

IMPACT REPORT

\$1,088,135 Raised in 2025 for the Advocacy Fund

Thanks to Corporate Contributions, State Partner dues, and proceeds from the Argentum Public Policy Institute. Argentum raised more for senior living advocacy in 2025 than any other senior living organization, exceeding the Advocacy Fund goal of \$1,030,000 by more than 5%.

2025 ADVOCACY ACCOMPLISHMENTS

The Advocacy Fund provides Argentum with resources to execute a robust public policy strategy focused on workforce development, improving access and affordability of senior living, and demonstrating the value of senior living.

\$1.09M Advocacy Fund Raised	100% Board Participation	132 Lawmaker Community Visits	14 States Directly Supported	5 Bills Introduced or Signed
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Legislative Priorities

Policies to demonstrate value, address workforce shortage, and improve access and affordability:

- **Veterans Assisted Living Pilot Program — Signed into Law:** The *Expanding Veterans’ Options for Long Term Care Act*, enacted in January as part of the *Senator Elizabeth Dole 21st Century Veterans Healthcare and Benefits Improvement Act*, establishes a three-year pilot for veterans to choose assisted living. Argentum began working with key lawmakers after a 2021 VA report projected significant long-term care needs for veterans. Since enactment, Argentum has met with senior VA leadership on implementing and expanding the pilot.
- **One Big Beautiful Bill Act — Key Advocacy Wins:** Argentum secured its primary legislative objective: no direct cuts to Medicaid assisted living waiver programs and no reduction in the Federal Medical Assistance Percentage, despite significant threats and major Medicaid reforms finalized in the package. Additional wins:
 - » Expansion of Medicaid waiver eligibility — removed the “institutional-level of care” requirement for 1915(c) HCBS waivers, opening the door to greater access to assisted living.
 - » Preserved carried-interest tax treatment, provided underlying assets are held for more than three years.
 - » New \$4,000 tax deduction for seniors, intended to reduce Social Security taxes for older Americans.
 - » Expanded 529 plans to cover additional expenses such as workforce credentialing.
 - » Eliminated tax on overtime and tips.
- **Protecting Assisted Living from Harmful Private Equity Legislation:** Argentum met with NAREIT and the American Health Care Association to discuss capital restriction legislation, including the *Stop Medical Profiteering and Theft Act (S. 2989)*. Argentum was successful in ensuring assisted living is not referenced within the scope of that legislation (nursing homes are). This builds on prior advocacy that excluded assisted living from the *Health Over Wealth Act*, and as a result subsequent legislation in 2025 has mirrored this protective language.
- **Supporting Our Seniors Act (S. 2762):** Successfully lobbied to include senior living in this bipartisan legislation, which establishes a commission of experts to make legislative recommendations to Congress.

IMPACT REPORT

- **Legislation Reintroduced with Bipartisan Support:** Led reintroduction of the **Caring for Seniors Act (H.R. 3000)** and the **Care Across Generations Act (H.R. 1812)**. The **Credit for Caring Act** was also introduced in the 119th Congress in alignment with Argentum priorities.
- **Workforce and Immigration Coalitions:** Participated in key coalitions to advance workforce-development and immigration-reform legislation to address persistent senior living staffing challenges.

Key Legislation at a Glance

Promoting Senior Socialization & Longevity

The National Institute on Aging estimates loneliness carries adverse health effects equivalent to smoking 15 cigarettes per day, and that social isolation contributes to a 50% increase in developing dementia.

The Care Across Generations Act (H.R. 1812)

Bipartisan legislation enabling long-term care communities to establish childcare services or partner with a nearby childcare center for intergenerational care. Led by Reps. Marilyn Strickland and Bryan Steil.

The SENIOR Act (S. 473)

Bipartisan legislation to help more seniors stay connected and reduce loneliness by studying the impact of isolation and the benefits of multigenerational housing. Led by Senators Rick Scott and Tina Smith.

Helping Seniors Pay for Care

More than two-thirds of Americans will need some form of long-term care in their lifetime, yet 40% of baby boomers have little to no retirement savings.

The Lowering Costs for Caregivers Act (S. 1565 & H.R. 138)

Bipartisan legislation allowing people to use tax-free HSAs and FSAs on medical expenses for their parents. Led by Senators Jacky Rosen and Bill Cassidy & Representatives Vern Buchanan and Mike Thompson.

The Credit for Caring Act

Legislation providing a tax credit of up to \$5,000 to help family caregivers offset the cost of providing long-term care for loved ones, including in assisted living settings.

Reducing Workforce Shortages

America's aging population is outpacing the caregiver workforce — more than 20 million workers will be needed across all long-term care by 2040.

Improve and Enhance the Work Opportunity Tax Credit (S. 492 & H.R. 1177)

Bipartisan legislation providing a federal WOTC to employers who invest in workers facing employment barriers. Led by Senators Bill Cassidy and Maggie Hassan & Representatives Lloyd Smucker and Tom Suozzi.

Essential Workers for Economic Advancement Act (H.R. 5494)

Bipartisan legislation creating a market-driven temporary worker program with a new nonimmigrant visa for employers whose positions have gone unfilled for three consecutive months. Led by Representatives Lloyd Smucker and Henry Cuellar.

IMPACT REPORT

Senate Committee Testimony

In March, Argentum President & CEO James Balda testified before the **U.S. Senate Special Committee on Aging** in conjunction with Argentum's Public Policy Fly-In. Balda's testimony emphasized the critical role senior living communities play in promoting socialization and combating isolation among older adults — a central priority of Aging Committee Chairman Senator Rick Scott's SENIOR Act (S. 473). This marked a significant milestone for the industry's presence and credibility on Capitol Hill.

Telling Our Story

- **The Hill Top Lobbyists — Fifth Consecutive Year:** Argentum's advocacy earned national recognition as one of *The Hill* newspaper's Top Lobbyists of 2025 — the fifth straight year receiving this distinction.
- **Community Tours — Record Year:** Facilitated **132 lawmaker visits** to senior living communities, surpassing our goal of 100 by **32%**. These visits directly shaped how policymakers view the industry and contributed to assisted living being excluded from major adverse private equity health care legislation.
- **I Love Assisted Living Campaign:** Expanded the campaign — launched in 2024 to counter misleading national media coverage and congressional hearings — in preparation for a broader 2026 rollout as **I Love Senior Living**. The campaign has directly influenced lawmakers to purposefully exclude assisted living from major private equity health care legislation. A workforce-focused component, **I Love Working in Assisted Living**, was also endorsed for development.
- **Standing With Seniors:** Advocacy Fund contributions supported the maintenance and expansion of Argentum's **Standing with Seniors** webpage (argentum.org/advocacy/standing-with-seniors), a public-facing resource featuring national industry data, an interactive state-by-state impact map, federal legislative solutions, and a community visits toolkit. The page houses an active action alert inviting residents and families to share their stories directly with their U.S. Senators.
- **Value of Assisted Living Report — Updated and Re-Released:** Argentum updated and re-released its landmark *Value of Assisted Living for America* report, documenting high resident satisfaction rates, improved quality of life, and significant government savings. Updated figures confirm assisted living saves Medicaid **\$43.4 billion** and Medicare **\$15.4 billion** annually, and reduces lost work productivity costs by **\$43.9 billion** each year.
- **Member Education:** Hosted educational webinars on rapidly changing federal policies affecting workforce and immigration, equipping providers and state partners with timely, actionable information throughout the year.
- **Strategic Vision Renewal:** In November, Argentum renewed its Strategic Vision centered on four pillars: **Tell Our Story**, **Increase Access**, **Develop Our People**, and **Measure What Matters** — defining the association's policy aims through 2027.

Workforce Development

- Reached **145,000 individuals** through workforce development and talent pipeline efforts, exceeding our goal of 125,000 by **16%**. This reflects a deliberate shift toward ecosystem-based workforce development, leveraging scalable partnerships and repeatable pathways.
- Participated in key coalitions to advance workforce-development and immigration-reform legislation to address persistent staffing challenges.
- The Develop Our People workgroup recommended developing structured career pathways in collaboration with industry training partners for students, incumbent workers, and career changers — a central priority for the next 36 months.
- Continued engagement with state partners to surface and share workforce development resources available at the state level, including job centers in MD, VA, NJ, FL, and CA.

IMPACT REPORT

Administration & Agency Outreach

- In December, met with the **White House Office of Public Liaison (OPL)** to discuss the critical role senior living plays along the long-term care continuum, including how assisted living supports independence and reduces pressure on institutional care. Also highlighted the VA's assisted living pilot program and its opportunity to expand access for veterans while generating meaningful cost savings. Ongoing collaboration with OPL is planned.
- Established a strong relationship with **HUD leadership**, culminating in an upcoming senior living industry roundtable and positioning Argentum to advance legislative and regulatory recommendations addressing the growing shortage of senior housing.
- Arranged meetings with the **White House Liaison Office**, **CMS**, the **Department of Labor**, and the **Department of Veterans Affairs**.
- Met with senior VA leadership on implementing and expanding the scope of the newly enacted **Veterans Assisted Living Pilot Program**.

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Supporting Our State Partners

In 2025, Argentum directly supported public policy efforts in **14 states**, surpassing our target of 10 by **40%**. Support included retained counsel, grassroots campaigns, and direct legislative engagement.

FOCUS STATE	SUPPORT
Arizona	State public policy engagement and advocacy support.
Georgia	State public policy engagement and advocacy support.
Illinois	State public policy engagement and advocacy support.
Maine	State public policy engagement and advocacy support.
Minnesota	State public policy engagement and advocacy support.
North Carolina	State public policy engagement and organizational development support.
Oklahoma	State public policy engagement and advocacy support.
Oregon	State public policy engagement and advocacy support.
Pennsylvania	State public policy engagement and advocacy support.
South Carolina	Retained counsel support; successfully defended against adverse assisted living legislation.
Tennessee	Retained counsel; continued monitoring of staffing agency regulation implementation following prior legislative win.
Texas	Provided financial, public relations, and lobbyist support; reimbursement arrangement with Texas Assisted Living Association.
Utah	Supported Utah State Partner organization in building capacity for state public policy work.
Virginia	Continued collaboration with Virginia State Partner CEO, Board Chair, and provider committee on membership, legislative priorities, advocacy effectiveness, and leadership engagement.

THANK YOU

2025 ADVOCACY FUND CONTRIBUTORS

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