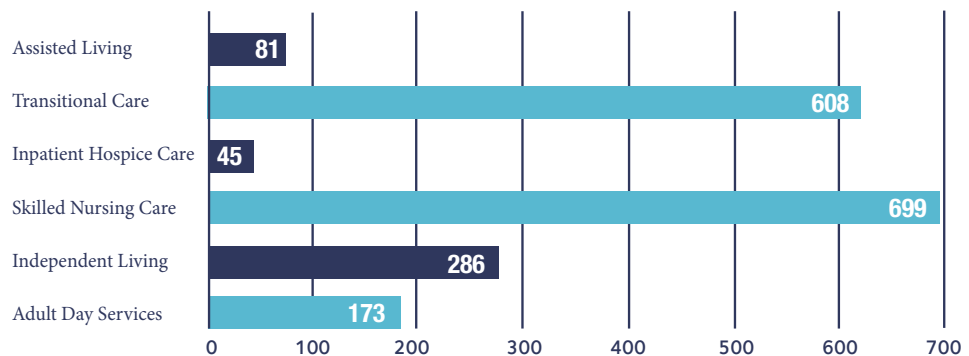
- **Strategic Investments: \$3,573,244** in support for the campaign *For All They've Given*
- **Program Grants & Distributions: \$534,500**

Significant areas funded:

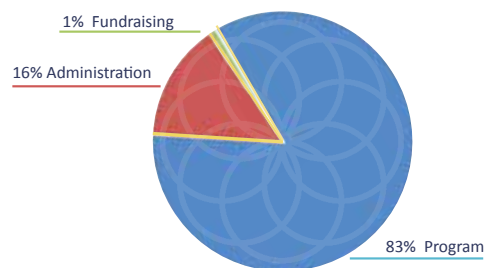
- Adult Day Participant Scholarships
- Annie's Angel Fund Grants
- Employee Scholarships
- Intergenerational Programming
- Medical, rehab and patient care equipment
- Pastoral Care
- Person Centered Care Fund
- Resident activities including Music Therapy
- Transportation vehicles for Adult Day Participants

ST. ANN'S COMMUNITY

Lives Served by Service Area 2018 Total - 1,892



Expenses by Functional Area



Financial Statement*

Income

Total \$84,350,656

Expenses

Program \$68,196,915

Administration \$12,692,343

Fundraising \$802,120

Total \$81,691,378

Net Assets 12/31/2017 \$102,096,554

* Audited financial data from 2017

HOGAN LEGACY SOCIETY

The Hogan Legacy Society is for the special donors who have made a gift to St. Ann's through their will or other planned gifts. St. Ann's is blessed by these individuals and families for their generosity, leadership and foresight in benefiting our community for generations to come:

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 Rebecca Ahrens-Walker
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 David & Rachel Bandych
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Donors honoring others with their gifts:
 In memory of Mary Ellen & Albert Burke
 In memory of Rose C. Gigliotti
 In memory of Laverne Graning
 In memory of Martha E. Sparkes

*Denotes deceased member

As determined by commitments received through December 31, 2018



Thank you to our 2018 Donors!

Thank you for sharing our mission of *caring for the most important people on earth* with your generous donations. Your gifts allow us to bring the highest quality of care and services to the thousands of seniors who turn to us for their care each year.

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