



Annual Report Theme Workshop

Magenta led a **workshop for Lenbrook Senior Living Community to develop a theme** for its annual report, creating a clear through line across its mission, supporting stories and data, and design. A memorable theme also distinguishes each annual report from the next and engages readers.



Lenbrook

Fiscal Year 2025

Annual Report



Here you can.

Overview



Mission

Lenbrook is an internationally accredited, not-for-profit, continuing care senior living community in Atlanta, GA.

Mission statement: We engage together every day, nurturing an exceptional community where its residents can pursue connection, well-being, and fulfillment.



Challenge

Annual reports often combine many disparate statistics, stories, and priorities. Without a clear throughline, even strong content can feel disconnected or overwhelming, making the organization's story harder for readers to follow.



Solution

Magenta facilitated a collaborative workshop to align stakeholder input around a strong, mission-aligned theme. The shared direction prioritized the most pertinent data to include while providing a creative framework for messaging and design, making the annual report more cohesive, focused, and memorable.



How It Works

Magenta's role was to harmonize stakeholders around a unique, mission-aligned theme.

The process included:

Plan

Proposed a lean process for team input and executive engagement and buy-in

01

Brainstorm

Led client brainstorms using proprietary prompts, then surfaced the top theme opportunities

02

Develop

Developed and refined a set of Theme Concepts (*see example on next slide*)

03

Prioritize

Selected the most compelling theme using client feedback and Magenta's ranking criteria

04

Translate

Refined the final concept into a design brief to guide the Annual Report branding and format

05



How It Works: Developing a Theme Concept

Where Connection Thrives

Imagery of many parts connecting to create a unique and beautiful whole ties in with Lenbrook's 40th Anniversary Tapestry, as well as the Donor Recognition Wall.



Design idea:
Huridocs' 2025 Annual Report uses quilt illustrations like stitched borders to convey its "Patchwork of Purpose" theme. Subtle illustrations could be applied using Lenbrook's brand colors.

Lenbrook's 2025 photo bank included numerous examples of **connection in action**:



The client helps refine the theme concepts by giving feedback on the kinds of photos, design elements, language, and analogies to use or avoid.



How It Works: Translating the Theme

The theme and brand guidelines are translated into a sample report spread, giving the client a tangible example for feedback and refinement.



Where Connection Thrives

“When my mother and her sister moved to Lenbrook, my sisters and I said it was the best gift they ever gave us. We didn’t have to worry about them. We were having ice storms then and sometimes couldn’t get to where they lived.

They made darling friends here and were very happy. Mama was here 18 years and my aunt about the same. When I decided it was my time to move, I didn’t even consider anywhere but Lenbrook. I love everything about Lenbrook, the staff, the residents, the food, activities, etc.”

— Phyllis M.
Lenbrook Resident



A community people choose and recommend to others.

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Some of the strongest expressions of confidence in Lenbrook come from families who know us best. Lenbrook Legacies — residents whose parents or in-laws once called Lenbrook home — carry forward a **thread of trust** across generations.

97% recognition for quality among resident survey respondents	72 New Resident Referrals in FY 2026	96% Average Year-to-Date Independent Living Occupancy	90% Average Year-to-Date Assisted Living Center Occupancy
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That trust reflects Lenbrook’s enduring commitment to excellence, a standard reinforced by recognition from respected organizations beyond our community:

Awards & Accreditations

#1 Continuing Care Retirement Community in Georgia <i>Newsweek</i>	2026 Best Nursing Homes, Short-Term Rehabilitation and Long-Term Care <i>U.S. News & World Report</i>
#24 Continuing Care Retirement Community in the U.S. <i>Newsweek</i>	Outstanding Employer in Engagement and Satisfaction Categories <i>Novare</i>
Atlanta’s Only CARF Accredited Life Plan Community since 1992 <i>Commission on Accreditation of Rehabilitation Facilities</i>	BBB+ Investment-Grade Rating: Top 6% of U.S. Life Plan Communities <i>Fitch Ratings</i>

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Summary



Practical

Magenta's theme development workshop ensures each year's annual report has a unique, mission-aligned, and compelling theme that resonates with the audiences who matter.



Efficient

The process includes all relevant stakeholders at key decision points, creating buy-in without requiring unnecessary meetings—and can expand collaboration when an organization's structure calls for it.



Replicable

The model reliably creates fresh annual themes without reinventing the process each year.





Annual Report Theme Workshop

- ✓ Achieved consensus and a compelling direction for the Annual Report.
- ✓ 100% of stakeholders bought into the theme and felt prepared to move to the next step in Annual Report development.
- ✓ Heard from our stakeholders: *"Thank you! We were very productive and made some decisions ahead of time!"*



Magenta



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