



January 2025 | Issue 3

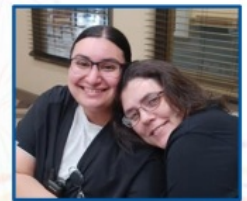
Everlasting Community Services is the largest Brain Injury Assisted Living provider in Arizona.

Founded in 2006, Everlasting specializes in caring for residents living with traumatic and acquired brain injury. Our three valley locations focus on Rehabilitation, Compassion and Integrity through a wide array of enrichment and rehabilitative programs.

## NEW YEAR'S RESOLUTIONS 2025



"I've already lost some weight, I'd like to continue – just better health through eating better and exercising."  
*William*



"Be more at peace, let go of stress and live life."  
*Sara (above left)*

"Reading the bible and getting more seniors involved in all the fun things we do here! I'm going to try and learn how to crochet!"



*Dorothy*



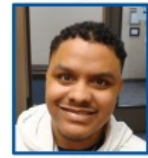
"I'm the king of procrastination... I want to do better with that!"  
*Frank*

"Lose weight."  
*Amanda (above right)*

"Try to spend less and save more."  
*Kayla*



"Walk more."  
*Deborah (not pictured)*



"I'd like to play basketball again and get a job."  
*Sirr*

"Hopefully I can walk this year... I'll be working on that in Physical Therapy."



*Alex*



"Be more active."  
*Amy*

**HAVE A SAFE 2025!**

Popular New Year's resolutions often include health and wellbeing. In January,

many of us aim to eat better and exercise more. Prevention is key, and that is certainly the case when it comes to Traumatic Brain Injury (TBI).

The CDC estimates that between 1.7-3.8 million people experience a TBI annually in the United States.

Brain injuries have a higher incidence in people 17-24 years old, over the age of 75 and those 5 and under. For seniors, falls are a leading cause of brain injury. Using handrails on stairs, utilizing assistive devices (walkers, canes) when walking, removing tripping hazards like throw rugs and walkway clutter, and being sure to use nightlights help to make the environment safer. Improving balance and strength with exercise even a physical therapy consult can help.

What else can we do?

Wear protective gear: Helmets when riding a bike or motorcycle, skateboarding or snowmobiling. Helmets are also important in contact sports like football. Knowing signs of concussion and seeking immediate care when someone sustains an injury are important as well.

Drive safely: Don't drive under the influence and always wear a seat belt. Have age and height/weight-appropriate car seats for children and avoid distractions - the phone can wait.

Playground safety: Equipment should be installed over shock-absorbing surfaces like sand or mulch.

Pools and tubs: Never leave kids unattended around pools or tubs. Teach water safety.

Gentle with baby: Shaken baby syndrome can occur in babies or toddlers when they are shaken. It's a preventable tragedy that has life-long catastrophic consequences.

For additional information, please discuss with your healthcare provider. Identify resources like Uber, Lyft before drinking and for tired new moms and dads - please reach out to friends and family to help care for your infant/toddler or reach out to your pediatrician or PCP for additional resources and support. To be sure car seats are installed properly, visit [www.nhtsa.gov](http://www.nhtsa.gov) (National Highway Traffic Safety Administration).

## HEART OF A VOLUNTEER

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Every Wednesday, our dedicated team of volunteers heads out to St. Mary's Food Bank as they've done for years.



Pictured right: Marc builds food boxes during his weekly volunteer shift.



"I enjoy volunteering for those that need help."

Marc M.,  
Volunteer

This month's featured **Heart of a Volunteer** is Marc M.

Marc has been volunteering with St. Mary's for more than seven years. He shares that he likes getting out into the community and "loves being able to help people out." He continued, "I love having something to do and enjoy volunteering for those that need help." When he isn't volunteering, he keeps busy with other activities and likes word-search puzzles. He encourages anyone who is thinking about volunteering, but not sure if they'll like it, "Try it out and see what you think... it's fun helping!"

## NEW YEAR, NEW RESIDENT'S COUNCIL

New Resident Council members were sworn in ceremoniously on January 8th following our November elections. Our Executive Director, Joe West, led the ceremony as new officers took their *Oath of Office*. Our council is committed to being a voice for all residents and is already working to implement some great ideas in 2025!



## JANUARY CALENDAR - Estrella Center

EC: Event Center DR: Dining Room OA: Outing Activity						
January 2025						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
			1 NEW YEAR'S DAY 10:00 DR Movie & Hot Cocoa Bar 1:00 DR Karaoke	2 9:00 outdoor walk 10:30 Pet Therapy with Dottie and Dash 1:30 Activity in SCU	3 9:00 Outdoor Walk 10:30 Nails & Game Room 1:30 Movie & Popcorn	4
5 10:00 Father Gabe 1:00 Movie	6 9:00 Outdoor Walk 10:30 Arts & Crafts 1:30 Activity 5:00 EC Chaplain John	7 9:00 Outdoor Walk 10:00 ALF Art Class 10:30 Bingo SCU 12:30 OA Farm Angels Sanctuary 1:30 Activity	8 9:00 Outdoor walk 10:00 DR Resident Council Meeting 12:30 OA Food Bank Volunteers 1:30 Karaoke	9 9:00 Outdoor Walk 10:30 Pet Therapy with Dotty & Dash 1:30 Activity SCU	10 9:00 Outdoor Walk 10:30 Nails & Game Room 1:30 Movie and Popcorn	11
12 10:00 Father Henry 1:00 Movie	13 9:00 Outdoor Walk 10:30 Arts & Crafts 1:30 Activity 5:00 EC Chaplain John	14 9:00 Outdoor Walk 10:00 ALF Art Class 10:30 Bingo SCU 12:00 OA Desert Botanical Gardens 1:30 Activity	15 9:00 Outdoor Walk 10:30 Arts & Crafts 12:30 OA Food Bank volunteers 1:30 Karaoke	16 9:00 Outdoor Walk 10:30 Pet Therapy with Dotty and Dash 1:30 Activity SCU	17 9:00 Outdoor Walk 10:30 Nails & Game Room 1:30 Movie & Popcorn	18
19 10:00 Mother Marty 1:00 Movie	20 Martin Luther King Jr Day 9:00 Outdoor Walk 10:30 Arts & Crafts 1:30 Activity 5:00 EC Chaplain John	21 9:00 Outdoor Walk 10:00 ALF Art Class 10:30 Bingo SCU 1:30 Activity 5:30-7:30 OA BBAZ Game Night	22 9:00 Outdoor Walk 10:30 Arts & Crafts 12:30 OA Food Bank Volunteers 1:30 Karaoke	23 9:00 Outdoor Walk 10:30 Pet Therapy with Dotty and Dash 1:30 Activity SCU	24 9:00 Outdoor Walk 10:30 Nails & Game room 1:30 Movie & Popcorn	25
26 10:00 Church Service 1:00 movie	27 9:00 Outdoor Walk 10:30 Arts & Crafts 1:30 Activity 5:00 EC Chaplain John	28 9:00 Outdoor Walk 10:00 ALF Art Class 10:30 Bingo SCU 1:30 Activity	29 9:00 Outdoor Walk 10:30 Arts & Crafts 12:30 OA Food Bank Volunteers 1:30 Karaoke	30 9:00 Outdoor Walk 10:30 Pet Therapy with Dotty and Dash 1:00 OA Bowling 1:40 Activity- CU1	31 9:00 Outdoor Walk 10:30 Nails & Game Room 1:00 DR January Birthday Party	

## PROUD MEMBER OF NPRA

We are pleased to be a member of the NPRA. As a premier Assisted Living provider in Arizona, we realize how important it is to align ourselves with the best in each industry. This includes our relationships with area healthcare providers and now with our NPRA partnership and their Placement Agents who embody the same ethical standards held by Everlasting. NPRA works tirelessly to advocate and enhance public policy for Residents like ours, nationwide.



Everlasting's key principles: Rehabilitation, Compassion and Integrity, coupled with the efforts of PASRS, Arizona's local NPRA Chapter, will provide more opportunities for survivors of brain injury to enjoy the quality of life that both NPRA/PASRS and Everlasting are dedicated to. We couldn't be happier than to work with area experts who utilize best practice standards and put their clients first.

## Looking to promote your business in 2025?

Help us support survivors of brain injury and increase awareness.

T-Shirt sponsorship opportunities exist at varying levels, each proudly displaying your corporate logo!

### WHO WILL SEE YOUR LOGO?

Residents of Everlasting participate in large-scale community events, weekly outings, volunteer opportunities and more (Diamondbacks games/sporting events, museum and zoo trips, restaurant and shopping outings, brain-injury awareness events, and more) – placing your name in front of countless people while showing your compassion and support.

### FOR SPONSORSHIP INFORMATION:

Please contact Alicia Brown, Marketing Director  
Direct: 602.830.2161  
alicia@everlastingservices.com



**EVERLASTING**  
*Community Services*

### SPONSORSHIP LEVELS

Sponsor logos will appear in full white single-color on the back of Team Everlasting T-shirts. Sponsors will also be recognized on our Facebook page for their generous support of those in recovery from brain injury. Platinum sponsors will receive 3 complimentary shirts, Gold sponsors will receive 2 shirts, Silver sponsors will receive a complimentary shirt to wear proudly!

**Platinum: \$550**  
**Gold: \$350**  
**Silver: \$200**

Logos will need to be provided to Everlasting via email in a PNG or JPEG file, ready to print as a single-color image. Our Marketing Director is available to assist or answer any questions.



Please respond by Monday, February 3, 2025 at the latest so we can secure your sponsorship spot!



Platinum sponsor logos will be largest on top, Gold will be smaller than platinum and featured beneath Platinum sponsors. Silver will be smaller, located under Gold sponsors. **The above rendering is a representation. The number of participating vendors at each sponsorship level may vary. Logos will be printed in single color.**

## JOIN TEAM EVERLASTING

We are looking for Certified Caregivers to join our team. Are you, or do you know of a Certified Caregiver, that is dedicated, caring and looking for a rewarding new role? [Click here](#) to see ALL open positions and apply. Rehabilitation, Compassion, Integrity. That's Everlasting!



## TOURS & REFERRALS

To arrange a tour, make a referral, or schedule an assessment for a potential residential placement, please contact us:

Alicia M. Brown, ASB LPN  
Marketing Director  
Direct: 602.830.2161  
[alicia@everlastingservices.com](mailto:alicia@everlastingservices.com)

## WHERE IS EVERLASTING?



# EVERLASTING

*Community Services*

3100 N. 91<sup>st</sup> Avenue      Ph: 623.934.4411  
Phoenix, Arizona 85037      Fx: 602.340.1777

[www.everlastingservices.com](http://www.everlastingservices.com)



**FROM SCOTTSDALE**  
101 Loop West (then South) to Thomas Rd.  
East on Thomas Road  
North on 91<sup>st</sup> Avenue  
Everlasting is on the left

**FROM FLAGSTAFF/SEDONA/PRESOTT**  
I-17 South  
101 Loop West (then South) to Thomas Rd.  
East on Thomas Road  
North on 91<sup>st</sup> Avenue  
Everlasting is on the left

**FROM TUCSON**  
Follow I-10 North through Phoenix  
Stay on I-10 West  
Exit right on 91<sup>st</sup> Avenue heading North  
Everlasting is on the left just past Thomas Rd.

**FROM EAST VALLEY**  
202 West  
Merge onto I-10 West  
Exit right on 91<sup>st</sup> Avenue heading North  
Everlasting is on the left just past Thomas Rd.



# EVERLASTING

*Community Services*

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