

LIFE. YOUR WAY.

Life. Your Way.



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An Introduction to Cherish Communities



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Letter from Micky Fleming

MICKY FLEMING, FOUNDER & CEO



Dear Friends,

Laughing and connecting equals aging well!

Here at Cherish Community we believe in the philosophy of living and take it to heart. We believe this shouldn't change as people get older. We help level the playing field. It's a different approach to senior living. It's Cherish Living!

By helping people help themselves, we build extraordinary "community" where people live longer, healthier and happier lives.

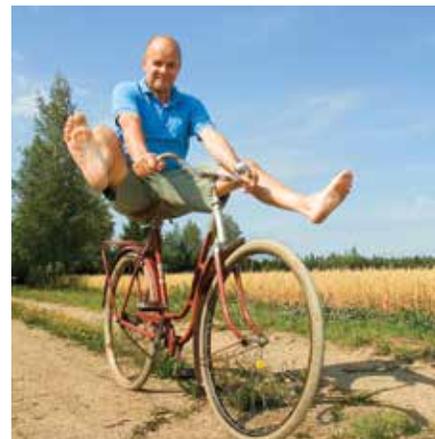
Cherish brings a lifestyle to each resident. I believe it is important – essential in fact – to care for the whole person. Residents enjoy carefree living and peace of mind knowing they are at home, for as long as they wish. Every Cherish Community is tailored to the people of the community it serves. We are committed to strong community leadership because we know it's home to our staff and our residents' families. Our award winning residential "age-in-place" designs include opportunities for physical, mental and spiritual growth.

We share our resident's pride in what we have accomplished; we build more than retirement residences, we build community, we build laughter and smiles – that's how we know we are doing the right things! Welcome to Cherish Communities.

Sincerely,

A handwritten signature in cursive script that reads "Micky".

Micky Fleming



Welcome

WHY CHERISH COMMUNITIES?

Cherish Communities is dedicated to creating inclusive communities for retirement living.

SO MANY CHOICES

Life at a Cherish Community offers you a world of wonderful choices. All of the amenities are located right in your area. We take you into consideration when we build level walkways, garden areas for meeting, community rooms, hair salons and wonderful restaurants.

We have created a new age of caring. You are important and so is your physical and mental wellbeing. Cherish Communities builds award winning communities. The design of our buildings considers how you like living. We understand seniors' and aging. We design with function and beauty in mind. Our landscape design is a delight for our residents; they are able to enjoy the surrounding areas with level walkways to and from their home. Touch the flowers, come play in the gardens. Cherish has been successful because of the consideration we give our clients. Their happiness and satisfaction has made us known to the development community.

MAKE YOURSELF RIGHT AT HOME

When it comes to choosing a layout for your new home, you can explore a wide array of stunning floor plans and impeccable designs that make every Cherish Community so exceptional.

From a variety of one-bedroom designs, and a wonderful selection of two-bedroom floor plans, there's something for every lifestyle and budget.



Freedom & Healthy Living

WANT TO HIT THE ROAD?

We design Cherish Communities so you can walk away – run away or drive away without a care in the world!

If you like to travel, go ahead and take off. At a Cherish Community it's as easy as closing your door and going. No more worries about getting your home ready or about your prized possessions. You experience the confidence of a professional security team around the clock.

Go for a night-time walk around the elegantly manicured gardens or take in a movie at the local theatre. Come back feeling completely comfortable. And, if you don't feel like driving, you can opt for the convenience of a scheduled transport service to take you from door to door.

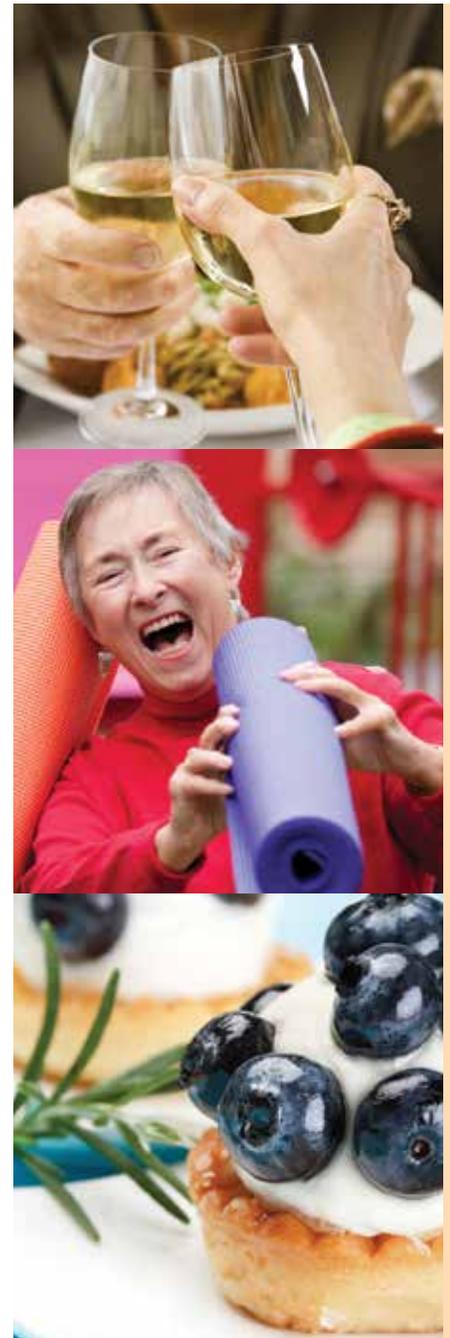
It's all part of the freedom that makes Cherish so unique.

HEALTHY LIVING

You might want to invite a friend to visit you in a Cherish Community, but watch out, they won't want to leave!

“There are not enough hours in a day for all the things to do here. We just finished bridge classes and off to see a play on our free shuttle bus! There are all kinds of trips, clubs, plays and fun outings.”

Food is a big part of Cherish's success. Our founder insists on the highest quality food for our residents. Fresh, home made meals are served twice a day in our dining rooms. Snacks and baked goods are served twice a day and are absolutely superb!



Life Here!

LIVING IN A CHERISH COMMUNITY

In order to eliminate the three plagues of aging; loneliness, helplessness and boredom, our elders need to be part of a larger multifaceted vibrant community.

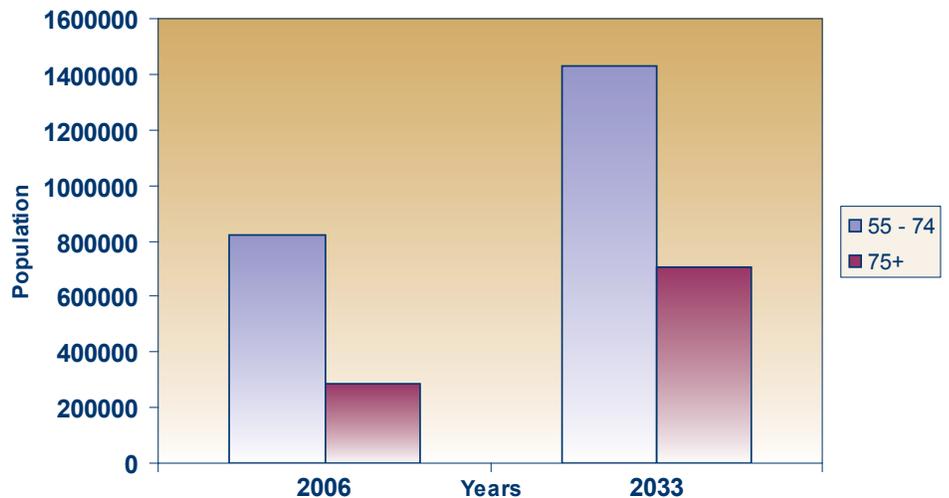
For centuries, society has made a clear separation between the mind and body. Research shows that our health can be improved by our thought processes, behavior and spiritual awareness.

Living in a Cherish Community means having the opportunity to laugh and be spontaneous daily. Our nurturing “non-institutional” human habitat appeals to people that value improved health and wellness. Improving health improves the quality of life and by focusing holistically on our customer we bring opportunities for personal growth and spiritual well being.

Our management model successfully facilitates community integration promoting independence, meaningful engagement and individual contribution. A healthier lifestyle most often results in healthier aging.



2 DISTINCT AGE GROUPS



Corporate Citizenship

OUR HEARTS & BUSINESS ARE BASED ON VANCOUVER ISLAND

Our experts design, build and manage large residences, and individual homes in a community based setting. The best of the world is included in our communities, and the entire region is welcome and integrated within. Everyone is provided an opportunity to remain actively involved in their local area.

A Cherish Community meets the dreams and desires of people who have lived good lives and want to continuing doing so. Our resort style communities will be known as good places offering healthy choices, inspired living, quality services and friendly caring people.

We learn and grow. We are committed to inclusion. Our residents, staff and stakeholders are involved in our decisions and progress.

Our team's skills, experience and aptitudes are varied. We complement each other and thus are able to inspire our staff to live our mission, vision and values.

Cherish Living will change the way we age by offering the tools and technology, support and stimulation for complete balanced living.

CHERISH WORKS IN PARTNERSHIP WITH YOUR COMMUNITY

Community leaders quickly become enthusiastic supporters when they see the positive impact a Cherish Community could have in their town because Cherish Communities are the best neighbours. They have specialists on staff who fully understand citizen concerns and who guide the development of each campus to mitigate these concerns.

CHERISH STRENGTHENS YOUR COMMUNITY

Cherish Communities dramatically increase municipal revenue generated by local residents who spend in your area. Residents make wonderful volunteers and are an active part of your community. Remember, most residents that we serve have lived in your community for generations.

Residents spend millions of dollars annually in local stores and restaurants. Cherish's operating budget will benefit your local business community even more. We put your community first. We shop locally!



A Smart Move

WHY BUYING IN A CHERISH COMMUNITY IS A SMART FINANCIAL & LIFESTYLE MOVE

What if you could save the money you gained when you sold your home AND live the lifestyle you choose to when you choose a retirement residence?

You may purchase your home when you live at a Cherish Community. It is the most affordable way to enjoy this truly carefree lifestyle. Rather than spending your money on rent, you can protect the value of your estate by purchasing a condominium. If you desire full services you may choose to purchase our Lifestyle Package that provides you with delicious meals, housekeeping, laundry and personal emergency alert pendant all for one low price per month.

If you're worried about being in a problematic strata, you can relax! Our condominium owners are only responsible for managing the maintenance of their own condo. Cherish looks after the building maintenance with our professionally trained staff making our strata maintenance fees some of the most affordable. Managing buildings is what we do!

Why earn 2% on the proceeds of the sale of your home at the bank, when you can invest in your own property and save thousands of dollars every year! Call us to find out how.

Nurture your spirit and make the most of your freedom years by investing in your retirement.

PICTURE A MAINTENANCE-FREE LIFE

Cherish Communities provides a variety of services for you to choose from. Home chores become a matter of choice. You can still tackle the jobs you like to do and let someone from Cherish's friendly maintenance staff take on the time-consuming, difficult tasks.

No more searching the yellow pages and letting people you don't know into your home. From anything as simple as fixing a leaky faucet or changing a light fixture... to tackling a bulky dishwasher or stove, your Cherish crew will be at your door, fast!

Pursue the things you love. Then you can head off to the community room to socialize without a care in the world.

MAKE THE MOVE, YOU'LL LOVE IT!



Employer of Choice

EMPLOYMENT OPPORTUNITIES WITH CHERISH

Not only do we serve our local aging population, we hire their families! Cherish is recognized for “Excellence as an employer”. Cherish is a large employer in any town it locates in. We value our staff as they value their extended family of residents.

We provide a wide variety of employment opportunities for your community including: accountants, architects, designers, executive level management, home makers, interior designers, leisure coordinators, maintenance, marketing and sales, network administrators, nutritionists, program specialists, Red Seal Chefs and food service, security, and wellness specialists.

CHERISH LIVING FOUNDATION

To help people live healthier longer we have established a charitable foundation. The purpose of the Foundation is three-fold. It will be used to support the application of regenerative medical technologies and, secondly, for education that enhances successful ageing. Lastly, the Foundation will support eligible seniors in need of financial assistance. Our Foundation will help us help others age successfully.

CHERISH IS A LEADER IN DEVELOPING & MANAGING FULL-SERVICE RETIREMENT COMMUNITIES

Cherish has enjoyed good relationships with some of Canada’s largest banks and Credit Unions. We build and operate self-reliant communities that meet the three most important needs of people over the age of 60. We offer maintenance-free living, unparalleled opportunities for spiritual and physical growth.

Cherish is a very good neighbour. We build a rewarding partnership with your local community, bringing desirable social and economic benefits to every sector of your municipality.



Our Leadership

WHAT IS BEING SAID ABOUT CHERISH COMMUNITIES FOUNDER & CEO



“I have known Micky for almost 20 years. Her ability to quickly identify problems allows her to take charge of the work at hand. In the midst of a complex situation, Micky immediately identified relationships and situations that were of importance to our project.”

Stewart Young, Mayor,
City of Langford



“In addition to Micky’s professional expertise, she served with distinction as an elected official within the local community. At all times Micky displayed grace under pressure, and an exceptional problem-solving capacity.”

Michael Thornton, CEO,
Silver Spray Investments Inc.



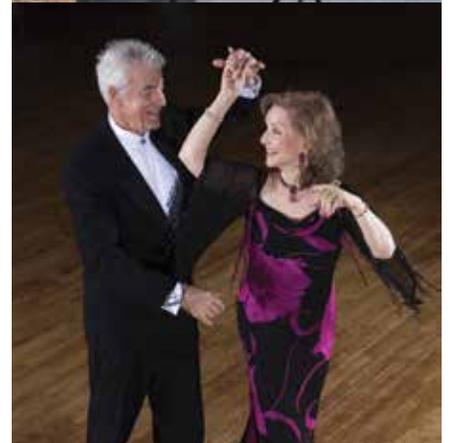
“It is always nice to know there are people like Micky who will take time to help other Entrepreneurs. Her energy and commitment to her business and clients is remarkable. Micky is inspiring.”

Kelly Hawes, President,
Cold Star Freight Systems Inc.



“Micky is an active and enthusiastic member of any team; in fact she often gets asked to take the lead. I watched Micky take an active role in our volunteer organization and understood why she was voted President of Colwood Rotary Club.”

Joy Spencer Barry, President & CEO,
Queen Alexandra Foundation



Our Company

WHAT IS BEING SAID ABOUT CHERISH COMMUNITIES

“The residents are very pleased because they have a say in how the facility is operated, and the values claimed in the promotional literature are actually lived out in practice. Six parishioners toured the facility and were greatly impressed.”

St. Rose of Lima Parish

“Exceeding expectations relating to break-even on your rentals is an opportunity to pass on our congratulations on your project management. In the current development market we are finding that it is rare for projects to be on time, let alone ahead of schedule.”

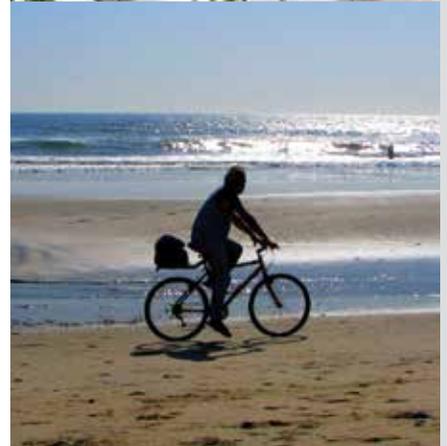
Island Savings Credit Union

“I have never worked on such a project that went so smoothly.”

Barrie Letts, Manager Business Member Development

“Cherish Communities have consistently demonstrated an exceptional commitment to customer service and truly live the values they espouse. They use innovative management practices that really do create a healthy human habitat.”

Western Community Seniors Low Cost Housing Society



*We make it easy to
be good to yourself!*



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