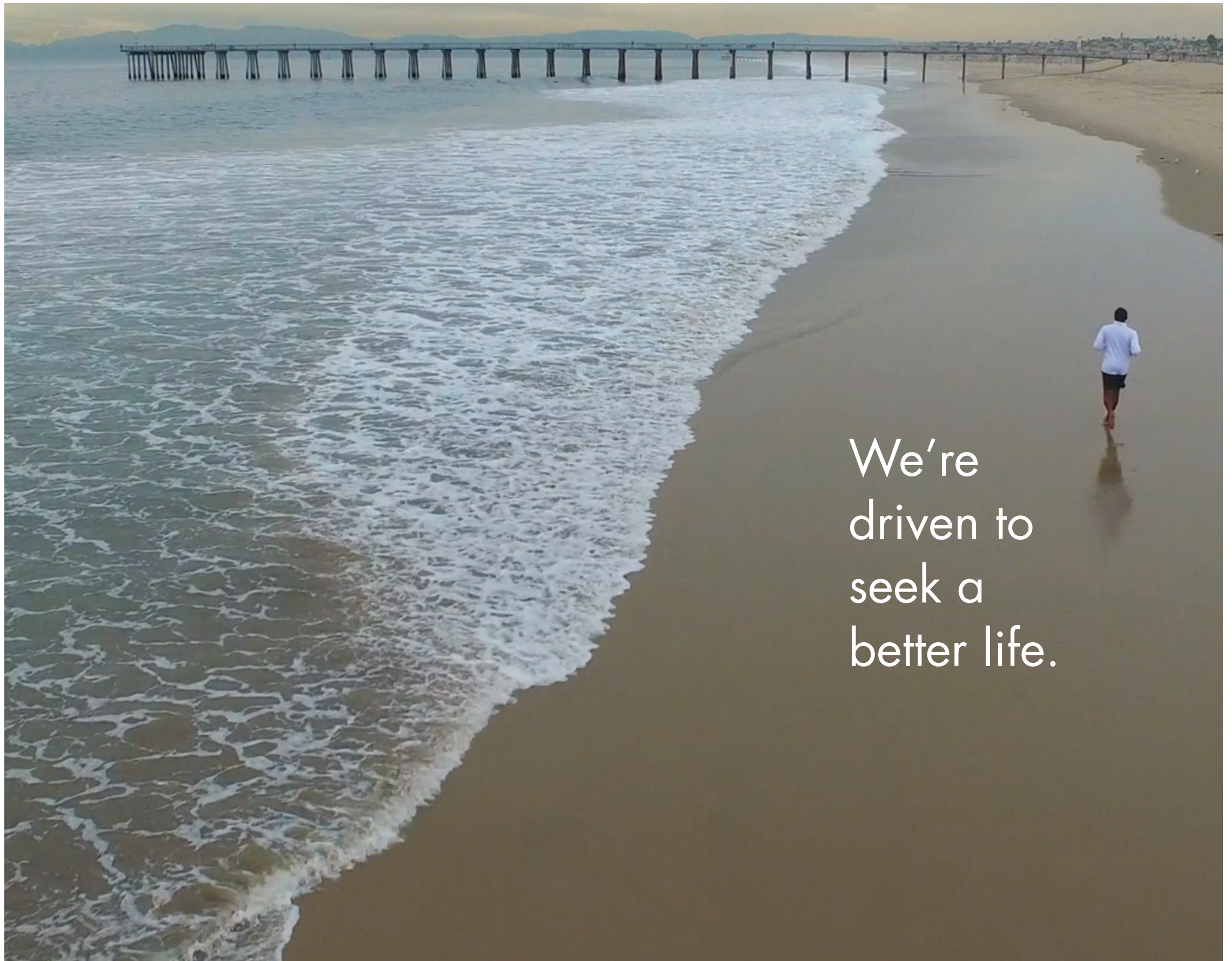


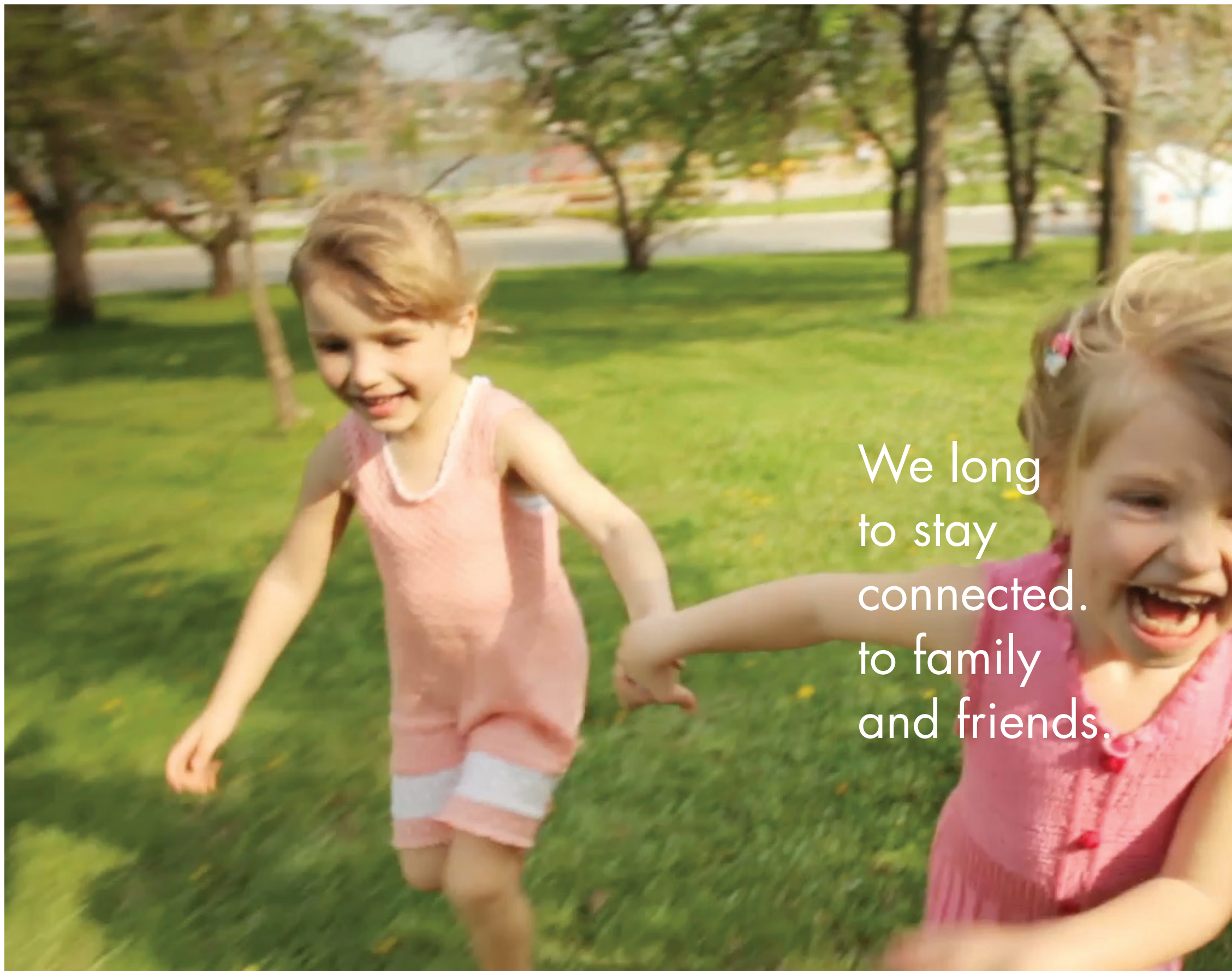


Life.

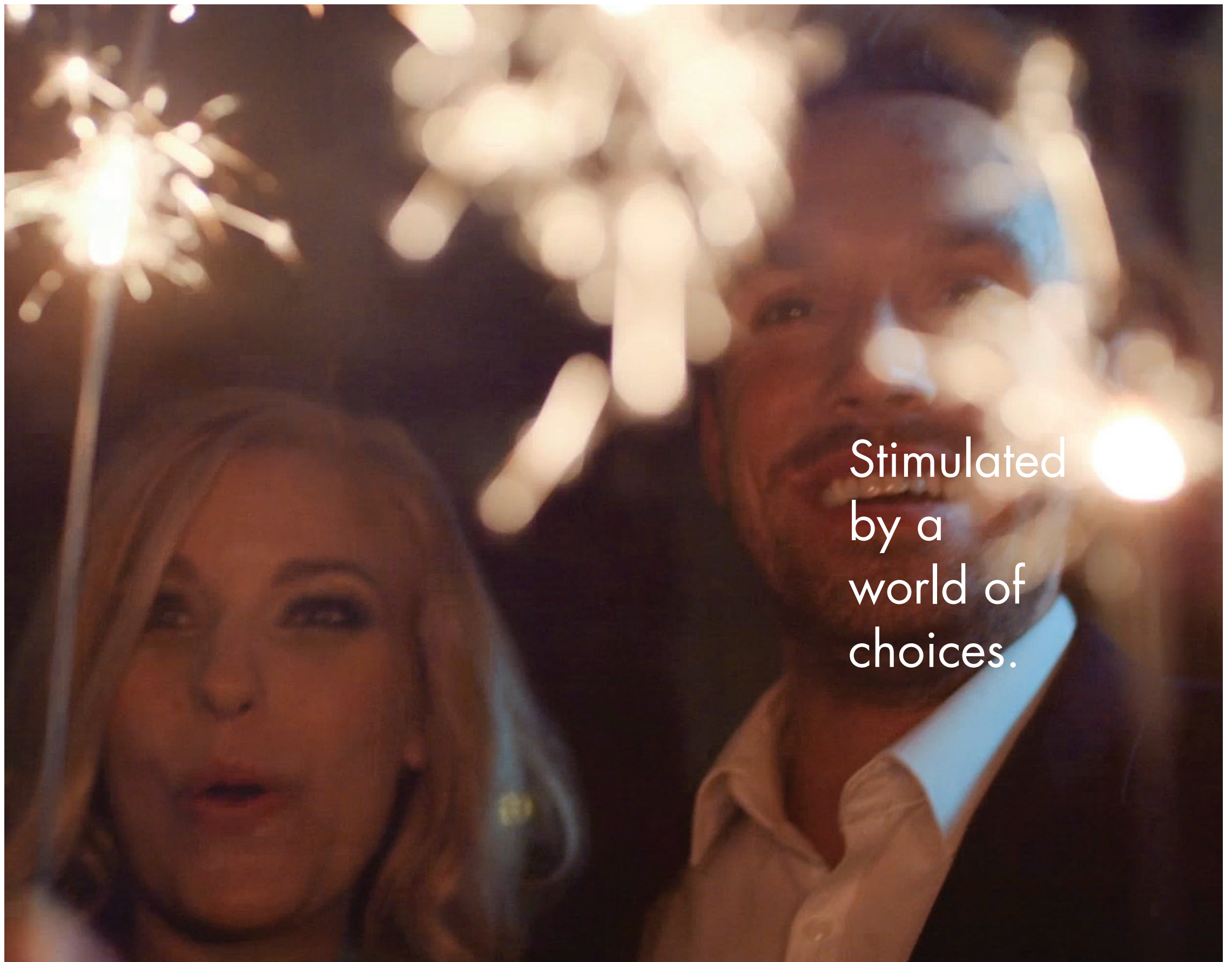
It's personal.



We're  
driven to  
seek a  
better life.




We long  
to stay  
connected.  
to family  
and friends.



Stimulated  
by a  
world of  
choices.

A close-up portrait of a woman with dark, curly hair. She is looking upwards and to the right with a serene expression. Her right hand is raised, with fingers gently touching her chin and neck. She is wearing a white towel draped over her shoulders. The background is a soft, out-of-focus bokeh of warm, golden-brown tones.


Never  
feeling  
as old  
as we are.

A woman with short blonde hair is sitting on the floor in a room. She is wearing a white tank top and white pants. She is looking out a window with blue curtains. The text "We yearn to become our best selves." is overlaid on the right side of the image.

We yearn  
to become our  
best selves.



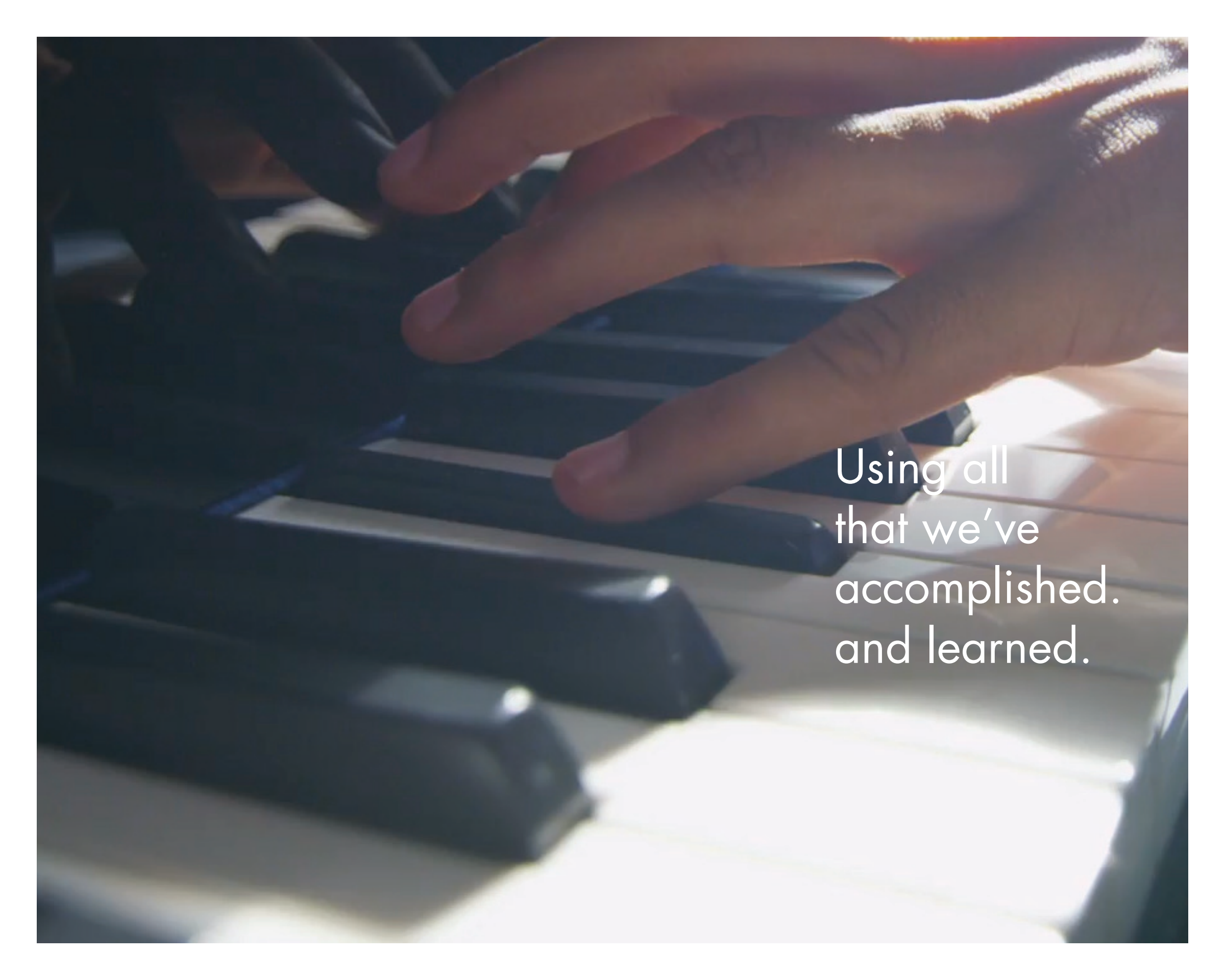
Relevant  
to the  
world.



Staying in the  
game.



Continuing  
to make  
a difference.



Using all  
that we've  
accomplished.  
and learned.

The image shows two oval airplane windows side-by-side, looking out onto a vibrant city skyline at night. The city is densely packed with skyscrapers, many of which are illuminated with bright lights, creating a colorful glow. A body of water is visible in the foreground, reflecting the city lights. The sky is dark blue with some light clouds. The text "Connected to a changing landscape." is overlaid on the right window in a white, sans-serif font.

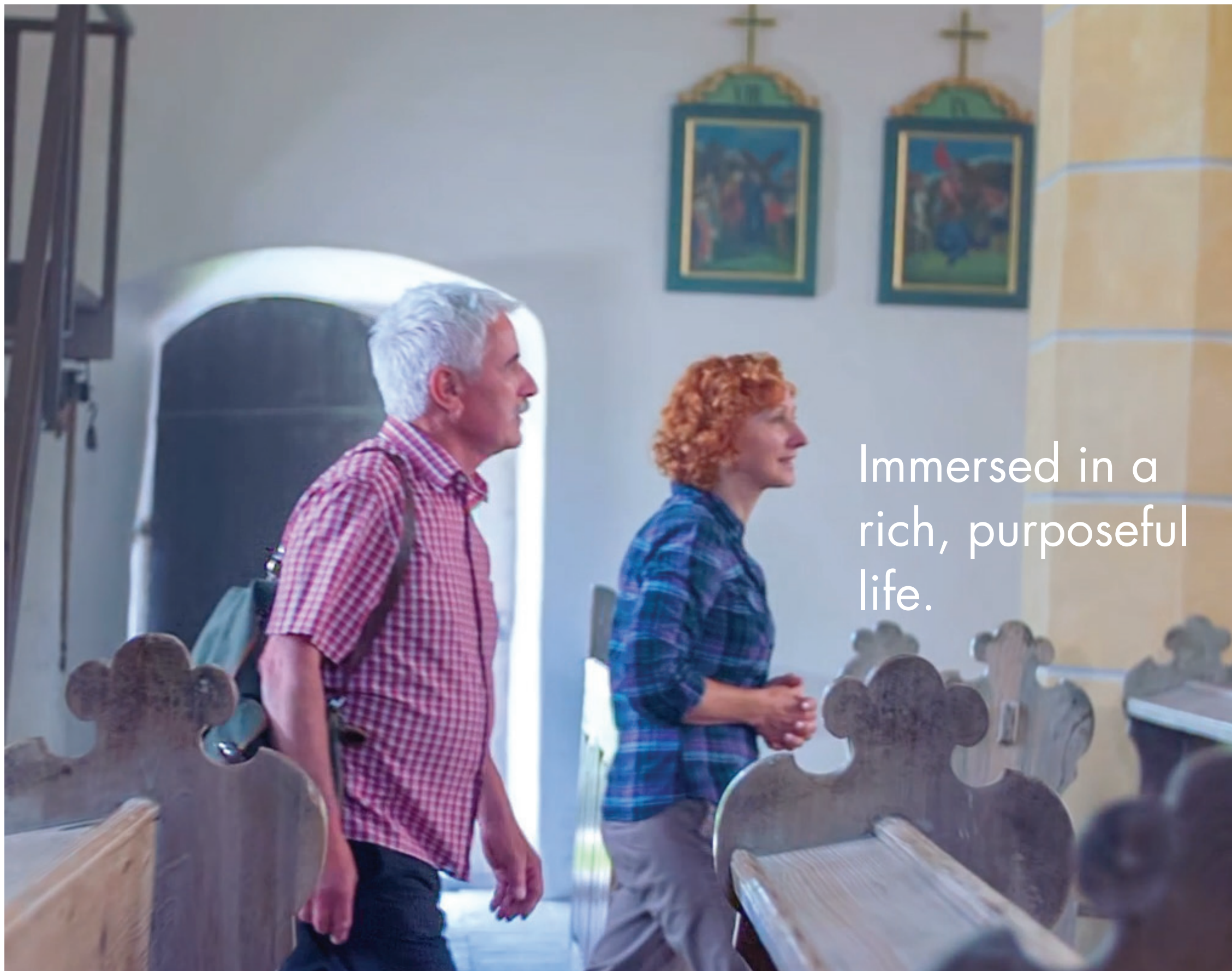
Connected to  
a changing  
landscape.



Home.  
Passions.  
Opportunities.



Channeling  
creative  
energy



Immersed in a  
rich, purposeful  
life.

Our world is human.

And good.

Our life?

Well, it's  
personal.

Say hello to  
human good

As the world  
changes, so do we.

A photograph of a man and a woman in a kitchen. The man is leaning over the woman, who is seated at a table. They appear to be looking at something together. The image is overlaid with a semi-transparent pink filter.

# Becoming our better selves.

You may not know it, but we're living in the midst of a revolution. America and the world are growing older. With older Americans soon to outnumber their children, we're seeing vast opportunities and great challenges as we seek to help older adults continue to live with meaning and purpose.

Our path used to be simple. We were born into families, grew into individuals. We started families of our own. Worked a job, built a career. Accomplished things, great and small. In the end, our reward for all this effort was a short period of retirement. A winding down. The end.

With greater longevity—often with extended periods of physical and mental health—that “short period of retirement” has lengthened into decades. Educational levels exceed those of generations past, and we enjoy a degree of affluence undreamed of not too long ago.

We knew the rules as a child. As we grew into young adulthood the rules changed, but they still were understood. As adults, our roles and responsibilities have been well-defined. But what about an older adulthood that can stretch 30 years or more? What are the rules now?

We believe there's an opportunity to live a life in which we create our finest, most authentic selves. For each of us to become what we were meant to be. To accomplish what we were meant to do.

HumanGood is here to help make it happen.



# A rich, purposeful life.

Our mission is to redefine the meaning of aging well for adults 55 and older. The products and services we offer are designed to support those we serve, their families and our team members in the pursuit of an engaged, purposeful life.

Why? Because everyone should have the opportunity to live life with enthusiasm, confidence and security, regardless of physical, social or economic circumstances.

A person is running on a track, with their legs and feet visible. The image is overlaid with a semi-transparent yellow filter. The text is positioned on the left side of the image.

# Where we're going (and how we'll get there).

Life is personal. It's as unique to every individual as the proverbial snowflake. And yet as we look at what people want in their lives as they grow older, suddenly we're not so different. Good health and financial security are a given. But beyond that, we all want to feel useful. Stay connected to friends and family. Continue to learn and grow. Be creative. Enjoy our lives. Be content. Our goal, then, is to help people experience these things—whether it's the older adults we serve, their families or our team members.

How will we do this? By being the leading innovator in delivering enriched and engaged experiences with optimal health and measurable life fulfillment. We'll achieve our aspiration by focusing on three areas.



# CCRCs, reimagined

Continuing Care Retirement Communities (CCRCs or “Life Plan Communities” as they’re increasingly becoming known) provide housing and health care on a continuum that changes as the needs of older adults change. Residents can enjoy life in a CCRC when active and healthy, and continue to take advantage of the community experience if they require assistance due to health issues, even as those issues become more significant.

But we know that the CCRC as currently conceived has limited appeal. Nine out of 10 older adults either aren’t interested or can’t afford it. We believe strongly in the value of community living and have seen how it can improve both quality and length of life, but we also recognize that community living has to be reimagined and redesigned. Shelter, health and financial security are essential, but the experience must be more transformative and profound. The years older adults spend in our communities should be among the best years of their lives.

A close-up photograph of a human eye, looking directly at the camera. The image is heavily tinted with a blue color, giving it a somber and contemplative feel. The eye's iris is visible, and the surrounding skin and eyelashes are in soft focus. The overall composition is centered, with the eye occupying the middle-left portion of the frame.

# Meeting the demand for 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.

# New products to deliver purposeful living

We know that current senior living communities aren't a fit for everyone. We must develop new products and services that align with the desires and expectations of a new generation of older adults. If our goal is to support people in their aspiration to live useful, engaged and stimulated lives, then we must understand those we serve more deeply and design experiences that deliver enriched, purposeful living.

# Say hello to HumanGood.

A photograph of an older couple riding a motorcycle. The man is in the driver's seat, wearing a helmet and a light-colored shirt, smiling. The woman is seated behind him, also wearing a helmet and a light-colored shirt, smiling and holding onto him. The motorcycle is a light-colored scooter or small bike. The background is a soft-focus outdoor setting with trees and foliage. The entire image has a semi-transparent pink overlay.

HumanGood is the coming together of two organizations with rich histories of serving older adults and their families.

American Baptist Homes of the West began in 1949 with the establishment of Pilgrim Haven Retirement Community (now known as The Terraces at Los Altos) in Los Altos, California. ABHOW's original purpose was to provide quality housing and health care for retired American Baptist ministers and missionaries, but grew quickly to include older people regardless of occupation or religious affiliation. From one community serving nine residents in 1949, ABHOW expanded to 50 communities in six states.

be.group began life as Southern California Presbyterian Homes in 1955 when the leaders of three Southern California presbyteries of the Presbyterian Church recognized the need for communities that would support older adults in their aging journeys. Beginning with the acquisition of properties in La Jolla and Bradbury to serve as the homes to White Sands La Jolla and Royal Oaks, the organization grew to encompass 37 communities throughout the state of California. It became be.group in 2011.

ABHOW and be.group successfully closed affiliation in May 2016, becoming California's largest nonprofit provider of senior housing and services and one of the 10 largest organizations of its kind in the nation.

As HumanGood, our 3,600 team members serve nearly 10,000 residents in 84 communities across California, Arizona, Nevada, Washington and Idaho.

# What we believe

1 All people are created by God and endowed with potential and purpose at every stage of life.

2 Our success is based upon a deep and empathetic focus on those we serve.

3 Each of us can get more out of life. And give more back. Our job and privilege is to help.

4 We can only fulfill our mission if we attract, develop, motivate and retain the best team members.

5 We must actively look for opportunities to improve the aging experience.

6 We must constantly learn, and quickly adapt our business practices to changing circumstances.

7 We must bring our best to all we do, and hold each other and ourselves to that standard.

8 Simple is better.

9 Innovation is essential to achieving our mission.

10 Bringing a sense of joy and fun to our work is important.

11 Diversity reflects our world, strengthens our efforts and honors our mission.

12 Our growth should be purposeful, sustainable and focused on those areas in which we can meaningfully impact lives.

human good