



# Audubon



## *"Our Members are Your Residents"*

A key conservation strategy of The National Audubon Society is to restore and maintain habitats for birds in our suburban and urban areas. Life Plan Communities are ideally suited for the creation of healthy and lasting habitats for birds. The most successful communities have environments that foster vibrant and active lifestyles for their residents. At Audubon, we have found that where "Birds Thrive, People Prosper". Communities that have created these bird friendly habitats are healthier for their residents and financially stronger as well. There is a large intersection between our membership, and the age and income qualified individuals for Life Plan Communities. In short "Our members are your residents". Our mission is to create and maintain healthy and long lasting environments for birds. Your community's mission is to create and maintain a healthy and vibrant environment for your residents. By partnering together we can fulfill both our missions.

**VITAE**  
*live. thrive. sing.*

### *Ken Elkins*

is the project manager of "Audubon Vitae". He will work with your residents and staff to create a bird friendly habitat that will connect your community with nature. This entails a pre-visit site evaluation, a three day onsite training implementation process, and ongoing education and guidance.

#### **There are four pillars to the success of the**

### *Audubon Vitae Program*

1. The creation of a committee comprised of leadership staff, director of plant, director of community lifestyle, your TRD, and resident volunteers.
2. Creation of a suitable habitat.
3. Training of staff and residents to maintain the habitat.
4. Ongoing relationship to sustain both missions.



*Ken Elkins*

*live. thrive. sing.*



## *Committees and Training*

Once the creation of the committee is completed, Ken Elkins our project leader, will conduct a “Go to Meeting” conference call to discuss the program and to coordinate the scheduling of the 3 day training session. Ken will work with your plant director to evaluate your current landscaping plan and make recommendations to replace invasive plants with native plants to enhance the areas as bird habitat. Once this plan has been completed Ken will work with your plant director to properly acquire the plant materials, bird feeder and nesting boxes and arrange delivery just before the 3-day training session.

## *Three -Day Training Session*

### **PROPOSED SCHEDULE**

#### **DAY ONE**

Working with the plant department staff, your lifestyle director, and resident volunteers, Ken will lead the installation of the native bird and pollinator garden(s). New bird feeders will also be installed. He will then teach them how to properly maintain these plantings and feeders. An afternoon or evening program for residents will illustrate which birds, butterflies, and wildlife will be attracted by these various changes.

#### **DAY TWO**

**Morning:** Your community lifestyle director will work with Ken to develop a plan of how to implement a year long calendar of events and activities that connect residents with nature. Opportunities include native flower and bird walks, events around the arrival of different species of birds and the ongoing maintenance of the habitat.

**Afternoon:** Ken will train your therapeutic recreation director and their staff on “Bird Tales” Audubon’s unique therapeutic program connects people with dementia to birds and nature. This hands-on workshop will include a demonstration with residents and time to develop a 12 month calendar of bird related activities.

#### **DAY THREE**

**Morning:** Ken will work with your marketing director to promote the partnership with Audubon. This will include uploading to your website an Audubon Video detailing the partnership with your community.

**Afternoon:** Audubon will invite age and income qualified local Audubon Members to a kickoff event with your community’s residents.

