

Western Home Communities: Building Careers, Strengthening Communities

In the early 1900s, the Pfeiffer family made a gift of \$20,000 and a homestead as an act of faith and service, honoring their aging church members with a new home. That spirit of humility and stewardship set the tone for what would become Western Home Communities. More than 113 years later, the organization continues to shape the Cedar Valley with programs that put people first.

A Culture That Spans Communities

Across its campuses, Western Home fosters a culture where staff and residents feel like family. In Cedar Falls, the organization has been recognized as an Employer of Choice in the Cedar Valley, and its Learn & Earn Training Center has reduced CNA turnover

by 30% while tripling retention. At Madrid Home, staff demonstrated their dedication during the 2020 derecho by safely evacuating residents in the face of the storm. Creekside in Grundy Center has achieved three consecutive deficiency-free inspections—an accomplishment few facilities in Iowa can claim. Winding Creek in Jesup is known for its family-like atmosphere, with employees organizing school visits and community events that enrich daily life. At The Village in Ackley, many employees care for neighbors they've known for years, deepening the connection between staff and residents. And at Parkview in Reinbeck, long-tenured employees, many serving more than 20 years, have helped the campus earn

national recognition for quality care.

Learn & Earn: Investing in People

The Learn & Earn apprenticeship program gives employees the opportunity to earn Certified Nursing Assistant (CNA) certification or advance to become Licensed Practical Nurses (LPN) while working. In January 2024, ten CNAs from Western Home enrolled in an employer-sponsored LPN program at Hawkeye Community College. By covering tuition, books, and fees, Western Home ensures caregivers can focus on learning while providing consistent care. "If you train people well, truly care about their success and support them at every step, they'll stay

and thrive," explains Education Director Krista Dreyer.

Investing in Employees' Growth and Well-Being

Western Home's support for employees extends beyond professional training. In 2024, the Western Home Foundation awarded **\$14,400 in child care scholarships to seven employees**, helping them balance family needs while advancing their careers. Donors Kay and Willard Jenkins established the fund to recognize staff dedication and ease the burden of child care costs, further strengthening Western Home's commitment to its people.

Dear Western Home Staff,

THANK YOU

for your hard work & dedication!

WesternHome.org/careers



WesternHome
communities