



ARGENTUM
EXPANDING SENIOR LIVING

SILVER PAC

IMPACT REPORT

The Silver PAC is funded with personal contributions and is Argentum's primary, bi-partisan tool for directly supporting lawmakers who shape the policy landscape and champion issues of importance for the senior living community.



\$319,036
Raised in 2023
(32% increase over 2022)



\$457.07
Average Contribution

698 PAC CONTRIBUTORS IN 2023



\$175,500
Total Given to Members
of Congress



\$185,103
Total Given to State Partners

Amount by
Chamber



Number of
Contributions



Amount per
Party in House



Amount per
Party in Senate



DIRECT OUTREACH



50

Lawmaker visits hosted at
senior living communities



230+

Meetings facilitated with
lawmakers and their staff



9

Grassroots outreach
campaigns with over 1,200
messages to 427 lawmakers



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THE GRANGER COBB CUP

The Granger Cobb Cup is named after the late Granger Cobb for his longtime dedication to advocacy for our industry and the seniors we serve. The annual Cobb Cup Competition engages senior living companies and their employees in fundraising for Argentum's Silver PAC.



Merrill Gardens staff receiving the Cobb Cup from Argentum CEO, James Balda



Benchmark staff receiving the Cobb Cup from Argentum CEO, James Balda

2023 COBB CUP WINNERS



\$37,433

Total raised, large employer
(more than 10K employees)



\$32,025

Total raised, small employer
(less than 10K employees)

New Perspective

\$12.63

Average Raised
Highest average raised per employee



188

Contributors
Highest number of participating employees



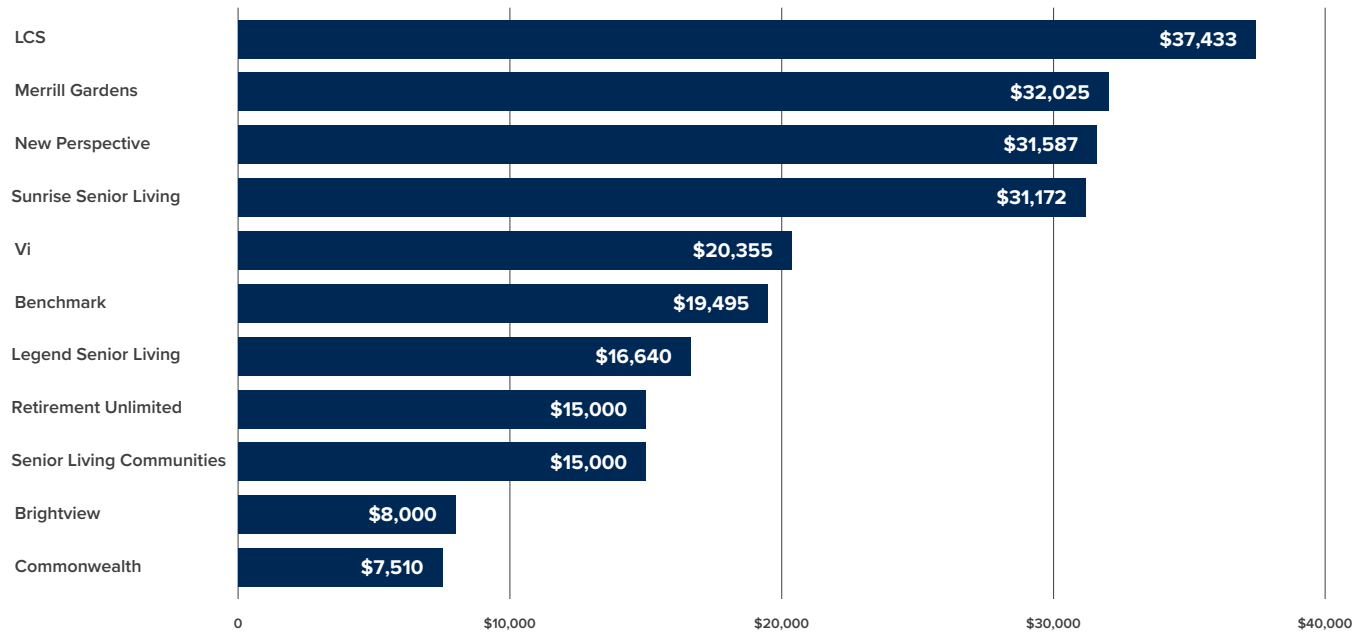
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2023 CONTRIBUTIONS BY COMPANY

(as of November 1)



Company	Donors	Average Contribution
Benchmark	188	\$3.04
Brightview	3	\$4.26
Commonwealth	32	\$4.00
LCS	86	\$1.55
Legend Senior Living	15	\$6.16
Merrill Gardens	72	\$8.00
New Perspective	25	\$12.63
Retirement Unlimited	3	\$10.00
Senior Living Communities	3	\$5.33
Sunrise Senior Living	97	\$1.49
Vi	62	\$7.14



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IMPACT REPORT

SILVER CIRCLE DONORS

(\$5,000 PER CALENDAR YEAR)

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James Balda

Argentum

Angela Brandt

ProMedica

Tim Buchanan

Legend Senior Living, LLC

Jack Callison

Sunrise Senior Living

Direct Supply PAC

Heywood Fralin

Retirement Unlimited, Inc.

William Fralin

Retirement Unlimited, Inc.

Tana Gall

Merrill Gardens

Thomas Grape

Benchmark Senior Living

Collette Gray

Integral Senior Living

Tavinder Hare

Sunrise Senior Living

Judson Harper

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Atria Senior Living

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LCS

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New Perspective

Todd Novaczyk

New Perspective

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Vi

Zeta Smith

Sodexo

Doris Sullivan

Retirement Unlimited

Robert Thomas

Senior Star

Benjamin Thompson

Senior Living

Communities, LLC.

Donald Thompson

Maxwell Group, Inc.

Josh Thompson

Senior Living

Communities, LLC.

Dale Watchowski

American House

Senior Living

Chad White

Brookdale Senior Living

Cole Wright

Merrill Gardens



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Diane Bridgewater

LCS

Lore Brownson

New Perspective

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Merrill Gardens

Tara Cope

Vi

Marilynn Duker

Brightview Senior Living

Pamela Engle

New Perspective

Monica Friedman

LCS

Rodger Lederer

Marsh

Cary Maslow

Vi

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SafelyYou

Eric Mendelsohn

National Health Investors

Earl Parker

Commonwealth

Senior Living

Loren Shook

Silverado

Christopher Wettig

Legend Senior Living



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IMPACT REPORT

CHAIRMAN'S CIRCLE DONORS

(\$1,000–\$2,999 PER CALENDAR YEAR)

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Neal Boyle

Vi

Matt Buchanan

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Adam Cozine

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Pascal Duchauffour

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Denise Falco

Sunrise Senior Living

Vanessa Forsythe

Sunrise Senior Living

Mary Gribbons

Sunrise Senior Living

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Merrill Gardens

Michelle Hamilton

Commonwealth Senior Living

Lori Hansen

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Sunrise Senior Living

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ProMedica

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Brandon Tabbert

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Frank Vedder

LCS



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DIRECTOR'S CIRCLE DONORS

(\$500–\$999 PER CALENDAR YEAR)

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CPS

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Lonny Blessing

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Irene Borgen

Sunrise Senior Living

Aleni Campos

Sunrise Senior Living

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New Perspective

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LCS

Corneil Vacirca

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Greg Williams

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Pamela Allison

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Joachim Andersen

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Commonwealth Senior Living

Besarta Arslani

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Argentum

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Susan Bullock

Vi

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Benchmark Senior Living

Ellen Byrne

Commonwealth Senior Living

Mary Cadger

Sunrise Senior Living

Mark Campbell

Sunrise Senior Living



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Will Carter

Merrill Gardens

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Patrice Cherry

Commonwealth Senior Living

Chris Cilano

Benchmark Senior Living

Sylvia Clark

Benchmark Senior Living

Andrew Coelho

Sunrise Senior Living

Jessica Colangelo

Benchmark Senior Living

Tommy Comer

Commonwealth Senior Living

David Conaway

Merrill Gardens

Angie Conklin

Merrill Gardens

Rod Copple

LCS

Angelia Cox

Commonwealth Senior Living

Kelli Jane Cronk

LCS

Rosella Crowley

Benchmark Senior Living

Darcy Curry

LCS

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Erin Donaldson

LCS

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Sarah Dorr

LCS

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Moulay Elalamy

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Samuel Estep

Commonwealth Senior Living



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HCANJ

Alison Fiore

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Commonwealth Senior Living

Debra Foster

Benchmark Senior Living

Heather Gabilanes

Sunrise Senior Living

Eric Gardner

Benchmark Senior Living

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Corienne Gies

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Sunrise Senior Living

Amanda Gosnell

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Mellany Hanson

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Benchmark Senior Living

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Gianna Johnston

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LCS

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Sarah Kiepe

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John Koselak

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Sunrise Senior Living

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LCS

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Vi

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Vi

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LCS

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Benchmark Senior Living

Damien O'Riordan

Sunrise Senior Living

Stuart Ostfeld

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Benchmark Senior Living

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Sunrise Senior Living

Robert Overly

Sunrise Senior Living

Lisa Palm

Merrill Gardens

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Benchmark Senior Living

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Merrill Gardens

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Elizabeth Potente

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Elizabeth Proffitt

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CPS

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Merrill Gardens

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Marla Rappaport

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Argentum

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Sunrise Senior Living

Dan Rogers

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LCS

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Legend Senior Living

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Vi

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Benchmark Senior Living

Sandra Shepard

Benchmark Senior Living

Audie Sherberg

Merrill Gardens

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Commonwealth Senior Living

Robin Shrader

Commonwealth Senior Living

Linda Silveira

Benchmark Senior Living

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Jill Sorenson

LCS

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Kathleen Sullivan

Benchmark Senior Living

Lynda Sullivan

LCS

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LCS

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Merrill Gardens



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ADVOCATES CIRCLE DONORS

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Gwen Thibault

Legend Senior Living

Debi Thomas

Legend Senior Living

Tasha Thomas

Benchmark Senior Living

Erik Thompson

Sunrise Senior Living

Lisa Thompson

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Ginny Thompson

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Claudine Trudeau

Vi

Bridgette Uhlemann

LCS

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Merrill Gardens

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Brad Williams

Argentum

Lara Williams

Merrill Gardens

Olivia Wilson

Argentum

Jill Wolverton

Vi

Walter Zabrowski

Sunrise Senior Living



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SILVER PAC UTILIZATION

Thanks to the generous support of our advocates, Silver PAC contributed over \$360,600 to both Federal and state campaigns in 2023. With that support, the Argentum Public Policy staff and Argentum members are able to attend intimate events with leading lawmakers to personally educate them about the senior living industry, Argentum member companies, who their residents are, the services provided and why senior living is so important. This support also helps influence legislation and regulatory concerns both in Congress and in state legislatures.

Candidates and Members of Congress who receive support from Silver PAC are not selected based on their political party or ideology, but solely on their support of senior living issues. The more elected officials that support senior living the better for all of Argentum's members. Silver PAC funds are purposefully directed towards lawmakers who are best positioned to support Argentum's policy priorities, including those who:

- Serve on a congressional committee that oversees senior living advocacy priorities
- Hold a leadership position in the House and Senate.
- Champion essential senior living priorities.
- Represent a state or congressional district where an Argentum board company is located.
- Have a competitive race and need financial support.
- Hold values and character that holistically align with Argentum's mission and vision.

In addition to supporting legislators at the federal level, Silver PAC also supports the PACs of its state partners. Robust state partner PACs are a linchpin of building and maintaining strong relationships with local lawmakers and ultimately ensuring a favorable operating environment for the industry in the state.