



Why?



Why does Marin's one-of-a-kind seniors community seek your support?

Because as a non-profit, The Redwoods faces two immediate—and expensive—challenges:

- Accommodating the Bay Area's growing population of senior citizens, especially those who have limited means and no affordable alternatives.*
- Renewing a complex that's 40 years old and shows it.**

** The number of seniors in Marin County will grow 1.5 times faster than the number in California as a whole.*

*** The budget for the renovation of The Redwoods is \$45 million to be spent in two phases over five years.*

The pages that follow provide details.

In the beginning, a belief...

...that women and men who've worked all their lives deserve to live in a community that's secure, comfortable, stimulating and welcoming...

...even if they haven't amassed a small fortune.

40 years on...

...a thriving community of more than 340 men and women whose spirits belie their years...

Some may have lived "income-challenged" lives, but if one measures wealth in terms of accomplishments and character, all are very well off indeed.

Some live independently in rental apartments. Others live with assistance or in a health care center that provides skilled nursing.

...all thanks to a capable staff, conscientious volunteers, and the support of people like you.

The leader's perspective

"The Redwoods residents choose their own life styles. Our challenge is to make their choices possible—and as fulfilling as possible.

"For four decades our staffs and volunteers have met this challenge in a way that has yielded national recognition and a stellar reputation.*

"Our team's challenge is to preserve—and, if possible—enhance it.

"The renewal outlined in these pages aims to do this. It's ambitious, to say the least. But the women and men who live in our community today—and those who'll live here tomorrow—deserve no less."



Barbara Solomon
Chief Executive Officer

** Leading Age recognized The Redwoods as an "exemplary facility," and named it a national model of excellence.*

The next 40...

...It's time for The Redwoods to renew itself, so today's and tomorrow's residents can take advantage of products, services and opportunities that weren't available 40 years (or 40 months) ago.

The Redwoods 2.0...

The renewal has two components: Restoration and Modernization.

The first focuses on a middle-aged facility's infrastructure; the second on adding features that enhance the quality of residents' lives.

Here are a few examples:

Restoration

- Replace plumbing
- Refurbish apartments
- Refurbish kitchen and dining area
- Energy-efficient lighting
- Landscaping

Modernization

- Fitness center*
- Café*
- Indoor-outdoor fireplace
- Living wall*
- New entrance

* Could carry a contributor's name (e.g., the Smith Family Center).

The Redwoods 2.0: The Planning Process

The Redwoods Board of Directors initiated the project by appointing a task force to oversee it. Its members include an architect, a developer, a former Mill Valley mayor and city manager, an attorney and an accountant. The project design and development team includes:

- Steve Hixson & Associates Project Management
- BAR Architects
- BASIS Architects
- Oliver & Company Construction
- April Philips Design Works (landscape architecture)
- C. Ann Roberts Studio (interior design)
- Zeigler Investment Banking/Senior Living Finance
- The Redwoods staff leaders

The people involved are known for their imaginative and distinctive designs for senior housing and amenities. The construction contractor has worked closely with them to make sure their designs are practical and "seniors-friendly."

One other group continues to make key contributions: The Redwoods residents. They participate in focus groups and contribute ideas and reactions at regular progress reports.

This may be why planners have choreographed implementation so that none of them will have to spend a single night "off campus."

Redwoods 2.0: Six Focal Points

- New kitchen, dining facilities and cafe
- New fitness center
- Enhanced entrance/reception area
- Independent living apartments
- Greening and sustainable environmental upgrades
- New apartments for seniors with modest incomes

The Redwoods 2.0: New Kitchen, Dining Facilities and Cafe

As you'd expect, the dining area is a popular gathering spot. More than two-thirds of the residents eat at least one meal a day there. So it's essential that the food be tasty and nutritious, and that the space be warm and welcoming.

The plan calls for the kitchen to be expanded and modernized—new equipment, a larger work area, better lighting, improved ventilation. The dining area will also be redesigned to make it feel more comfortable, just the place for a leisurely meal and a good conversation.

The plan also calls for an indoor-outdoor café for residents who want a BLT or an omelet at an odd hour. It will even have an “edible wall” of herbs, lettuce and other specialties



Supporting essential needs

Regardless of our age, we all need to feel that we have a purpose, as well as a feeling of confidence that we're handling our emotional and financial needs successfully. The Redwoods offers programs that offer support in all three areas.

Purposeful

- Wellness committee—residents, staff, Board design programs; e.g., “A Good Ending—Preparing for the Final Chapters of Your Life”
- Seniors for Peace (social justice)
- Residents Council
- Resident volunteers, on campus and in the community
- Robert Sinclair Scott organic garden and California Native Plant Society
- Resident scholarship program for graduating high school seniors
- The Rock the Ages Chorus and Redwoods Drummers

Emotional

- Circles of Connection (a resident-generated support group)
- Outreach to residents in assisted living units
- Memory improvement
- Inter-generational activities
(e.g., working with nearby high school students)
- Annual Remembrance Celebration
- Social activities—wine and coffee socials, cards, parties, celebrations
- One-to-one social work services

Financial

- Money-management seminars—including estate and end-of-life planning
- Scam prevention workshops
- Consignment shop—residents earn money by selling items, which generates revenue that funds activities
- Food and monetary donations to Marin County food banks
- Second Time Around Annual Bazaar—residents raise funds for their activities and for student scholarships
- Resident assistance funds—HUD Section 8, Special Needs Fund, Redwoods Subsidy Fund and MediCal

Yoga anyone?

Many Redwoods' programs and activities focus physical, intellectual and spiritual support; for example:

Physical	Intellectual	Spiritual
Yoga	Yoga	Yoga
Nature walks	Panel discussions	Religious services— including interfaith
Tai chi	Foreign language tutorials	Spiritual study and discussion groups
Balance training	Book group	Meditation
Respiratory classes	Experts' presentations	Silent retreats— Quiet Together
Strength training	Trips to museums, opera, symphony, dance, theater	Outings to Spirit Rock, the Marin Headlands, Pt. Reyes

The Redwoods 2.0: New Fitness Center

"What are the three most important things we can do to stay healthy?" When Charlie Rose posed this question to a physician who specializes in medical research, he replied, "Exercise, exercise and exercise."

This is why a state-of-the-art fitness center is an essential component of tomorrow's Redwoods. It will include therapy pool and spa; two massage rooms; a personal training area; exercise studio; women's and men's locker rooms; and exercise equipment that measures and adjusts to users' strength levels. The plan also calls for a terrace and mini-garden, as well as a deck that offers panoramic views.



The Redwoods 2.0: Enhanced Entrance/Reception Area

A front door, reception desk and foyer that served with distinction in the 1970's and 1980's is distinctly behind-the-times today. Congestion is the norm; parking swings between "maybe" and "impossible"; protected walkways are non-existent.

Obviously, a complete re-think was in order. And the plan delivers it. Visitors will enter through a covered and wisteria-lined walkway, and will see a long and airy space ahead of them. Their line-of-sight will include the café and conclude at an indoor-outdoor fireplace. The reception will be easy to spot, but off to one side. New furniture will complement the "I'm glad to be here" feeling.

The auditorium, library and all lounges are also in for a thorough-going makeover.



The greening of The Redwoods

Or, more precisely, the further greening of The Redwoods.

The plan calls for the application of solar technology wherever possible; the use of the most energy-efficient insulation; and landscaping with plants that do well without lots of water.

The Redwoods is all about sustainability...
in every sense of the word.

Overheard at a Redwoods residents' bridge game

*"My kids practically had to drag me here,
but I'm sure glad they did."*

"I wish we'd moved here 10 years ago."

The Redwoods 2.0: Independent living apartments

The Redwoods' 149 independent living apartments are in for an extreme makeover. New doors (with levered handles); bigger kitchens (with a full complement of contemporary appliances); remodeled bathrooms; better lighting, insulation and acoustics; double pane windows; improved mechanical and electric systems. The works. Men and women who move into one of these apartments a decade from now will feel right at home.



The Redwoods 2.0: New apartments for seniors with modest incomes

The Redwoods mission has always been to provide a comfortable, secure and welcoming home for our community's senior citizens—even if they haven't garnered an outsized nest egg.

(Especially if they haven't garnered an outsized nest egg!)

To do this, The Redwoods works closely with the US Department of Housing and Urban Development to take advantage of HUD's subsidized housing allowances ("Section 8"); and it also operates its own internal subsidy program.

The Redwoods also offers MediCal to qualified residents in its skilled nursing area—Health Care Center. Expanding the number of apartments available for people who need financial assistance is therefore essential, a simple matter of being true to our mission.

Obviously, the future is unknowable, but if all goes well, we'll build 40 new apartments that will enable us to provide additional subsidies to more seniors with modest incomes.

Thank you

For helping the good people of The Redwoods and sustaining the bond that links The Redwoods to Mill Valley and Marin County, a bond that's now 40 years young.



A Community for Seniors

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