



2022 SOCIAL RESPONSIBILITY REPORT

ROSE
VILLA
Welcome to the neighborhood.

A MESSAGE FROM **VASSAR T. BYRD, CEO**

"I'm looking forward to the future and feeling grateful for the past."

– Mike Rowe



Dear Friends,

As I write this, all things green and blooming are springing up across Rose Villa's 22-acre neighborhood – thank heavens! After a long and soggy winter, it is wonderful to be able to pause and reflect on the impact this community has – not only among our own resident and staff community, but in the greater Oak Grove neighborhood.

This year we are celebrating the completion of our 10-year campus redevelopment with a state-of-the-art 24-hour Madrona Grove Supportive Living neighborhood. The new Madrona Grove has a dual licensure as both an Intermediate Care Facility (ICF) and Residential Care Facility (RCF). Through our ICF Medicaid certification, we are able to provide warm, person-centered supportive services and comfortable accommodations to Rose Villa residents as well as the greater community, regardless of economic situation. We believe all elders should be able to live lives of purpose and meaning, no matter their age or income, and it is part of our purpose to help them do just that.

Our final phase of redevelopment included a ground-breaking greywater reclamation system, ROSIE, which stands for Recycled Organic Stuff is Everywhere. This innovative water filtration system scrubs the relatively clean water wasted during bathing and washing dishes and repurposes it to use in toilets and to irrigate the grounds. ROSIE is anticipated to save our region approximately 300,000 gallons of clean water annually – potable water that previously would have been literally flushed down the toilet.

Come see us! If you haven't been in a while, you may be surprised to see all that has changed. We are delighted to welcome you to the neighborhood.

I personally invite anyone to provide feedback on Rose Villa's continuing efforts to serve our community. All social responsibility-related communications may be directed to info@rosevilla.org and, of course, you can always reach out to me on any topic at vbyrd@rosevilla.org.

With gratitude,

Vassar T. Byrd, CEO

A handwritten signature in dark ink, appearing to read "Vassar T. Byrd". The signature is fluid and cursive, with a large, stylized "V" at the beginning.

The basis of long-term care facility federal tax-exemption is found in IRS Revenue Ruling 72-124, which calls for the organization to satisfy three primary needs of older people: the need for housing, the need for health care and the need for financial assistance.



OUR LEADERSHIP

SENIOR MANAGEMENT TEAM

VASSAR BYRD
CEO

TINA MOULLET
Executive Director

ANGELA HANSEN
Director of Finance

JENNIFER WERDEL
Director of Marketing
& Communications

ERIN CORNELL
Director of Health
Services

MARYHELEN CLAUSING
Director of Social
Services

BOB JUDD
Director of Campus
Development

MICHELLE LACROIX
Director of Human
Resources

RENÉ SWAR
Director of Wellness

NORINE MULRY
Director of Food &
Beverage

JIM WILLEFORD
Director of Strategic
Operations

CHERYL FRANCESCHI
Foundation Director

BOARD OF DIRECTORS

GLENN RODRIGUEZ, MD
President

ELEANORE HUNTER
Vice President & Treasurer

WADE CLOWES
Secretary

DOUG MORRIS
Member

ROSE OJEDA
Member

ED GORMAN
Member

RON STOCK, MD, MA
Member

KIRSTEN M. JACOBS, MSW
Member

CINDY BROWN
Resident Member

2022 SOCIAL RESPONSIBILITY REPORT

Rose Villa's mission of supporting older adults to live the lives of their own choosing uniquely defines who we are. Put simply, our residents are in the driver's seat in their own life's journey, at all times, and at all stages. We are committed to changing the face of aging. We believe elders are a valuable and strong force championing change and imparting wisdom to future generations.

We are motivated by an unwavering belief in being transparent, authentic, and accountable in all we do. These qualities are evident in our work to create a diverse, inclusive, and welcoming community to all people, and in our commitment to be a force for good in our community.

We continue to focus on our core issues of sustainability, health and wellness, and inclusivity for everyone who lives, works, and visits our community.

The impacts measured in the 2022 Rose Villa, Inc. Social Responsibility Report represent our philanthropic commitments on campus and in our greater community. They are an aggregated picture of our short and long-term goals to meet resident expectations and align with Rose Villa's values and priorities. In this report, we cover Rose Villa's calendar year 2022.



2022 AWARDS & ACCOLADES



PORTLAND BUSINESS JOURNAL HEALTHIEST EMPLOYERS OF OREGON 2022

As a community committed to health and wellness for our residents and our staff, we are honored to be recognized for our efforts in ensuring our employees remain healthy. As part of our total employee benefits package, we provide opportunities for staff to participate in wellness activities that are offered at different times of the day, encouraging staff to work these in as their schedule permits. In 2022, we received a placement of #2 for mid-sized Oregon employers in the Portland Business Journal's Healthiest Employers of Oregon Awards.



CLACKAMAS COUNTY LEADERS IN SUSTAINABILITY GOLD STATUS

Leaders in Sustainability is a comprehensive program offered by Clackamas County's Resource Conservation & Solid Waste department designed to support a business's triple bottom line: commitment to economy, environment, and community. This is the sixth year Rose Villa has been recognized as a "Gold" Leader in taking concrete steps to minimize waste, conserve energy and water, invest in employees and support the community.



OREGON BUSINESS 100 BEST NONPROFITS TO WORK FOR IN OREGON

Rose Villa came in at #19 in the large organizations category for 2022, honored for making wellness a mantra throughout the community by providing employees with free on-site fitness and aquatics access, meditation, yoga, and circuit-training, and subsidized meals at Harvest Grill.

ENVIRONMENTAL IMPACT

Rose Villa incorporates prudent environmental practices into every aspect of our 22 acres. 2022 saw the following accomplishments, many are a continuance of initiatives from years prior:

- Removing lawn in exchange for less water-intensive planting schemes, reducing water and maintenance related inputs.
- Retrofitting existing spray irrigation systems with more water efficient nozzles and drip irrigation to conserve our water use and shared resources.
- Planting trees to increase tree canopy, mitigate heat island effect and pollution, sequester carbon and provide wildlife habitat in our community.
- Earning Backyard Habitat certification by planting native and pollinator plants in individual yards and common spaces for the benefit of local ecosystems.
- Disconnecting downspouts to mitigate peak discharge into storm water systems and filter water prior to entering river.
- Removing and mitigating invasive plant species.
- Resident Green Team provides resident leadership to promote policies and programs that address the impacts of climate change.
- Investing in battery-powered grounds maintenance equipment, lowering emissions from our work and reducing noise pollution.

ENVIRONMENTAL IMPACT

Our commitment to tread lightly on the earth is realized through our recycling efforts. In 2022, these efforts include:

- A comprehensive food scrap compost program for residents, staff, and campus restaurants.
- Incorporating responsible batteries and light bulb disposal program for residents and staff.
- Engaging Clackamas County Sustainability and Solid Waste and Waste Management to further improve our recycling and garbage disposal program.
- Implementing ROSIE, our greywater reclamation system. ROSIE is projected to save approximately 303,214 gallons of potable water per year.



ROSIE Greywater Reclamation Rendering.

FINANCIAL IMPACT

In 2022, Rose Villa supported the following programs in a financial capacity, similar to years past:

- Donated art supplies to local Montessori school
- North Clackamas School District's Winter Blitz coin drive
- Clackamas Service Center
- Good Roots Community Church
- Esther's Food Pantry
- North Clackamas Watersheds Council
- Milwaukie Center

COMMUNITY IMPACT

In 2022, Rose Villa spearheaded the following initiatives and events:

- Invited Oak Grove students to Madrona Grove Supportive Living for an opportunity to engage with elders and practice reading skills.
- Hosted a scout troop and helped them complete a badge.
- Completed a River Road clean up for our section of River Road for the Adopt-a-Road program.
- Assisted in facilitating a coat drive for the United Christian Fellowship, which donated 22 coats and \$395 to ClackCoKids.
- Provided spaces for local piano and drum student recitals, including for Rex Putnam High School.
- Held a constituent coffee chat for Rep. Karin Power.
- Participated in the Oak Grove Trolley Trail Festival.
- Hosted educational field trips to the Oak Lodge Water Reclamation facility to educate residents water treatment in Clackamas County.

WELLNESS IMPACT

We promote a culture of health and wellbeing within and beyond our campus by incorporating the six dimensions of wellness in all that we do: emotional, intellectual, physical, social, spiritual, and vocational.

We are proud to share our passion for wellness with the greater community by:

- Continue to allow PCC Exercise Science students to observe classes and conduct fitness testing and consultations for our residents.
- Hosted two interns from the Portland Community College Exercise Science program.
- Participate annually in the Walk to End Alzheimer's.
- Provide our pool to the Wasabi Women's program for their winter practice.
- Provide meeting space for the Wasabi paddling club.
- The Rose Villa lifeguard corps helped a local scout group earn their swimming badges.

HEALTH IMPACT

Rose Villa is proud to accept Medicaid in our 24-hour supportive living neighborhood, Madrona Grove. In this capacity, we are able to care for all elders, not just our own resident members.

Blue Zones®

Rose Villa is approved as a Blue Zones® project, a designation that means we are a place where people live longer, healthier lives. Dubbed “longevity hot spots,” blue zone areas share specific lifestyle habits that contribute to their being a healthy place to live. Being Blue Zones® certified benefits Rose Villa residents and staff, because it promotes wellness in our community in a variety of ways, such as offering staff access to the fitness and pool facilities, providing financial and health education seminars, and nutrition classes.



SEEN & SCENE IN 2022



CEO Vassar Byrd presents at resident forum



Ping pong for brain and balance



CAB Art show



Pride Variety Show



Madrona Grove moving day



Resident at talking circles



Rosie and her ducklings



www.rosevilla.org

