



SPONSOR PROSPECTUS

20
22

the
green
house[®]
project
Revolutionizing care
to empower lives.



The Time is Now

The Green House Project has worked since 2003 to bring an end to the traditional nursing home as we know it, but in the wake of the COVID-19 pandemic, our vision has never been more vital and urgent. Fortunately for our organization – and the elders we serve – the unique Green House model has attracted more positive attention than ever before.

Lawmakers, media outlets, elder advocates, residents, and their families have collectively risen up and said: “Why aren’t there more Green House homes and fewer institutional nursing facilities?”

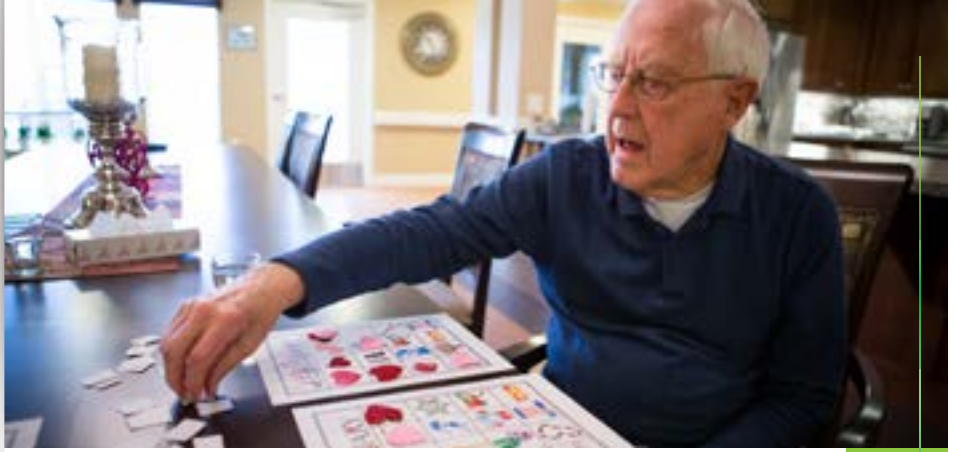
As the leading small-home model for nearly two decades, we know how to overcome the obstacles that too often prevent reform – and with new legislation aimed at expanding the reach of alternative care models, we’re flexing our advocacy muscles at the state and federal levels like never before.

We can’t do it alone, but with the support of forward-thinking organizations like yours, there’s no limit to how many Green House homes we can build across the country – and how many lives we can improve across geographic, racial, ethnic, and socioeconomic boundaries.

Why Green House?

The Green House model is built on a combination of physical and cultural principles that represent a kind of radical common sense.

- Private bathrooms and bedrooms
- Communal open kitchens and dining space
- Free access to secure outdoor areas
- Close-knit care teams empowered with autonomy and flexibility



Green House at the Center of Reform

COVID-19 accelerated calls to fix long-standing problems in the post-acute and long-term care landscape, and the Green House has emerged as a rare brand whose standing actually improved in the wake of the pandemic.

GREEN HOUSE HOMES RECORDED

50%

FEWER COVID-19 INFECTIONS
THAN NATIONWIDE TOTALS

GREEN HOUSE HOMES RECORDED A DEATH RATE
THAT WAS

30%

OF THE NATIONWIDE TOTAL

These results are a direct result of both private-room facilities and a caregiving model that limits the total number of people entering and exiting each home.

Media outlets such as the *New York Times*, the *Washington Post*, and *NPR* have asked why more alternatives like the Green House didn't exist before the pandemic. The American Bar Association passed a resolution calling on Congress to make private rooms and bathrooms a requirement for all U.S. nursing homes. And in August 2021, a group of six U.S. senators introduced a bill that would provide \$1.3 billion to fund Green House-style nursing home construction and renovations as part of a pilot program.

The New York Times

The Washington Post

npr

Voices from all over the eldercare landscape have loudly declared that the future of nursing care is small. Come join us and be an influential part of making that future a reality.

“Ziegler has been proud to be a sponsor and supporter of The Green House Project. There is much promise in this model of care for older adults, and financially supporting the project’s educational initiatives, cutting-edge research, and sharing of best practices is a worthwhile investment from our perspective.”

*Dan Hermann, CEO, and
Lisa McCracken, Director of
Senior Living Research, Ziegler*



We invite you to support GHP and its adopter organizations as a 2022 Green House Sponsor, with benefits that maximize your company’s exposure throughout an entire year of engagement and recognition via our multiple communication channels. A 2022 sponsorship provides access to a wide range of opportunities and benefits, including making connections and building relationships with key decision-makers through substantial exposure of your brand and value.



2,655
WEBINAR
ATTENDEES



20,000
E-MAIL
SUBSCRIBERS



22,350
PODCAST
DOWNLOADS

At every sponsorship tier, our goal is to create a package of benefits tailored to your organization's needs. We realize that every sponsor is unique and has its own vision for supporting worthwhile non-profits. Let the options listed below serve as a guide when working with our sponsorship team to maximize the value of your partnership with **The Green House Project**.

Across all tiers, your company logo and hyperlink are prominently displayed on GHP's website throughout 2022. In addition, your logo is maintained on internal and external GHP e-newsletters and social media messaging.

BENEFACTOR \$25,000-\$20,000	BELIEVER \$15,000	SUPPORTER \$7,500
<ul style="list-style-type: none"> • Exclusive access to select GHP Board of Directors through a personal introduction • Select introductions to Green House Adopters • Select introductions to potential new Green House adopter • Invitation to join CEO Roundtable • "Elevate Eldercare" podcast sponsorship • Invitation to sponsor special GHP events • Open invitation to join workshops (virtual or on-site) • Select white paper submissions to GHP network of peers, influencers, and supporters • Special invitation to join select LinkedUp Peer Network groups • Logo placement on LinkedUp Bulletin 	<ul style="list-style-type: none"> • Invitation to join CEO Roundtable • Select introductions to potential new Green House adopters • "Elevate Eldercare" Podcast sponsorship • Invitation to sponsor special GHP events • Open invitation to join workshops (virtual or on-site) • Select white paper submissions to GHP network of peers, influencers, and supporters • Special invitation to join select LinkedUp Peer Network groups • Logo placement on LinkedUp Bulletin 	<ul style="list-style-type: none"> • Co-sponsor a workshop and receive registration list, email, & contact information • Select introductions to potential new Green House adopters • "Elevate Eldercare" Podcast sponsorship. • Open invitation to join workshops (virtual or on-site) • Special invitation to join select LinkedUp Peer Network groups • Logo placement on LinkedUp Bulletin

ENTHUSIAST \$5,000	MISSION \$2,500	FRIEND OF \$500
<ul style="list-style-type: none"> • Sponsor a series of webinars hosted by GHP and receive registration lists • Open invitation for one individual to join a workshop 	<ul style="list-style-type: none"> • Co-sponsorship recognition of one webinar, including registration list. • Discounted registration for workshops 	<ul style="list-style-type: none"> • Registration to all external GHP e-newsletters • Discounted registration for workshops

In addition to our traditional sponsorship levels, The Green House Project has developed an invitation-only Synergy Partnership program for like-minded organizations that want to be involved more directly with our advocacy and reform work. GHP Synergy Partners will help us take concrete action to expand care options for elders in every community.



More Than Small Homes

The Green House Project partners with senior living providers to create homes for elders that demonstrate more powerful, meaningful, and satisfying lives, work, and relationships while creating person-directed, relationship-rich living environments. While Green House communities are best known for their small-house design for elders receiving skilled and long-term care services, The Green House Project also provides a variety of other solutions:

- **Financial Feasibility Model (FFM)** to assure the financial feasibility of developing new Green House homes, as well as sustainability into the future.
- **Regulatory and design review** to assure the most appropriate and elder-friendly design solutions.
- **Technical assistance and training** to assure the organization has the necessary tools and systems in place to support the transformation effort.
- **LinkedUp Peer Network** of Green House home operators provides access to best practices, events, resources, education, and connection with other partners.
- **Cultural Transformation** enables providers to embrace The Green House Project core values when they are unable to develop trademarked Green House homes.
- **Best Life** is a standalone dementia care program utilizing a unique and holistic approach that enables those living with dementia to thrive.

“At the Jewish Home Family, we believe that our partnership with The Green House Project is the most significant thing that we have done, and will do, to improve the lives of our elders and our staff. Incorporating the core values of real home, meaningful life, and empowered staff have changed the way we do everything—not just long-term care. Our elders deserve the very best that we can offer: They deserve freedom, dignity, care, respect, and compassion. Living the Green House values, creating the Green House culture within our organization — these are tangible ways to improve our work and to improve our world.”

Carol Silver Elliott, President and CEO, Jewish Home Family

podcast



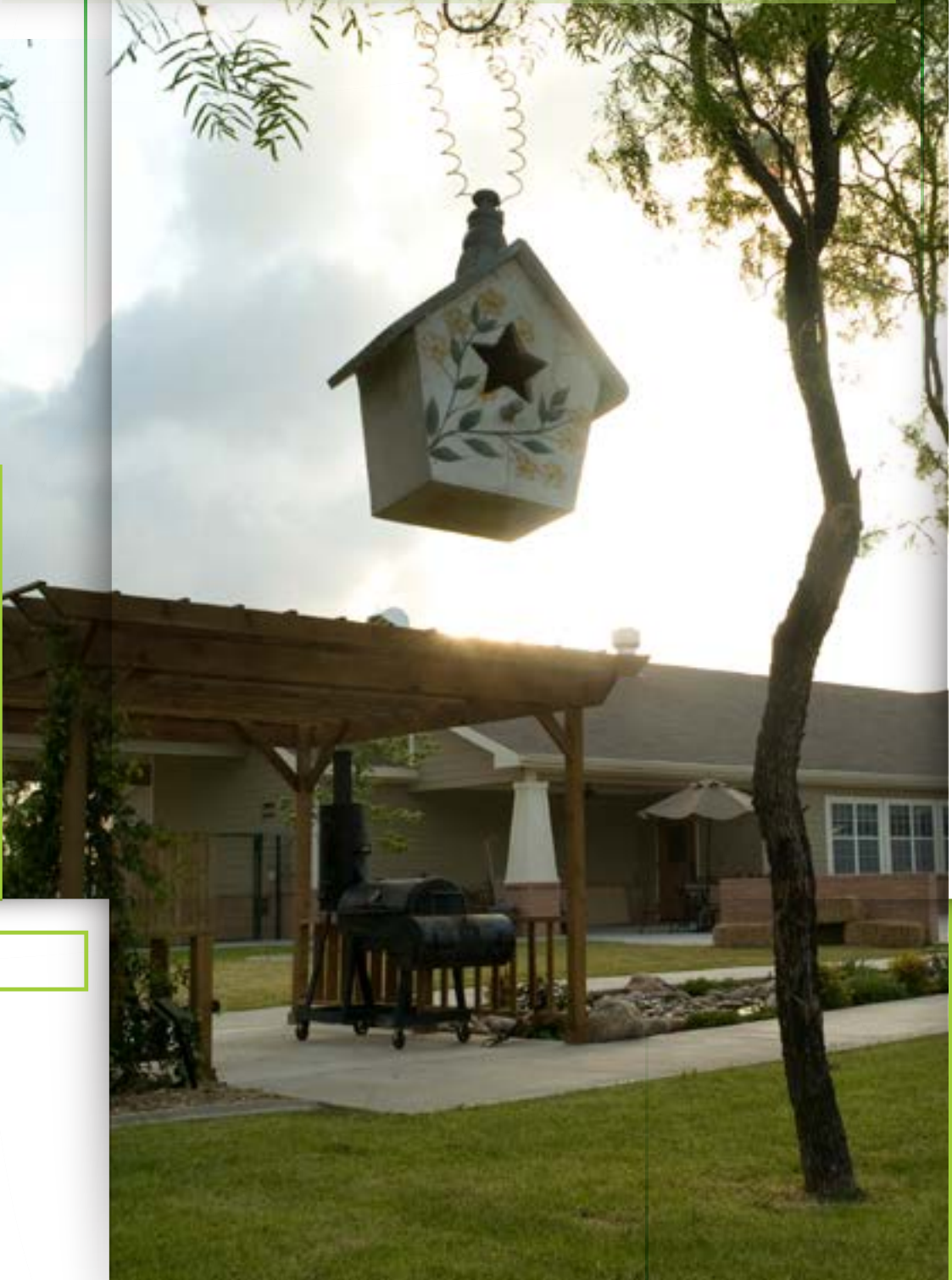
ELEVATE ELDERCARE



APPLE



SPOTIFY



social media



FACEBOOK



INSTAGRAM



TWITTER



LINKEDIN



YOUTUBE

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