



GOODFIELD


GOODFIELD
FOUNDATION

The Goodfield Foundation is a nonprofit 501c3 organization that provides programming at Livano properties to promote connection among residents and staff. We model the importance of community and the fulfillment that comes from building life-giving relationships. Goodfield's programs support personal wellness and connect people through social and philanthropic activities.

Vision Statement

To transform lives through life-giving community that is fueled by genuine connection.

Mission Statement

To enrich the lives of residents and staff through dynamic programs, events, and service opportunities that create community and enhance personal wellness.



INVESTING IN PEOPLE



DEVELOPING COMMUNITY



FOSTERING ENGAGEMENT

Goodfield Teams live onsite at Livano properties to facilitate connection with residents, provide support and resources, plan monthly social events, and care for residents and property staff in times of need.

Resident Assistance funds provide a financial bridge for responsible residents and employees who are facing financial emergencies. Whether it's a temporary job interruption, auto accident, medical emergency, or natural disaster, relief funds provide qualified applicants with financial stability during a difficult time.

Ramsey+ is a toolkit to take control of your money. A Ramsey+ membership includes dynamic resources and budgeting tools designed to give you a proven path to getting out of debt, saving money, and living a life free of financial stress.

Headway summarizes key ideas from the world's nonfiction best sellers so you can get essential knowledge to crush your goals.

Ferst Readers provides free books every month for children from birth to five years old. Ferst Readers' mission is to strengthen communities by providing quality books and literacy resources for children and their families to use at home during the earliest stages of development.





What is the role of a
Goodfield Team?

CONNECT residents in relationships

CARE for people in their community

CALL others to do the same

COMMUNICATION TOUCHPOINTS

Brochure

Leasing teams share the Goodfield brochure with prospective residents during a tour.

Contact Card & Move-In Packet

Property managers add Goodfield teams' contact card to each move-in packet.

Welcome Email

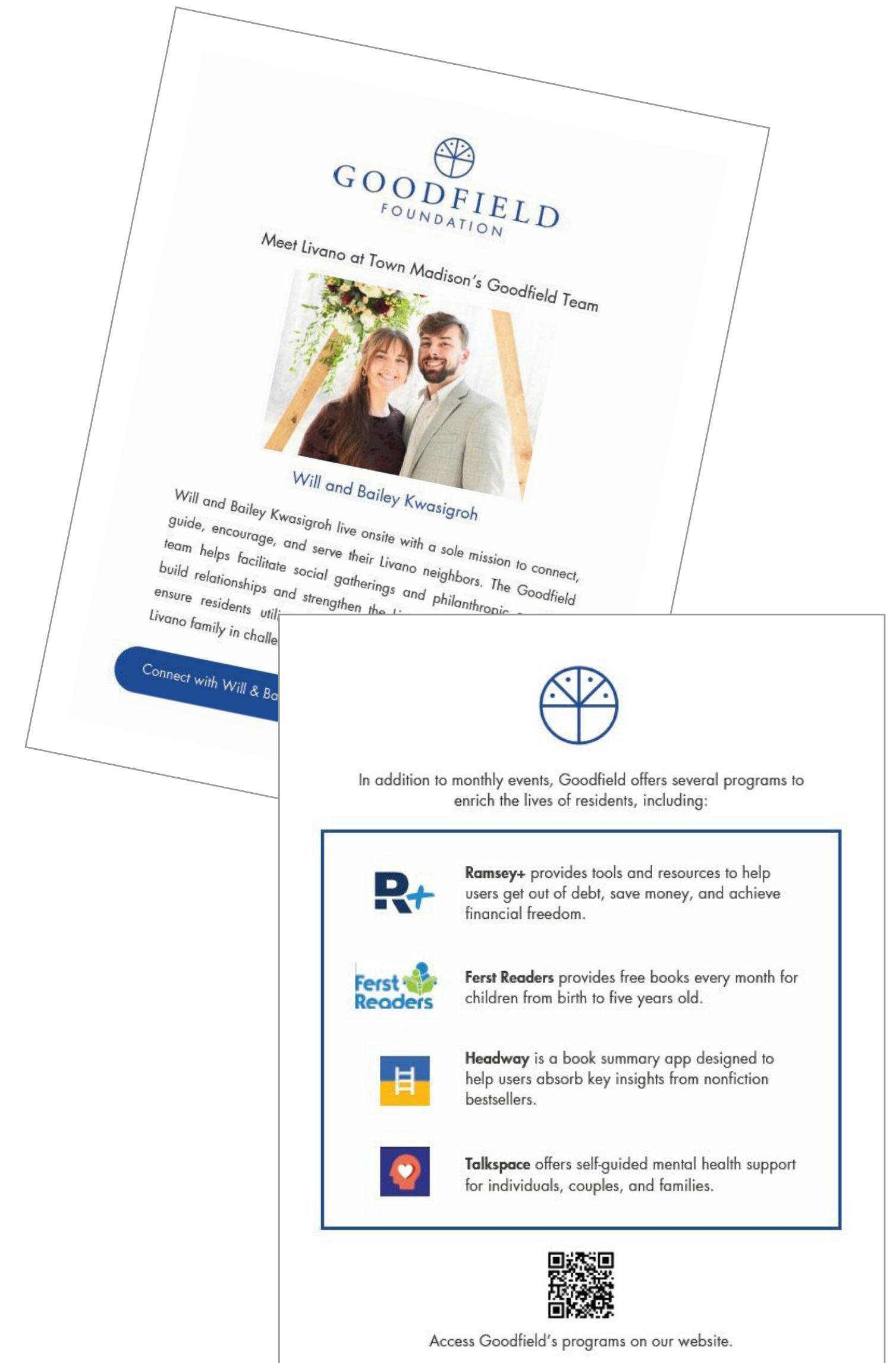
Property managers send a welcome email to new residents within two days of move in. Goodfield teams are introduced and copied on the email.

In-Person Greeting

Property managers email a list of all new move-ins (name & unit number) to their Goodfield Team. Goodfield teams visit all new residents in person and drop off a Goodfield brochure.

Move-In Survey

During their welcome visit, Goodfield teams ask new residents about their move-in experience. Any negative information is shared with the property manager.



ADDITIONAL TOUCHPOINTS

Livano App

Property managers introduce the Goodfield Team in the Livano app and include Goodfield events in the app's event calendar.

Event Marketing

Property managers are responsible for advertising Goodfield events. Goodfield event collateral (i.e., flyers, social media posts, etc.) must meet Livano brand standards. Goodfield events should be included in the property's event calendar and listed in the Livano app. Please include the Goodfield name and logo on all Goodfield event communication.

Lease Renewal Note

Property managers provide the name, email address, and unit number of all upcoming lease renewals to Goodfield teams. Goodfield teams send a handwritten note to those residents thanking them for being a part of the Livano family and encouraging them to renew their lease.



MONTHLY GOODFIELD EVENT

Planned and executed by the Goodfield Team

Funded by the Goodfield Foundation

Property team is responsible for communicating the event to residents via flyers, event calendars, and Livano app

Event must be clearly labeled as a Goodfield Foundation event

Property manager must approve the event two months in advance

Property team is not required to attend, but strongly encouraged

ADDITIONAL EVENT SUPPORT

Goodfield teams support one property-led event per month. Goodfield teams will attend, help serve, and tear down the event, but are not responsible for planning or set up. No Goodfield funds are to be used for property-led events

Twice a year (summer and winter holidays)
Goodfield and the property team may plan a joint event and combine all funds for a larger-scale event

MONTHLY PROPERTY MANAGER MEETING

New Residents - property manager should provide the Goodfield Team with the name, email address, and unit number of all new residents.

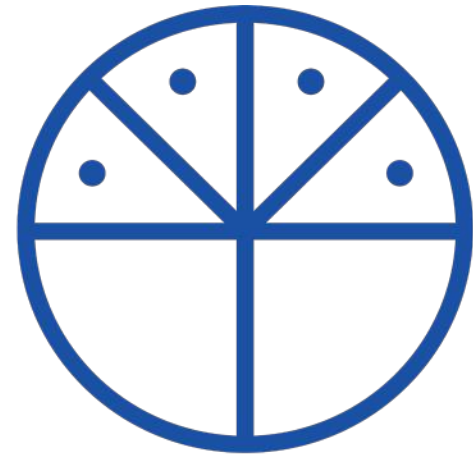
Events - Goodfield teams should present event ideas two months in advance for property manager approval.

Resident Care - The property manager should update the Goodfield Team on any resident needs, as appropriate.

Additional Support - The property manager should share ideas or requests for additional ways the Goodfield Team can support the property team.

Lease Renewals - The property manager should provide the Goodfield Team with the name, email address, and unit number of all upcoming lease renewals.





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