

June 8, 2020

Dear Residents, Tenants and Designated Representatives:

My correspondence over the last 14 weeks has been focused on keeping you informed about our fight against COVID-19. Our plans and preparations to support an upcoming loosening of visitation restrictions are ongoing, and I will touch on them later in this letter. But I would be remiss if I did not address another virus that continues to infect America—racism. The events that have unfolded over the recent weeks have deeply saddened us. As we contemplate what has been happening, we stand by all our team members of color who are feeling voiceless, frustrated and weary. Hatred, racism, and intolerance are never okay.

The destruction of property, livelihood, and opportunity—no matter what the cause—is also wrong. Many of the businesses destroyed are in the communities where several of our team members live, making daily life even more difficult. For many of our team members, the challenges of the last two weeks have added to an already stressful situation created by COVID-19. Regardless, our team members continue to do their jobs with courage, grace and professionalism.

Through all these events, it is clear that real transformation will only happen when clear, passionate voices come together to enact change. This includes all levels of government, individuals, and companies like New Perspective.

Over the past 16 months, our senior leadership team, entire corporate office, and the majority of our communities' managers have been formally trained on principles of servant leadership. Three of these principles—listening, empathy, and self-awareness—are of the utmost importance right now. To us, this training is a critical step in creating the foundation for our team members, the lifeblood of our organization, to feel heard and valued, regardless of their race, gender, or beliefs. I want working at New Perspective to be a point of pride for our team members.

Returning to the topic of visitation, our team members (and a number of hired contractors) have been busy constructing conversation stations that will provide a means for residents and tenants to visit with their friends and family. Also, waiting only for a green light from the state departments of health, we stand at the ready with plans for reopening community salons and dining rooms with social distancing strategies and infection control measures in place.

I remain incredibly proud of the work that our team members do each day. It is my hope that you will continue to express your support, gratitude, and respect for our team members who are leaving their homes and families, sometimes in the midst of chaos, to provide quality care and support to our residents. The need for grace and understanding has never been greater. Winning the battles facing our world will require us to all work together.

Thank you for your support as we aspire to a new—and better—normal.

Sincerely



Chris Hyatt
President