



2019

ANNUAL REPORT



2020 will be forever known as a year filled with monumental challenges across the St. John's organization. As we look back today—just halfway through the year—we cannot help but marvel at the incredible obstacles we have overcome. We consider our team at St. John's to be the most dedicated and competent group of professionals around. The St. John's response to COVID-19 has only reinforced that opinion.

In many ways, 2019 better prepared us for the adversity to come. A great example of this was the evacuation of Wesley Gardens nursing home in December when St. John's took in 25 displaced residents—more than any other skilled care facility. During this emergency situation, the St. John's team showed tremendous courage and incredible compassion under difficult circumstances. With limited time and resources, our staff demonstrated how to rally around a meaningful cause to help members of the Rochester community during their time of need.

2019 was also the year we made significant improvements to our physical spaces. We unveiled new resident-oriented common areas throughout the ground floor of St. John's Home. Renovations at the Hawthorne at St. John's Meadows were completed, thus strengthening our unique enhanced assisted living community. Further updates continued at St. John's Home and St. John's Meadows, promising new, modern apartments and community areas for current and future residents to enjoy in the years to come.

The challenges we have faced throughout the COVID-19 pandemic are certainly the most difficult we have faced as an organization. As a result of the pandemic, our industry is sure to see profound changes in the way services are delivered. Fortunately, we are accustomed to operating in an industry known for seeing almost constant change. We are extremely proud of the hard work and resiliency the St. John's team shows on a consistent basis to face these frequent challenges head on. We also recognize our many stakeholders who offer invaluable support to employees on the frontlines and the over 1,000 older adults we serve. You step up during times of crisis, yet your generosity and genuine dedication to the St. John's mission is felt all throughout the year.

As a member of our family we thank you for your unwavering commitment to St. John's.



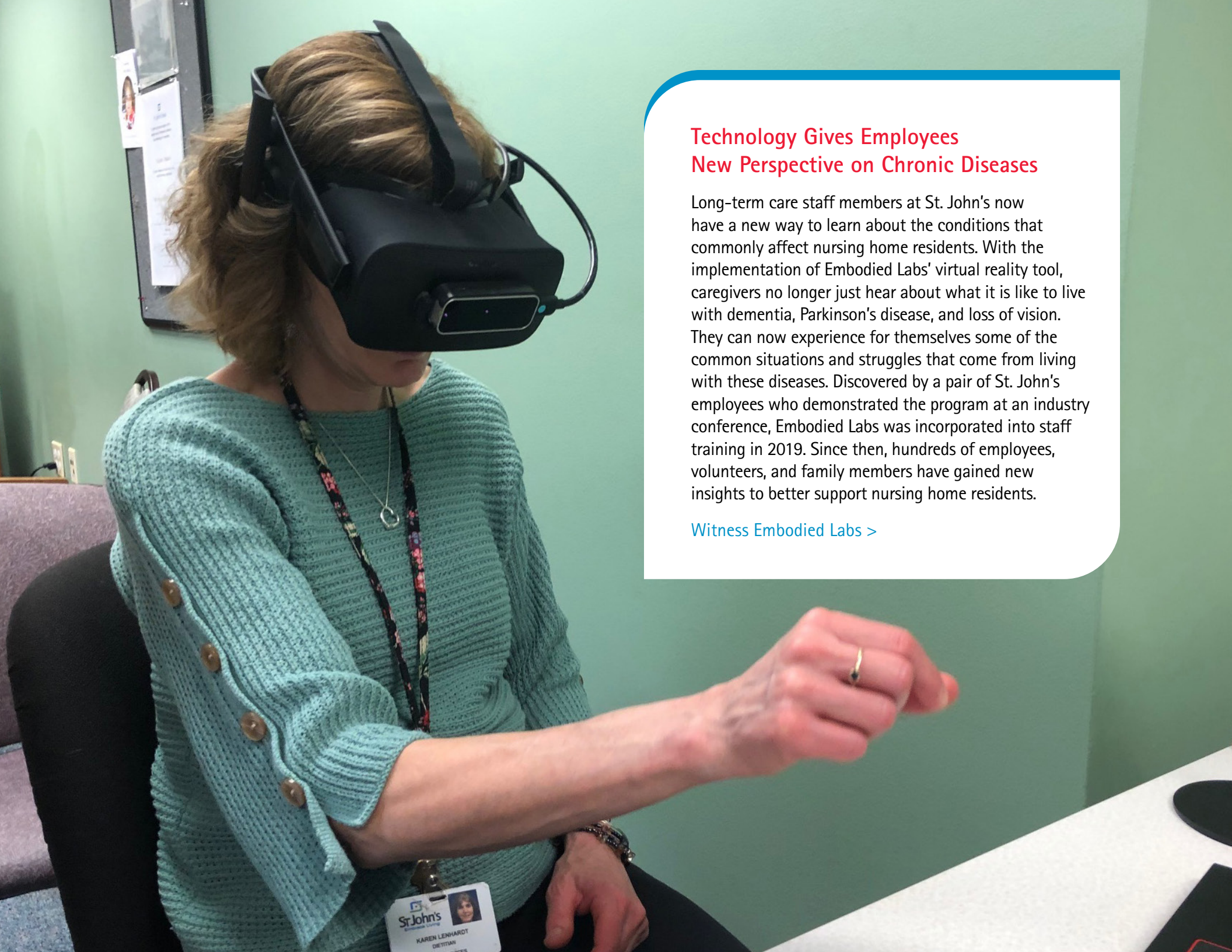
Robert Boehner
Chair, Board of Directors

Charlie Runyon
President and CEO





Empowered employees are the backbone of the St. John's organization. We recruit and retain caring people who are looking for more than just a job. St. John's employees—many of whom are experts and innovators in our industry—enjoy rewarding careers where their efforts make a difference in resident's lives. We understand that our strong commitment to human capital has a powerful effect on the financial strength of St. John's, both now and into the future.



Technology Gives Employees New Perspective on Chronic Diseases

Long-term care staff members at St. John's now have a new way to learn about the conditions that commonly affect nursing home residents. With the implementation of Embodied Labs' virtual reality tool, caregivers no longer just hear about what it is like to live with dementia, Parkinson's disease, and loss of vision. They can now experience for themselves some of the common situations and struggles that come from living with these diseases. Discovered by a pair of St. John's employees who demonstrated the program at an industry conference, Embodied Labs was incorporated into staff training in 2019. Since then, hundreds of employees, volunteers, and family members have gained new insights to better support nursing home residents.

[Witness Embodied Labs >](#)



St. John's Neighborhood Administrator off to "Fast Start"

In a way, the rehabilitation department at St. John's Home is the organization's voice to the community. Ashley Daggett realizes that a short-term stay while recovering from an injury or illness is the first experience many people in the Rochester area have with long-term care. Her job is to make sure those experiences are positive. Ashley's unique career history and the success she has enjoyed in her multiple roles at St. John's has earned Ashley her recognition as a *Rochester Business Journal* "Fast Start" professional. [Read more >](#)



Rehabilitation Director Shares Insights with McKnight's LTC

A University of Rochester study released at the end of 2018 indicated that many nursing homes in New York State were guilty of subjecting frail residents to unnecessary physical therapy exercises. Knowing that St. John's takes a reasonable, responsible approach to prescribing therapies that are beneficial to resident well-being, rehabilitation director Matthew Rossman penned a column for *McKnight's Long-Term Care* that described his team's philosophy for when, how, and why therapy is implemented. [Read more >](#)



Social Work Meets Clinical Care in New Hybrid Role

Danielle Guillemette's path to St. John's included stops at Roberts Wesleyan College, as a companion for an older adult living near campus, and later her first professional job in chemical dependency. Last year, Danielle's social work role at St. John's took on new responsibilities after completing CNA training. "I'm able to have a more holistic, well-rounded view of taking care of the resident and their needs," she told the *Rochester Business Journal* about her shift to assume more clinical duties. [Read more >](#)

Successful Employees Help Improve Dementia Outcomes



26%
INCREASE
IN ELDER DEMENTIA
CARE CONFIDENCE
by Dementia Advocates



45%
INCREASE
IN FAMILY
SATISFACTION



66%
REDUCTION
IN RATE OF HIGH-RISK
BEHAVIORS
Among Residents with Dementia

An important result of the Dementia Quality of Life program—a three-year grant funded initiative that ended in early 2019—was the development of the *Dementia Advocates*. This group of empowered employees is tasked with spreading the word about best practices in caring for residents living with Alzheimer's disease and other forms of dementia. These advocates support the professional growth of all direct care staff at St. John's Home via in-service trainings and individual mentoring.

The growth of this group of Dementia Advocates was one of several factors that led to an impressive increase in the number of satisfied family members throughout the grant period. The final grant report indicated that 81% of resident representatives identified as "very satisfied" or "satisfied" when asked how satisfied they were with the care their loved one receives at St. John's Home.

[Learn more about Dementia Care at St. John's >](#)

The data referenced were compiled from research conducted from 2016-2018 and released in a 2019 Collaborative Health Research, LLC Report for the Greater Rochester Health Foundation.



At St. John's, advancing the quality of life of residents who choose to be a part of our community is of the utmost importance. We know that older adults never stop growing as individuals—and our residents expect programs and initiatives that help foster that enduring growth. Each St. John's community offers a high level of customization and choice to residents looking for options that help ensure their continued physical, emotional, and spiritual well-being.



St. John's Pride on Full Display during 2019 Lilac Festival

St. John's Home is located in the heart of Rochester's Highland Park, which hosts the popular Lilac Festival each year. Drawing crowds of over 300,000 people, the festival brings both local and out-of-town visitors from all walks of life to the community.

St. John's Vice President of Skilled Services Nate Sweeney came up with an idea to better connect St. John's to the Highland Park community during the 2019 festival. His concept was to begin with gathering painted hand prints from hundreds of St. John's residents, staff members, volunteers, and partner organizations. Those hand prints were then scanned and printed onto a giant banner that adorned the front of the Hastings building, positioned for visitors from throughout the south side of the park to see.

[Watch how many hands made the St. John's community bloom >](#)





Ground Floor Renovations Unveiled

Friends of St. John's gathered on the evening of Sunday, December 8, 2019 to celebrate the completion of renovations throughout the ground floor at St. John's Home. The result of this first phase of renovations—which took nearly a year to complete—resulted in a number of new and enhanced resident-focused spaces. A new multi-purpose community center, an extended living room, updated auditorium, ice cream shop, and hallways were realized with the goal of improving social experiences for residents and their guests for years to come.

[See news coverage from the ribbon-cutting >](#)



St. John's Home Named Top Nursing Home

An ongoing commitment to excellent care and improved quality of life for residents led to national recognition for 2019–2020. St. John's Home was recognized as a high-performing provider of long-term care by *U.S. News and World Report*. Metrics such as rate of emergency room visits, quality of staff care, and data related to medical and physical therapy were used to determine which nursing homes made the grade. The designation places St. John's among the 19% of skilled nursing facilities in the United States that earned this highest possible rating.

[Read more about this impressive achievement >](#)



New Collaboration with the Harley School Benefits Both Student and Elder Participants

St. John's is known for offering a variety of intergenerational programs throughout the year. These offerings allow residents to continue their journeys as lifelong learners while giving them opportunities to pass their vast knowledge down to younger generations. W.I.S.E. (Working Together: Student/Senior Intergenerational Exchange) is a new collaboration developed in 2019 that pairs sixth grade students from the Harley School in Brighton and St. John's independent living residents. As W.I.S.E. founder Sybil Prince says, "Everything the students do the elders do as well. They all help each other and learn from each other."

[Read more about the W.I.S.E. program >](#)

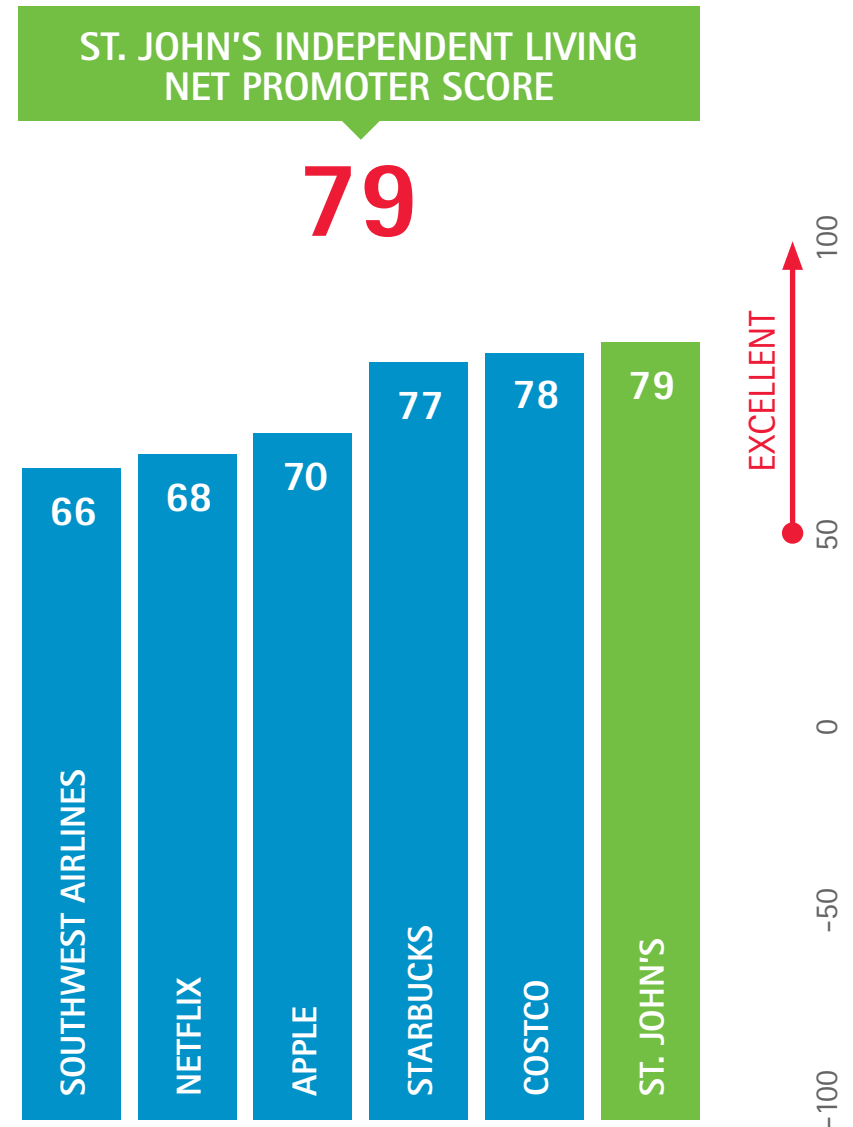


St. Johns Independent Living Residents Voice Their Loyalty

Outstanding customer service has been a hallmark at St. John's Meadows for over two decades. Since the opening of Brickstone by St. John's in 2012, the tradition of delivering excellent resident experiences has continued across the entire St. John's independent living landscape.

Net Promoter Score is a metric that measures overall customer loyalty. The results of this year's *Resident Satisfaction Survey* showed that the enthusiasm St. John's independent living residents feel for their community is even greater than originally thought. According to experts, a Net Promoter Score of 50 or higher is "excellent," with a score above 70 considered the "best of the best." Based on survey results over the past three years, St. John's independent living earned a net promoter score of 79, an incredible accomplishment!

[Learn more about St. John's independent living and a continuing history of satisfied residents >](#)



The data referenced were collected in articles appearing on Inc.com and Retently.com highlighting North American brands from 2016-2019.



The financial health of the St. John's organization relies heavily on employing an outstanding team of professionals to provide exceptional programs and services for residents as they continue to embrace living. We know that without successful employees and content, well-cared for individuals living across the St. John's spectrum of care, we are just another senior living operator. It is the people who live and work in our communities that make us unique. We acknowledge just how critical their prosperity is to the success of our organization.

A Message from the Foundation

Thanks to your generous support of St. John's Foundation, 2019 was a year of continued growth and progress. Gifts streamed in throughout the year in support of the annual golf tournament, the Fall Appeal, our ROC the Day campaign for a new hearing loop, and many holiday gifts supporting residents' personal needs.

Each year your gifts provide meaningful programs and activities for residents. Last year they helped St. John's continue renovations and create two new small home neighborhoods. Donations also supported an exciting new multi-purpose community center and atrium with access to the courtyard for both indoor and outdoor activities.

Then came 2020—when we learned to expect the unexpected. Though we have not been able to see many of you in person, we feel your presence everywhere. It is your gifts that funded 16 iPads to enable virtual visits, serving as vital lifelines for families and residents. Donations to the Foundation also purchased personal protective equipment, extra staffing, and countless supplies. Additionally, your gifts have helped boost morale, with treats and gifts arriving for staff and residents daily.

Since 1899, St. John's has continually evolved to better serve our community's elders with the help of friends like you. Now that COVID-19 has become a part of the 121-year history of St. John's,

please know that your generosity, compassion for others, and a dedication to the St. John's mission played a key role in our battle against this terrible pandemic.

Thank you for all you do—we are grateful for your incredible support as we look ahead to a brighter future.



Anne Mc Kenna, CFRE
Executive Director



Eliza Kozlowski
Board Chair



Elisabeth P. Howard
Past Chair

\$3,921,528

TOTAL ASSETS

\$2,938,402

TOTAL GRANTS

[Contribute to St. John's Foundation >](#)

\$11,500

GOAL ▶



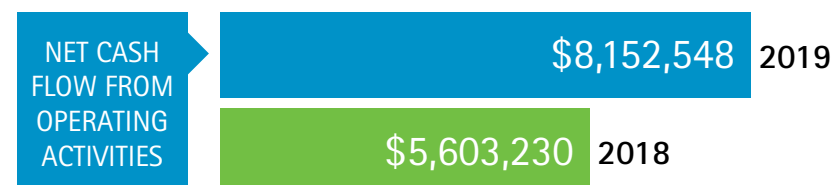
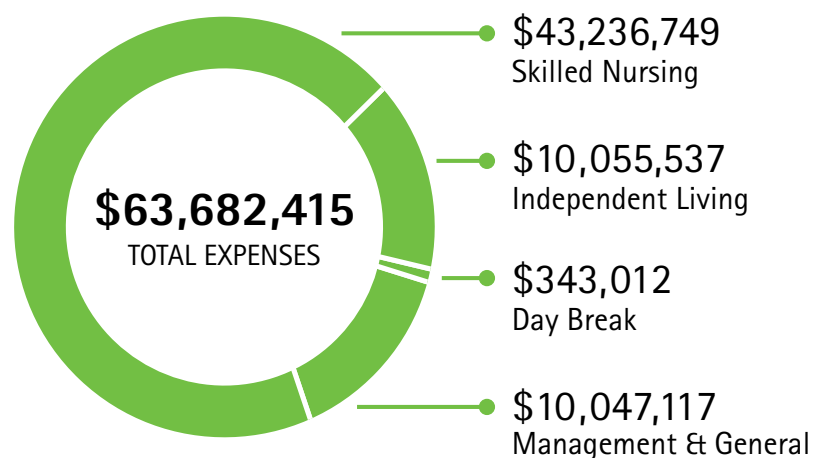
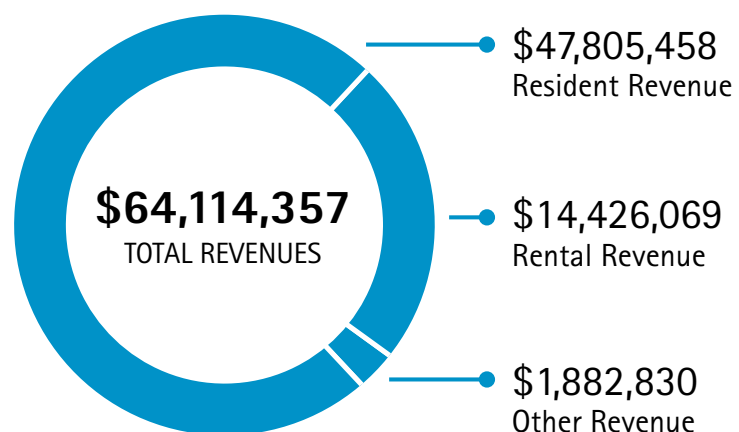
ROC
THE • DAY

Thanks to the generosity of so many of you, 2019's edition of ROC the Day on December 3 was an overwhelming success for St. John's Foundation! The goal for this one-day fundraising campaign was to raise \$10,000 for a hearing loop in the St. John's Auditorium to assist hearing-impaired residents to better enjoy programs and events. The result was several dozens of donors making contributions and far exceeding the goal!

[Watch the Roc the Day Video >](#)



2019 Consolidated Financials



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Senior Housing

Joanne Braeunle

Vice President,
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Amy Mason, MD
Stella J. Slaight
Thomas Spina
David Steitz
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	Respectful
Friendly	Responsive
Compassionate	Fun



Connect with us!

Read our blog at stjohnsliving.org
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VICE PRESIDENT, MARKETING

Jennifer Lesinski

jlesinski@stjohnsliving.org

EDITOR: Tom Harner

Marketing Communications Manager

tharner@stjohnsliving.org

DESIGN: Tanya Space

150 Highland Avenue, Rochester, NY 14620

585-760-1300 • info@stjohnsliving.org

stjohnsliving.org