



## OUR FUTURE STARTS WITH YOU

Embracing the belief that each and every one of us matters is core to what we do and who we are at Every Monday Matters (EMM). Imagine holding this space for all who walk through the doors of your community—residents, families, friends, and staff—to foster purpose and meaning for all.

That's mattering, a mindset to build an engaged, supportive, and healthy future—one community at a time.

## MATTERING IS THE NEW FUTURE OF LIVING

Now more than ever, Senior Living Communities provide an important and necessary service in the U.S. and around the globe. As the older population grows, senior loneliness spreads, the shortage of senior caregivers expands, and ageism thrives. It's time for a new future of living for seniors.



### We see it in the stats

By 2040, there will be about 80.8 million older persons, more than twice as many as in 2000.  
Administration on Aging

Someone turning age 65 today has almost a 70% chance of needing long-term care services and supports in their remaining years.  
Administration on Aging

Between now and 2040, the U.S. will need more than 20 million workers to care for our nation's seniors. Argentum

# EXPERIENCE MATTERS

For 15 years, Every Monday Matters (EMM) has designed experiences that have helped over three million people of all ages around the world embrace the Mattering Mindset™. We help create experiences based on connecting, learning, and growing to uncover how much and why we all truly matter.

We design thoughtful and engaging weekly activities using our Mattering Mindset™ construct of “I Matter,” “You Matter,” and “We Matter” that connect to important monthly themes.

Our programs provide valuable opportunities for residents, family members, and staff to share intelligent conversation, express their creativity, honor their contribution, and deepen their understanding and connection with themselves, each other, and beyond. They offer hope and a chance for all to feel seen, heard and loved.

It's time to go from play to purpose, entertainment to empowerment, and crafts to connection.

You Matter™.

# ACTION MATTERS

Let's work together to create a program that best serves your community. Email us at [seniorliving@everymondymatters.org](mailto:seniorliving@everymondymatters.org). To learn more, visit [everymondymatters.org](http://everymondymatters.org).



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