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Fellow team members –

The last few months have been challenging for our company and within our residences. The work we do is not easy but we share one mission as one team and that is to provide the best possible care and service to seniors. I want to thank each of you for staying focused on that mission at such a difficult time.

Many of you may have worked with me over the last 6 years at Sienna as our Chief Financial and Investment Officer. You may not know that my background rests in hospitality and because of that, I know that good hospitality and service is made up of great people that make exceptional teams, a culture of taking care of each other, and the right tools and support.

When I was a child growing up in India, my family faced many hurdles, but my parents instilled within me a strong work ethic and showed me the value of hard work and respectful relationships. My father worked hard to provide for our family. He respected his seniors – and for decades cared for my grandfather when he wasn't able to take care of himself. It is because of these lessons that I feel ready to work with all of you as we take on one of the biggest challenges our sector has ever faced – the unprecedented challenges brought on by COVID-19.

I am optimistic about our future. I feel that way because I am surrounded by a team of individuals like you – people who come to work every day because you care about the impact we have on the lives of so many elderly Canadians. We have the power to create great experiences, to empower our residents and their families, and to help the seniors we care for age with the dignity and respect they deserve.

We don't just want to bring years to life, but life to years.

So, this is my promise to you. I will address our culture so that you feel better supported. Most importantly, I will be accessible to you. In the coming weeks and months, I will be visiting all of our residences with a goal of meeting you, thanking you in person, and hearing your ideas. In the immediate term, I am launching a video series where I will directly address any questions you may have for me.

Finally, I promise you will hear from me on a consistent basis. Not only with good news – but also when things are not going so smoothly – so that we can commit to an exchange of information between us that is informative and transparent. Rebuilding our reputation will take some time – the negative stories we have seen have been difficult and painful for all of us, including me – but we will do better.

To accomplish this, all of us need to take care of our mental and physical health so we can do our work in a way that is productive, respectful and gratifying. We need to stay connected with our loved ones – and find strength in them and each other.

Thank you for your commitment to Sienna Senior Living and to all the residents we care for.

Nitin Jain
President and CEO