



Village Caregiving 2025 National Impact Report



13 Years of Impact: Answering the Needs of Our Growing Senior Population

Village Caregiving (VCG) was founded on a deeply personal need. We lived the challenges so many families face. Each of us had aging loved ones and struggled to find affordable, compassionate care. We didn't want a revolving door of caregivers or a distant corporate call center. We wanted someone who knew our families, respected their dignity, and showed up with consistency and heart. This lit a fire in us.

From the beginning, our mission has been simple: Village Caregiving keeps people in their homes, surrounded by familiarity, supported by caregivers who treat them like family. What started in Barboursville, West Virginia with a handful of clients has grown into something we never imagined—thousands of caregivers serving in homes in communities across the country. But we've never lost sight of the reason we began: to be a steady, trusted hand for seniors and their families when they need it most. Every home we walk into is a chance to live out that promise.

Your Village Caregiving Founding Team,



Jeff Stevens
Co-Founder & CEO



Matt Walker
Co-Founder & President



Andrew Maass
Co-Founder & President
of Business Development



Transforming Senior Care in America

Village Caregiving is transforming how seniors are cared for in America by making compassionate, affordable home care more accessible in communities across the country. Over the past year, the company has rapidly expanded into states such as Missouri, Indiana and North Carolina — bringing much-needed services to aging adults and veterans who want to remain in their homes with dignity.



With recognition from *Inc.* as one of the Best in Business for Health Services and widespread media attention highlighting our “common sense” growth strategy, we are proving that personalized, non-medical care rooted in community values can scale — without losing its human touch. From celebrating caregivers to partnering with local organizations, Village Caregiving is redefining senior care through a model built on trust, respect, and real relationships.

Filling a Critical Need Across the Country



Village Caregiving is growing in the places that need it most — small towns and mid-sized cities across 21 states where home care options are often limited or nonexistent. From Zanesville, OH to Hickory, NC and Batesville, IN, the company is filling the gap in critical care in underserved communities. By bringing compassionate, affordable in-home support to these areas, Village Caregiving ensures that seniors can age safely at home—even in places where other providers don't reach.



Village Caregiving's Impact: By the Numbers

- **Expanded to 21 states with 70 offices** – including 12 new locations – in 2025. This year, VCG entered three new states: Missouri, North Carolina and Virginia. Our footprint now reaches communities from the Midwest to the Mid-Atlantic.
- Served **25,000+ seniors, including approximately 14,000 veterans**, in the past 13 years. We currently support **5,500+ clients**.
- Created **nearly 20,000 caregiving jobs** since our founding. Our **current team of 3,500+ caregivers** offers non-medical services such as personal hygiene assistance, light housekeeping, meal preparation and transportation.
- **Added multiple new payer sources**, including Medicaid, to provide affordable care to a broader range of seniors, veterans and low-income individuals.
- **Achieved a 92% overall employee satisfaction score**, surpassing the industry average of 82%, with 96% of employees praising leadership and 95% valuing the company's culture.

Creating Purpose-Driven Jobs Nationwide

Village Caregiving is significantly contributing to home care job creation in the U.S. since our founding in 2013. Starting with just 12 employees, we've grown to over 70 offices in 21 states, employing more than 3,500 caregivers who support over 5,500 clients daily. We're redefining caregiving by creating a meaningful career path that values compassion, flexibility, and growth. Unlike traditional roles with rigid schedules and minimal support, we offer competitive pay, professional development, and a supportive environment. Caregivers receive comprehensive training — both in-person and online — to ensure they feel confident and prepared.

Our caregivers, ranging in age from 18 to 80, are deeply rooted in their communities and passionate about helping seniors live independently. They go beyond daily living tasks to provide relief for overwhelmed families and improve clients' quality of life. With a 4 out of 5-star rating on Indeed, employees highlight strong community, lasting client relationships, and the ability to work independently while feeling truly supported.

Village Caregiving is not only providing essential services to seniors that help them age in place, but we are also elevating caregiving into a respected and fulfilling profession.





Ensuring Quality and Rigor in Everything We Do

Village Caregiving is committed to leading with integrity and honesty, and to doing the right thing for clients and their families. These values are the cornerstone of our culture and our [Code of Conduct & Ethics](#) — an integral part of a comprehensive onboarding process at each office. We also detail our Code of Conduct & Ethics in state-specific Practice Plans, on our [website](#), and our [YouTube](#) channel. Throughout the year, we reinforce these principles at our regional in-person meetings and virtual town hall meetings.

As an organization that operates in 70 locations and 21 states, we also have a dedicated Compliance Program team. This team works to ensure that we meet and comply with all federal, state, and local laws and regulations.

We know families who seek care for their elderly loved ones want only the best. We take this seriously. That is why all caregivers who join Village Caregiving undergo extensive background and credential checks. Once hired, new caregivers undergo rigorous, in-person training at each of our locations. Training includes direct instruction by our nurses and management personnel, instructional videos, and online modules. We also partner with Home Care Pulse/In the Know, a nationally recognized training program, to provide our caregivers access to an expansive library of materials.





Making an Impact at the Community Level

We put our time and money where our commitment is — in our communities. In every market we serve, we raise our hands to help by supporting local causes and charities. We donate our time to staff local events and lead local fundraising efforts. In 2024-25, these efforts include:

- **Recognized caregivers** on National Caregivers Day with celebrations in locations like Toledo, OH; Sioux Falls, SD; and Fargo, ND.
- **Co-hosted a Veteran Appreciation Event** in Prestonsburg, KY to demonstrate our commitment to veterans; paid tribute to our nation's veterans by participating in Veterans Day activities, resource fairs and parades throughout local markets. ([TV segment](#))
- **Engaged in local education and veteran outreach**, highlighted by student-led initiatives honoring veterans. ([Story](#))
- **Stopped by senior centers and communities**, sharing what the company does while hosting bingo events and bringing in food and snacks. ([Photo](#))
- **Sponsored booths as senior expos** throughout the country to highlight our services among other home care companies. ([Photo](#))
- **Built relationships with nursing schools**, student nursing associations and local universities to speak to students about the fulfilling career opportunities available

Organizations We Proudly Support Include:



Meals on Wheels
BERKELEY COUNTY

- United Way of Southern West Virginia
- Marshall Artist Series, Huntington, WV
- Boyd County Elementary School, Ashland, KY
- Veterans Honor Flight, Marion, IL
- Berkeley County Meals on Wheels, Martinsburg, WV
- Barboursville Little League, Barboursville, WV
- Military Appreciation Night, Prestonsburg, KY



In the Words of Our Partners

"Village Caregiving has been more than a business; they've been a true partner in building a stronger community. Not only have they created jobs and invested in our Village, but they've cared for our neighbors with compassion and dignity, right here at home and across the country. Their mission to help people is echoed in everything they do; it's evident and the actions of their entire team prove that on a daily basis. I am honored that the three co-founders chose their hometown as their home base." — **Mayor Chris Tatum, Village of Barboursville, WV**

"Village Caregiving has been an active member of the Home Care Association of America. They support and participate in our Advocacy Days on Capitol Hill and National Conferences, and meaningfully contribute as a member of our Board. Their efforts have helped the association have a tremendous impact on the national home care industry and the families and individuals that we serve." — **Jason Lee, CEO, Home Care Association of America**

"Village Caregiving's participation in VetFest 2025 was paramount to a successful event. As a veteran myself who is blessed to have an agent of Village Caregiving assist me with activities of daily living, it was vital to put these services provided by them through the VA in front of qualified veterans who have no idea the care they are eligible for. Invisible Vets looks forward to having Village Caregiving join us again in 2026 and beyond so that no veteran falls through the cracks." — **Jim Garigen, Proud Army Veteran, Founder and Executive Director, Invisible Vets Limited**

"Village Caregiving delivers high-quality, compassionate in-home care and services to support the individuals and families they serve. This type of commitment is at the heart of our mission at the National Alliance for Care at Home. Beyond the direct impact on the lives of their community members, Village Caregiving is a valuable voice in advancing policies and practices that strengthen the entire home care ecosystem." — **Dr. Steve Landers, CEO, National Alliance for Care at Home**





Moving Forward, Together

America is facing a caregiving crisis as its population ages at an unprecedented rate.

By 2030, more than 73 million Americans—nearly 1 in 5—will be over the age of 65. Yet the infrastructure to support them hasn't kept pace. Over 53 million Americans already serve as unpaid family caregivers, many balancing full-time jobs while providing 20+ hours of weekly care. This unpaid labor is valued at over \$870 billion annually—yet it comes at a steep cost: physical exhaustion, emotional strain and financial instability for millions of families.

This is where Village Caregiving steps in. By providing reliable, compassionate non-medical home care, the company helps seniors age safely in their homes while easing the crushing load on family caregivers. In towns large and small, Village Caregiving is becoming an essential lifeline—offering not just support, but dignity and peace of mind at a time when both are desperately needed.

VillageCaregiving.com

