WE BRING HEALTH Close.
WE COLLABORATE WITH Care.
WE BOND WITH Patients.
WE KEEP Families CLOSE.
WE are the CONNECTORS.
Visiting Nurse Association is filled with a special group of people: connectors. They’re the crucial link between our vulnerable neighbors and the complex healthcare system. They establish deep bonds with patients, becoming a close confidant and guiding partner. And they collaborate with community partners to make sure everyone can live their healthiest life.

JOIN US IN CELEBRATING OUR CONNECTORS.

Letter from James C. Summerfelt

VNA PRESIDENT & CEO

The essence of caregiving is connection, and the foundation of connection is people. Every day, Visiting Nurse Association connects with a wide variety of people – providing home health, hospice care, community-based programming and services for individuals with disabilities.

We have impacted our community for 124 years because VNA connects people to home – where they can recover from illness, break generational ties of poverty and abuse, overcome disability and die with dignity. In the home, anxieties are lifted, relationships are formed, care is provided, and peace of mind, quality of life and independence prevail. We bring unmatched expertise and a commitment to high-quality care, no matter one’s station in life or ability to pay.

VNA connects people to resources. The care we provide to every person is at its highest quality because we utilize innovative, intelligent resources through partnerships we’ve developed locally and nationally. Because of collaborative partnerships, our clients and staff have access to information and services that meet their needs.

VNA connects people to people. We recognize and celebrate the uniqueness of the people we serve. Care plans are individualized. Trust is built through relationships. Fears are acknowledged. The very vulnerable act of receiving care is approached with dignity and grace. It is a privilege to walk into every home, connecting our expertise with your needs.

Our 2019 Annual Report champions the impact of connection. Every success we share and every outcome we attain is built on the ability to connect: to people, to resources, to community and to the power of home.

Thank you for the opportunity to connect with you.

James C. Summerfelt

48,271 CLIENTS SERVED IN 2019

Visiting Nurse Association is filled with a special group of people: connectors. They’re the crucial link between our vulnerable neighbors and the complex healthcare system. They establish deep bonds with patients, becoming a close confidant and guiding partner. And they collaborate with community partners to make sure everyone can live their healthiest life.
Our clients are at the heart of everything we do. No matter their age, ability or income, we believe they deserve the best care possible. It’s a privilege to help them reach new levels of confidence and independence each day.

Access to Hope

ROD PETERSON
AgrAbility Rural Rehabilitation Specialist

Visiting Nurse Association and Easterseals Nebraska work together to ensure all people with disabilities have an equal opportunity to live, learn, work and play. People like Rod Peterson carry out a unique extension of this mission in Nebraska. Rod is a rural rehabilitation specialist with AgrAbility, a USDA-funded program that partners with UNL Extension and VNA/Easterseals.

Rod’s extensive farming and ranching background makes him a great representative of the AgrAbility program. The program supports farmers and ranchers impacted by health conditions or disabilities by recommending devices or techniques that help them continue their work. Rod finds a lot of fulfillment in his role. He knows, to his clients, it’s more than their job. It’s their home, identity and deep-rooted tradition.

Oftentimes, his clients don’t want to ask for help. Rod gets most of his referrals from concerned wives, mothers or physical therapists. Many humble clients don’t believe that they deserve it, but Rod reminds them that they’ve given back to their communities throughout their lives, and now it’s their turn to accept assistance.

Rod has helped many farmers and ranchers throughout his 18 years with the program, but one case stands out in particular. A car accident caused a young man to lose his leg mobility and some of his arm use. Rod worked with the man’s father to create a more accessible work environment and connected with the State of Nebraska Vocational Rehabilitation Services to make several recommendations, including a lift that would give the son access to his tractors and combine.

The day the lift was delivered, Rod helped train the father and son on how to use it. As Rod was leaving, the father broke down in tears. He didn’t think his son could ever get into a tractor again.

“I’m able to do this work because of the connections between the USDA, AgrAbility, Easterseals and VNA,” Rod said. “Our collaboration serves these communities in amazing ways and allows them to continue being successful in doing what they love.”
A Compassionate Connection

KATE MILLER
Hospice Care Manager, Hospice of Southwest Iowa

Kate Miller’s friends and family think she has one of the most difficult jobs, but she doesn’t see it that way. To her, it’s a calling. She’s honored to bring light and comfort to patients and their families as a hospice nurse.

Kate feels a special connection to her patients. In fact, she’s not afraid to be there at the time they pass. It brings her joy knowing that they’ve accepted peace after living a rich life. It’s a magical thing to witness, and she’s glad to help families process it.

Occasionally, Kate has nursing students shadow her visits. Even if it’s not their chosen field, she thinks these students can learn important lessons. At many points in their medical careers, they will need to be honest with someone about their condition. Hospice teaches them how to deliver that news with grace and compassion.

From the moment we’re born, we start our journey toward the end. Most everyone will experience hospice care some day, and Kate is proud to share her knowledge to help people take care of their dying loved ones.

“The diversity of people I take care of is so amazing,” Kate said. “It makes me feel like I cannot judge one single person on this planet, because we’re all going to go through the same thing in our lives. So, what can I do with the time I’m here? Stay positive and help others.”

A Healing Touch

CASSI NORTON
Certified Wound Care Nurse

As a little girl, Cassi read a book called “Nurse Nancy.” Nurse Nancy, a young girl herself, would take care of all the scrapes and ailments of the kids in her neighborhood. Now, Cassi’s become the nurse she always dreamed of being.

As a wound care nurse, her days vary from consulting to teaching to working directly with patients. Caring for wounds requires a whole network of support, not just nursing. Cassi often connects with occupational and physical therapists, who bring their expertise in positional and strength training to patients. She also connects with dieticians, who provide nutritional education. Together, they create an interdisciplinary team working for the best interest of the patient.

When she’s not working with her team and patients, Cassi gives presentations at assisted living facilities. She smartly crafts event titles to draw a crowd. Instead of using complex, medical phrases, her presentations are titled “Hey, My Shoes Don’t Fit!” or “How to Take Care of Your Birthday Suit.”

The wound healing process is fascinating to Cassi. She loves seeing tangible evidence that patients are getting better as their skin restores. In addition to wounds, Cassi helps patients with ostomies, a procedure that redirects bodily waste into an external pouch. She joined the United Ostomy Association of America and eventually became president of the program. By participating in the group, she’s able to learn new ways to help ostomy patients and let them know they’re not alone in their struggles.

“The best part of my job is patient satisfaction,” Cassi said. “To know patients who didn’t want to even look at their bodies upon leaving the hospital can now take care of themselves is so rewarding.”
The work we do would not be possible without our partnerships with other leading medical agencies. Our network ensures the best quality of care for patients as we all share our knowledge, skills and expertise.

5,971
TOTAL CLIENTS SERVED: HOME CARE AND HOSPICE SERVICES

It Takes a Village

SANDY KIRCHHOFF
Clinical Manager, Family Services

With over 25 years of public health nursing experience, Sandy Kirchhoff understands the phrase “it takes a village.” As the Family Services clinical manager, she oversees VNA’s early childhood home visitation programs. The programs help families who live in high-risk situations, improving the overall health and wellbeing of pregnant mothers, infants and young children. As the children grow and develop, the programs help promote physically and emotionally safe living environments that prevent accidental injury.

The team’s home visitors work collaboratively with medical providers or other community agency personnel by communicating issues or abnormal assessment findings. Together, they coordinate services to meet the needs of the client without duplication.

Sandy is proud to see families become better parents, grow healthier relationships and find strong support systems. Still, there are some barriers for these families. They may lack access to much-needed resources, like transportation.

While Sandy’s team can’t address everything, they can reach out to other agencies for support. In turn, her team has personal connections with many healthcare providers and community agencies that often refer their clients to VNA’s Parenting Support programs.

“When I’m out promoting our Parenting Support programs and talking to professionals or community members, I find that they’ve heard of us,” Sandy said. "Agencies that I haven’t even been directly involved with know about the high-quality services we provide. The collaboration around protecting young children and youth in our community is so great.”

Ultimately, everyone is working toward the same, interconnected goal: improving the health and wellbeing of vulnerable families. Sandy’s glad to have partners who approach the same issue from multiple angles, from food pantries to mental health services.

“We wouldn’t be as strong if we didn’t have such trusting relationships with colleagues in the child advocacy arena.”
A Network of Support

AMANDA HOLST
Director, Certified Home Care

Getting home from the hospital is just the beginning for many patients. That’s where Amanda Holst’s home care team steps in. Amanda sees her team, and all of VNA, as a vital link between medical providers and recovering community members.

Amanda’s team maintains close relationships with providers, helping mutual patients have easier and better transitions to home. Together, they can problem solve with an open dialogue to benefit the community, keep patients out of the hospital and increase overall healthcare satisfaction.

Prevention of rehospitalization is a key initiative for her team, along with keeping patients home longer once in-home services are complete. They strive to make a lasting home health impact, providing education that empowers patients and their caregivers to manage their health well beyond VNA’s involvement.

“Amanda Holst
Director, Certified Home Care

“If we can guide a patient and their family to prevent rehospitalization, it’s a win-win situation for everyone involved,” Amanda said. “It’s a great feeling to know that we’ve helped a patient avoid going back to the hospital.”

After discharge, Amanda often gets calls from patients who want to give thanks to their clinicians, and it reminds her not to take the impact of the work they do for granted. For her clinicians, it’s just another day, but to the patients, it’s extraordinary. They often don’t have much social interaction in general, so when a clinician takes the time to genuinely connect with them, it means the world.

Amanda believes in the power of strong relationships. At all levels, from manager to employee, coworker to coworker, patient to clinician or patient to medical provider, the best outcomes are achieved through constant collaboration and support as they care for one another.

Connecting with Care

KAREN WINEINGER
Clinical Liaison Associate

If you walked into an Omaha skilled nursing facility, odds are the staff would know Karen Wineinger. As a clinical liaison, she’s an important bridge between patients at these facilities and the home help they need.

Over her decades of experience, Karen has developed a knack for opening conversations and setting people at ease. She’s careful, considerate and attuned to patient needs, even if they don’t know what those needs are.

“Some women open up if you ask about their families, some men open up if you ask how they’ve made a living,” Karen said. “It softens things and creates a chance to ask other questions about their anxieties and safety concerns.”

When Karen visits these facilities, she’ll enter the room to introduce herself and leave for a few minutes to let patients gather their thoughts. She wants them to know that she respects their space and privacy. It creates mutual trust.

The facilities’ medical staff have also developed trust with Karen. After seeing patients and gathering an understanding of their situation, Karen will consult with staff to find the best way VNA can help.

At 78, Karen has had the opportunity to meet everyone from front desk staff and cleaning crews to holocaust survivors and Vietnam vets. She loves hearing all their stories.

“I’ve really met the most wonderful people, and I’m going to keep doing this as long as I can.”

Karen Wineinger
Clinical Liaison Associate

4,858
VNA HOME CARE CLIENTS SERVED

6%
30-DAY REHOSPITALIZATION RATE
(Goal: under 12%)

“I’ve really met the most wonderful people, and I’m going to keep doing this as long as I can.”

Karen Wineinger
Clinical Liaison Associate
VNA grows stronger each day thanks to our dedicated staff members. Whether we’re in the office or in patients’ homes, we are all proud to uplift our mission of shaping tomorrow’s care, today.

4,876

VOLUNTEER HOURS

Better Together

BRIDGET YOUNG
Chief Operating Officer

Bridget Young has often been called the “glue” at VNA, due to her 45 years of service and her current role as chief operating officer. She has direct responsibility for a number of departments that support VNA’s service lines and is one of the few people who connects with the entire organization. As she works with different VNA teams, she keeps tabs on common themes to encourage collaboration and dissolve silos of work.

After attending nursing school at Creighton University, Bridget didn’t plan on working in the home health field. She had a rotation with VNA’s South Omaha office, and while waiting on the steps at her first home visit, it struck her: this is something very special. From there, helping people stay independent became a life-long pursuit.

When she reflects on her many years with VNA, Bridget appreciates the big and small moments alike. Each day is rewarding as she sees staff sharpen their knowledge and skills further.

“It’s been so fulfilling to see the people I work with progress in their fields,” Bridget said. “I’m very proud to be surrounded by experts every day.”

Bridget is proud of the connections she’s made throughout her career, from nursing schools and hospitals to senior centers and community organizations. She knows first-hand that these partnerships are that much better because of VNA’s commitment to be a leader whenever help is needed.
Unwavering Commitment

MIKI PETERSEN
Executive Assistant to the President

Miki Petersen always admired the medical field, so she studied to become a medical secretary and connect with the profession. Now, she’s been a part of the VNA team for 43 years.

As the executive assistant to the president, she works behind the scenes to make sure everything runs smoothly. Her days are filled with scheduling meetings, preparing materials, producing a weekly newsletter and working with the president, leadership team and board of directors.

Miki has seen the organization grow exponentially over her many years. She can still remember helping make the transitions from typewriters to word processors to computers. In 1980, VNA began giving an Employee of the Year award, and it quickly became one of Miki’s favorite events. Each year, she helps organize the nomination packets and interview nominees. She finds it such a joy to take part in an event that highlights all the caring and compassionate VNA staff.

At one point in her career, Miki began gathering and recording the history of VNA. Despite changing technologies and leadership, she realized that VNA’s mission never wavered.

“We still help people have the best life they can and live as independently as possible,” Miki said. “That hasn’t changed for 124 years.”

Making it Click

JULIE TWOHIG
Technical Clinical Support Software Analyst/Trainer

Julie Twohig isn’t your typical IT person. Initially, she planned to be an educator, but was unsure if she was ready to work with children. She tried out a nursing assistant course and quickly fell in love with geriatric care. She joined the VNA hospice care team, but after four years, she tore her rotator cuff and needed shoulder surgery. This limited her ability to care for patients, but VNA was determined to keep her on board.

Julie’s supervisor saw her natural teaching ability as she trained new employees and encouraged her to join the IT department. Beyond restarting a computer, Julie didn’t have much experience, but her clean slate allowed her to excel in the role. She knew how to explain things to other staff because she had been in their shoes. Now, she’s gained more technological knowledge and confidence.

“The trust they gave me to try out a new job meant a lot,” Julie said. “At first, I just had my hospice family. Now, I know everyone and have the whole VNA as my family.”

With increased social distancing, Julie’s work is more important than ever. She loves helping staff take advantage of existing technology to modify their work and continue communicating with patients in safe, flexible ways.

5,018
HEALING MOTION
CLIENT VISITS

1,204
EASTERSEALS NEBRASKA
CLIENTS SERVED

2020
VNA BOARD OF DIRECTORS

John Marshall, Chair
Taina Evans, Vice Chair
Ray Staupa, Treasurer
Brenda Watke, Secretary

Deborah Bass
Steve Baumberg
Fawn Bottolfson
Tori Bruning
Karen Bruzzano
Kelly Butts-Elston
Harris Frankel, MD
Beth Furlong
Jason Hansen
Dan Kirwan
Adam Kuemming
Elizabeth Murphy
Sue Noss
Rosenda Ovalle
Scott Peters
Carrie Phillips
Richard Sedor
James Summerfelt

STORIES
We are honored to partner with many established organizations in addressing complex, public health needs. Together, we are helping our most vulnerable community members thrive.

Linking Death to Life

**JOANIE KUSH**
Vice President, Hospice, Palliative Care and Pharmacy

Early on in her life, Joanie Kush tried out a variety of healthcare roles. While finishing her education, she took a class on death and dying, and it set the course for her career and life-long passion: hospice care.

That passion was further ingrained after meeting Cicely Saunders, the founder of the modern hospice movement, at a teaching seminar in England. Saunders’s philosophy on death has been foundational in Joanie’s work, and she can easily recite a Saunders quote that guides everything she does: “You matter because you are you, and you matter to the end of your life. We will do all we can to not only help you die peacefully, but also to live until you die.”

As the vice president of hospice, palliative care and pharmacy, Joanie views her job as an honor, and she instills that pride in her care providers. During a very private time in someone’s limited life, it’s a privilege to be a guide to patients and their families. She makes sure everyone is as comfortable as possible so they can spend their final moments exactly as they want.

From a phone call with Stevie Wonder to becoming a U.S. citizen, her team tries to honor patients’ living up until the end. One of Joanie’s most rewarding accomplishments was the opening of Hospice House for terminally ill patients in 1998. She was on the committee that researched other hospice facilities in surrounding states for inspiration. It was a unique model to partner with other healthcare leaders in bringing invaluable, end-of-life care to the community. Now, after several decades in operation, they’ve served over 6,500 people and their loved ones.

As Joanie reflects on her 45 years with VNA, she feels incredibly proud of her time with the organization. “I never once wanted to leave,” she said. “Everything is new and exciting every day, but above all, we make a difference.”
COMMUNITY OUTREACH

**A United Front**

**JENNA WORDEKEMPER**  
Clinical Care Leader

In 2018, Methodist Fremont Home Health Care officially partnered with VNA to provide strengthened support for home health and hospice services, and, soon after, Jenna Wordekemper was recruited to be the clinical care leader for home care services.

While she had experience coordinating care for patients’ transitions home after surgery, Jenna was ready to step up and take on a new role. Previously, there was not a dedicated leader for home care services at Methodist. Although it was a new challenge, she knew that, when you choose to work in healthcare, you choose to be a life-long learner.

During her first year in leadership, Jenna quickly got her footing as she worked to expand services in an aging Dodge County while continuing excellent standards of care. Then, COVID-19 began to spread across the state.

“I needed to put together a COVID-19 team, and I was so nervous after sending out an email asking for volunteers,” Jenna said. “I immediately got five enthusiastic responses. They wanted to help, not because they were told to, but because they genuinely cared for their patients. It brought tears to my eyes. I’m so proud to be their leader.”

Jenna believes her role has the best of both worlds. She’s employed by VNA with the support of Methodist. Both excel in providing patient and family-centered care, and the synergy between the two organizations continually makes each of them better. When new obstacles arise, VNA is always ready to jump in and train staff. Everyone is on the same team, working together to do the right thing for the community.

**Keeping Families Close**

**KELLY MACKLING**  
Manager, Physician Directed Maternal Child Home Visitation

Kelly Mackling and her Maternal Child team are an important link between hospitals and homes for newborns and their families. They’re dedicated to providing a smooth transition home and making sure that mothers are equipped with knowledge and support to take care of their newborns.

Kelly’s clients are referred to her from nurses and social workers due to physician-ordered nursing services. It’s a challenging time for these new mothers, so Kelly makes sure they are taught medically backed information and reassured that their instincts are valid. Much of that education focuses on feeding, recognizing normal infant behavior, general care and knowing when to call a physician.

Her team works with families from many different cultures. Each family has unique beliefs, values and experiences, and there are often communication barriers. Kelly has found that, after the first visit, her team can establish trust with these families and create understanding that they’re there to be of service. After 20 years of working with families, she’s even seen a few mothers who were once her baby clients.

Staying connected with partners, from physicians, social workers and nursing staff to family-focused agencies, is important to the success of Kelly’s work.

“Being involved with other organizations helps everyone be aware of what we do,” Kelly said. “So, if they have a client with a need, or personally know a family that needs assistance, they know they can reach out to VNA for help.”
Thanks to our network of generous donors, VNA makes a life-saving difference for thousands of people throughout our community.

Art & Soup

More than 1,000 people attended our 22nd Annual Art & Soup event, held in February at the Embassy Suites La Vista Conference Center. The $153,145 raised at this annual event benefits VNA’s Shelter Nursing program, providing care to about one third of the men, women and children who experience homelessness in Omaha and Council Bluffs. VNA is able to offer these services free of charge thanks to the generous support of the community and those attending this event.

Through Art & Soup, VNA raised nearly half of the annual program cost to meet the health needs of approximately 2,500 of the most at-risk individuals in our community.

VNA Take Out

Taking the hassle out of going to yet another event was the theme of VNA’s end-of-year “non-event” fundraiser. VNA helps people stay safe and healthy at home all year long, so it’s only natural to apply that same message to raising funds. Complete with fun “Take Out” theme, the campaign raised $9,723.

Plastic for Pink/Party 4 Pink

VNA’s newest fundraiser focused on the Breast Cancer Support program and encouraged people to donate their gift cards to pass along to breast cancer patients and survivors. Fighting breast cancer takes a physical and emotional toll, as well as a financial one. VNA’s Breast Cancer Support provides financial assistance and connects patients to other support networks, too. Party 4 Pink raised $4,500 for this program.

Extraordinary Connectors: Our Volunteers

Volunteers provide a special connection to our community and the people we serve. In 2019, 220 volunteers gave 4,876 hours of their time. The value of this time is equivalent to $120,388 - although it is a priceless gift. Their volunteer hours included support for the hospice volunteer program, memory bears, office support, special events, United Way of the Midlands Day of Caring, the Easterseals Nebraska Camp, Respite and AgrAbility programs.

$10,001 – $20,000
Edward and Linda Robinson Charitable Trust
Knights of Columbus Council 3019
Nebraska Medicine
The Adah and Leon Millard Foundation

$1,000 – $10,000
Anonymous
Steve and Debbie Barths
Bland Cares Foundation
Harold Brunnen
Cox Communications
John and Betty Cerneck
Dodge Charitable Trust
Epsilon Sigma Alpha Foundation
Exchange Club of Omaha
First National Bank of Omaha
Frank J. Mikkelson Trust
Dr. Harris and Janice Franklin
Timothy Fuerstenau
Gilbert M. and Martha H. Hitchcock Foundation
Phil Glassman
Heider Family Foundation
Deryl and Ramona Hamann
Jason and Kayla Hansen
Heely-Hoffmann-Dvorak- Cutter Funeral Chapels
Heleen A. Pearson Charitable Trust
Russel and Renee Ivan
Kent Circle Partners, Millard and Scott Sekdaj
Sandy Kirchhoff
John and Stephanie Koralski
Joanie Kush
Janet Lepoopath
Chris and Betsy Murphy
Methodist Hospital
Steve and Debra Martin
John and Andrea Marshall
Michael and Nancy McCarthy
Pat Minto
Mutual of Omaha
Daniel and Shirley Meary
Murray and Sharee Newman
Michael Nylin
Oliver and Ferrol Barklage Foundation
Omaha Track
Dr. Carole Patrick
Miki Petersen
PhRMA
Physicians Mutual Insurance
Robert H Storz Foundation
SilverStone Group Incorporated
James and Maggie Summerfeld
Robert and Suzanne Sall
Stephen Sanger
Scoular Foundation
Richard and Sharon Seitz Jr.
Steve and Kris Stapp
Mary Jo Strong
The Askle Charitable Foundation
The Backer Family Charitable Trust
The Fred & Sally Bekins Foundation
Elizabeth and Daniel Tipton
The Jim and Shirley Young Family Foundation
The Leroy Thom Jean Thom and TL Foundation Inc.
The Maids International
The Jim and Shirley Young Family Foundation

$75,001 – $100,000
Susan G. Komen Great Plains
William and Ruth Scott Family Foundation

$50,001 – $75,000
Promise Partners Early Childhood Iowa
United Way of the Midlands Kanett Trust

$20,001 – $50,000
Anonymous
Department of Health and Human Services, Administration for Community Living
Hawks Family Philanthropy Fund
Susan G. Komen Greater Iowa
Mary Ludington McKen Charitable Trust
Medica Foundation
Mutual of Omaha Foundation
Peter Kiewit Foundation
Suzanne and Walter Scott Foundation

$100,001+
ABT Associates
The Enrichment Foundation
Iowa Department of Public Health
Lozier Foundation
Nebraska Early Childhood Collaborative
Nebraska Maternal Infant Early Childhood Home Visiting
Nebraska Vocational Rehabilitation
The Sherwood Foundation
Social Security Administration
State of Nebraska Department of Health and Human Services
United States Department of Agriculture
United Way of the Midlands

$1,111,163

2019 TOTAL DONATIONS

$5,111,163

Annual Giving $257,575
Major/Leadership Giving $4,108,084
Planned Giving $51,834
United Way $541,082
Investment Income $152,588

OUR MISSION
Delivering community-based care that provides peace of mind, quality of life and independence.

OUR PURPOSE
Fostering a healthy, thriving community by providing expert and compassionate care to all — no matter their station in life — and to serve each client’s ever-changing needs, always with a vision of how healthcare should be delivered next.

OUR VALUES
Compassion: We believe in an environment that is healing, caring, positive, spiritual, dynamic and adaptable.
Attitude: We believe that each person must demonstrate a high level of ethical behavior in all interactions with others.
Respect: We believe in having a diverse workforce that is highly skilled, motivated, respectful of one another, professional in appearance and ambassadors to the community.
Excellence: We believe in a creative team focused on providing exceptional, quality care to our patients and clients.

OUR VISION
Improving the life and health of people in our community.

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