

July 26, 2021

Dear residents, families, team members and stakeholders,

Summer 2021 is off to a great start. I sincerely hope that everyone has taken advantage of the new stages of reopening in Ontario and B.C.

Earlier this month, I had the pleasure of hosting several VIPs in North Bay as [we announced](#) the development of a new Care Community at its future site. We hosted the Honourable Doug Ford, the Premier of Ontario, the Honourable Rod Phillips, Minister of Long-Term Care, the Honourable Vic Fedeli, MPP for Nipissing and Minister of Economic Development, Job Creation and Trade, as well as Al McDonald, Mayor of North Bay. Also joining us in person were, Elaine Lebold, Chair of the Resident Council, and Tina Golding, a member of the Family Council, representing the care community. It was an exciting day, especially for residents, their families and team members who have all been engaged with providing input as we work on the design of the new care community. They've also been instrumental in choosing the new name for the home, ensuring that it is meaningful to the community. We will be announcing the new name in the coming weeks, and I look forward to providing updates as the process continues.

Sienna Advisory Group

Sienna has established an advisory group comprised of roughly ten family members from our Ontario and B.C. homes, who are active participants on their local Family Council. Through regular meetings, this group will provide their insights on a variety of organization-wide programs, communication and supports for residents and caregivers. Together with our leaders, the Sienna Advisory Group will help enhance the resident experience and our partnership with families.

COVID-19 Vaccinations

Vaccinations continue to be top of mind for everyone. At Sienna, we recently surpassed 86 percent of all team members with at least their first shot. I am so proud that we are well on our way to reaching our next goal of 90 percent and awarding an exciting grand prize to a lucky, vaccinated, team member – a 2021 Hyundai Elantra delivered in partnership with Mississauga Hyundai Superstore.

In addition to a company-wide immunization policy, we've also implemented additional measures that further protect residents and team members, including mandatory COVID-19 testing before each shift for team members who are not vaccinated without a medical reason. Our commitment to providing vaccine education and resources will continue to support everyone to get their shot.

B.C. Tours

Recently, I was able to visit a number of our residences in B.C. With Sienna's support office located near Toronto, I was grateful to travel and see our B.C. residents and team members in person - technology is wonderful, but there really is no substitute for in-person human interaction. My recent trip was even more

important because of the heat dome and wildfires that our residents and team members have been dealing with. It was incredible to see how well everyone is handling the various situations. Without a doubt, our teams have been well-prepared and continuously go above and beyond to keep residents safe by implementing many enhanced safety precautions. We are keenly aware that wildfires are affecting communities surrounding some of our residences, but I know team members continue to stay alert and ready to implement any necessary actions.

The true gift of travel was that I had the pleasure of meeting with team members and spending time with our residents, getting to know the unique aspects of each home even better.

When in Kamloops, I also took some time to pay my respects to the Indigenous children who died and were buried in a mass grave at the former Kamloops Indian Residential School. The enormity of these tragedies is overwhelming, but we must confront them in our schools, workplaces and communities. As a Canadian, a father and CEO of a company that is part of this community, I feel it is important to understand Indigenous history and culture to contribute to reconciliation. This is not only a personal commitment but one that Sienna is also taking to promote and maintain a culture of inclusion.

I encourage you to read the [blog](#) written by two of our Indigenous team members, who share their perspectives on supporting seniors in their understanding of Indigenous history and culture.

Sincerely,

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