

PROGRESS *Report*

THE **Birches**
NEW HOPE, PA
Personal Care and Memory Care



April, 2025

Exterior finishes are being added

The new community is taking shape! Since breaking ground last year, the building framework has been completed and windows are already installed. Current construction efforts are focusing on the exterior – adding siding and stonework and completing the final portions of the roof.

See the progress for yourself! Our Welcome Center is open Monday-Friday, 9 am-5 pm.



Front Entrance Exterior



Roof Work Underway

Meet our management team

Kim Yannuzzi, Executive Director



Kim is the Executive Director of The Birches of New Hope, with over 25 years' experience in the senior living industry, spending the last 12 years at our Newtown location.

"My aspirations for The Birches of the New Hope are for it to be the premier Personal Care and Memory

Care Community in Upper Bucks County and Hunterdon County, both to live and work. A place where our residents can live their best lives, families can have peace of mind, and our staff can thrive in their employment!"

Kim lives in Frenchtown, NJ with her husband and 2 Coon Hounds. They have 3 grown children and 2 grandchildren. When they are not doing work on their 5-acre property, Kim and her husband love to go to Phillies games, visit local wineries, and travel.

Kathryn Koenig, Marketing Director



With nearly a decade of experience in the senior living industry, Kathryn is deeply committed to helping seniors and their families navigate the senior living process with care and authenticity. Prior to joining the senior living industry, she served as Vice President of International Equity Sales

and Trading for Morgan Stanley. Transitioning to senior living has been a truly rewarding journey for Kathryn as it has allowed her to foster meaningful relationships, create personalized solutions for families, and make a positive impact on the lifestyle and well-being of seniors.

Outside of work, Kathryn treasures time spent with her wonderful husband, their three beautiful daughters, and spirited Corgi pup. She has a love for travel, a green thumb for gardening, and enjoys the occasional run to keep herself energized and balanced.

Learn more about the lifestyle The Birches can provide to you or a family member.

Call Kathryn at 267-714-5628 or email kkoenig@thebirchesatnewhope.com.

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