



# THE WESLEY COMMUNITY

## THE WESLEY FOUNDATION WELCOMES NEW DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

**SARATOGA SPRINGS, N.Y., January 22, 2024** – The Wesley Community today announced the appointment of Eileen M. Nash as Director of Development and Communications for the 37-acre senior living campus and its 700 residents. Nash brings more than three decades of related experience to her new role.

“We are pleased to welcome Eileen to The Wesley Community,” said J. Brian Nealon, CEO of The Wesley Community. “Her extensive experience in communications and development will be of great benefit to the executive team working diligently on behalf of our many constituents and stakeholders at Wesley. I am confident her expertise will enable us to strengthen our fundraising initiatives and navigate our path forward in offering the best care to our residents and their families.”

Nash was Director of Development for more than 25 years at the Double H Ranch in Lake Luzerne, NY, which was founded by Charles R. Wood and Paul Newman. She and her team were instrumental in raising more than \$4.4 million annually to fund the operating budget that covered specialized programs and year-round support at no cost for children dealing with life-threatening illnesses.

In her early career, Nash served as Associate Director of Development for WMHT Public Media in Schenectady, managing membership activities for Capital Region public broadcasting stations WMHT/TV 17, WMHQ/TV 45 and WMHT-WRHV FM. She and her team consistently recorded \$3 million in annual membership donations and generated funds covering 40% of WMHT’s operating budget.

“I was very passionate about my role at the Double H Ranch and have brought the same energy and commitment here to Wesley,” said Nash. “I believe my experience in nonprofit development and fundraising has positioned me well for this vital role. Wesley is a local and regional jewel that offers a continuum of care for seniors who want to age in place in a community that is truly concerned about their well-being. I know this firsthand because my mother-in-law and father-in-law have resided here.”

Nash earned a Bachelor of Science in Television, Radio and Film Production from Syracuse University’s Newhouse School of Public Communications.



*Eileen Nash*

For more information about The Wesley Community, visit [www.thewesleycommunity.org](http://www.thewesleycommunity.org).

**About The Wesley Community**

The Wesley Community is a 36-acre, nonprofit agency in Saratoga Springs, NY. Sponsored by United Methodist Health and Housing, Inc., The Wesley Community's unique continuum of care community provides market rate and affordable housing for independent seniors, enriched living apartments for seniors who desire additional support, in-home health care services, short-term rehabilitation and long-term nursing care, as well as outpatient therapies for people of all ages.

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