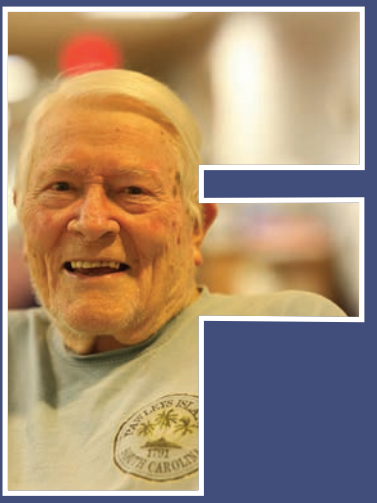
2024 IMPACT REPORT

LIFE HAPPENS HERE

















A.G.Rhodes

OUR MISSION

A.G. Rhodes provides expert and compassionate rehabilitation therapy and residential care to seniors in metro Atlanta.

530+ Employees

1,300+ Elders Served:

Atlanta	375
Cobb	405
Wesley Woods	591
TOTAL	**1,371**

From the 2024 Atlanta Business Chronicle's list of Atlanta's 75 largest nonprofits, A.G. Rhodes is ranked as the:

22nd LARGEST	**11th** OLDEST	**10th** LARGEST EMPLOYER OF FULL-TIME EMPLOYEES

Data on elders served and total employees is compiled from July 1, 2023-June 30, 2024.

A.G. RHODES CELEBRATES 120 YEARS

On July 18, 2024, residents and staff held a special 120th birthday party for A.G. Rhodes!

It was on this day in 1904 that the organization's flagship location opened at the corner of Boulevard and Woodard where it still operates today. We marked the day with lunch, cake, and a Proclamation from the City of Atlanta "Celebrating 120 Years of Excellence in Senior Care by A.G. Rhodes."









MESSAGE FROM THE CHAIR OF THE BOARD OF TRUSTEES AND THE CEO





Dear Friends,

A.G. Rhodes recently celebrated 120 years of exceptional care, which is a testament to generations of compassionate caregivers, supporters and leaders who have enabled our mission and reputation. Our impressive legacy also serves as a strong foundation for a future filled with new opportunities that will deepen our impact throughout metro Atlanta and in aging services.

One such opportunity is our new skilled nursing and memory care community at our Cobb campus located in Marietta. We recently celebrated its grand opening, which resulted after years of work to transform the outdated, traditional nursing home model of care to a person-directed approach to care. You'll see beautiful photos of the new community in this report, but person-directed care involves much more than physical improvements. A person-directed philosophy emphasizes and prioritizes the individuality of every resident, tailoring our delivery of care to meet their unique needs and preferences rather than around rigid schedules or staff efficiency and productivity.

By embracing person-directed care, we break negative stereotypes associated with aging and aging-related illnesses like dementia, and we view aging through a much different and more humane lens. Through this type of care, we recognize that regardless of age or diagnosis, we are all capable of living purposeful and active lives, and we can all make meaningful contributions. In addition to the examples in this report, we look forward to sharing more person-directed care initiatives in the future as we explore bold and innovative solutions to improve the quality of life and care for our community's older adults.

The progress that we've accomplished over the last 120 years reflects our commitment to the type of environment and care that we all want and deserve as we age. And thanks to generous supporters and partners like you, we are ensuring that elders in our community – regardless of financial or socioeconomic status – will have a safe and comfortable place to call home.

With gratitude,

David L. Perdue
Chair, Board of Trustees

Deke G. Cateau
CEO

Opened in 1904 and is one of Atlanta's oldest nonprofits.

GRAND OPENING



n June 2024, A.G. Rhodes celebrated the grand opening of our new skilled memory care community on our A.G. Rhodes Cobb campus in Marietta. Improvements include a new memory care building, major renovations to the existing building, private room accommodations for each resident, a state-of-the art therapy and rehabilitation gym, beautifully landscaped horticultural therapy gardens with water features, and more.



"The Cobb Chamber is thrilled to continue supporting A.G. Rhodes with the opening of their model senior memory care community in Marietta. A.G. Rhodes serves a critical need, and this facility will help them expand their outstanding support services even further in our community." **– Sharon Mason, Cobb County Chamber of Commerce President & CEO**







"Thanks to the generosity of this community, A.G. Rhodes – which is one of only a few mission-driven nonprofit nursing home providers in Georgia – raised the funds to ensure that underinsured and underserved elders in our community have a safe and comfortable place to live and age with dignity." **– Deke Cateau, A.G. Rhodes CEO**



Approximately 75%

of the residents in the new memory care building receive Medicaid.

Medicaid does not cover private room accommodations or other amenities offered at our transformed Cobb campus. But thanks to our friends and supporters who generously donated to the *Legacy of Care* campaign launched in 2021, our new community is accessible to those who need it most.

Scan or visit agrhodes.org/legacyofcare to learn more about the campaign and our new community.

JOY, CONNECTION, PURPOSE



t A.G. Rhodes, we are intentional about offering meaningful activities that bring joy, connection, and purpose to our elders. Many of these experiences are made possible through community partnerships and the generosity of volunteers.

APD Recruits Train with Seniors at A.G. Rhodes

Atlanta Police Department Academy recruits held a volunteer and training day at A.G. Rhodes Atlanta to learn more about aging-related issues and how to better interact with those in the aging community. Recruits participated in a "virtual dementia tour" that simulates physical and mental challenges experienced by people living with dementia. They also volunteered in various group activities.







Metro Atlanta Dance Class Demonstrates How Movement Can Be Medicine

Several residents from A.G. Rhodes attend free, weekly dance classes for seniors thanks to the **TADA Foundation**, a nonprofit that provides dance classes and performance opportunities for seniors, children with disabilities, and those training to be professional dancers.

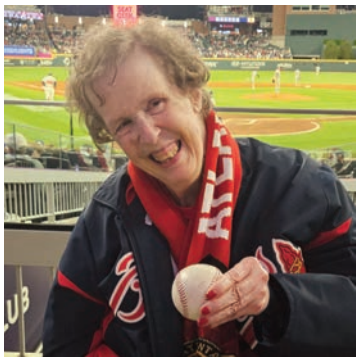


Scan to watch a story featuring the dance class on 11Alive.

Dream Fulfilled

A.G. Rhodes, in partnership with **Second Wind Dreams** and the **Georgia Health Care Association,** made a dream come true for A.G. Rhodes Wesley Woods elder and Atlanta Braves fan, Anne Bowden, surprising her with Braves tickets to Opening Day at Truist Park.





Ms. A.G. Rhodes Crowned

For the first time in Ms. A.G. Rhodes pageant history, residents from all three homes came together to compete for one crown. Of the contestants from our Atlanta, Cobb, and Wesley Woods communities, Linda Wangrow of A.G. Rhodes Cobb was crowned the winner. Ms. Wangrow then went on to compete in the statewide Ms. Georgia Health Care Association pageant.



Linda Wangrow, Ms. A.G. Rhodes



Sylvia Engelman, second runner-up



Marshelle Culberson, first runner-up

In 2024, 521 volunteers served at the A.G. Rhodes Homes.

We simply couldn't offer the types of meaningful opportunities we do without the support of our volunteers and partners. In addition to the many individuals and families who volunteer with us and the organizations featured in this report, here are some additional organizations and companies that volunteered with us in 2024:

- Agnes Scott College
- Art Against Ageism
- Boys & Girls Club of America
- Corporate Volunteer Council of Atlanta
- Emory University
- Georgia Natural Gas
- Georgia Tech
- Georgia State University
- Hall Realty Group
- HeART Club
- Jack & Jill of Metro Atlanta
- Jewels for Jewels
- JLL
- Junior League Peach Pipes
- Mocha Moms
- Paideia School
- Pebble Tossers
- Pine Tree Garden Club
- Society of St. Anna the Prophet
- Spelman College
- The Stewart Foundation

If you're interested in partnering or volunteering with us, we'd love to connect. We have opportunities for individuals, families and groups. Scan or visit agrhodes.org/volunteer to learn more and to contact us.















To see more examples of the wide variety of activities we offer, check out our monthly newsletter. Scan or visit agrhodes.org/e-newsletter for past issues and to subscribe.

INNOVATION IN ACTION



Guided by our mission, we continuously explore and implement programs and services that merge innovation, fun and creativity.

Art Against Ageism

A.G. Rhodes teamed up with **Art Against Ageism** and the **Inside Out Project** on a large public art mural, "Aging Is Living: Celebrating Legacy and Community," that displayed 160 large-scale photos of residents, staff, family, and community members on our Atlanta location's wall that faces Boulevard. The mural, printed on compostable paper, created an eye-catching temporary exhibit that gave visibility to the aging community.





Scan to watch a story about the mural featured on 11Alive.

Elder Care Partnership

A.G. Rhodes has partnered with Georgia State University's Gerontology Institute to tackle critical workforce shortages in elder care. This collaboration, known as Scholars With A.G. Rhodes at GSU (SWAGR @ GSU), offers master's degree students the opportunity to gain valuable hands-on experience in long-term care settings while completing their graduate training in gerontology. By combining education with real-world practice, the program aims to strengthen the elder care workforce and enrich the students' professional development. We welcomed our first cohort of students in Fall 2024, pictured below.





Scan to learn more about this partnership.

INNOVATION IN ACTION

Connection Through Understanding

Our annual Generation Connect service camp, which is offered in partnership with **Pebble Tossers** – a youth development nonprofit organization, was held this past summer at A.G. Rhodes Wesley Woods. This week-long camp gives elders and teens a unique opportunity to build and strengthen connections between their generations.

Throughout the week, teens gained a greater appreciation of aging-related issues, they conducted oral histories with elders to learn more about their pasts, and teens and elders bonded during various activities. Teens also explored careers in the long-term services and support (LTSS) field and even took a Virtual Dementia Tour. But the fun didn't stop there! Teens and elders toured Truist Park and wrapped up the week with a heartwarming celebration where teens shared stories and memories from the elders.





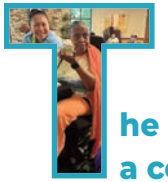






Scan to watch an Instagram recap reel.

CELEBRATING EXCELLENCE



The recognition of our organization and team members demonstrates a compassionate workforce that delivers exceptional care.

We're #1

Our Atlanta and Wesley Woods locations were both ranked number one in the state in their respective categories in *Newsweek's* Best Nursing Homes 2025 list that came out in September 2024. For the fourth consecutive year, A.G. Rhodes Wesley Woods was recognized as the number one nursing home in Georgia on the list of nursing homes with at least 150 beds. And after A.G. Rhodes Atlanta was among best nursing homes in the new 100-149 beds category on the 2024 list, it moved to number one in this category on the 2025 list.

A.G. Rhodes Cobb again earned "Best of Cobb" recognition for Best Nursing Home in Cobb County.

A.G. Rhodes was once again voted the *Georgia Business Journal's* Best of Georgia in the Transitional Care and Rehab Facilities Category. Pictured below is the new state-of-the-art rehab gym at A.G. Rhodes Cobb for inpatient and outpatient services.







CELEBRATING EXCELLENCE

Agent of Change

A.G. Rhodes CEO Deke Cateau was honored as an "Agent of Change" as part of McKnight's Pinnacle Awards program, a collaboration of McKnight's Long-Term Care News, McKnight's Senior Living, and McKnight's Home Care that celebrates exceptional industry veterans with at least 20 years of experience.



Deke said, "I hope that my receiving this award will shine a positive light on nursing homes and the long-term care sector. Our sector has always been more heavily scrutinized and not always treated favorably, especially during the height of the pandemic. But I hope that this recognition will showcase the great work and innovation being done in nursing homes across the nation by the many providers and countless direct caregivers who deserve our resources and support. I am honored to represent them."

"I hope that my receiving this award will shine a positive light on nursing homes and the long-term care sector." **– Deke Cateau, A.G. Rhodes CEO**

Blossoming Success

A.G. Rhodes Horticultural Therapy Director Kirk Hines is the proud recipient of the 2024 Rhea McCandliss Professional Services Award, which is presented by the American Horticultural Therapy Association in recognition of significant contributions to the field of horticultural therapy.





Distinguished Service

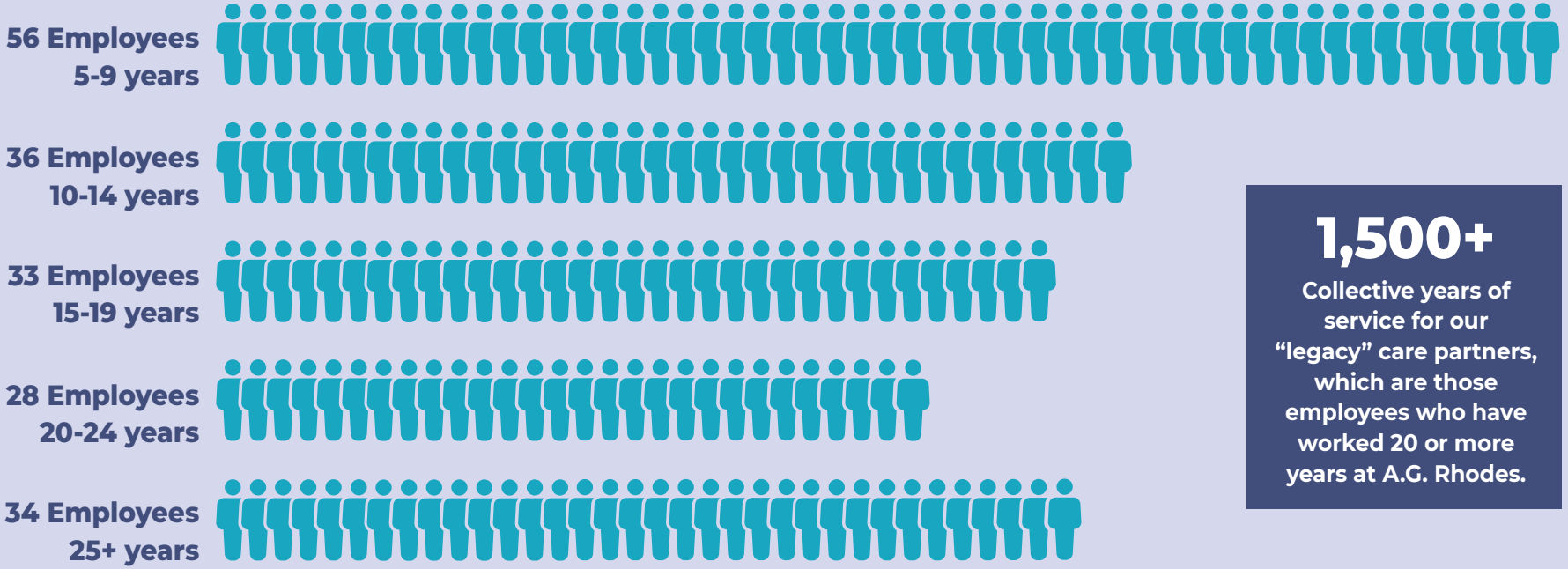
A.G. Rhodes Atlanta Administrator Loretta Barnes won LeadingAge Georgia's Distinguished Service Award, which recognizes outstanding achievements and contributions toward the welfare of older adults.

Loretta was also featured in the *Atlanta-Journal Constitution's* Inspire Atlanta series for her nearly 50 years of distinguished service to enrich and improve the lives of older adults in our community.



Scan to read the AJC article featuring Loretta.

Nearly 50% of our care partners who work full-or-part time have more than 5 years tenure



1,500+

Collective years of service for our "legacy" care partners, which are those employees who have worked 20 or more years at A.G. Rhodes.

CELEBRATING EXCELLENCE

The Heart of Our Homes

Each May we celebrate National Skilled Nursing Care Week and honor the essential roles that nursing homes and nursing home staff play in our communities. As part of our celebrations, we honored Care Partners at each home for their exemplary work, outstanding accomplishments, and stewardship of our mission.



A.G. Rhodes Atlanta
Award winners from left to right: Tasha Anderson, Rhodes L. Perdue CNA of the Year; Jeffrey Hall , Harve Bauguess Customer Service Award; Carlene Blake-Guthrie, Rhodes L. Perdue CNA of the Year Runner-Up; Patrick Ogwu, Nurse of the Year. Not pictured: Alicia Mayse, Nurse of the Year Runner-Up.

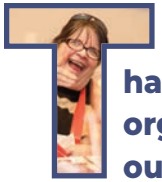


A.G. Rhodes Wesley Woods
Award-winners from left to right: Shelley Hayden, Nurse of the Year; Ophelia Kandakai, Rhodes L. Perdue CNA of the Year Runner-Up; Valeria Robinson, Nurse of the Year Runner-Up; Jornette Pless, Harve Bauguess Customer Service Award. Not pictured: Ashley Johnson, Rhodes L. Perdue CNA of the Year.



A.G. Rhodes Cobb
Award-winners from left to right: Margaret Ngatia, Nurse of the Year Runner-Up; Rose Waiyaki, Rhodes L. Perdue CNA of the Year Runner-Up; Avinash Talasila, Nurse of the Year; Bibiana Monroy-Arias, Harve Bauguess Customer Service Award; Guerlande Samedi, Rhodes L. Perdue CNA of the Year.

YOUR GENEROSITY



hank you to the individuals, foundations, corporations and organizations that donate to A.G. Rhodes and help us fulfill our mission.

FOUNDATIONS

The Community Foundation for Greater Atlanta
East Tennessee Foundation
Bertha & Hix Green Family Foundation
The Irby Foundation Fund, Community Foundation of the Chattahoochee Valley
The Lacy Foundation, Inc.
Mary Blair Taylor Trust
North Carolina Community Foundation
The Parker Family Foundation
Lettie Pate Whitehead Foundation

ORGANIZATIONS

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Bowden Law Firm, LLC
Brock Hudgins Architects
Children's Health Care Support Fund UW
EP Wealth Advisors
Evergreen Construction
Georgia Natural Gas
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Laura Pearce, Ltd.
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PruittHealth
Shiloh Missionary Baptist Church
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Atlanta Peachtree Chapter TLOD Inc.
Wesley Woods Senior Living

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Vicky & Charlie Benedict
Estate of Randolph Blythe
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Bryan Family
Alice H. Carr
Keya & Deke Cateau
Lou L. Craig
Mary DeBorde
Margaret Perdue Denny
Hyde & Bruce Desloge

Music to Our Ears!

Thanks to the generosity of so many friends and supporters who donated and matched gifts to our Music Therapy Songs for Seniors Program on GAgives Day, we exceeded our $10,000 goal and raised $12,300!





Scan or visit agrhodes.org/musictherapy to learn more about Music Therapy and Songs for Seniors.

YOUR GENEROSITY

Jocelyn Dorsey
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Michelle & Chuck Evans
Jonathon Fligg
Maureen Harnisch Foley
Mr. & Mrs. John R. Frazer
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Ann & Stephen Yarbrough
Margaret Young

Living Well Luncheon

Each year the Living Well Luncheon – hosted by the A.G. Rhodes Board of Advisors – brings together business leaders, partners, the A.G. Rhodes community of care partners and families, and supporters to learn about critical aging-related issues that impact our community and to raise funds for important initiatives that greatly enhance the quality of life for our residents.



Scan or visit agrhodes.org/livingwell to see a recap of our last event, and stay tuned for information on next year's luncheon.

Your gifts help enhance the quality of care – and quality of life – for those we serve. To learn more about giving opportunities, contact Claire Kaye, Director of Development, at ckaye@agrhodes.org or 404-636-3512, ext. 4.

Scan to donate online.





Tribute gifts were made in honor or in memory of the following individuals

IN MEMORY OF

Karen Lucille Bowers
Viva D. Araki

Cassie Branan
Mary Allen Lindsey Branan Foundation

Jennie & Phyllis Culbreth
Timothy E. Culbreth

Dossie Gates
Dawn Goodfriend

Willie Mae Gilmore
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Jonathan Baldwin
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Jane & James M. Sibley

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Margaret Boyd Perdue
Cosmo Boyd

Laura W. Smith
Mary & Bill Dodson

Libba Wight
Merrill B. Ellis
Dorothy Blitch
Meriel Mitchell Gregory
Anne Young Stacy



BOARD LEADERSHIP



Comprised of business and thought leaders in our community, the A.G. Rhodes Board of Trustees and Board of Advisors enable our mission.

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Elspeth Willcoxon
Margaret Young







Board members listed reflect fiscal year July 1, 2023-June 30, 2024. Scan to see the most current members.

REVENUES & EXPENSES

REVENUES

Private Pay	$ 5,298,010
Medicare	$ 13,347,666
Medicaid	$ 26,258,743
Other Resident Revenue	$ 7,103,206
Other Revenue	$ 2,852,784
Realized/Unrealized Gain/Loss	$ (659,978)
Donations – Foundations	$ 954,297
Donations – Board/Individuals	$ 79,923
Donations – Corporations	$ 25,250
TOTAL	**$55,259,902**

EXPENSES

Cost of Resident Care	$ 44,572,429
Administrative	$ 3,429,639
Federal Matching Fee	$ 1,918,605
Property and Related	$ 1,576,764
Interest Expense	$ 1,186,179
Depreciation and Amortization	$ 1,097,232
TOTAL	**$53,780,848**

Unaudited financials for fiscal year July 1, 2023-June 30, 2024.

A.G.Rhodes

COMMUNITY·WELLNESS·CARE

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