


WE ARE ALL
Caregivers



2020 Annual Report





"... a new generation
of strong, dedicated
Caregivers
emerged."

What can possibly be said about 2020 that has not already been spoken, written, or otherwise expressed? It was a year of profound loss, seemingly impossible challenges, and nearly constant change and uncertainty. Millions of people spent extended periods of time living in isolation—in many instances for the first time in their lives. The struggle of older adults was a particularly difficult one—especially as the supports put in place to keep older populations safe, while alleviating loneliness and boredom, felt the strain of a worldwide health emergency.

Why then would we choose to revisit 2020? It is said that through the most trying times come the greatest examples of courage and resilience. We certainly saw that in 2020. In many ways, the most difficult year we have ever lived through brought out the best in us. Through the shared experiences we faced together we found ways to better connect and communicate with each other.

We also found better ways to care for each other. We believe that one silver lining from 2020 was the emergence of countless new caregivers. In a world that needs more caregivers, the circumstances of 2020 forced us all to make an effort to look after each other more than ever. Whether at home checking in on and providing essential support to an isolated

neighbor or at St. John's caring for elders during the height of the pandemic, a new generation of strong, dedicated caregivers emerged.

It is clear that long-term care and every other aspect of the senior services industry have been forever changed by the COVID-19 pandemic. In some ways, the foresight St. John's as an organization had in years past and the steps we took to modernize our communities gave us the flexibility we needed to continue keeping residents safe and comfortable during very difficult times. In other ways, we now see clear opportunities to improve how we deliver essential services.

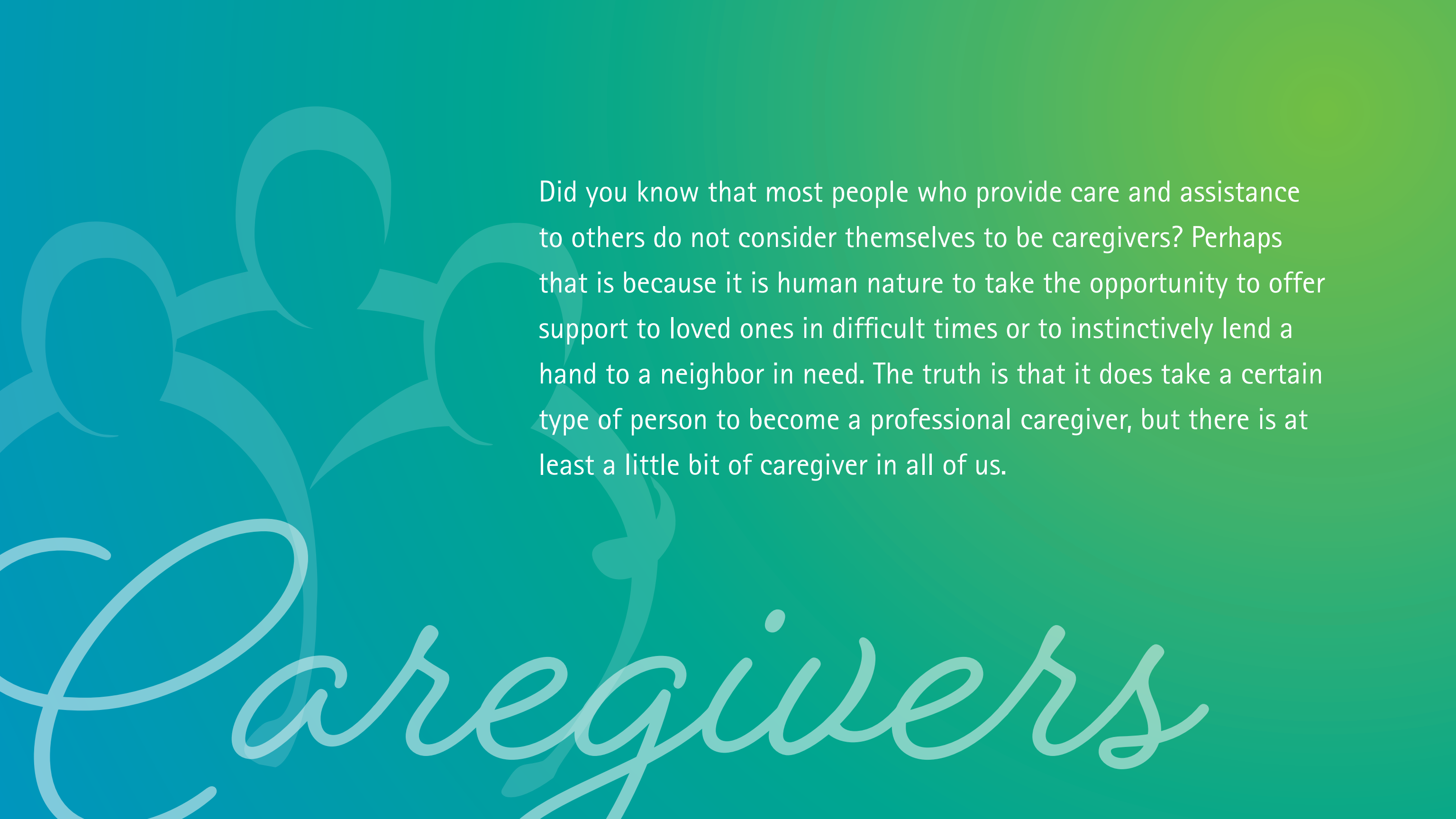
One thing that has not changed is our dedication to enriching the lives of our St. John's family. The hard work and innovative spirit of our many stakeholders has helped steer the course and rallied the support necessary to get through this most difficult year. The 2020 Annual Report celebrates each and every caregiver who contributed to the greater good of the St. John's community. We would not be where we are today without your valuable contributions.



Charlie Runyon
President and CEO



Robert Boehner
Chair, Board of Directors

The background features a teal-to-green gradient. On the left side, there is a stylized graphic of several overlapping human silhouettes in a lighter teal color, suggesting a group of people. The word 'Caregivers' is written in a large, white, cursive script across the bottom of the image.

Did you know that most people who provide care and assistance to others do not consider themselves to be caregivers? Perhaps that is because it is human nature to take the opportunity to offer support to loved ones in difficult times or to instinctively lend a hand to a neighbor in need. The truth is that it does take a certain type of person to become a professional caregiver, but there is at least a little bit of caregiver in all of us.

Caregivers

They have always been essential. In 2020, the world gained a greater appreciation for professional caregivers.



Terms like “health care hero” were traditionally reserved for others. The idea that the efforts of long-term care staff caring for our most vulnerable older adults were on par with those working in hospitals, paramedics, and other more visible health care professionals was never one that was widely held.

As stories started to come out about the creative ways nursing home staff coped with a multitude of once-in-a-lifetime challenges, it seemed as though attitudes began to change. Consider this: with no scheduled group activities or even convivial gatherings at mealtimes for months on end and no in-person visitors and volunteers entering the building for almost a year, clinical care and support teams worked through changing restrictions with sometimes limited resources while risking their own health. They saved lives while protecting residents from feelings of loneliness and boredom.

Our incredible staff members across the St. John's spectrum of care left no doubts as to their status as true health care heroes in 2020. Perhaps the American public is ready to continue recognizing the incredible contributions of those who care for older adults each and every day.

[Read more about our amazing St. John's staff >](#)



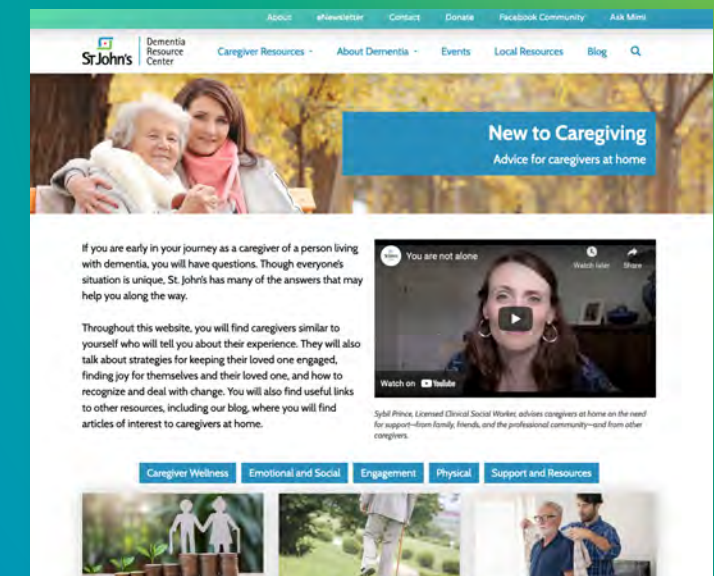
The Unsung Hero Award emerged in 2020 as a special way to recognize someone who has caught a colleague's attention by going above and beyond. One St. John's Meadows employee each quarter is selected who reflects one or more of the St. John's brand characteristics—friendly, respectful, responsive, compassionate, innovative, and fun. The award is designed for those individuals who routinely dedicate themselves to the service of others. These often unheralded individuals are those who work behind the scenes, are seldom visible, and their accomplishments often go unnoticed. Do you know an unsung hero worthy of recognition?

St. John's Launches Resource to Help Caregivers at Home

The plight of family caregivers also entered the public consciousness in a greater way this past year. In the context of a worldwide pandemic, the unique challenges of Americans providing support to someone with health or functional needs suddenly came into greater focus. However, those challenges and the unmet needs of millions of family caregivers have been building towards crisis levels for years.

A report released in May 2020 by the National Alliance for Caregiving and AARP revealed that nearly 1 in 5 Americans (19%) are now providing care for an adult with health or functional needs. Of that 19%—an estimated 48 million Americans—26% care for someone with Alzheimer's disease or another form of dementia. That is a lot of unpaid caregivers.

The St. John's Online Dementia Resource Center provides at home caregivers with the types of information, advice, and meaningful tools they will need throughout their caregiving journeys. The best part is you can utilize this powerful caregiving tool whenever it is most useful—the St. John's Online Dementia Resource Center is free for everyone and can be accessed 24-hours a day!



Launch the *Online Dementia Resource Center* from *St. John's* >



"You have to be truly open-minded," says David Petherbridge, an at-home caregiver featured in a range of videos available through the Dementia Resource Center. While he was talking specifically about the times when his wife sees him as someone other than her husband—which can be a common occurrence among dementia caregivers and their spouses in later stages of the disease—his advice applies to many aspects of caregiving.

Watch David's insights in *Husband as Caregiver* >



Beyond Memory: Dementia Care That Emphasizes Joy

If there is one recent trend in senior care that is sure to continue, it is the increasing need for communities providing care for the millions of older adults in America living with dementia.

St. John's recently launched a new take on dementia-focused long-term care that goes well beyond simply providing a safe place for residents to exist. Beyond Memory focuses on the idea that people living with dementia have the right to live a life filled with joy.

Beyond Memory takes the lessons learned at St. John's over several years and creates a more enjoyable setting for those navigating through the later stages of dementia. Each resident living in one of the Beyond Memory neighborhoods at St. John's Home has a JOY Plan that tells his or her story in a way that informs staff how to go beyond providing what is typically known as "person-centered care." The plan provides anyone who has or wants to have a relationship with that resident the important information needed to engage with them in positive ways. The JOY plan is a road map of the elder's journey to date and is updated by staff and family members during the resident's time at St. John's.

[Watch the *Beyond Memory Video* >](#)



Download a copy of the "JOY Plan" to use at Home >



Infection Prevention Efforts Touted in National Feature

It takes a team of dedicated professionals to keep residents safe, well cared for, and engaged during a global pandemic. The St. John's Green House Homes and the team's extraordinary pandemic response was described to a national audience by Lisa Esposito in a *U.S. News & World Report* article from October 2020.

[Read *Keeping the Pandemic at Bay in Small Group Nursing Homes* >](#)



Employee Prize Wheel Rewards Essential Workers

The Employee Appreciation Committee (EAC) spent much of 2020 finding new ways to appropriately recognize staff members for their outstanding contributions. The Employee Prize Wheel was one result of EAC's efforts and it was a big hit among caregivers and support staff. St. John's Home employees had the opportunity to spin the wheel and win gift cards, chocolate, St. John's gear, cash, and more!

[Employee Prize Wheel | Flickr >](#)

For many of us, the idea of staying connected with those closest to us felt more important than ever in 2020. We all experienced the feelings of frustration and separation that came when we could no longer just stop by and visit friends and family members. Maintaining those important connections indeed became more difficult, but not impossible. While the circumstances were not always ideal, we did find creative ways to continue fostering meaningful moments.

Connections



Video Chats, Window Visits, and all the Ways We Worked to Maintain Connections

Nothing was more heartbreaking than the separation experienced by long-term care and senior housing residents during the pandemic. We felt the frustration that many of you experienced by not being able to visit your loved ones and share meaningful moments with them in person.

While there is no way to replicate the experience of hugging or sharing a meal or your favorite game with a loved one, St. John's staff put forth monumental efforts to try to fill this great void in the lives of residents and families. From the start of the pandemic in March 2020 we instituted a non-stop schedule of video chats to keep people as connected as possible when visitation was impossible. Later on in the summer when restrictions allowed for distanced visits, we implemented scheduled window visits and even built customized shelters to protect visitors from the elements.

[See news coverage from *one special reunion during a St. John's window visit* >](#)

The pandemic did nothing to slow the need for skilled rehabilitation services for those recovering from injury or illness. Those who chose St. John's Home for short-term rehabilitation benefited from more than the updated physical and occupational therapy spaces unveiled in 2020. Window visits during therapy sessions boosted morale and helped them maintain important connections.

[Watch the *St. John's Rehabilitation Video* >](#)





St. John's Improvises with Centenarian Celebration

Traditionally, we have made it a point to make a big deal out of important milestones like turning 100 years old (or older). Why would it be any different in 2020?

Despite state mandated visitation restrictions, St. John's Meadows staff and resident family members celebrated with a parade; complete with loud cheers, honking horns, and other noisemakers. Dozens of guests showed up to cheer on our resident-honorees, who sat outside with smiles on their faces, relishing in the moment.


[Click here to see all of the great coverage from the Centenarian Celebration >](#)



St. John's Military Veterans are Recognized for their Service

Several dozen residents living throughout the St. John's community served their country proudly in the armed forces during their lifetimes. Because of this, Veterans Day at St. John's is always a spectacle. While the state of the world in November 2020 did not allow for our typical parades and luncheons, St. John's honored veterans by bringing the celebrations right to their front doors. Each independent living resident who served was delivered a special meal and gifts of appreciation from a group of enthusiastic staff members.

[View scenes from an Uncommon Veterans Day >](#)

A stylized graphic in the background shows two human figures from the waist up, facing each other with their arms raised and hands clasped together. The figures are composed of simple, rounded shapes. The background is a gradient from dark teal on the left to a lighter green on the right.

2020 reminded us what it means to be resilient. We sacrificed more than we could have possibly imagined. And yet, we also realized we are a lot stronger than we believe we are. The collective strength of our St. John's family—residents, employees, family members, donors, board members, volunteers, and a host of new contributors—helped us come out from this difficult year even stronger.

Resiliency

Your Kindness Lifted Us Up and Fueled Our Resolve



The steadfast generosity of our many St. John's friends was never more apparent than it was in 2020. Our kind network of supporters—several of them familiar, while many others contributed for the first time—kept our spirits high as donations of needed supplies, meals and snacks, comfort items, and so much more poured into our communities during the height of the pandemic.

As our St. John's staff put forth constant, monumental efforts to help residents remain living safely and comfortably, these donated goods made a huge difference. In some cases, companies looking to contribute temporarily shifted the focus of their core businesses and production schedules to deliver much needed personal protective equipment and other items in high demand. In other instances, groups and individual donors provided thousands of meals and snacks to fuel caregivers through their shifts.

Thank you to the hundreds of individual and group donors who cheered us on from afar. Your contributions inspired us to continue pushing forward.



First, Pactiv donated the materials—a total of three large rolls of flexible plastic. From there, OptiPro Systems used its water jet technology to cut the plastic to size and shape from a template developed specifically for St. John's. These steps resulted in hundreds of plastic face shields provided to St. John's caregivers when viable supplies were difficult to acquire.

Watch our friends rally around *St. John's in 2020* >



Finding New Ways to Contribute

With volunteers restricted from entering St. John's because of mandates prohibiting visitation, several employees stepped up and stepped into the shoes of those absent volunteers. Employees of all kinds took on new responsibilities as the emotional and social needs of hundreds of residents became the highest priority. Employees helped with arranging video chats, window visits, social visits, and so much more.

[Read *Employee Volunteers Step Up and Step In* >](#)



New Services and Updated Spaces

The needs and wants of St. John's residents have a way of evolving year after year. The events of 2020 meant that in some cases, the evolution occurred much more rapidly. One example was the Market Café at St. John's Meadows, which, in a service pivot demanded by residents in need, began stocking grocery items that in many cases saved people a trip to the grocery store. Today the Market Café features a large selection of groceries and even opened a satellite location in the Briarwood building.

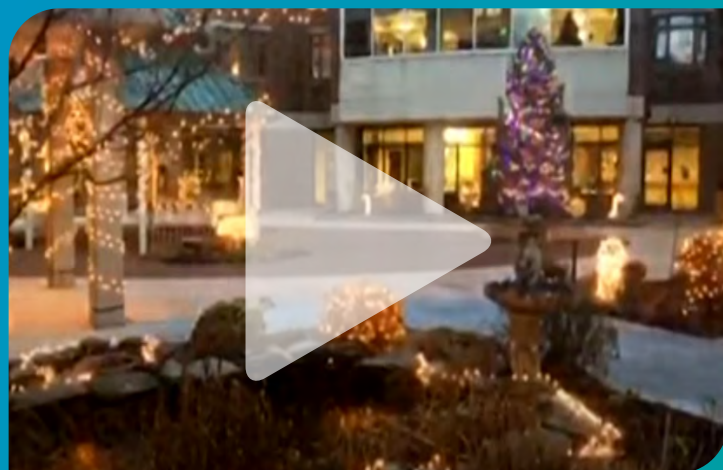
[Watch how the *Market Café Evolved in 2020* >](#)



Employees Dispel Vaccine Stigmas

COVID-19 vaccine clinics began at St. John's on December 30, 2020. The long-awaited arrival of the vaccine was an important step towards a return to reestablishing all of the meaningful connections residents and employees had previously enjoyed. Some employees—knowing the significance of the vaccine—stepped up and spoke out about the importance of their co-workers also getting protected against the disease.

[Watch *Employees Advocate for Others to Get Vaccinated* >](#)



Illumination of Love was held virtually on December 10—just in time to deliver much needed holiday cheer. St. John's donors sponsored nearly 3,000 courtyard lights and raised over \$14,000 for residents throughout St. John's.

Look back at *Illumination of Love 2020* >

Message from the Foundation

In a year unlike any other, our St. John's family stepped up like never before.

Over the years we have experienced how—time and time again—you have rallied behind St. John's in support of our mission to bring joy and purpose to the older adults in our care. Though we understand that there are many worthy causes to support, your giving spirit continues to amaze us.

Your generous gifts in 2020 purchased iPads to help residents stay in touch with family when visits were not possible, supported health-screening and countless essential supplies, and funded small group activities for residents when larger-scale events were not feasible. We also received a record number of gifts in-kind—items like handmade face masks, blankets, floral bouquets, and so much more. These comfort items were not only appreciated, but indispensable as we navigated through the pandemic.

Now, as we face our post-pandemic future in a changing senior care landscape, your support is more important than ever. As growing costs continue, we ask you to

please consider contributing to St. John's Foundation, where funds will immediately support residents and staff. To contribute today, please visit St. John's Foundation at stjohnsliving.org/donate/make-a-gift.

Once again, thank you for your continued generosity. Supporting older adults in need has never been more difficult than it was in 2020. After rising to the many challenges we faced over the past year, with your help, we are more enthusiastic than ever about the future of our St. John's communities and our ability to bring joy, purpose, and hope to the lives of those we serve.

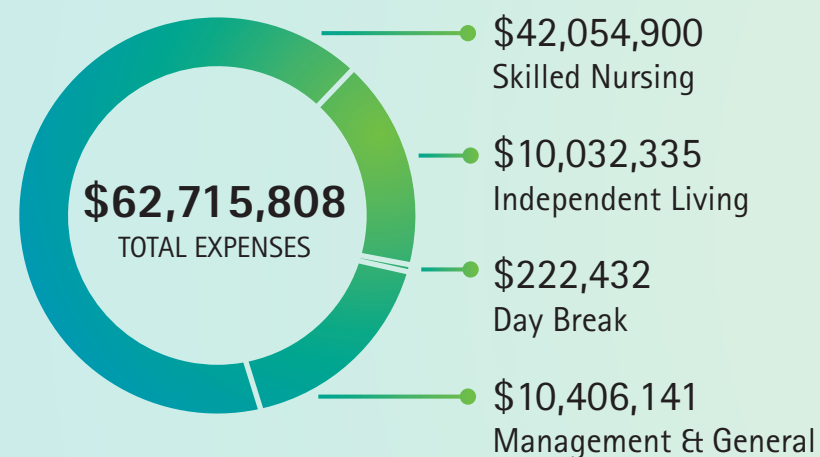
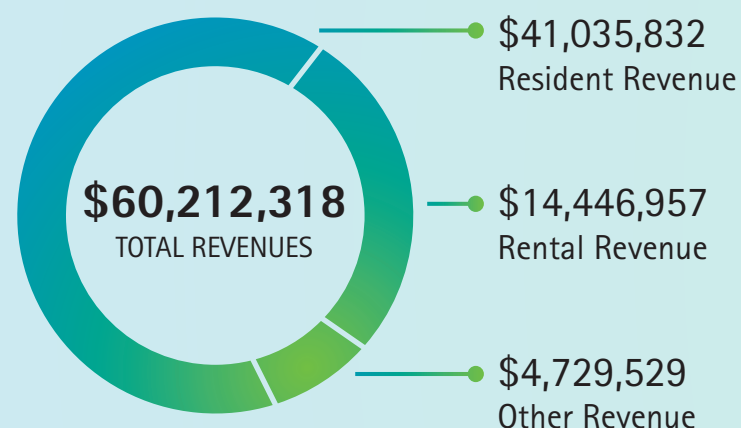
Anne Mc Kenna, CFRE
Executive Director

Eliza Kozlowski
Board Chair

\$3,727,689
Total Assets Total

\$422,033
Grants

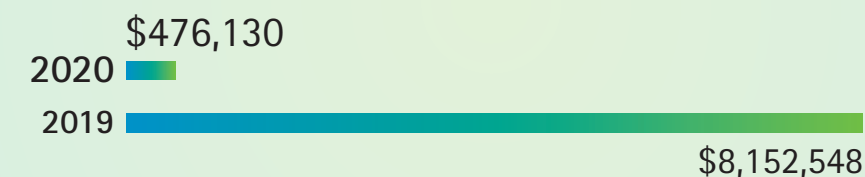
Consolidated 2020 Financials



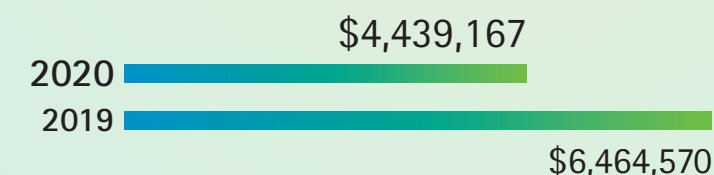
The St. John's organization exemplified great resiliency—both clinically and financially—during the COVID-19 crisis. Year-over-year financial changes were a direct result of additional costs and loss of revenues related to the pandemic.

(\$2,503,490)	(\$373,167)
Operating Income	Non-Operating Income

Net Cash Flow from Operating Activities



Investment in Fixed Assets



Managing Covid-19 by the Numbers



Leadership Team

St. John's Senior Services

Charlie Runyon
President & Chief Executive Officer

Paul Bartlett
*Vice President of Senior Housing,
St. John's Meadows and
Brickstone by St. John's*

Valerie Drexler
Senior Executive Assistant

Robert Earl
*Vice President of Finance/
Chief Financial Officer*

William Hollenbeck
Vice President of Shared Services

Jennifer Lesinski
Vice President of Marketing

Anne Mc Kenna
*Executive Director of
St. John's Foundation*

Dean Moore
Vice President of Work Life

Nate Sweeney
Vice President of Skilled Services

Janet Wixom
Corporate Strategy Officer

Board of Directors

St. John's Senior Services

Robert Boehner, *Chair*
William Wallace, *Secretary/Treasurer*
Pete Giovenco
Eliza Kozlowski

St. John's Home

William Wallace, *Chair*
Bridget Shumway, *Chair Elect*
Helen Halewski, *Secretary/Treasurer*
Robert Boehner
Dr. Ghinwa Dumyati
Ray Pettine
Susan Poole

Brickstone by St. John's

Pete Giovenco, *Chair*
Anna Lynch, *Chair Elect*
Annette Cucchiara
Beth Howard
Eliza Kozlowski

St. John's Meadows

Krista Vardabash, *Chair Elect*
Steven Brown
Dorothy Haelen
James McBride

Penfield Green House Homes

Marcy Hotchkiss
Dr. Henry Moscicki
Mike Waters

St. John's Foundation

Elisabeth P. Howard, *Chair*
Eliza Kozlowski, *Chair-Elect*
James McBride, *Secretary*
David Tang, *Treasurer*
Kevin Beach
Thomas Gears
Erik Hoppin
Dr. Amy Mason
Stella J. Slaight
Thomas Spina
Dr. David Steitz
Rhonda Vaccaro
Louis Visco
Jennifer Vogler

Vision

St. John's will lead and inspire a shift in society's views of elderhood by embracing and celebrating life's experiences.

Mission

St. John's embraces life with vibrant, caring, and life-affirming relationships.

We embrace living by being...

Innovative
Friendly
Compassionate

Respectful
Responsive
Fun



Connect with us!

Read our blog at stjohnsliving.org and follow us on:



St. John's Annual Report is a publication of the Marketing Department.

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