

Q&A

This is a big change - we get it! So here are some answers to questions we anticipate you might have. But we want to hear from you so we can answer any other questions - big or small. You can email in your questions using the QR code below.

How does this name change impact our Lutheran connections and beliefs?

It doesn't! We remain deeply committed to being a Lutheran organization. Everything that has made you proud to be part of our organization will remain the same. As a matter of fact, we believe this new name will give us the opportunity to communicate our unchanging faith-based mission to an even broader audience of people seeking our services. We remain a Recognized Service Organization (RSO) of the LCMS and Social Ministry Organization (SMO) of the ELCA.

What about our nonprofit status?

We are still a nonprofit organization. We reinvest our financial resources right back into our mission of *Older Adults Living Life to the Fullest*.

Is this change expensive?

This is an investment in the future of our organization. We've worked with our current vendors and partners to receive the best pricing while also spreading out costs over multiple budget years. Ultimately, we see this as adding value back to our organization.

When will we see the new name and logo rolled out?

This will be a phased approach to rolling out the new logo across our entire organization to be wise stewards while also quickly bringing consistency to our brand presence. You'll begin seeing updated signage, transportation, marketing pieces and advertising all within the first 60 days.

Where can I find more information?

Once the new website launches (coming March 5!), you can go to EverTrueLiving.org/brand to find more information. You can also submit questions by scanning the QR code.



What is a DBA ("Doing Business As")?

A "DBA" is simply a name that a business uses to operate under, other than its legal business name. It enables us to do business under the new name "EverTrue" while our current contracts, agreements and bank accounts will remain unchanged. The only difference is the name we use publicly. Our legal entity and business operations are unaffected.

Same People. Same Mission. **Life According to You**

INTRODUCING EVERTRUE



A 1965 song by The Byrds, goes:

"To everything, turn, turn, turn; There is a season, turn, turn, turn; And a time to every purpose under Heaven."

What some may not know is that these lyrics are directly drawn from Ecclesiastes 3: *"For everything there is a season, And a time for every matter under heaven..."*

We've certainly had a season! These past 12 months have reaffirmed that our organization is a leader in providing places, services and opportunities for older adults. The aging services field - and the people we serve - is evolving. We must continue to do the same.

To meet these changes and embrace the next season, we've been conducting research and focus groups to understand how we can best move forward in expanding our mission. These have indicated both a real need and an opportunity for our organization: to bring all our communities and services under a new name.

I am pleased to introduce to you: EverTrue

EverTrue embodies our steadfast commitment to our faith and the ministry to which we are called. It reflects our promise to you—our residents and team members—to provide trusted, world-class services that help shape lives with joy, purpose and fulfillment.

EverTrue also signifies our dedication to honoring the unique needs of each individual, supporting them in discovering the best version of themselves: *Life According to You*.

Pursuing change doesn't mean changing who we are. Our Mission, Purpose and Values remain the same and will continue to guide us forward.

I am incredibly proud of everything we've accomplished under the name Lutheran Senior Services and deeply honored that, together, we are now building on that legacy with a new name. Thank you for being a part of EverTrue.

Adam Marles
EverTrue President & CEO



EVERTRUE TO OUR MISSION:

Older Adults Living Life to the Fullest.

EVERTRUE TO OUR PURPOSE:

Centered in Christ, together we create places, services and opportunities for people to age well with purpose and fulfillment.

EVERTRUE TO OUR VALUES:

Our values guide us in bringing the highest level of care to those we serve:

We receive and give grace in faith.

We give our best.

We share ideas.

We meet you where you are, and we growth together.

We multiply joy.

What's in a Name?

Learn a little bit more about the EverTrue name as well as some of the imagery and graphic work that supports our mission.

Logo:

The EverTrue logo is a graphic representation of our commitment to our faith, our values and our mission. It was important that the cross be a part of our logo, but in a distinctive way by using the negative space. This not only creates visual interest but emphasizes that, in all things, Christ fills our ministry. The marks on the outside also take on an additional meaning if viewed as photo marks. We see each person we serve as an individual and this logo also focuses on putting people at the center.

Tagline: *Life According to You*

For the first time, we're adding a tagline to our organization. A tagline is short text that serves to clarify a thought, or in our case, add additional emphasis to that which we're ever true. Life According to You will be a rallying phrase as we launch this new name that encapsulates how we approach our mission and the places, services and opportunities we provide.

Color Palette:

Primary Colors

The full-color logo sits almost perfectly in balance between being blue and green, but internally (and because it rhymes so nicely!), we call it "EverTrue Blue." This color is vibrant and full of joy.

Secondary Colors

These colors can provide us an additional palette to pull from to further elevate our main EverTrue Blue color. These colors are also picked from a vibrant palette to complement each other and provide additional options to support.

Imagery:

Over the past couple months, several photoshoots have occurred at our communities and service lines. These photos feature our own team members and our own residents. They show the unique ways that we're living out the mission while highlighting the deep relationships we value. The photos are bright and action-oriented.

Brand Extensions:

This new logo will start appearing across our organization in a phased approach. From our signage to team member apparel, advertising, stationary, transportation and more!



Tagline

Life according to you™

Primary Colors



Secondary Colors



Imagery



What Else is New?

Refreshed Names

As EverTrue, we're updating our community and service line names to reflect the larger brand family of which we're all a part! For example: Cumberland Crossings is now EverTrue Cumberland Crossings, Breeze Park is EverTrue Breeze Park and Rose Hill House is now EverTrue Rose Hill House.

Most of these names remained unchanged, but some are getting an update, including:

- Hilltop Manor is now **EverTrue Hilltop Heights**
- Westfield Manor is now **EverTrue Westfield Terrace**
- Dunn Road Manor is now **EverTrue Dunn Road Village**
- Halls Ferry Manor is now **EverTrue Halls Ferry Place**
- The Village of Mackenzie Place is going to be shortened to **EverTrue Village at Mackenzie**
- The Lutheran Home at Topton is now **EverTrue Lutheran Home at Topton**

Anywhere Care

Our offerings of in-home care are also getting a brand new name. Home & Community Based Services are now Anywhere Care - which reflects our ability to bring services to people wherever they call home in our current service areas.

- EverTrue Home Help (formerly known as Private Duty)
- EverTrue Answers (formerly Aging Answers)
- EverTrue Home Health
- EverTrue Palliative
- EverTrue Hospice
- EverTrue PACE

Say "Hello" to [EverTrueLiving.org](http://www.EverTrueLiving.org)

Along with a new name, we are truly excited to introduce a fresh digital home: www.EverTrueLiving.org

This robust site showcases our values, mission and commitment to delivering trusted, world-class experiences and care. The sleek design, user-friendly navigation and vibrant visuals offer seamless interactions, whether you're exploring career opportunities, seeking services, accessing resources or just learning about the amazing people who are connected to EverTrue.



New Social, Who's This?

We invite you to follow along on our journey through social media channels.

Facebook: facebook.com/EverTrueLiving

Instagram: [EverTrueLiving](https://www.instagram.com/EverTrueLiving)

Community Facebook pages will also be updated. Make sure to check out yours and show us how you're living Life According to You!