



4100 Jackson Ave.

Austin, TX 78731

<https://westminster-cares-foundation-155700.multiscreensite.com>

What Makes Westminster CARES Foundation Unique

The Westminster CARES Foundation (Austin) is unique—especially compared to typical senior living foundations in Texas—because it combines three uncommon elements into one model:

- True external grantmaking
- A care philosophy embedded into philanthropy
- Resident/community-driven impact

Here's a clear breakdown of what makes it stand out:

1. It's NOT just a benevolent fund - it's a true outward-facing foundation

While many senior living foundations in Texas primarily focus on providing financial assistance (benevolent care) to their own residents, Westminster CARES operates with a much broader mission.

It is intentionally structured to serve seniors and people with disabilities across Texas—not just those within the Westminster community.

To achieve this, the foundation provides grants to external nonprofit partners addressing key areas such as:

- Food insecurity
- Social isolation
- Housing instability
- Access to healthcare

In 2025 alone, Westminster distributed approximately \$350,000 to 32 nonprofit organizations statewide—demonstrating both scale and reach.

Why this is unique:

Very few CCRCs in Texas operate a formal, outward-facing grantmaking model that supports other organizations at this level. Westminster CARES stands apart by extending its impact beyond its own residents to strengthen the broader aging services network across the state.



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2. It embeds a care philosophy ('CARES') into philanthropy

The foundation does more than fund services—it advances and exports a distinct model of care.

At the center is the CARES philosophy (Centered Around Resident Empowered Services), which emphasizes:

- Dignity
- Autonomy
- Person-centered care
- Quality-of-life improvements

Funding priorities are intentionally aligned to support:

- Culture change in aging services
- Expansion of person-centered care models across Texas

Why this matters:

Most foundations focus on *what* is needed—such as food, housing, or services.

Westminster CARES goes further by investing in *how* care is delivered, supporting philosophy, practice, and model innovation. This positions the foundation as a strategic, system-level leader rather than solely a funding source.

3. It acts as a 'connector' across the aging ecosystem

Rather than operating programs on its own, the foundation serves as a strategic connector—bringing together organizations and resources to maximize impact.

It does this by:

- Funding nonprofit partners
- Collaborating with advocacy organizations
- Participating in statewide initiatives

In addition, the foundation channels donor contributions into high-impact organizations across every region of Texas, extending its reach far beyond a single campus or program.

Why this is different:

Many senior living organizations focus primarily on delivering services. Westminster CARES goes a step further by functioning more like a community foundation for aging—mobilizing resources, fostering collaboration, and strengthening the broader system of care.



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4. It leverages residents + staff as a philanthropic engine

Another distinctive feature is the active role residents and associates play in driving philanthropy.

They are not just supporters, but engaged participants—contributing their time, talent, and resources through volunteering and fundraising efforts. This includes long-standing partnerships, such as ongoing support for Alzheimer's Texas dating back to the 1980s.

Result:

A truly community-driven model of philanthropy, rather than one based solely on institutional giving.

This approach reflects Westminster's broader culture, where residents are participants in creating impact—not simply recipients of care.

5. It targets underserved and overlooked populations

The foundation places a clear emphasis on supporting populations that are often underrepresented in traditional aging services, including:

- Low-income seniors
- Homebound and socially isolated individuals
- Veterans
- Adults with disabilities navigating daily living challenges

Why this is important:

This focus extends beyond the typical senior living demographic, which often skews toward middle- and upper-income individuals. By prioritizing these groups, Westminster CARES addresses meaningful gaps in access, equity, and support within the broader aging services landscape.

6. Its legal structure supports long-term public impact

The foundation's structure is intentionally designed to sustain and scale its impact over time.

It is:

- Established as a 509(a)(1) supporting organization
- Governed by a volunteer board
- Designed to direct donations to vetted programs and partners



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In practice, this means the foundation operates more like a public charity and grantmaker- rather than serving solely as an internal fundraising arm.

Bottom line - why it's unique

Most senior living foundations tend to operate within a narrower framework:

- **Focus:** Current residents
- **Function:** Financial assistance
- **Scope:** Internal programs and needs

Westminster CARES takes a broader, more strategic approach:

- **Focus:** Seniors and adults with disabilities across Texas
- **Function:** Grantmaker and system-level influencer
- **Scope:** External, statewide impact

Strategic takeaway

Westminster CARES represents a next-generation model for senior living philanthropy- one in which a senior living provider serves as a platform for community-wide impact on aging.

This approach remains relatively rare in Texas and is still emerging at a national level, positioning the foundation as an innovative leader in the field.

That's rare in Texas- and even nationally, it's still emerging.



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