

Senior Living

CaRES

COMPREHENSIVE BRANDING DESIGN FOR A NONPROFIT

PROJECTS GOALS

My goal when working with the Senior Living CaRES Fund was to refine their branding and develop a cohesive set of design and marketing materials. I reformatted brand assets to ensure consistency across multiple marketing formats and created additional brand assets to support donation initiatives. My work included business card design, an informative brochure, a writable PDF application form, website updates, board presentations, social media content, and video editing for Instagram and LinkedIn. These efforts helped enhance SLCF's visual identity and communication strategy.



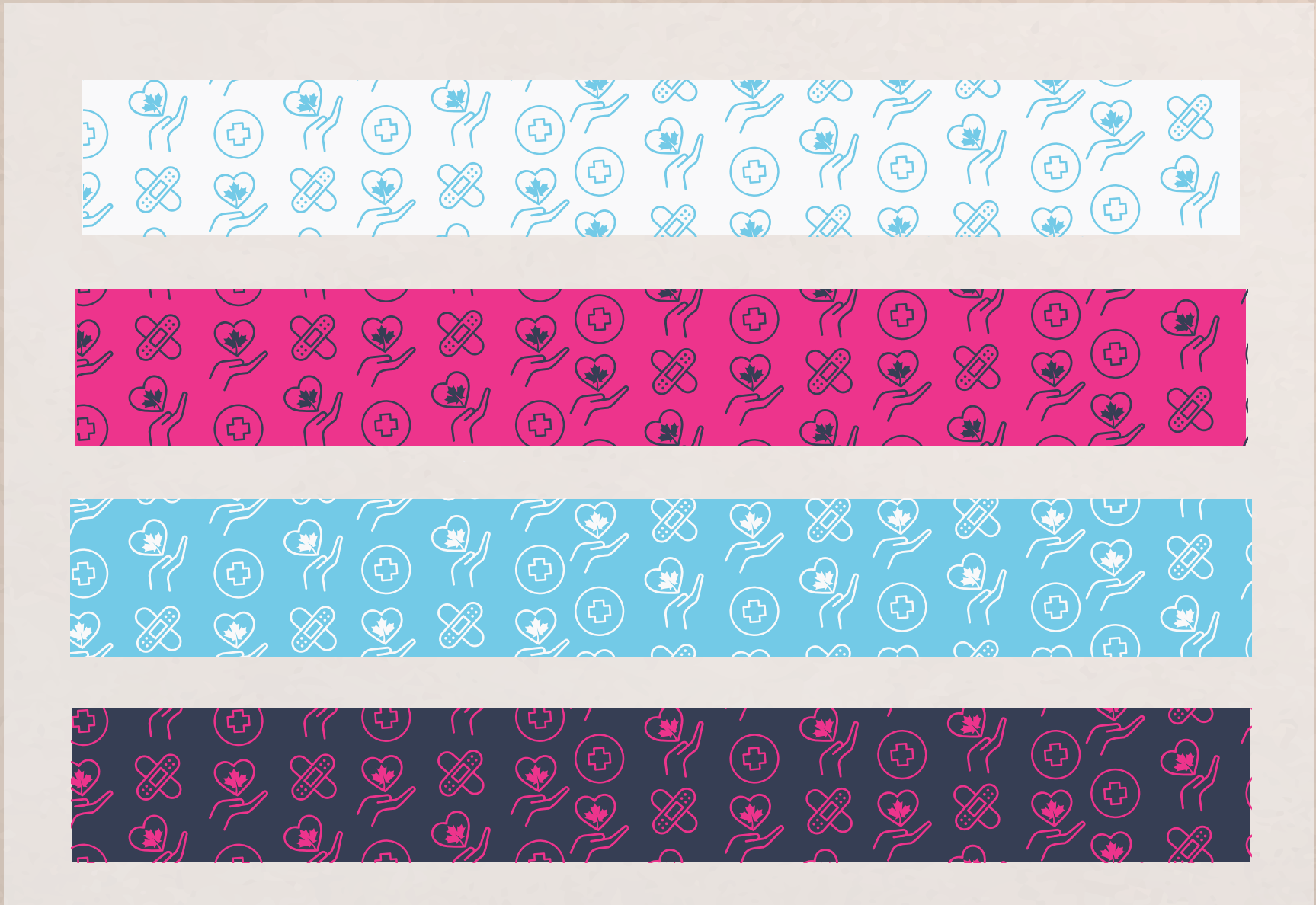
www.seniorlivingcares.ca

BRAND ASSETS

LOGO



PATTERNS



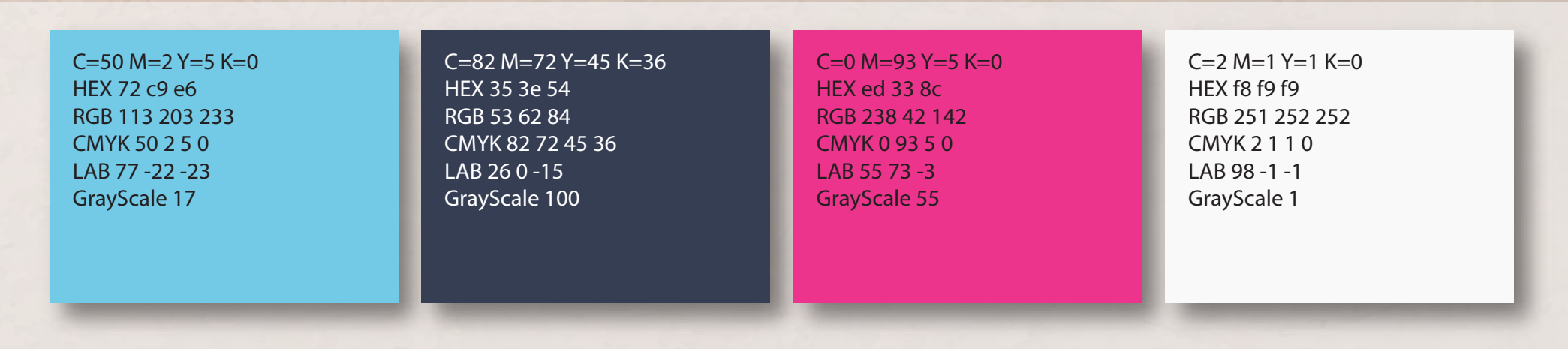
BRANDING LOGO VARIATIONS



TYPOGRAPHY



COLOR PALETTE



MARKETING MATERIALS

DONATION EMBLEM



BUSINESS CARDS



PRINT DESIGN

WHY DONATE?

Donate today & be part of a stronger, healthier future.

Your donation directly supports the people who provide outstanding care to our seniors. By contributing to the CaRES Fund, you help:

- Create a sector where team members want to join and stay.
- Enhance quality of life for residents.
- Promote education and resilience within the senior living workforce.

Thank you to our current donors



SHOW THAT
SENIOR LIVING
CARES



Join us in
making a difference
by donating today.



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INVESTING IN
CHAMPIONS

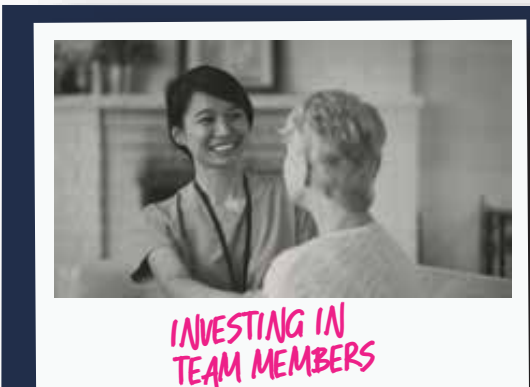


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HONOURING DEDICATION & HEROISM

Our Story

Established in 2020 during the global COVID-19 pandemic, the Senior Living CaRES Fund was created to recognize and support the incredible dedication of those working in senior living. As a lasting symbol of gratitude, we are committed to investing in team members to ensure the highest quality of life for Canadians in long-term care homes and retirement communities.



INVESTING IN
TEAM MEMBERS

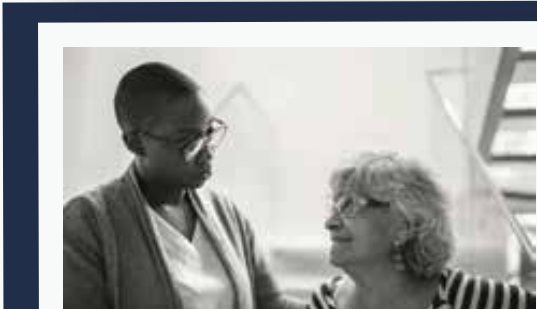
WHAT WE DO

Providing critical support when it's needed most.

Since we began, the CaRES Fund has distributed more than \$3 million in emergency financial aid and education bursaries to hundreds of frontline heroes from coast to coast. Whether clinical, culinary, laundry or life enrichment staff, we celebrate stories of resilience and excellence.

Emergency financial assistance: Helping team members navigate unexpected challenges.

Education bursaries: Empowering personal and professional growth.



PROVIDING
SUPPORT

HOW TO GET SUPPORT

All applicants must be frontline senior living sector employees who have been employed for at least three months at a senior living operator in Canada (long-term care or retirement), have passed their probationary period and are in good standing.

For **emergency financial assistance**, applicants must demonstrate that they are experiencing financial hardship due to a qualifying event that happened within the past 90 days. A qualifying event is:

- A natural disaster (flood, earthquake, wildfire, tornado, etc.) that has affected your primary residence
- A serious illness, injury or death in the family that affects your ability to pay for basic living expenses and/or requires the purchase of equipment or home modifications
- Catastrophic or extreme circumstances (fire, robbery, assault, domestic abuse, eviction from your home) that affect your ability to cover basic living expenses

Please email info@seniorlivingcares.ca for the emergency financial assistance application.

For **education bursaries**, applicants must be enrolled in a course of study and intend to stay in the senior living sector for at least three years.

Education bursary applications are submitted through an online portal that will open in the summer.

PRESENTATION DESIGN

