

Fast Facts



RoseVilla Senior Living

13505 SE River Rd, Portland, Oregon

Founded: 1957 in Portland, Oregon.

OVERVIEW

RoseVilla is a nonprofit life plan community, also known as a continuing care retirement community (CCRC).

Located on 24 acres along the Willamette River, RoseVilla offers independent living, 24-hour supportive living through Madrona Grove, and in-home care through its licensed agency, Avencia.

Residents: 371

Team Members: 213

MISSION

RoseVilla is guided by its mission to champion the power of community, driven by people, purpose, and possibility, creating an inclusive space where all can belong and thrive.



RoseVilla launched The Flourish Project for Residents to practice regenerative living, cultivate a culture of care, and bear fruit in their community.

25-year Resiliency and Sustainability Action Plan will drastically cut energy and water use, reduce carbon impact, and ensure continuity of services to RoseVilla during a climate event.

Zero-Energy neighborhoods, The Oaks and Trillium Townhomes, are designed to use 70% less energy than a typical new home thanks to a combination of Passive House design strategies and rooftop solar power. Passive house standards help homes use very little energy while still staying comfortable and healthy to live in.

Increasing microgrids of solar panels and large batteries across the electrical infrastructure allows RoseVilla to run on clean, renewable energy even during a power outage.

RoseVilla's innovative greywater filtration system (ROSIE) filters and reuses water from sinks and showers for flushing toilets and irrigation, saving over 300,000 gallons of clean water each year.

Zero-emission transportation fleet includes two Ford Mustang Mach-Es, two T-350 Ford Transit Vans, and a F-150 Lightning for Resident transportation.

The first ROSE Port was completed in the fall of 2025. The solar-powered carport doubles as a mini-resilience hub. With earthquake-resilient design, solar panels, battery backup, and rainwater collection and filtration, the hub can help support Residents off-grid during climate emergencies.

ROSEVILLA FOUNDATION

Established by Residents in 1960, the Foundation has created a tradition of generosity and mutual support with the promise that community members who outlive their resources through no fault of their own can remain at RoseVilla.

DEIA & BELONGING

RoseVilla is committed to creating an environment that acknowledges and welcomes everyone. Through an engaged Resident and Team Member population, RoseVilla is advancing Diversity, Equity, Inclusion, Accessibility, and Belonging initiatives.

ROSEBUD PRESCHOOL

An intergenerational preschool located at RoseVilla, Rosebud exists to enrich the lives of Residents and children alike, providing intentional intergenerational education and care in an environment that supports belonging, acceptance, and welcomes everyone to show up as their authentic selves.