

Kendal Media Guide Factsheet

Introduction to Kendal

Kendal is a leading, not-for-profit organization that serves communities, programs, and services, advocating for and empowering older adults to achieve their full potential.

Guided by the shared vision “*Together, transforming the experience of aging*”, Quaker principles of community, collaboration, and respect for the individual tie Affiliates within the Kendal System of senior living and aging services providers together, with support and guidance from The Kendal Corporation

Kendal Structure

Kendal is structured on what is referred to as a *federal model*. Each Affiliate within the Kendal System is locally governed and operated by an independent non-profit board of directors. The Kendal Corporation offers expertise and support to Affiliates, individually and collectively.

The Affiliate structure provides the best of both worlds: an understanding of unique local environments and circumstances combined with the advantages of being part of a larger nationwide system of support.

When referring to communities and services provided by The Kendal Corporation, we use terms such as “the Kendal System” or “Kendal”. Per Kendal’s Quaker values, we respect the individuality and autonomy of Kendal communities, residents, Kendal at Home members and employees. In turn, Kendal does not use possessive terminology such as “our” campus or “our” residents or “its” employees.

Kendal Affiliates offer a wide range of options, including independent living, assisted living, memory support, skilled nursing, rehabilitation care and lifecare at home.

Current Kendal Affiliates:

- [Barclay Friends in West Chester, PA](#)
- [Collington in Mitchellville, MD \(Greater DC area\)](#)
- [Enso Village in Healdsburg, CA](#)
- [Kendal at Hanover in Hanover, NH](#)
- [Kendal on Hudson in Sleepy Hollow, NY](#)
- [Kendal at Ithaca in Ithaca, NY](#)
- [Kendal at Lexington in Lexington, VA](#)
- [Kendal at Oberlin in Oberlin, OH](#)
- [Lathrop Community in Easthampton, MA](#)
- [Kendal at Home in Westlake, OH](#)

Kendal Pre-Development Initiatives:

- [Humboldt Commons, McKinleyville, Ca](#)

Distinctive Kendal Approach

- **Kendal Approach to Health and Wellness**

Kendal takes a person-centered person approach to enhancing the quality of life for residents. Kendal employees are continually improving their skills and keeping up with state-of-the-art practices related to aging.

- **Kendal Dedication to Intergenerational Connection**

Kendal infuses intergenerational connections across the System through Kendal College (lifelong learning programs held at Affiliates), on-campus preschool, artists-in-residence programs, graduate-level practicums, research and internships. Kendal residents have a great deal to share with younger generations and are encouraged to take part in local initiatives such as tutoring and reading programs.

- **Kendal Lifelong Learning Philosophy**

Kendal believes in the benefits associated with the pursuit of knowledge and skill development throughout an older adult's lifetime, including an enriching social life, improved cognitive function and overall well-being. Many Kendal Affiliates, as well as The Kendal Corporation, are located close to universities, with connections to lifelong learning opportunities.

- **Kendal Sustainability Initiatives**

Kendal supports initiatives where communities act as stewards of the earth to protect and preserve it for future generations. This includes implementation of sustainability initiatives, eco-design, energy efficiency and investment in sustainable operations and management.

Preferred Terminology

Guided by Quaker Values, Kendal avoids using terminology that minimizes a person's individuality, portrays an institutional model or may come across as infantilizing or ageist, when referring to people, communities, and services within the Kendal System.

COMMON TERMINOLOGY	PREFERRED, INCLUSIVE TERMINOLOGY
Aged, elderly	People, individuals, those age 62 plus, older adults, mature adults
Aging in place	Staying at home, growing older at home, Life Plan at Home
Alzheimer's or dementia unit	Memory support area or residence; or use the name of the area
Dining program	Restaurant, café, bistró, dining venue, or call it by name
Disabled	Person with ____ (name of condition)
Facility	Community, campus, accommodations, neighborhood, residences
Independent living	Residential living
"Our" community	The community, cite name of community
"Our" residents	The residents, the people who live here, community members
Nursing home, The Home, SNF	Health care center, health care residences, skilled nursing center, rehabilitation services, name of area
Project	Community, campus, name of community

Put, place, placement	Move, join the community, become a member/resident of the campus
Senior, senior citizen	People, person, individual, person 62 plus, mature adult, older adult
Senior Living Industry	Field of senior living and aging services
Unit	Home, residence, apartment home, cottage, accommodation, neighborhood

Media Inquiry Contact Information

To work with TKC and Kendal Affiliates on media opportunities, please contact:

- Jessica Buhler, Corporate Director of Communications and Public Relations,
jbuhler@kcorp.kendal.org

Website and Social Media Links

- Kendal.org
- [Facebook](https://www.facebook.com/Kendal.org)
- [X \(Formerly known as Twitter\)](https://twitter.com/Kendal.org)
- [LinkedIn](https://www.linkedin.com/company/Kendal.org)
- [YouTube](https://www.youtube.com/channel/Kendal.org)