



Header photos from August 7-10th Camp Brain in Payson, Arizona

August 2025 | Issue 10



EVERLASTING
Brain Injury & Memory Care Communities

"It's a symbol of our commitment to meeting the evolving needs of those we care for with the same dedication and excellence that we've shown for nearly two decades."

...

"By broadening our focus to include memory care and other brain health challenges, we're ensuring that more individuals can benefit from the exemplary care that has become our trademark."

A NEW CHAPTER IN OUR BRAIN HEALTH MISSION

Dear Everlasting Team, Residents, Families, and Community Partners,

We are very excited to share this pivotal moment in our near 20-year history, marking a proud celebration of our past, and a bold step towards a broader, more inclusive future. In this month's newsletter, we are proudly unveiling our new logo and rebranding initiative, alongside ambitious expansion plans that will redefine how we serve those in need of **brain healthcare**. These changes are not just a visual makeover, but a new chapter for us that reflects our evolving mission and commitment to our core principles: *Compassion, Integrity, and Rehabilitation*.

Since 2006, Everlasting Services has been a beacon of hope in Arizona for those affected by traumatic brain injury (TBI). TBI care will always remain at the heart of who we are - it's our core, our foundation, and the driving force behind the compassionate, personalized care our team delivers every day. We've learned from this community, listening along the way and recognizing a wider spectrum of brain health needs. Our focus will include addressing vulnerable individuals in a growing population. This expansion strengthens our mission and allows us to care for more people, whether they're recovering from trauma or navigating complex conditions like dementia or other brain deficits. Everlasting continues to carefully assess each resident's physical, cognitive, and behavioral needs, with safety being our priority. This expansion is a natural evolution of our mission. By broadening our focus to include memory care and other brain health challenges, we're ensuring that more individuals can benefit from the exemplary care that has become our trademark, while maintaining our person-centered approach.

Our new logo and rebranding capture this promise to our residents, their families, and the community we serve. The refreshed logo design's modern feel builds on our existing colors of brain injury~ green for TBI and blue for all brain injuries. Adding vibrant colors reflects the optimism, spirit, and the many diverse layers of global cognitive impairment that guide our work. We believe this rebrand is our testament to set a new standard in brain health care while staying true to our roots.

To our amazing staff, you are the driving force and heart of this transformation. Your commitment to our residents and their families is what makes this expansion possible. The transition will see some new changes in our protocols, but the premier care provided will include the skills and compassion you've delivered for years. As we roll out these changes, we're committed to keeping you informed and supported every step of the way. Expect regular updates, training opportunities, and open communication to ensure we're all on the same page to succeed in this broader mission. Together, we'll continue to deliver the top-notch care that has earned us the trust of our healthcare partners, families and community while setting new, higher standards in brain health care.

Janeth and I are honored and filled with gratitude for the passion you bring to Everlasting and our shared mission. This is a pivotal moment for our organization, and together, we're setting the stage for a brighter future where residents can continue to access the quality care they need to succeed and reach their goals. We couldn't be more excited for our new decade of growth that will strengthen our mission and make a difference in the lives we'll touch together.

With much love and gratitude,



Sean and Janeth Badding
President & Vice President



CAMP BRAIN

August 7th through August 10th marked our annual trip to Payson, Arizona to participate in Camp Brain. Camp is something our residents look forward to every year and we are so thankful to [Brain Injury Association of Arizona](#) for this incredible opportunity!



PRIORITIZING HEALTH & WELLNESS

This year, Everlasting sent eleven campers and four staff members up North to enjoy the beautiful pines. Campers participated in horseback riding, kayaking, hiking, crafting, games, s'mores by the campfire, sing-alongs, facepainting and other entertainment. The months of planning and vans full of supplies are worth all of the wonderful memories!

Check out all of our photos and reels on our [Facebook](#) and [Instagram](#) pages!

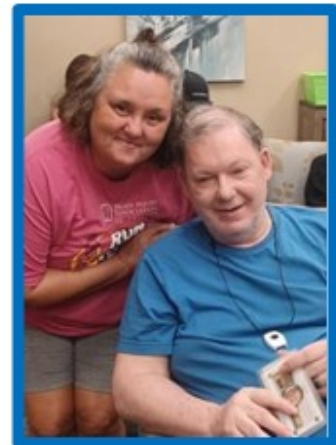
Everlasting is dedicated to the enrichment, health, and wellness of all of our residents. Everlasting has daily on-site exercise classes tailored to meet all levels of physical ability. Along with our in-house programs, several times each week, our Activities Department accompanies residents on a rotating schedule to Ability 360 Sports & Fitness Center. While there, they enjoy basketball in the gym, working out on machines or swimming in the pool.

Ability 360 helps our residents stay active and social. We are so pleased to be able to have this tremendous resource in our community!

AUGUST RESIDENTS OF THE MONTH

Resident of the Month – SCU Richard Ashe

Congratulations Richard, you're the August Resident of the month for SCU! Richard was selected for his kindness and always being so friendly. Richard always has a smile for everyone. Everyone knows Richard as pleasant and enjoys being around him. Congratulations Richard!



Resident of the Month – AL OUR RESIDENT WISHES TO REMAIN ANONYMOUS

Out of respect for this resident, we are keeping them anonymous – but we still want to take a moment to thank them publicly here.

Thank you!!! You make a difference!

FISHING IN SEDONA

On July 14th, residents enjoyed a fishing trip to Sedona, Arizona. Confident that our fishermen and women would be successful, we brought along rice, beans and tortillas so we could enjoy fresh fish tacos!



EVERLASTING FAMILIES

Is your resident loved-one a veteran? Please make sure we know! We want to recognize their service in a special upcoming November e:blast as well as be sure their picture is on our *Wall of Honor*.

WHY CHOOSE EVERLASTING?

Arizona is fortunate, with a large retirement community, there is no shortage of Assisted Living facilities to choose from. Some are smaller community-based homes, like our eight and ten bed homes in Glendale and Ahwatukee. Some are larger, with theaters, game rooms, on-site chefs, courtyards and more, like our 124-bed Estrella Center location at 91st Avenue and Thomas.

Choosing the right fit for a loved one can be overwhelming. We know that Placement Agents, Case Managers and Discharge Planners have to weigh many challenges when trying to place an individual in long-term care. Next year will mark Everlasting's 20th year of service to the Phoenix area. We continue to be Arizona's largest Brain Injury Assisted Living provider - offering services to complex placements.

- We accept ALTCS
- We accept worker's compensation
- Our residents currently range from ages 22-91
- We are a secured facility
- We provide transportation to appointments
- We have a vast Activities Calendar - diverse to meet all age groups
- We work with brain injury survivors and those with other cognitive impairments
- Our rates do not increase based on increased levels of care

WE CURRENTLY HAVE OPENINGS

1 - private male room available (special care/memory care unit)

2 - openings available for male shared room (special care/memory care unit)

Openings available for females (shared or private) on our special care/memory care unit

Openings available for males or females, private or shared in our Assisted Living Estrella Center

2 Openings available for males in our community-based group homes (Glendale or Ahwatukee)

TO MAKE A REFERRAL OR SCHEDULE A TOUR OR ASSESSMENT:

Please contact Alicia M. Brown, ASB LPN directly at 602.830.2161
alicia@everlastingservices.com

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