

YOU WERE **BORN GREAT.** Made great. Designed for great.

BUT GREATNESS? This is a choice. A conscious decision.

And when it comes down to it, you only have **TWO CHOICES:**

GIVE UP — OR — LIVEUP.

We know who we are. When we LiveUp, we choose the things that matter.

LIKE BEING

a hand to the hurting, a voice for the weak,
an open door for hope to find refuge.

LiveUp befriends compassion,
defends character and
cherishes commitment.

It asks for leaders to walk with the stride of giants, yet always take gentle steps – because

— serving is a — **&** — how we treat those most in need is —
PRIVILEGE & HOW WE TREAT EVERYONE.

LiveUp knows healing is forged with amazing service, where dignity is respected always,
and in all ways. It raises the bar, breaks barriers and realizes the

HIGHEST STANDARD IS THE ONLY STANDARD.

With purpose at our back and grace as our guide, LiveUp follows us beyond
our walls to inside our homes and around our communities,

MAKING US BETTER friends, siblings, parents, caregivers and people.

LiveUp strives to be exceptional, without exception.

WHAT IS GREATNESS? LIVEUP.