



# NONPROFIT VS. FOR-PROFIT SENIOR LIVING

## BHI Senior Living Guide Book

## Understanding the Difference

Choosing a senior living community is about more than amenities—it's about values, long-term security, and trust. Understanding the difference between nonprofit and for-profit senior living can help families make informed, confident decisions.

### NONPROFIT SENIOR LIVING

#### A Mission-Driven Model Focused on People, Not Profits

Nonprofit senior living communities—like **BHI Senior Living**—are operated by charitable, faith-based, or mission-driven organizations with a commitment to service, stewardship, and long-term care.

#### Key Characteristics of Nonprofit Senior Living:

##### Mission First

Nonprofit communities exist to serve older adults—not investors. Decisions are guided by purpose, values, and long-term resident well-being.

##### Reinvestment in the Community

Any surplus revenue is reinvested directly back into the community, supporting:

- Resident programs and life enrichment
- Campus improvements and renovations
- Staff development, training, and retention
- Technology, wellness initiatives, and future planning

##### Community-Focused Governance

Nonprofit organizations are overseen by volunteer Boards of Directors, not shareholders. These boards provide fiduciary oversight and ensure decisions align with the organization's mission and long-term sustainability.

##### Commitment to Benevolent Care

Many nonprofit Life Plan Communities offer benevolent care—financial assistance for residents who outlive their resources due to circumstances beyond their control.

- This ensures residents are never asked to leave their home because of unforeseen financial hardship.
- Benevolent care reflects a lifelong commitment, not a transactional relationship.

# FOR-PROFIT SENIOR LIVING

## A Business-Driven Model Focused on Financial Returns

For-profit senior living communities are owned by private companies, corporations, or investment groups.

### Key Characteristics of For-Profit Senior Living:

#### Investor Ownership

These communities are often backed by private equity firms or real estate investment groups.

#### Profit Distribution

Revenue and profits are typically distributed to owners or shareholders rather than reinvested fully into the community.

#### Corporate or Chain Structure

Many for-profit providers operate large portfolios across multiple states, which can result in standardized operations and centralized decision-making.

#### Limited Financial Flexibility

For-profit communities may have:

- Stricter payment requirements
- Fewer options for residents experiencing financial hardship
- No obligation to provide benevolent care

# BENEVOLENT CARE

## Our Promise to You

Aging comes with uncertainty. Even the most thoughtful financial plans can be disrupted by unexpected longevity, illness, or cognitive change.

As a **not-for-profit Life Plan Community**, BHI Senior Living makes a lifelong promise rooted in compassion, dignity, and integrity.

Each year, significant resources are dedicated to benevolent care across our communities—ensuring that **no resident who has entered into a Life Plan contract is ever asked to leave their home due to financial hardship they could not have foreseen.**

This commitment is more than a safety net. It is a **sacred trust.**

Residents who choose a Life Plan Community are choosing more than a lifestyle—they are choosing long-term security, stability, and peace of mind. As a nonprofit, we don't answer to shareholders. We answer to our residents, families, and mission.

# A Resident Perspective

Gene Temple, Resident and BHI Foundation Board Member, shares:

*“None of us know when we might need these funds. Say you get Alzheimer’s and live another 20 years—you could easily deplete the funds you’d planned to spend. Knowing that you’ll always be taken care of—that’s a great insurance policy.”*

## Why It Matters

When you support benevolent care through the BHI Foundation, your gift becomes more than a donation.

**It becomes:**

- Peace of mind for residents and families
- A promise kept for generations
- A reflection of the compassion and responsibility that define our nonprofit mission

**That is the difference.**

**That is the nonprofit promise.**

