

A hand is shown at the bottom of the frame, cupped and holding a large, glowing, multi-colored starburst of light. The starburst is composed of numerous thin, radiating lines in shades of blue, red, and yellow, creating a vibrant, energetic effect. The background is dark, making the light stand out prominently.

LIMITLESS

**Inspired
Communities
Bold Ideas**

A Visionary Strategy

peopleCare communities

A message from our **CEO AND PRESIDENT**

We are proud to share peopleCare's visionary new strategy Limitless.

This audacious strategy sets the course for our organization over the next five years, illuminating a path towards endless possibilities.

Limitless was shaped through reflective engagement that brought together the voices of peopleCare's leaders and frontline staff, residents, families and community partners. **We also sought fresh perspectives from visionary thought leaders and influencers** such as elder care pioneers and gerontologists, ethicists, leadership gurus and more.

peopleCare's new strategy represents an elevation in our mindset, to envision our potential as infinite. At the core of Limitless lies our "why" – the driving force behind our vision to change the world of senior living – empowering individuals to realize their fullest potential and fostering vitality in our homes and communities. With a legacy of over five decades of being in service to others, our mission is clear: to create beautiful, caring communities that enrich lives.

Over the next five years and beyond, **we will soar to new heights** through our focus on: transforming experiences with an emphasis on vitality, designing vibrant communities, innovating for tomorrow, and having a lasting positive impact beyond ourselves.



peopleCare is on the cusp of significant growth. **Limitless enables us to lead forward with energy and intention** towards a shared future defined by meaning and purpose. It builds on our drive for operational excellence, rooted in our values and passion for exceeding expectations. It animates and activates our commitment to cultivating engaged teams that push boundaries, drive innovation and ignite change.

As we embark on this journey, peopleCare's stellar senior leadership team, and talented leaders across the organization, will play a crucial role as we **lean into our strengths as a positive disruptor and lead our organization through significant transformation**. Together, we will change the world of senior living, creating inspired communities where bold ideas thrive.

We look forward to celebrating our collective aspirations and positive impact as we forge ahead.

Transformation and

THE ART OF THE POSSIBLE

Imagine a place alive with fulfillment and purpose, where every minute of the day is infused with vibrant energy and meaning. Here, everyone's opportunities to contribute, learn and thrive are boundless, rooted in a commitment to fostering vitality and growth.

That's what Limitless – **peopleCare Communities' visionary new five-year strategy** – is all about. At its core, it's about an evolution to more person-centred and holistic experiences for both residents and employees.

Limitless will ensure we continue building on the rich legacy of peopleCare while growing as a purpose-driven organization. It will be **our touchstone to continuously reflect on why we are here and why we do what we do**, as we re-imagine our role in changing the world of senior living, inspire positive change and achieve extraordinary outcomes, together.

At peopleCare, **we are ready to transcend limitations, creating a dynamic culture and communities**. Where minds are alive with inspiration and energy, bold ideas flourish and our potential is limitless.



LIMITLESS

Together, we are **changing the world of senior living** by creating inspired communities where bold ideas thrive.

Transforming Experiences

We foster vitality through purpose and fulfillment

- **Cultivate meaningful social relationships**, holistic wellbeing and true community as our compass to enrich lives
- **Embrace opportunities** for personalized, human-centered experiences in the way we live and work
- **Optimize lifelong learning** to inspire thriving minds and possibilities for all to flourish



Vitality. Purpose. Meaning.

LIMITLESS



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Designing Vibrant Communities

We embrace the art of the possible as we build for the future

- **Create wellness-centred homes** that enable people to live their best life
- **Design for intentional placemaking** to foster connections between people in the spaces they share
- **Champion sustainable development** to contribute to a greener tomorrow

Possibility. Connection. Sustainable.

LIMITLESS



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Innovating for Tomorrow

We are powered by innovation and an entrepreneurial spirit

- **Fearlessly trailblaze with bold ideas** to create novel market solutions
- **Optimize systems and platforms** to drive operational excellence for future growth
- **Leverage artificial intelligence** to accelerate and unlock responsible transformation

Trailblaze. Optimize. Accelerate.

LIMITLESS

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Impacting Beyond Ourselves

We are a force for good in our communities and around the globe

- **Empower women and youth** in developing countries to unleash their potential
- **Make it possible for refugees and immigrants** to create a new life in Canada and thrive
- **Foster inclusion, support diverse communities** and embrace opportunities to give of ourselves for the betterment of all



Empower. Thrive. Opportunity.

Shared insights REFLECTIVE ENGAGEMENT



Leaders from across peopleCare collaborated on Limitless

Limitless was co-created through engagement with our leaders and frontline staff, residents, families, community partners and a wide range of external thought leaders. Each provided unique insight on how we can preserve peopleCare's decades long legacy of service and innovation, while elevating the positive impact we have on the people and communities we serve today and into the future.

Key themes that emerged:

Inflection Point: peopleCare is poised for significant growth, marking a fundamental shift in our organization. Now is the time for strategic reframing, celebrating past achievements, while focusing on future priorities with clarity.

Preserving Culture: Maintaining our roots and the culture of care that defines us is essential. Our employees value the sense of family, connection, and compassion within our organization. As we grow, we must ensure our mission remains steadfast and our values endure.

Holistic Care: We're embracing a more holistic approach to care and wellbeing, recognizing the positive impact of purpose, meaning and fulfillment. By prioritizing emotional and psychological support alongside clinical care, we'll enrich the lives of those we serve.

Market Innovation: As a thought leader in healthcare, we'll continue driving forward-thinking practices and innovative solutions while embracing sustainable market innovation to accelerate our growth.

Essential Partnerships: Collaborating with government and community partners is crucial for maximizing opportunities for growth and impact. Key partnerships outside the health system are vital for staff recruitment and retention.

Inspired Design: Our vision extends beyond care to creating vibrant, inspired communities. Through innovative design and integration of art, culture and placemaking, we'll foster welcoming, inclusive environments that enrich the lives of all.

Engagement helped us collaboratively reimagine the future of senior living and peopleCare's role in enhancing the lives of seniors. The result is an inspiring new strategy and a sense of shared purpose and direction for our organization.

Our sincere thank you to all who took the time to help us explore the possibilities ahead.

Thank you!

A personal invite to...

Accelerate and Elevate with peopleCare

They say if you want to go fast, go alone. If you want to go far, go together. At peopleCare, we're not content with one or the other. **We want to do both.**

Our entrepreneurial spirit – from the senior leadership team to our frontline staff – drives our forward-thinking, accelerating our solutions and market innovations.

We're not afraid to push boundaries, try new things and challenge the status quo.

Our strength in building partnerships amplifies our impact. Working hand in hand with government, sector, health system, community, national and international partners, we're able to achieve even greater results.

As we shape the future of senior living with a focus on healthy aging, vitality and purpose, **we will be guided by a simple yet powerful question: "What more?"**

We'll also shine a positive spotlight on the invaluable work being done within our communities, **inspiring others along the way.**

peopleCare's senior leadership team personally invites you to join us on our journey of discovery, innovation, collaboration, and positive change. Connect with us. Partner with us. **Together, there's no limit to what we can achieve.**

Let's go *fast and far!*



Brent Gingerich
Chairman & CEO



Megan Allen-Lamb
President



Iuliana Constantin
Chief Financial Officer



Heather Gingerich
Chief Experience Officer



Jennifer Killing
VP Quality, Research
and Strategic Partnerships



Sheena Campbell
VP, Communications
and Engagement



Jeremy Zinger
VP, Long-Term Care
Operations

Vision

Changing the world of senior living

Mission

Create beautiful, caring communities for life-enriching experiences for residents, their families and everyone touched by our services.

Values

People: Every person touched by our service is treated with care, respect and kindness; with an emphasis on independence, wellness, recognition, education and mentoring.

Professionalism: We look and act with an attitude of kindness using skills and knowledge, both internally and externally, befitting the quality customer service of a peopleCare team member.

Excellence: We have a passion to consistently exceed expectations.

Integrity: We are honest, trustworthy, transparent and consistent in our actions.

Growth: We embrace change and maximize every opportunity for our people and our organization.

peopleCare communities

