



Who is Cadbury Senior Services?

Cadbury Senior Services, Inc., a Quaker guided not-for-profit organization, owns and operates:

Cadbury at Cherry Hill, Cherry Hill, NJ, established in 1977, is the flagship continuing care retirement community for the Cadbury organization.

Cadbury Continuing Care at Home, Cherry Hill, NJ, started in 1998 as a membership based program to meet the desire of many seniors to stay in their home and successfully age in place.

Cadbury at Lewes, Lewes, DE, opened in 2007 and is proud to be known as the first continuing care retirement community in the first town in the first state.

Cadbury Foundation is the fundraising entity for Cadbury Senior Services and all its affiliates. The Foundation works to engage donors in Cadbury's programs, services and facilities.

Cadbury Consulting, Cherry Hill, NJ, provides a partnership opportunity for not-for-profit sponsors nationwide to develop and implement their own Continuing Care at Home programs.

Our Mission Statement

Cadbury Senior Services, a not-for-profit organization, strives to provide excellent, comprehensive care for seniors in settings where residents, members and staff can thrive. Guided by the philosophy of the Religious Society of Friends, Cadbury Senior Services is committed to offering a continuum of services to meet the emerging needs of seniors.

Program Leadership

The Cadbury Consulting experienced leadership that guides and facilitates the Continuing Care at Home program includes:

Victor D. Amey / vamey@cadbury.org / 856-667-4550
President & CEO of Cadbury Senior Services, Inc.;
Founder of Cadbury at Home.

Susan S. Hawkins / shawkins@cadbury.org / 856-382-4044
Executive Director, Cadbury Consulting with over 10 years of experience in the CCRC industry; part of the original marketing team for Cadbury at Home.

Edward J. Kelly / ekelly1080@verizon.net / 609-841-2604
Consultant, Business Development; previous President and Founder of New Life Management & Development, Inc., and a highly respected and nationally known CCRC expert.

Josie Kingsley / jkingsley@cadbury.org / 856-448-0828
Consultant, with over 35 years of nationally recognized marketing expertise in senior care and services.

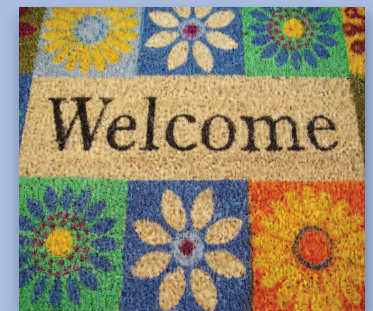
Susan C. Froyd / sfroyd@cadbury.org / 856-382-4022
Consulting Assistant, providing program coordination; over 15 years experience in senior housing development and marketing.

Contact us to learn how your organization may qualify as a Continuing Care at Home provider.



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Cadbury Consulting

Bringing Continuing Care Home



Bringing Continuing Care Home

Independent, active seniors want to stay in their own home and successfully age in place. Cadbury Consulting helps you reach this growing market by partnering with you to develop and implement their award winning Continuing Care at Home program, the perfect complement to your existing community. This program supports the lifestyle seniors want NOW!

- Peace of Mind
- Financial Protection
- Care Coordination
- Home Health Services
- Assisted Living
- Nursing Care
- Social Activities
- Fitness and Wellness Programs
- Referral and Concierge Services

Advantages of Sponsoring a Continuing Care at Home Program

- Expands Your Mission
- Serves New Markets
- Positions Your Organization for the Future
- Generates New Revenue Sources
- Creates New and Unique Program Options
- Recognizes your organization as an Innovative Leader in Your Market



Cadbury Consulting

Cadbury Senior Services developed their Cadbury at Home program in 1998 to meet the desire of seniors wanting to stay in their own home. Cadbury Consulting was established to meet that desire, and the changes in the economic and real estate markets which have forced organizations to seek creative alternatives to remain successful. Cadbury Consulting now offers a solution to not-for-profit organizations nationwide through their Cadbury Continuing Care at Home model program. We partner with you to:

- Determine market feasibility
- Obtain state approvals
- Hire and train staff
- Develop marketing & sales programs
- Establish program policies and procedures
- Create the Care Coordination program
- Provide ongoing quality monitoring