

Family Over Gold Graceful Living Home Care Announces Multi State Expansion

FOG Graceful Living Celebrates Years of Senior Care in Indiana Roots, Spreading to 10 States



Indianapolis, Indiana Apr 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - Family Over Gold Graceful Living Home Care Announces Multi-State Expansion Under CEO Stephon Peters Smith's Visionary Leadership

Indianapolis, Indiana — Family Over Gold Graceful Living Home Care, a leader in personalized in-home

senior care, today unveiled plans to expand its services to 10 additional states by early 2025. The announcement, spearheaded by CEO Stephon Peters Smith, underscores the company's commitment to replicating its Indiana-born model of compassionate, family-first care on a national scale.

Founded in 2015, Family Over Gold has become synonymous with dignity-driven care in Indiana, where its innovative approach has transformed the lives of over 3,200 seniors and their families. The agency's decision to expand follows a surge in demand from out-of-state families seeking alternatives to impersonal, corporate-driven care models.

A Legacy of Community and Compassion

Under Stephon Peters Smith's leadership, Family Over Gold has prioritized community integration as a cornerstone of its mission. The agency's Indiana initiatives include:

Annual "Harvest of Hope" food drives, which have delivered more than 15,000 nutrient-rich meals to low-income seniors since 2018.

Partnerships with the Indiana Senior Support Network to provide free respite care nights, granting over 1,500 hours of relief to overwhelmed caregivers.

The "Legacy Project," a program that has helped 890 clients compile memoirs, record oral histories, and reconnect with estranged family members.

"Our work isn't about checklists or billing codes," said Smith, a second-generation caregiver whose mother worked in hospice care for 30 years. "It's about preserving legacies and ensuring no one feels like a burden in their final chapters. When a client's granddaughter calls us years later to say, 'Your caregiver gave me stories to share with my children,' that's our true measure of success."

The Family Over Gold Difference

Unlike traditional home care providers, Family Over Gold distinguishes itself through its Family First Mentality.

For the families of Indiana, Family Over Gold Graceful Living Home Care has long been more than a service—it's been a lifeline. The agency has redefined what it means to provide in-home care, blending clinical excellence with unwavering compassion. Today, the company announces a milestone: By 2025, it will expand its unique model of care to 10 additional states, bringing its signature "family-first" philosophy to thousands of new families.

A Legacy Built on Love

The seeds of Family Over Gold were planted decades ago, when Kenzie witnessed her own grandmother's struggle to find dignified care. "She deserved more than just medication reminders and meal prep," Kenzie recalls. "She deserved joy, connection, and the chance to leave a legacy." This personal journey inspired a business model where caregivers are trained not just in CPR or dementia care, but in the art of human connection. **Transparent Accountability:** The company publishes unfiltered client feedback on its website, including critical reviews, to drive continuous improvement.

Cultural Competency Training: Caregivers undergo 120 hours of specialized training in traditions ranging from Amish elder care customs to Vietnamese familial rituals.

Strategic Growth Rooted in Values

The 10 target states, selected for their rapidly aging populations and cultural alignment with Family Over Gold's ethos, will see phased openings beginning in Q4 2024. Each location will adhere to Smith's

“Three Pillars of Expansion”:

Local Leadership: Hiring state-specific directors with deep ties to regional senior communities.

Hyperlocal Partnerships: Collaborating with area farms, artists, and nonprofits to address unique community needs.

Ethical Scalability: Reinvesting 20% of profits into state-level initiatives like free mobility device repair programs and caregiver tuition assistance.

Future Initiatives

Family Over Gold will launch two national programs in tandem with its expansion:

Generations Scholarship Fund: Offering \$5,000 annual awards to students pursuing gerontology degrees at Historically Black Colleges and Universities (HBCUs).

Memory Preservation Grants: Providing free video equipment and training for families to document their loved ones’ life stories.

About Family Over Gold Graceful Living Home Care

Founded in Indianapolis, Family Over Gold has been named “Indiana’s Most Trusted Home Care Provider” by the State Aging Commission for six consecutive years. The agency specializes in dementia care, palliative support, and end-of-life companionship, serving clients across 15 Indiana counties.

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