



FOR IMMEDIATE RELEASE
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THE ELLIOTT COMMUNITY BECOMES FIRST HOME ACCREDITED IN THE BUTTERFLY APPROACH IN GUELPH AND WELLINGTON COUNTY

Guelph, ON The Elliott Community today announced it has become the first accredited Butterfly Home in the Guelph region, which represents a significant milestone in the organization's journey toward delivering truly person-centred and emotion-focused care.

"The Butterfly Approach is an internationally recognized model of care that focuses on emotional connection, relationship-based support, and creating home-like environments for people living in long-term care, particularly those living with dementia," said Martin Ruaux, Chief of Resident Care Services & Administrator at The Elliott Community. "At the heart of the model is the belief that people thrive when they feel safe, loved, and able to express their individuality," he said.

The official accreditation was granted following a recent qualitative audit conducted by Meaningful Care Matters (MCM) on May 6 and 7, 2025, across three home areas – Wellington, Fountain, and Edinburgh – and resulted in an overall rating of Level 1 - 'Excellent'. [Meaningful Care Matters](#) specializes in helping organizations to access a variety of services facilitating the effective and sustainable implementation of person-centred care models, for the health, social/aged, and disability care settings.

"Meaningful Care Matters is proud to partner with The Elliott Community and to celebrate their success in achieving an 'Excellent' accreditation in their recent audit following the implementation of The Butterfly Approach," said Peter Bewert, Managing Director of Meaningful Care Matters. "This achievement reflects the true heart and soul of not only the community, but more importantly the individuals who call The Elliott home. The team fosters genuine connection, meaningful relationships, and love in everything they do. This is how long-term care should look, sound, and feel."

The MCM audit praised The Elliott Community as "a highly engaged service that prioritizes meaningful moments, where emotion-focused care is consistently seen, felt, and heard in interactions with people. Residents are encouraged to freely be themselves, and their uniqueness is embraced in daily life." The audit also noted the Elliott Community's success in "ensuring each home area has a distinctive, family-like atmosphere where individuals are clearly comfortable and confident in expressing who they are," and praised its "bright, inviting spaces [that] support movement and exploration, with thoughtful hallway themes that reflect residents' interests and life stories."

"This achievement is a reflection of our team's passion, empathy, and dedication," said Michelle Karker, CEO of The Elliott Community. "Becoming the first accredited Butterfly Home in our region is more than an acknowledgment of what we have accomplished thus far – it's also a promise to our residents that they will be seen, heard, and valued every day."

The Elliott Community will hold a celebration of this milestone achievement on Thursday, July 24 and plans to expand the Butterfly Approach to its remaining two long-term care home areas over the next year. Much of the initial implementation was made possible thanks to the generous fundraising support of our community. “We will be undertaking a major fundraising campaign starting in July to support our implementation of the Butterfly Approach in the remainder of our long-term care home areas,” said Samantha Corman, Community Engagement Manager at the Elliott Community. “It is our vision that, in time, everyone supported by the Elliott – including those who live in our retirement care home areas and independent living suites – will experience person-centred care geared to their needs,” she said. “Fundraising will be critical to our ability to achieve that goal.”

For more information about implementation of the Butterfly Approach at The Elliott Community please contact Lindsay Marinovic, Resident Experience Lead at The Elliott Community. Lindsay can be reached by phone at 519-822-0491 extension 2110 or email at lmarinovic@elliottcommunity.org.

For general inquiries about The Butterfly Approach, please contact Meaningful Care Matters at admin@meaningfulcarematters.com.

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About The Elliott Community

For over 100 years, The Elliott Community (TEC) has had the privilege of providing retirement living and long-term care options to citizens of Guelph and area. TEC is a charitable not-for-profit organization with a unique philosophy grounded in family values and strives to provide a caring and inclusive, home-like community for over 325 residents and more than 250 staff members. By focusing on person-centred care that celebrates the individuality of each resident, TEC supports independence and dignity for residents and their families.