

UNITED CHURCH HOMES AND SERVICES

Competitive Analysis

10.15.20

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METHODOLOGY

Objective: Document how UCHS continuing care retirement community (CCRC) competitors behave and position themselves through their marketing and messaging.

Approach: Assess one to three competitors in each of nine categories along four dimensions, including geography (East Coast and U.S.), business model (faith-based nonprofit, for-profit) and availability of affordable housing.

- In addition, the analysis includes a selection of nonprofit entities that have recently undergone a corporate name change.

Sources: Competitors reviewed were selected at random from the 2019 LeadingAge-Ziegler LZ 200 Report, which lists the nation's 200 largest not-for-profit senior living multi-sites, government-subsidized housing multi-sites and single campuses. Details on each were obtained from the competitors' websites, social media and other internet presence.

METHODOLOGY, cont'd.

Criteria: Competitors were reviewed and are reported using the following criteria:

- History/founding
- Locations
- Services
- Vision/mission/core values
- Tagline
- Positioning/differentiation
- Branding/marketing presence (general insights relative to UCHS)

Organizations that have undergone a recent rebranding:

- Pinnacle Living
- Covenant Living
- HumanGood

KEY TAKEAWAYS

- **Limited competitive differentiation:** Services offered are fairly standard within all categories regardless of size or ownership, with the exception of offering affordable housing.
- **Similarity of branding approach/marketing presence:** There is strong similarity in approach, design and content across all categories. Only three of those assessed, HumanGood, Front Porch and Covia, used visuals and content that seemed more fresh, contemporary and innovative. As expected, the for-profit entities have a somewhat more sterile, cookie-cutter feel that is less warm and personal.
- **Tagline:** Half of those assessed use taglines.
- **Positioning of locations relative to corporate branding:** Most use the same logo for all locations with a subtitle identifying the parent organization; a few show no connection, and others use the parent name as part of the location name. Graphic design for websites and other online presence is fairly, but not rigidly, consistent with the exception of the for-profit companies, for which each location is almost identical.
- **Effective devices/features:** Most use eye-catching, lifestyle-focused imagery; a few use video, resident testimonials and blogs extensively, and these techniques are effective. Only one offers a comprehensive, easy-to-use chart of living options, services and pricing, and one offers a “university” for leadership and customer service training.
- **Mixed skill with social media:** The larger the organization, the more sophisticated and extensive the use of social media. All but one assessed had at least some social media presence.

FAITH-BASED, NONPROFIT CCRCs

WITH 3+ LOCATIONS ON THE EAST COAST

BAPTIST RETIREMENT HOMES



<https://www.brh.org>

Headquarters:
Winston-Salem, NC

Founded 1951

A church not-for-profit committed to providing quality care and a meaningful way of life for residents and staff...a place where residents and staff become extensions of family that recognize the dignity and worth of each individual.

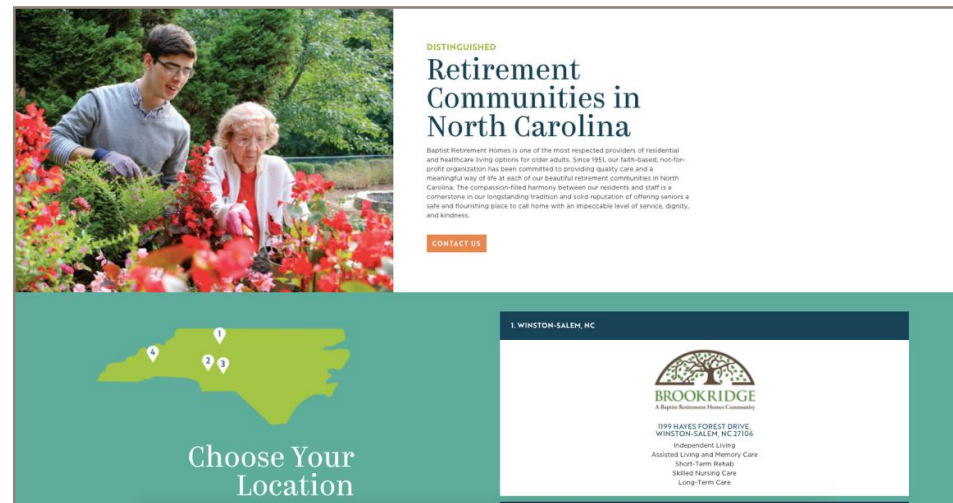
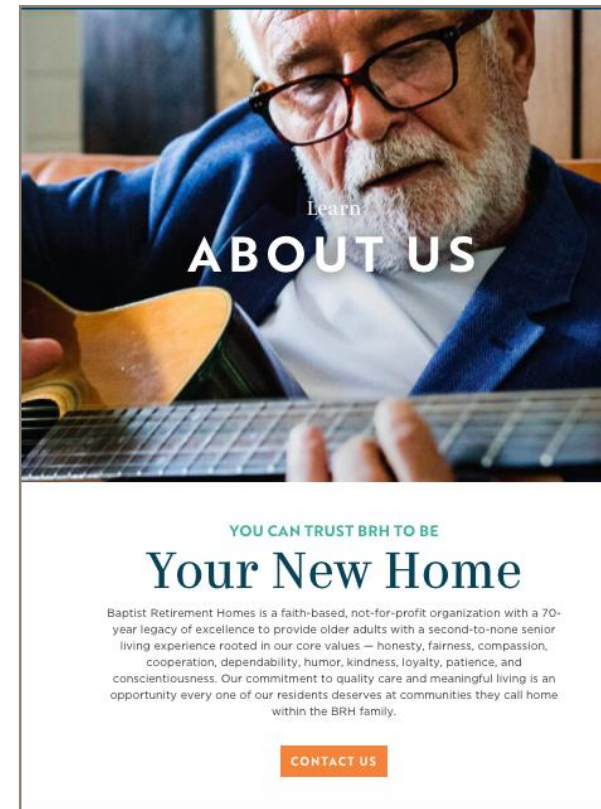
4 NC locations:

- Winston-Salem
- Concord
- Albemarle
- Asheville

Services:

- Independent living
- Assisted living
- Memory care
- Skilled nursing care
- Short-term rehabilitation

No tagline or social media presence



BAPTIST RETIREMENT HOMES , cont'd.

Branding insights:

- Two locations independently branded (use Baptist Retirement Homes logo with no reference to the parent organization)
- Two locations reference the parent as well as using the logo
- Website focuses on lifestyle and resident testimonials



PINNACLE LIVING



www.pinnacleliving.org

Headquarters:

Glen Allen, VA

Founded:

1948, as Virginia United Methodist Homes, Inc.

Name Change: 2017

Faith Affiliation:

Wesleyan Heritage, United Methodist Church, Virginia Conference of Churches

Locations throughout

- Virginia: Richmond
- Williamsburg
- Roanoke
- Norfolk
- Eastern Shore/Northern Virginia

Tagline:

Enriching Life's Journey

Services:

- Independent living
- Assisted living
- Memory support
- Nursing care
- Health services

Vision:

Enriching Life's Journey

Mission:

A culture in which age does not define the person



PINNACLE LIVING, cont'd.

Branding insights:

Rationale for name change (from press release):

- To reflect our long-standing commitment to better serve our senior living residents
- Conducted consumer research and interviews with current and future residents
- Findings noted negative perception of the word “homes”
- Prospects often assumed Methodist Church membership was required to live or work in the organization’s communities

Positioned as a premier retirement community

Modest social media presence (Facebook, LinkedIn)

Promotes pet-friendly



THE PRESBYTERIAN HOMES, INC.,



<https://www.presbyhomesinc.org>

Headquarters: Cary, NC

Founded: 1944

Offering a community of friendship with others of similar age and diverse interests, creating a culture of exploration, challenge and relaxation.

3 NC Locations:

- Cary
- Colfax
- Laurinburg

Services:

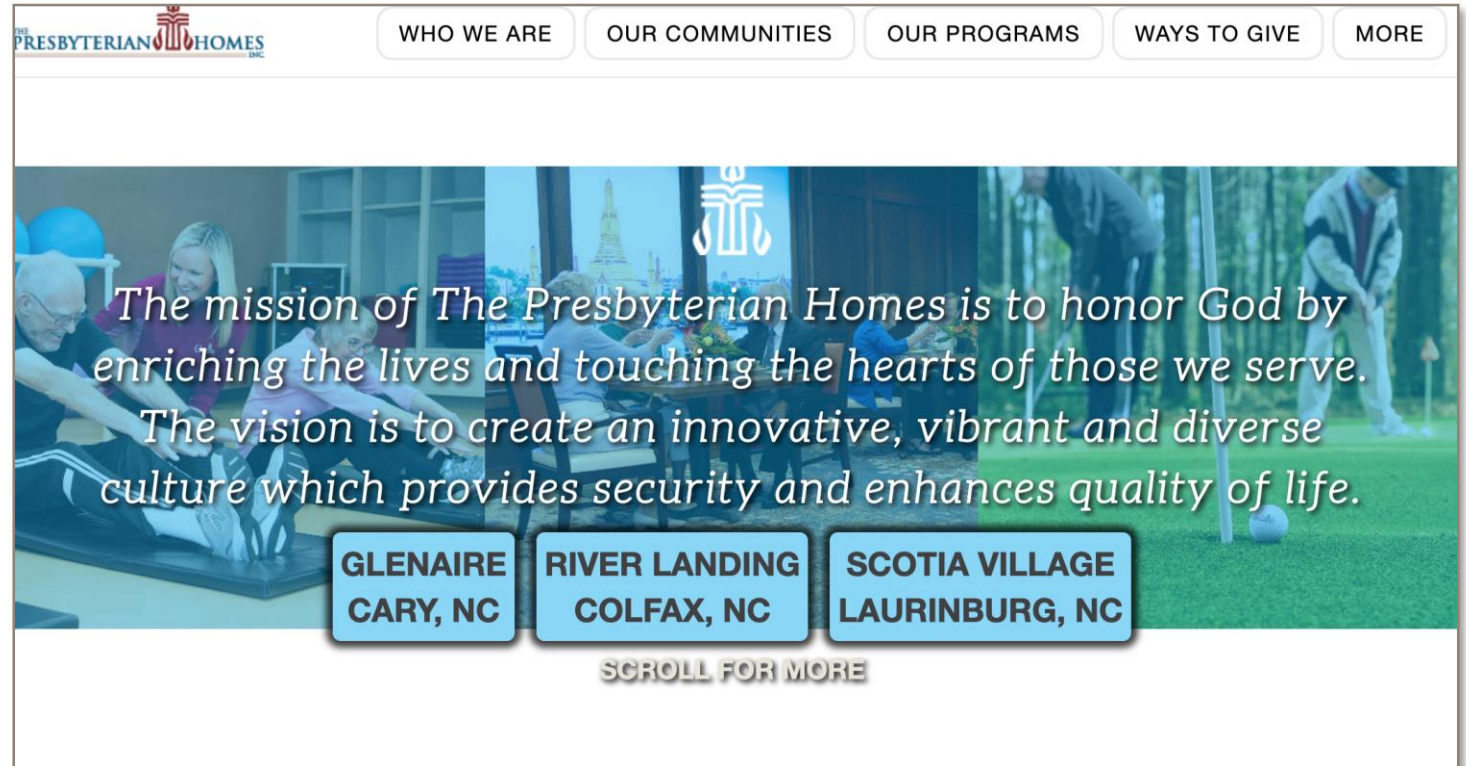
- Independent living
- Assisted living
- Memory care
- Skilled nursing care

Mission:

- Honor God by enriching the lives and touching the hearts of those we serve.

Vision:

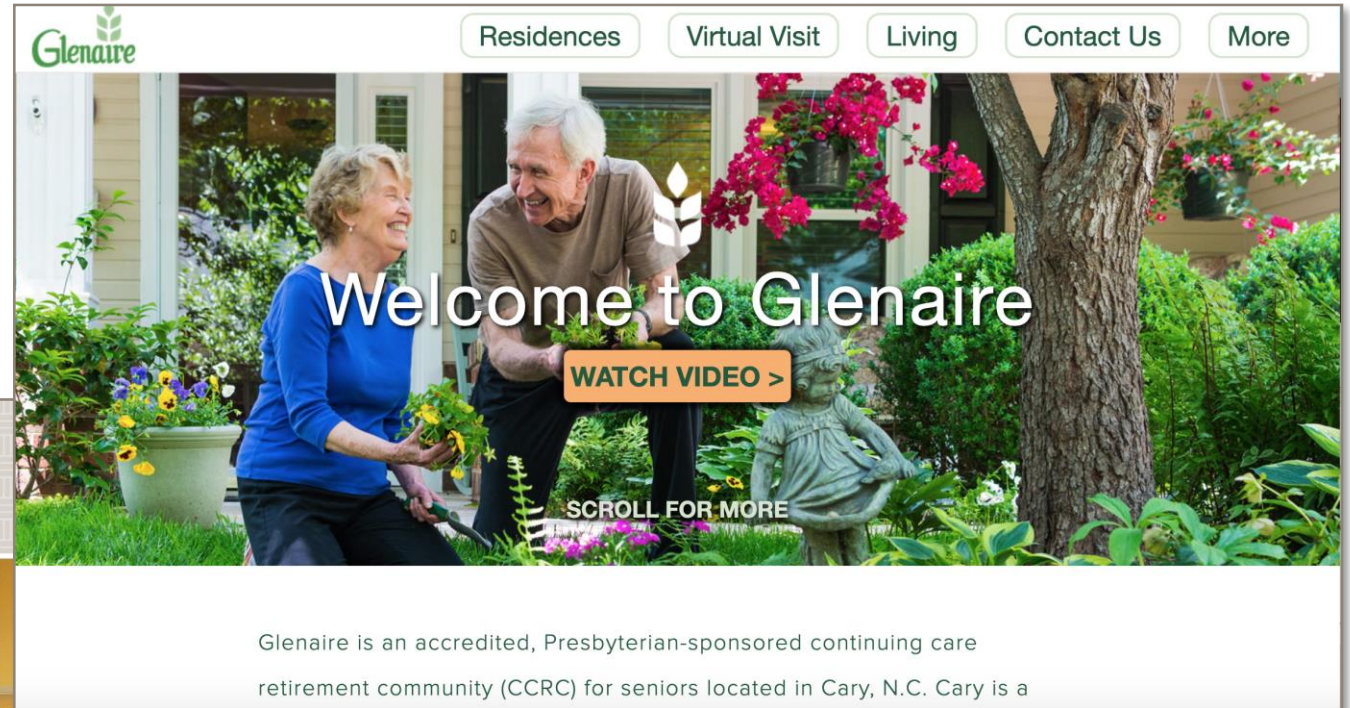
- Create an innovative, vibrant and diverse culture which provides security and enhances quality of life.



THE PRESBYTERIAN HOMES, INC.,

Branding insights:

- No tagline
- No identification of individual locations with the parent—each is positioned independently
- Basic presence on social media (Facebook, LinkedIn)



FAITH-BASED, NONPROFIT CCRCs
WITH 3+ LOCATIONS IN THE U.S.

COVENANT LIVING



<https://www.covliving.org/>

Headquarters: Skokie, IL

Founded: 1886, as Covenant Retirement Communities

Re-branded: 2019; new name chosen to reflect the company's Christian heritage. "Positions our organization in a fresh, energetic and welcoming way for the older adults we serve..."

Locations: 16 communities in 9 states; offers CCRC, rental and Covenant Care at Home

Rank: One of the nation's largest not-for-profit retirement housing organizations

Services:

- Residential living
- Assisted living
- Skilled nursing
- Rehabilitation
- In-home care
- Hospice care
- Catered living

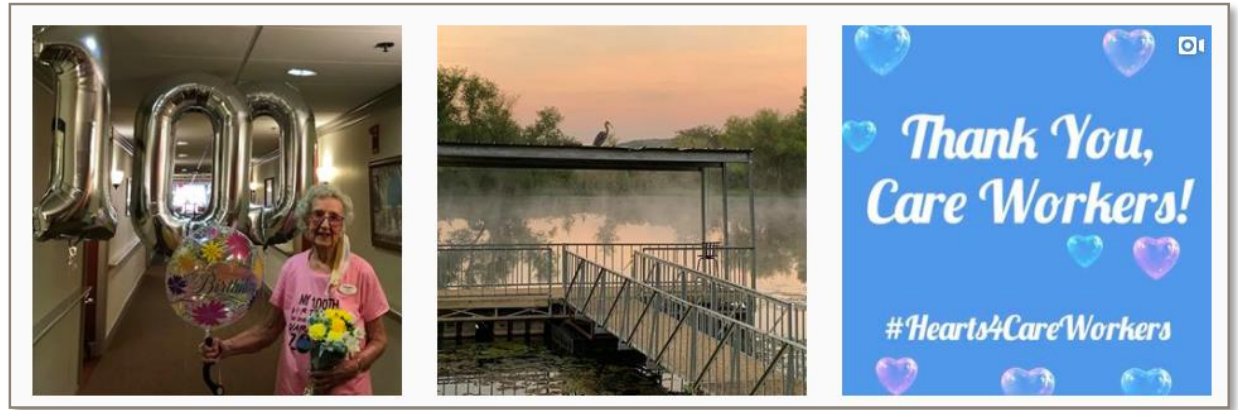
Tagline: Live With Promise

Mission:

At Covenant Living Communities and Services, we believe in the power of community and respect for individuality. At the heart of our mission is our commitment to providing a fulfilling life of security and confidence for seniors and their families.

Branding insights:

- Consistent branding and websites across all locations
- Logo lists location secondary ("Covenant Living of Geneva")
- Active presence on social media (Facebook, Twitter, LinkedIn, Pinterest)



COVENANT LIVING, cont'd.



covenant living
COMMUNITIES & SERVICES

Front Desk: (773) 878-2294 For Sales or Health Care Information: (877) 762-8031

HOME • LIVE WITH PROMISE • SENIOR LIVING OPTIONS • LIFESTYLE • LOCATIONS • CAREERS • GIVING • CONTACT US

I'M LOOKING FOR:

- ▶ Community Locations
- ▶ Our Leadership
- ▶ Career Opportunities
- ▶ More Information
- ▶ Ways to Give

Find a Career with Purpose.

Explore Our New Careers Site

Together in *Wellness*

<p>SPIRITUAL WELLNESS Growth in loving relationship with God, self, others and the environment through enjoyment, service and grace.</p>	<p>INTELLECTUAL WELLNESS Steady pursuit of educational and contemplative simulation with the goal of keeping an active mind.</p>
<p>EMOTIONAL WELLNESS Engagement in thoughtful practice and nurture of personal emotions, feelings, and responses to others.</p>	<p>VOCATIONAL WELLNESS Exploration of occupational and personal pursuits in work and service.</p>
<p>RELATIONAL WELLNESS Engagement with an inclusive and intentional community woven together with foundations of love and compassion.</p>	<p>ENVIRONMENTAL WELLNESS Living a chosen lifestyle as stewards and caretakers of creation through relationship and respect.</p>
<p>PHYSICAL WELLNESS Participation in balanced rhythms of daily movement, rest, nutrition, and hygiene.</p>	<p>FINANCIAL WELLNESS Intentional stewardship of monetary and physical assets to bless and create quality of life.</p>

Covenant Living Communities and S
August 22 at 11:30 AM · 🌐

Explore your senior living options at Covenant Living. We offer a variety of living options that cater to your special lifestyle. Take a look at all of our Continuing Care Communities to find the one that's right for you. <http://ow.ly/2Q2o50ANJFc>

6 1 Share

CHRISTIAN CARE



<https://christiancarecenters.org/>

Headquarters: Mesquite, TX

Founded: 1947

Faith affiliation: Church of Christ

Tagline: Caring is Our Calling

3 Locations in Texas: Ft. Worth, Mesquite, Allen

Services:

- Retirement living
- Assisted living
- Enhanced care assisted living
- Memory care
- Nursing and rehabilitation
- Respite care
- Hospice
- Outpatient therapy clinics

Vision:

- A better day every day at every stage of life.

Values:

- We do LIFE together!
- Love, Integrity, Faith & Excellence

Mission:

- Christian Care Communities and Services is a faith-based ministry providing innovative and loving care for those we serve.

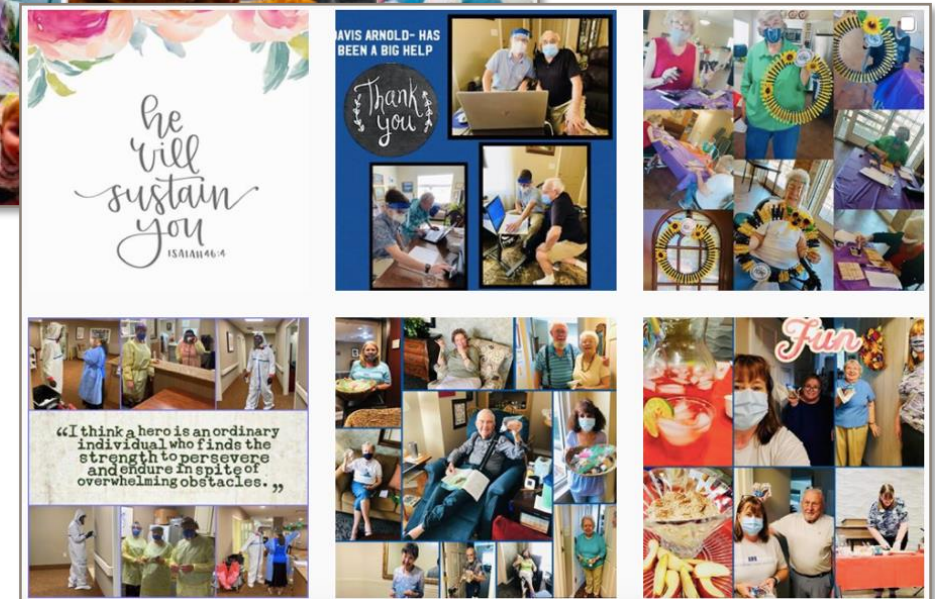
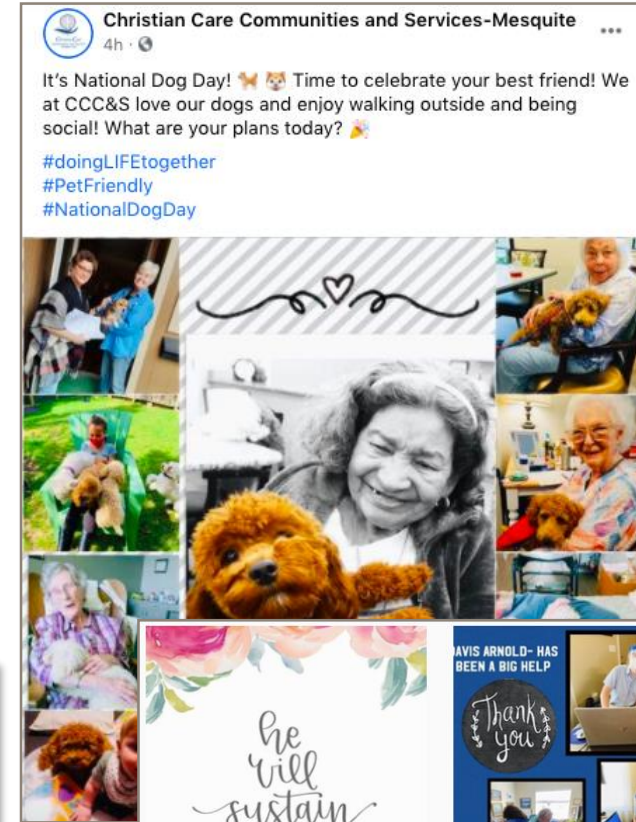
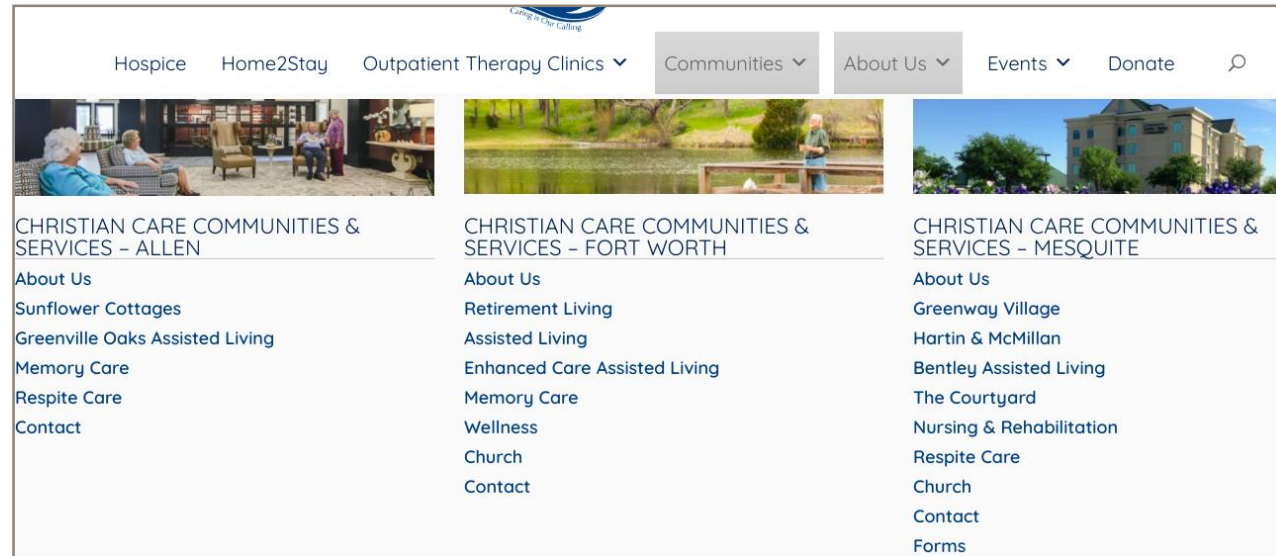


CHRISTIAN CARE, cont'd.



Branding insights:

- Extensive use of video within website
- Consistent branding across locations
- Active social media program (multiple Facebook pages, LinkedIn, Twitter, Pinterest, Vimeo)



NONPROFIT CCRCs WITH 3+ LOCATIONS ON THE EAST COAST

INGLESIDE



<https://www.inglesideonline.org/>

Headquarters: Washington, D.C.

Founded: 1906

Tagline: Engaged Living

Locations: 3 Life Plan communities in the D.C. area and northern Virginia

Real Estate Services: Provides development and project management services for Ingleside and others in the industry.

Vision:

Ingleside leads the way by creating diverse and enriched opportunities for seniors.

Mission:

Ingleside provides strategic and operational leadership that enables our affiliates to excel in their missions.

Values:

- Accountability
- Respect
- Innovation
- Stewardship
- Excellence

Services:

- Assisted living
- Memory support
- Nursing care
- Short-term rehabilitation

Branding insights:

- Use of video on home page
- Mixed logo use; consistent look for locations
- Active social media program (Facebook, YouTube)

INGLESIDE, cont'd



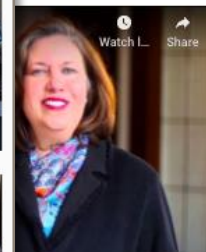
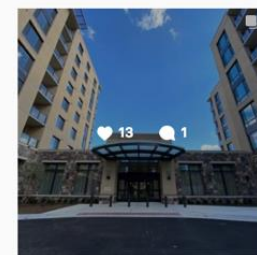
The screenshot shows the top portion of the Ingleside website. On the left is the logo for 'INGLESIDE AT ROCK CREEK ENGAGED LIVING'. To the right is a 'Contact Us' button with the phone number '(202) 407-9672'. Below this is a search bar with the placeholder text 'Enter Search Term'. A blue navigation bar contains links for 'About Us', 'Lifestyle', 'Residences', 'Wellness', 'Assisted Living', 'Memory Support', 'Nursing Care', 'Philanthropy', 'Location', 'Blog', and 'Contact Us'. The main content area features a photograph of an elderly woman and a young boy sitting on a bench outdoors, looking at a book together. To the right of the photo is a dark red box with the Ingleside logo and the text 'Engaged Living'.

This screenshot shows the top navigation area of the Ingleside website. It includes the Ingleside logo and the tagline 'ENGAGED LIVING'. On the right side, there are links for 'HOME', 'NEWS', and 'CONTACT US'. Below the navigation bar is a large banner image of a stone building with colorful autumn trees in the foreground. A dark blue navigation bar below the banner contains links for 'About Us', 'Our Communities', 'Philanthropy', 'Ingleside At Home', 'Westminster Ingleside Group', and 'Careers'. A 'Resize Text' option is visible on the right side of the page.

This is a screenshot of a Facebook post from 'Ingleside Communities' dated August 21 at 2:00 PM. The post contains a Q&A session:
Q: What life advice would you pass along?
A: Always clean up after yourself! -RZ
A: Add color to your food... it's always good. -RW
Q: If you could go back to any age, what would it be?... See More
The post has 3 likes and includes buttons for 'Like', 'Comment', and 'Share'. A comment input field is visible at the bottom.

This is a screenshot of another Facebook post from 'Ingleside Communities' dated August 21 at 1:00 PM. The post contains a Q&A session:
Q: What are the most rewarding things about getting older?
A: Having lots of friends. -PS
Q: Who has influenced you the most?
A: My Mother! -RZ
The post has 4 likes and includes buttons for 'Like', 'Comment', and 'Share'.

This is an award certificate for 'INGLESIDE AT HOME' awarded by 'THE CENT Connection'. The certificate states that Ingleside at Home was 'Awarded Best of Home Care® for Third Consecutive Year'. It features three award logos: 'BEST OF HOME CARE EMPLOYER', 'LEADER', and 'BEST OF HOME CARE PROVIDER'.



A holiday greeting card with a light blue background and white snowflake patterns. The text reads 'HAPPY HOLIDAYS TO YOU & YOUR FAMILY'.



This screenshot shows the main content area of the Ingleside website. It features a section titled 'COVID-19 Precautions at Ingleside Communities' with a sub-header 'Ingleside Engaged Living'. The text describes the organization's commitment to safety and service. On the right side, there is a large Ingleside logo and the tagline 'ENGAGED LIVING'.

NONPROFIT CCRCs WITH 3+ LOCATIONS IN THE U.S.

NATIONAL SENIORS CAMPUSES



National Senior Campuses

<https://www.nationalseniorcampuses.org/>

Headquarters: Wellesley Hills, MA

Business model:

- National Senior Campuses, Inc. is a not-for-profit organization that provides affordable housing, healthcare and other related services to middle-income seniors.
- NSC is a “supporting organization” that provides governance oversight, supervision and strategic planning for numerous continuing care retirement communities across the United States.

Locations: 16 in 9 states

Mission Statement:

NSC is a not-for-profit organization that sponsors and supports our affiliated communities using an enterprise-wide governance approach that provides strategic oversight, strong governance and innovative best practices. We strive to provide quality services to our residents and share those advances to improve senior living everywhere.

Vision Statement:

NSC’s vision is to lead the senior living industry. Through economies of scale, oversight, and shared best practices, our residents will be assured of unparalleled value and living experience throughout their lives. NSC will study and understand the needs and desires of both our current and future residents. Through innovation, we will ensure that each community supported by NSC remains vibrant and adaptable to meet the changing needs of our residents and the changing world in which they live. NSC’s commitment to its residents includes a commitment beyond the gates of its community. NSC will share its resources, best practices and insights to improve senior living across the entire continuing care retirement industry.

NATIONAL SENIORS CAMPUSES, cont'd.



National Senior Campuses

[MISSION](#) ▾ [GOVERNANCE](#) ▾ [SUPPORTED ORGANIZATIONS](#) ▾ [NEWS](#) [CONTACT](#)



National Senior Campuses, Inc. (NSC)

Is operated as a not-for-profit organization committed to providing housing, health care (including elder care and nursing care) and other related services to middle income seniors. NSC is organized as a “Supporting Organization” under the Internal Revenue Code and therefore, provides oversight, supervision,

FAITH-BASED, NONPROFIT
CCRCS WITH 3+ EAST COAST
LOCATIONS OFFERING
AFFORDABLE HOUSING FOR
SENIORS

EPISCOPAL SENIOR LIFE COMMUNITIES

R



<https://episcopalseniorlife.org/>

Headquarters: Rochester, NY

Founded: 1868, on the Christian values of the Episcopal Church

- Episcopal SeniorLife Communities (ESLC) is a faith-based, nonprofit organization offering a full continuum of compassionate senior care services.

Locations:

- 13 senior living communities in the greater Rochester, NY, area

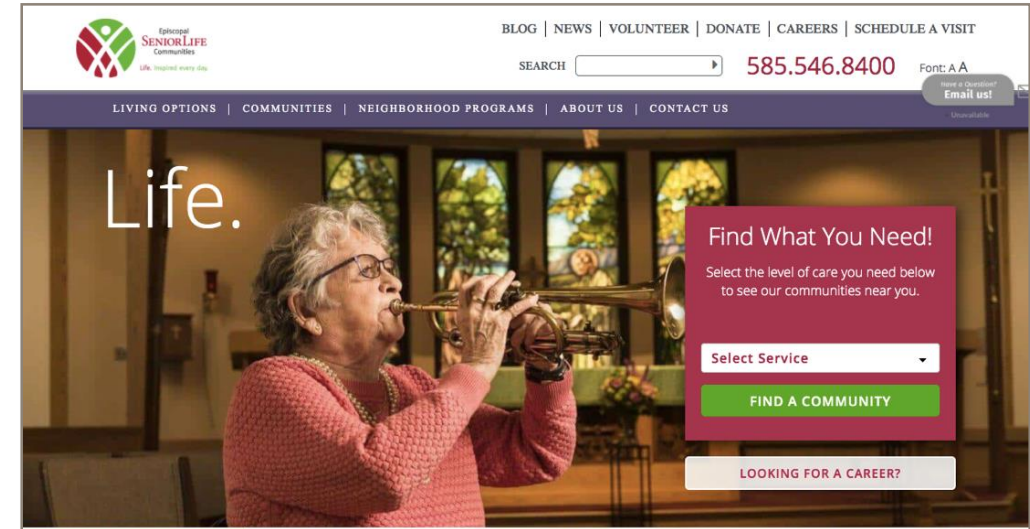
Tag: Life. Inspired every day.

Services:

- Independent living
- Assisted living
- Memory care
- Skilled nursing
- Transitional care and rehabilitation
- Affordable housing

Vision:

- ESLC will continue developing neighborhood-centered housing, programs and services that address the desires of individuals and enrich the overall quality of life throughout the Rochester community.
- Our vision for 2020 includes additional training and education, partnering with others, enhancing industry standards, and finding solutions for those seniors most in need.



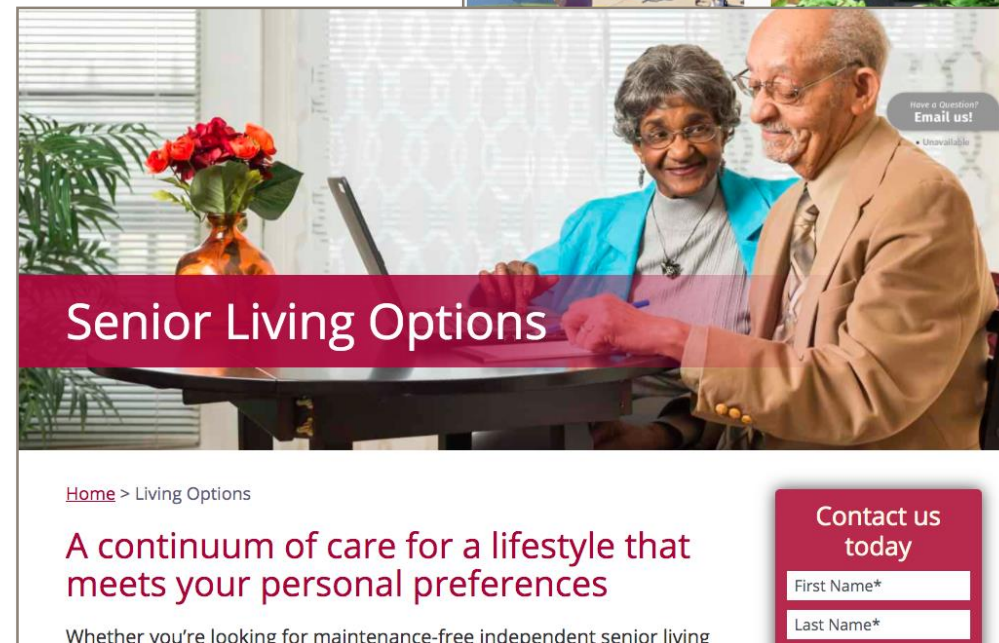
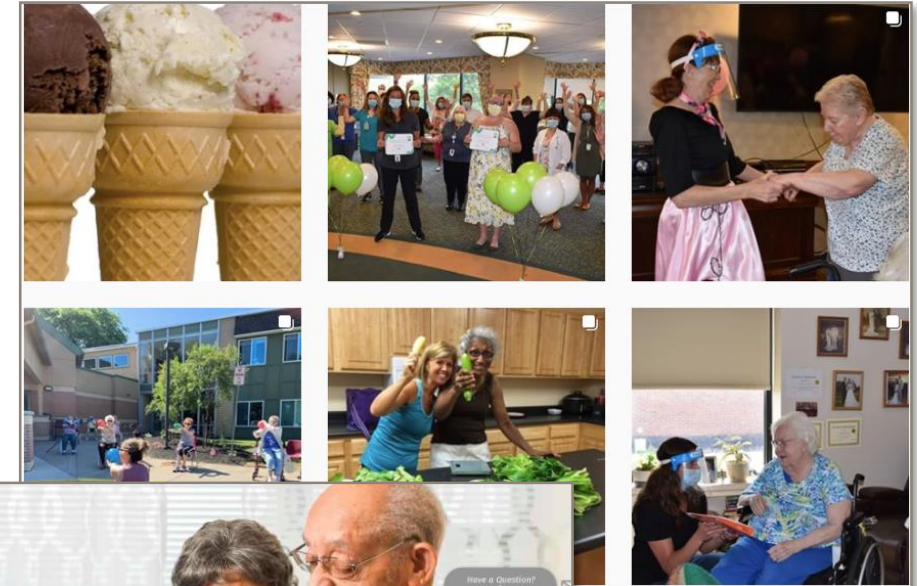
Core Values:

- **Compassion:** We seek to be sensitive to each other's needs.
- **Dedication:** We're focused on caring for seniors and their families.
- **Friendliness:** We're open and inviting to all residents, families, staff and visitors.
- **Innovation:** We embrace new ideas and think in terms of the future.
- **Respect:** We're always considerate of others.

EPISCOPAL SENIOR LIFE COMMUNITIES, cont'd.

Branding insights:

- Strong logo identification across all locations
- Campuses positioned individually
- Offers comprehensive chart of locations/services
- Fairly active, current social media presence (Facebook, Twitter, LinkedIn, Instagram)
- Mixed-use senior living project currently under construction will include affordable housing



FAITH-BASED, NONPROFIT
CCRCS WITH 3+ U.S.
LOCATIONS OFFERING
AFFORDABLE HOUSING FOR
SENIORS

FRONT PORCH



<https://frontporch.net/>

Headquarters: Glendale, CA

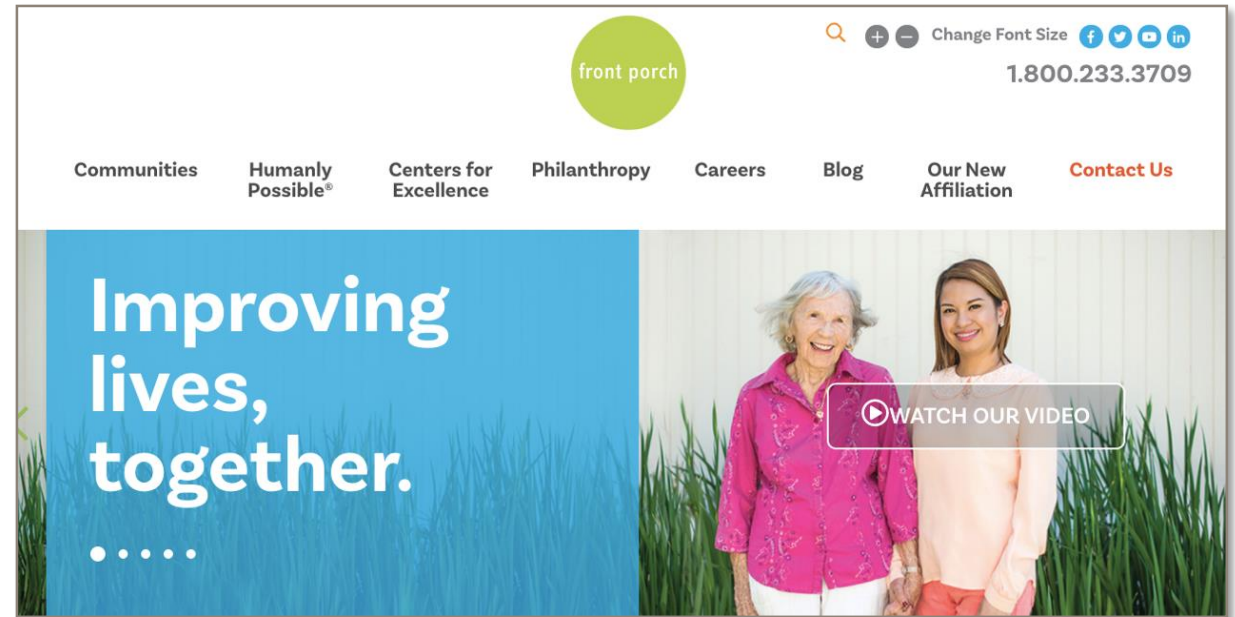
Founded: 1999, from merger of 3 senior living organizations

Business model: A not-for-profit support system offering full-service retirement, active adult and affordable housing communities, through [CARING Housing Ministries](#)

Locations: 10 CCRCs in California

Merger: Affiliating with Covia to become one of the largest not-for-profit senior living and affordable housing providers in the country.

Tagline: Humanly Possible



Mission: We do all that is *Humanly Possible*®.

Culture: Holding ourselves accountable.

Services:

- Independent living
- Memory care
- Truly Yours Assisted Living
- Care centers
- Affordable housing

Branding insights:

- Individual look and logo for each location
- Name and logo include “a front porch retirement community” subtitle
- Active, current social media presence (Facebook, Twitter, LinkedIn, YouTube)

FRONT PORCH, cont'd.

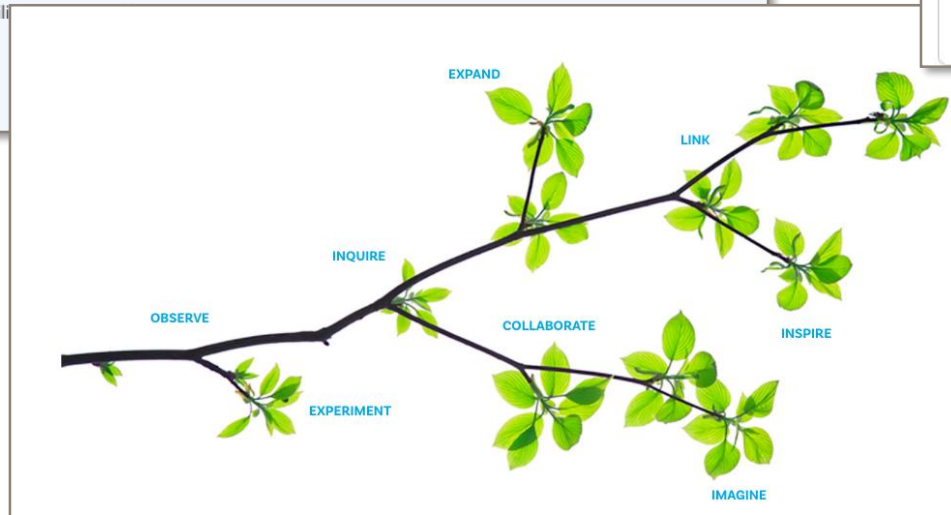


Independent Living Memory Care Truly Yours Assisted Living Care Centers Affordable Housing

Peace of mind, comfort, and dignity.

Everyone deserves a comfortable place to call home. Through [CARING Housing Ministries](#), a division of Front Porch, we manage affordable housing with a commitment to meeting the needs of low-income families and individuals with special challenges. CARING Housing Ministries works in partnership with Front Porch to provide supportive services and case management to residents with chronic mental illness, developmental disabilities, and mobility

[Learn more](#)



Front Porch Communities
August 20 at 1:49 PM · 🌐

Wesley Palms Retirement Community residents Dee Swartz shares the story of how she turned her her love for llamas turned into a career! #llamatak #llamalove

#retirementrocks #frporchretirement #seniorliving #retiresd #tuesdaytalk #chitchat #covid19 #quarantine #socialdistancing #llamas #covidkindness #strengthofcommunity

Front Porch Communities
9m · 🌐

SPECIAL GUEST

Introducing #19thAmendment Centennial Anniversary SPEAKERS SERIES at Villa Gardens Retirement Community with guest speakers Lynne Tuite, Martha Zavala, Ellen Snortland and Deborah Hughes ... with more to come! Happy #WomensEqualityDay2020! https://www.youtube.com/playlist?list=PL2vA4M7-Rd5iQIv_Xc_gnbLcGSj-R_GvQ

Wesley Palms Retirement Community
August 18 at 11:45 AM · 🌐

Tuesday Talk with our guest Dee Swartz sharing her passion with llamas and her career. If you love llamas...

LWV LEAGUE OF WOMEN VOTERS PASADENA AREA

YOUTUBE.COM

Villa Gardens Retirement Community
Enjoy the videos and music you love, upload original content, an...

Like Comment Share

COVIA

<https://covia.org/>

Headquarters: Walnut Creek, CA

Faith affiliation: Episcopal heritage and values (previously Episcopal Senior Communities)

Locations (all in CA):

- 7 CCRCs
- 6 Affordable Housing Communities

Merger: Affiliating with Front Porch to become one of the largest not-for-profit senior living and affordable housing providers in the country.

Mission:

Covia promotes and cultivates healthy communities for positive aging through an innovative continuum that actively supports the whole person.

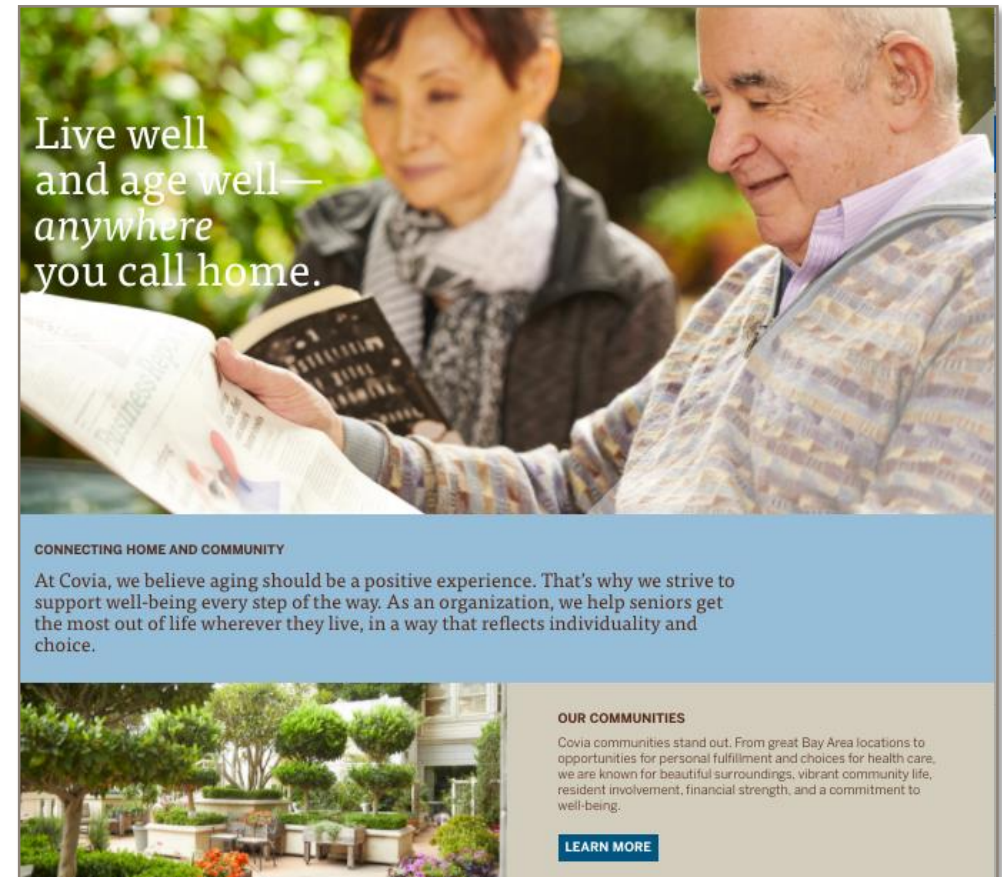
Vision:

We will be widely known as a trusted resource for aging well.

Name: Emerged from deep consideration about who we are and what we stand for as an organization. “Co” is from belief in the importance of connection, companionship, compassion. “Via” relates to both the path and Latin for life.

Branding insights:

- Coordinated looks, colors, graphics for all locations
- Name and logo include “A Covia Community” subtitle
- Active, current social media presence (Facebook, LinkedIn, Instagram)

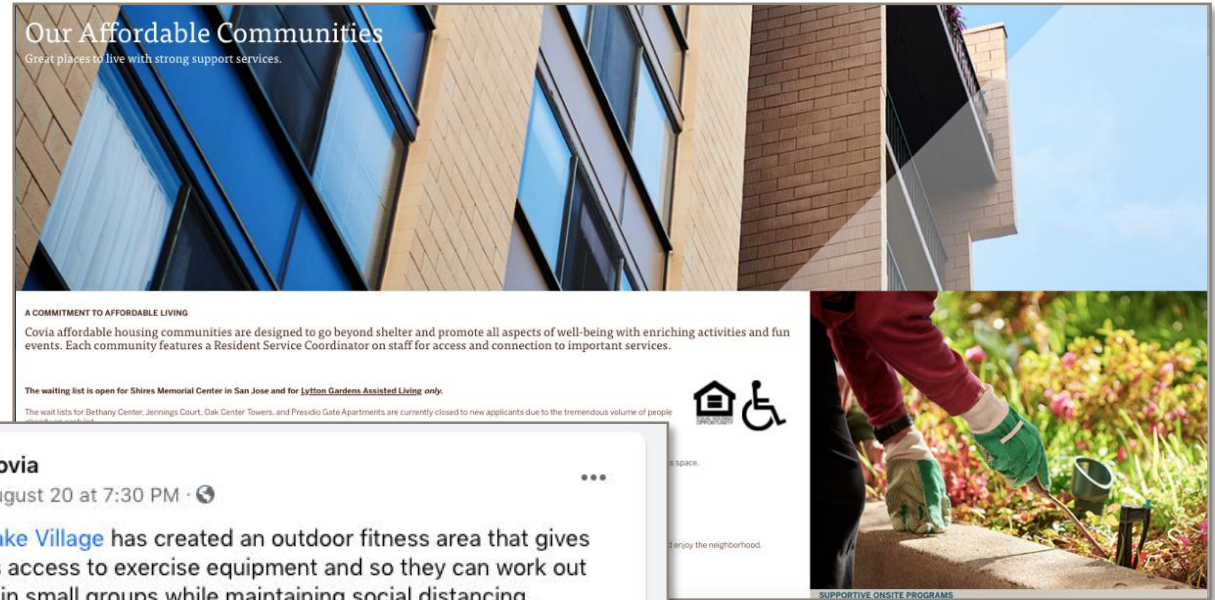


COVIA, cont'd.

Covia affordable assisted living includes:

- Your own apartment
- Three meals a day, with special diets
- Weekly housekeeping with daily upkeep
- Help with bathing, dressing, and grooming
- Medication management
- Resident Services Coordination
- Engagement and wellness programs
- Gardens, common areas, and entertainment
- Robust activity program, including special holiday events
- Transportation for activities and events
- Onsite beauty shop and podiatrist (additional cost)

Fees may be charged for additional services.



RETIREMENT HOUSING FOUNDATION



<https://www.rhf.org/>

Headquarters: Long Beach, CA

Founded: 1961, by two United Church of Christ clergy and a layman. It remains faith-based and mission-driven. Now one of the nation's largest nonprofit providers of housing and services for older adults, low-income families and persons with disabilities.

Locations:

197 communities in 29 states, D.C., Puerto Rico & Virgin Islands

Services:

- Residential living
- Assisted living
- Skilled nursing
- Memory care
- Respite care
- Affordable assisted living
- Affordable housing for older adults
- Affordable housing for people with disabilities
- Affordable housing for working families
- Affordable housing varies by location, but is based on Department of Housing and Urban Development's (HUD) income and age criteria.

Logo: The [RHF logo](#) symbolizes a program that has grown from the very modest beginnings of a \$7,000 investment.



Mission: To provide various housing options and services for older adults, low-income families, and persons with disabilities in an environment which enhances their quality of life physically, mentally, and spiritually.

Vision: A society in which all persons have quality, affordable housing thus reducing the difficult choices which would otherwise need to be made between the basic necessities of life.

Branding insights:

- Logo and look consistent for each location
- Name and logo include “An RHF Community” subtitle
- Active, current social media presence (Facebook, Twitter, LinkedIn, YouTube)
- No tagline

RETIREMENT HOUSING FOUNDATION

Retirement Housing Foundation

WHO WE ARE • COMMUNITIES • SPOTLIGHT • LOCATIONS • CHARITABLE PARTNERSHIPS

- DONATE TO RHF
- CORPORATE GIVING
- ANNUAL MEETING
- PROJECT H.A.N.D.S.
- TESTIMONIALS
- OUR FUNDS
- DONATION PROGRAMS
- PLANNED GIVING

Retirement Housing Foundation
July 24 · 🌐

RHF's Towers of Jacksonville (Jacksonville, Florida) has teamed up with [Feeding Northeast Florida](#), a subsidiary of [Feeding America](#), to help the community's 197 residents stock up on essential food items while limiting the need for them to leave the community. Thanks to this partnership, the community is able to host a food pantry every two weeks where volunteers arrange the abundance of food in a way that allows residents to quickly pick their items and maintain social dista... [See More](#)



Retirement Housing Foundation
July 29 at 12:42 PM · 🌐

TELL CONGRESS TO ACT FOR OLDER ADULTS

[leadingage.org/act](#) #Act4OlderAdults

LeadingAge
July 28 at 1:15 PM · 🌐

Older adults and their care workers are on the front line of this virus; they must be put at the front of line for resources and support, alongside hospitals. J... [See More](#)

👍❤️ 12 5 Comments 2 Shares

NONPROFIT CCRCs WITH 3+ EAST
COAST LOCATIONS OFFERING
AFFORDABLE HOUSING FOR
SENIORS

SPRINGPOINT



<https://springpointsl.org/>

Headquarters: Wall Township, NJ

Founded: 1916

Locations:

- 8 CCRC communities in New Jersey and Delaware
- 19 affordable housing communities in New Jersey
- Rent for affordable housing is approximately 30% of adjusted gross annual income

Services

- Independent living
- Assisted living
- Skilled nursing
- Rehabilitation
- Memory care
- Home care
- Personal care

Tagline: Expect the best. Live your best.

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Affordable Housing Communities

An array of comfortable options across the state

Mission: To inspire our family with endless opportunities.

Vision: To be the premier provider, offering exceptional services and innovative programs that empower those we serve and those who serve them to experience the best that life has to offer.

Values:

Respect: We recognize the value and dignity of every person.

Commitment: We are accountable to the greater community.

Compassion: We seek to understand and empathize with others.

Service: We strive to exceed expectations.

Excellence: We strive for the highest quality in all that we do.

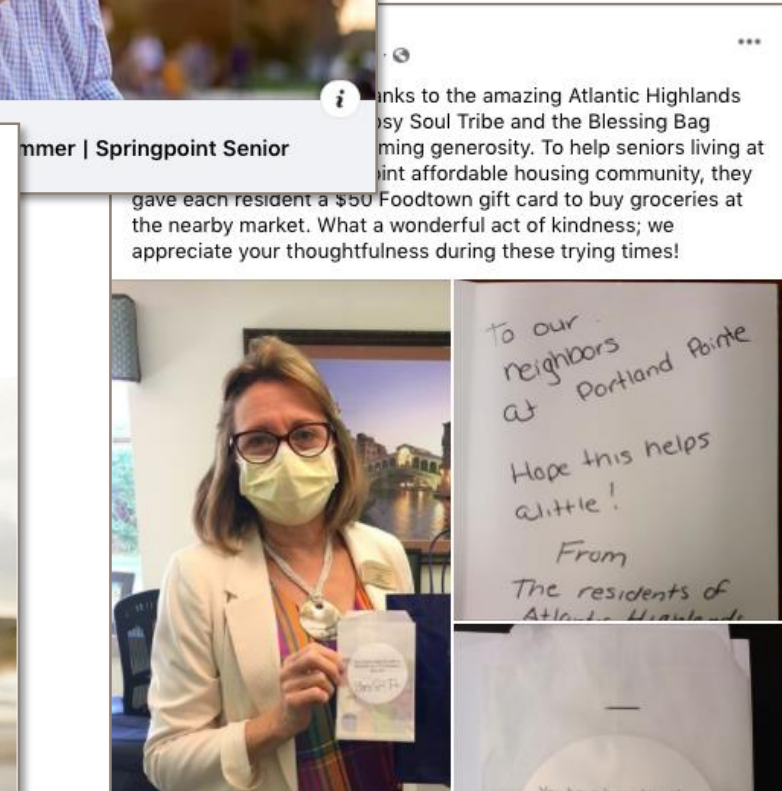
Integrity: We are honest, responsible and ethical.

Innovation: We aim to continuously improve our services and organization.

SPRINGPOINT, cont'd.

Branding insights:

- Logo and look consistent for each location
- Name and logo include “A SpringPoint Community” subtitle
- Limited social media presence (Facebook only)



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Expect the Best. Live Your Best.

Find a Community Near You

Enter Your City, State or Zip GO!

NONPROFIT CCRCs WITH 3+
U.S. LOCATIONS OFFERING
AFFORDABLE HOUSING FOR
SENIORS

HUMAN GOOD



<https://www.humangood.org/>

Headquarters: Pleasanton, CA

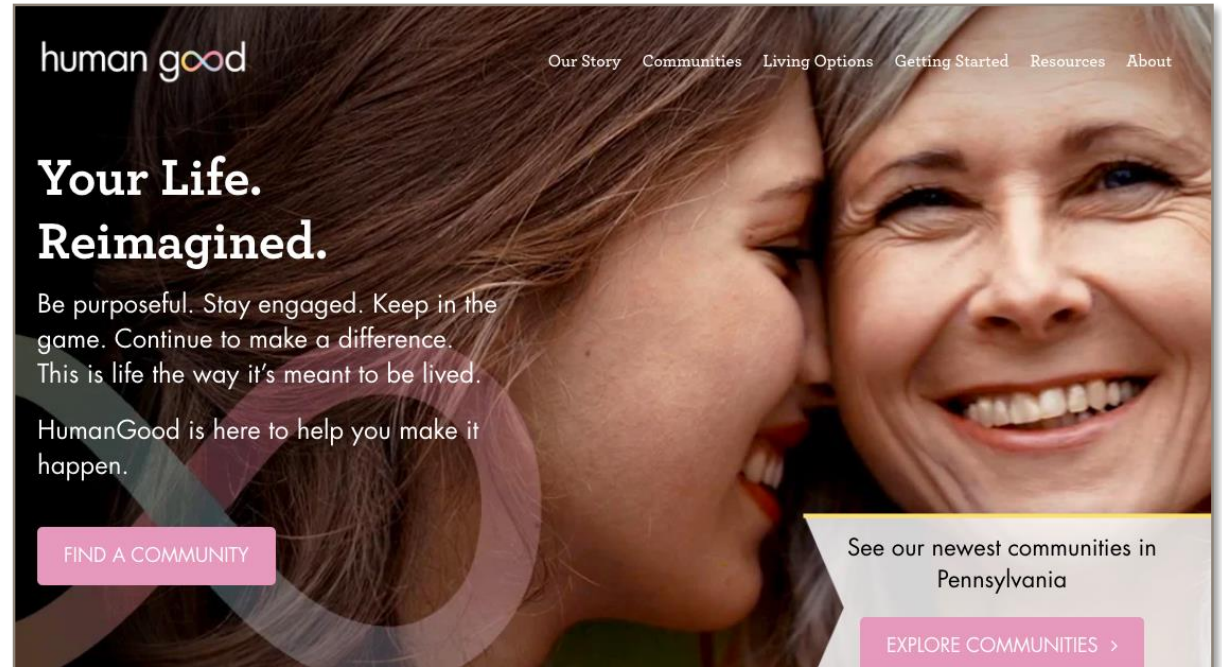
Founded: 2016, from merger of American Baptist Homes of the West (ABHOW, 1949) and be.group (Southern California Presbyterian Homes); merged with Presby's Inspired Life in 2019.

Locations:

- 115 (approx.) in CA, AZ, NV, WA, ID, PA, DE

Rank:

- 6th largest senior living nonprofit
- Have “redefined affordable housing for very-low-income seniors”



*See separate file for their Brand Manifesto

Tagline:

- Life. It's personal.

Mission:

- To help older adults live their best lives possible.

Services:

- Residential living
- Assisted living
- Memory care
- Skilled nursing

HUMAN GOOD, cont'd

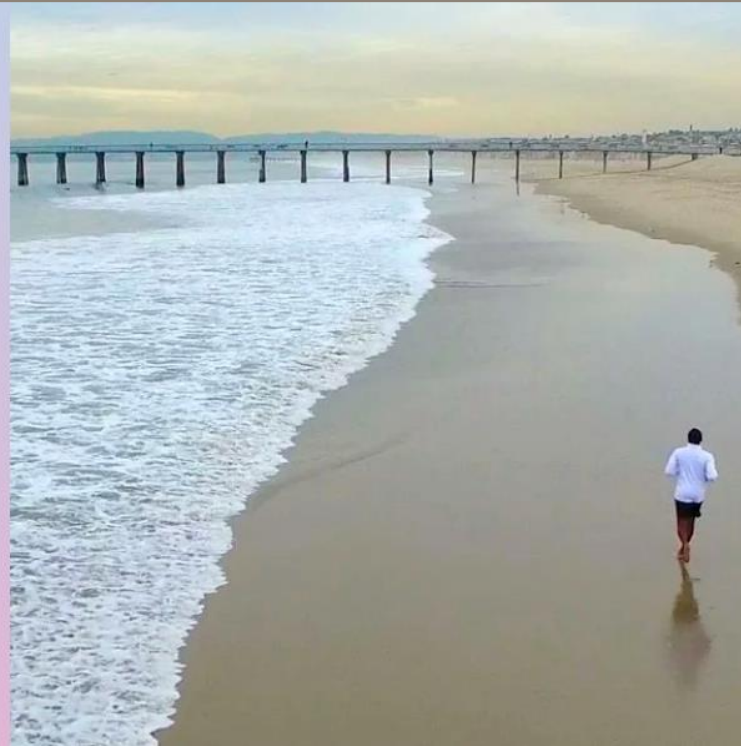
Branding insights:

- Individual location names with “a humangood community” subtitle
- Plans to expand into the middle market
- Active social media program (Facebook, Twitter, LinkedIn)

Innovative and supportive affordable housing

The challenges of delivering affordable housing that meets the needs of low-income older adults are ones of scale and scope—demand far outstrips supply, and the services we provide are limited in their ability to keep residents in their homes as health care needs change.

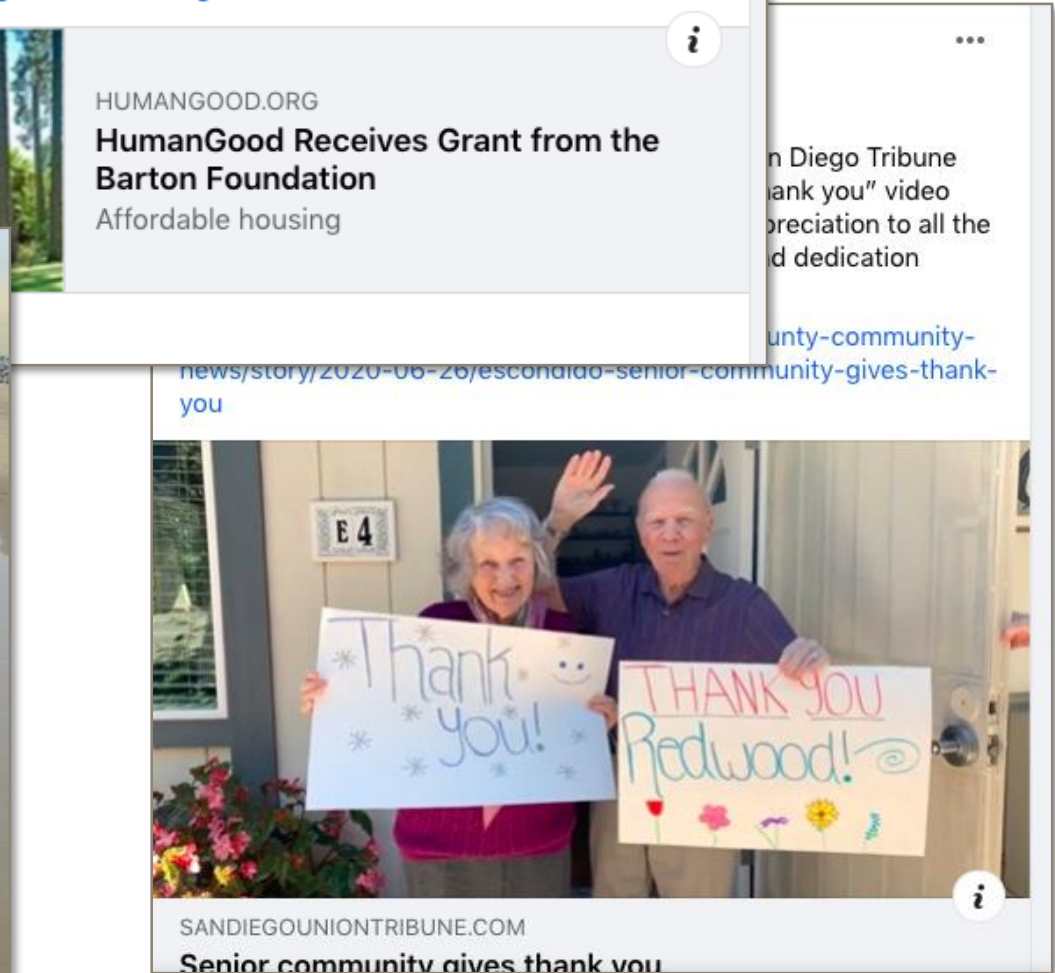
Beyond simply building more affordable housing, we must raise the bar in terms of environmental and program design, innovative supportive services and ever-improving quality standards.



HumanGood
August 18 at 3:31 PM · 🌐

HumanGood has received a generous grant from the Barton Health Foundation to support the support the creation of a Compassionate Connections program at HumanGood's Kelly Ridge and Tahoe Senior Plaza affordable housing communities. Learn more about this program here: <https://www.humangood.org/about/news-room/humangood-receives-grant-from-the-barton-foundation>

HUMANGOOD.ORG
HumanGood Receives Grant from the Barton Foundation
Affordable housing



SANDIEGOUNIONTRIBUNE.COM
Senior community gives thank you

San Diego Tribune
Thank you" video
appreciation to all the
dedication

community-
gives-thank-
you

news/story/2020-06-26/escondido-senior-community-gives-thank-you

Thank You!

THANK YOU Redwood!

NATIONAL CHAIN (FOR PROFIT)
OFFERING HEALTH CARE AND
SENIOR LIVING

GENESIS



<https://www.genesishcc.com/>

Headquarters: Kennett Square, PA
Ownership: Genesis Healthcare, Inc. (holding company)

Locations:

- 350 centers across 25 states

Focus:

- Post-acute care
- Skilled nursing
- Senior living communities



Services:

- ShortStay care
- LongTerm care
- Specialized Alzheimer's care
- Orthopedic rehabilitation
- Ventilator care
- Dialysis care
- Assisted/Senior Living

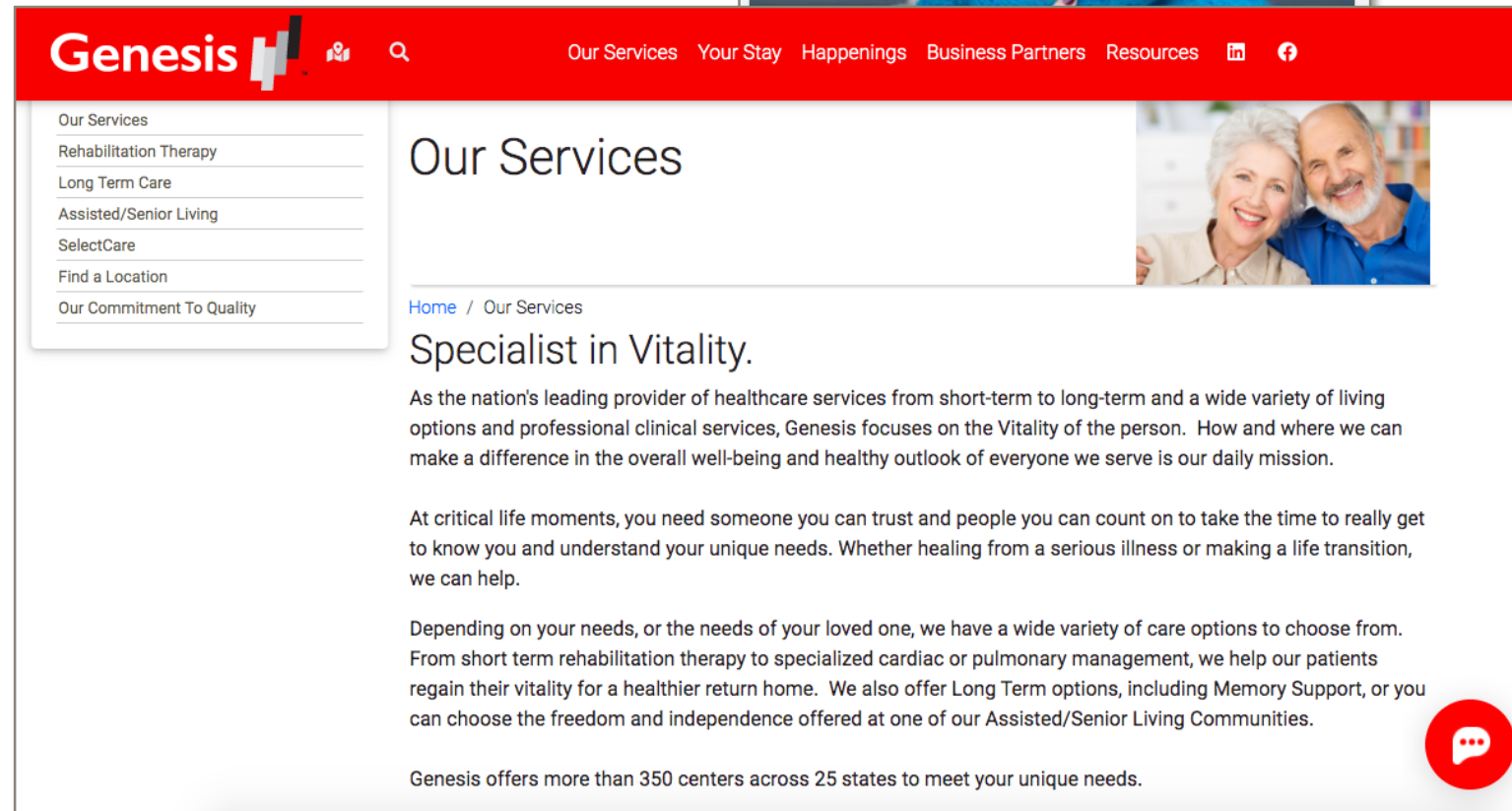
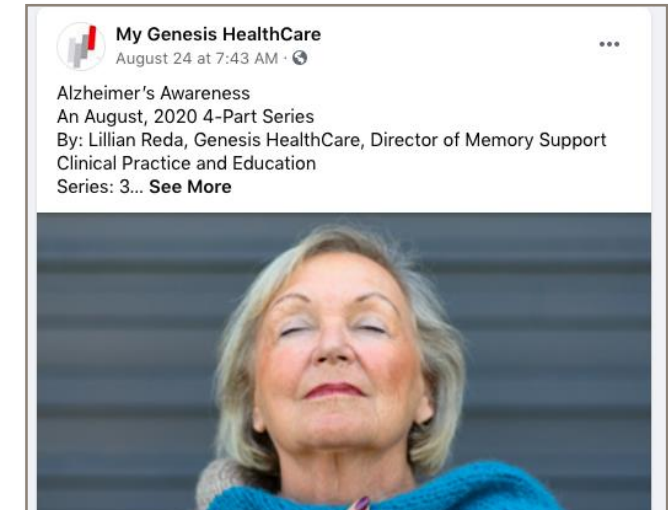
Mission:

- How and where we can make a difference in the overall well-being and healthy outlook of everyone we serve is our daily mission.

GENESIS, cont'd.

Branding insights:

- Formatted, consistent branding, logo identification and graphics across all locations
- No tagline
- Active, current, strategic social media program (Facebook, LinkedIn)



BROOKDALE SENIOR LIVING



<https://www.brookdale.com/en.html>

Headquarters: Brentwood, TN

Founded: 1978

Majority ownership: Glenview Capital Management (hedge fund)

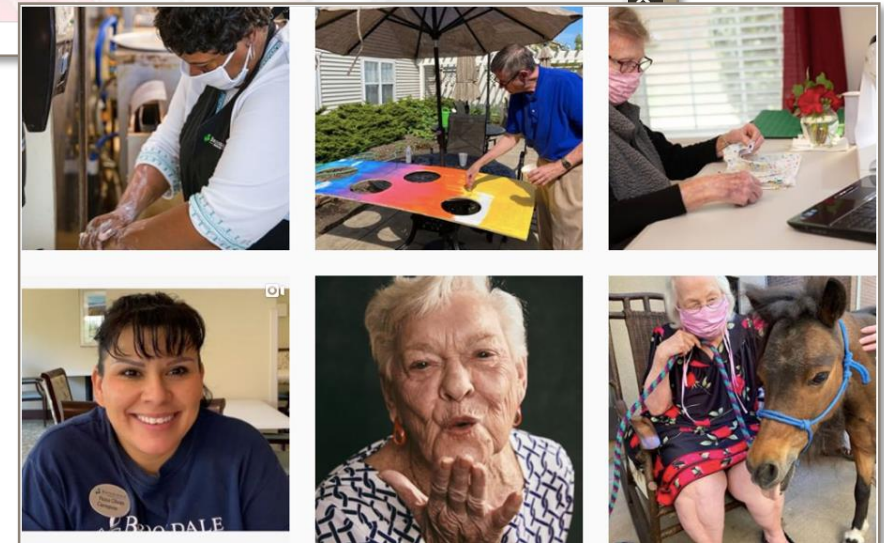
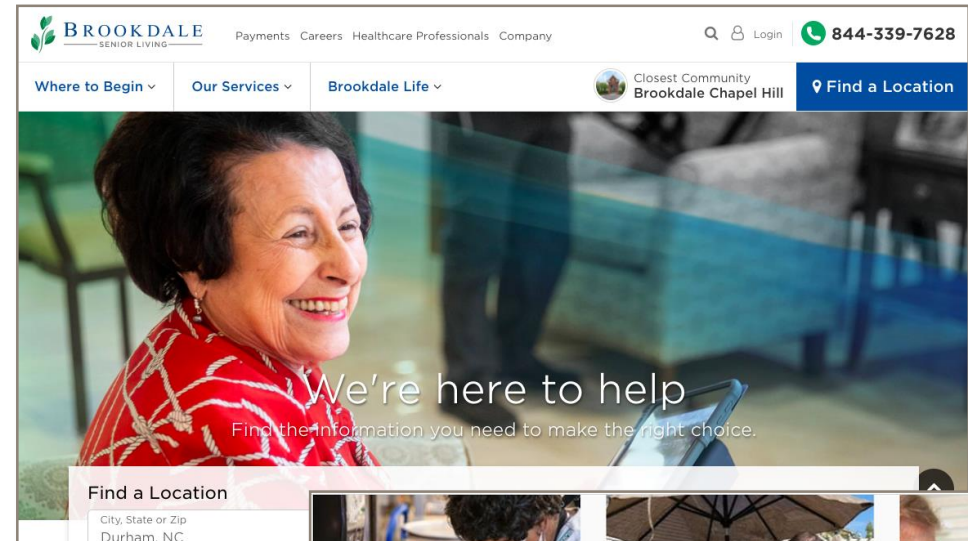
Locations: 800+ senior living communities in 45 states

Rank: Largest operator of senior housing in the U.S. (2018)

Mission: Enriching the lives of those we serve with compassion, respect, excellence and integrity.

Services:

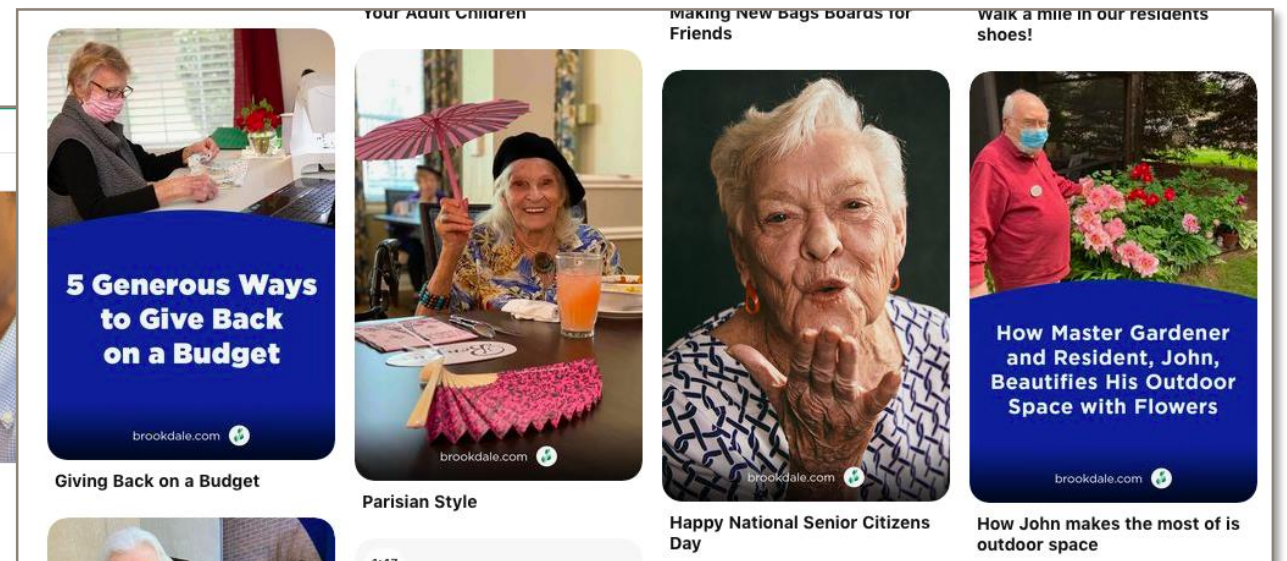
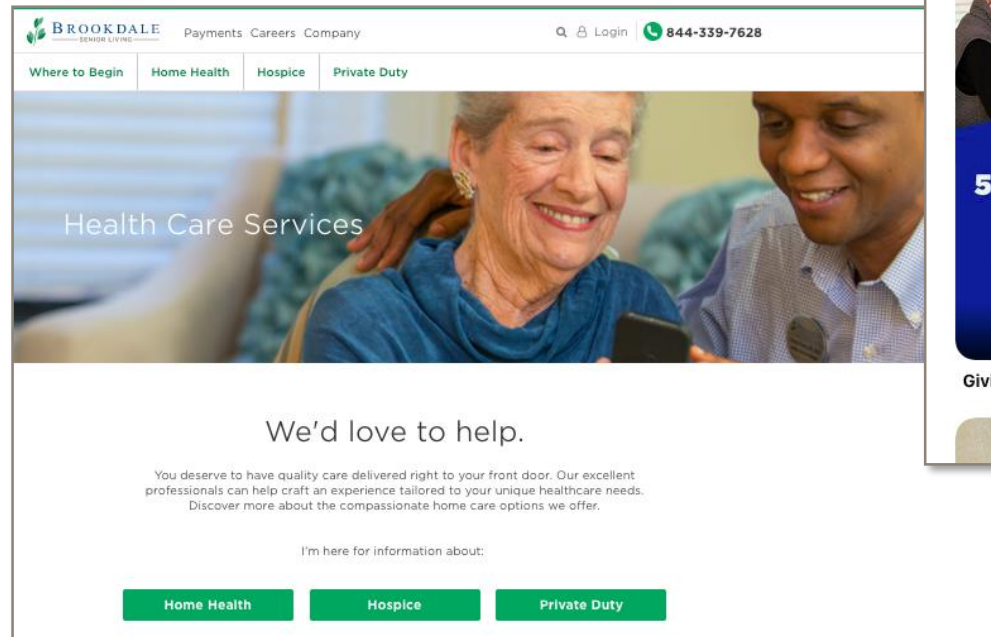
- Assisted living
- Independent living
- Memory care
- Skilled nursing
- Hospice
- CCRCs
- Health care



BROOKDALE SENIOR LIVING, cont'd.

Branding insights:

- Identical websites for all locations
- “Brookdale” in the name of each location
- No tagline
- Current, broad social media program (Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube)
- Robust blog





Thank you.

CHAPEL HILL

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Space 108

RALEIGH

555 Fayetteville Street
Suite 301