



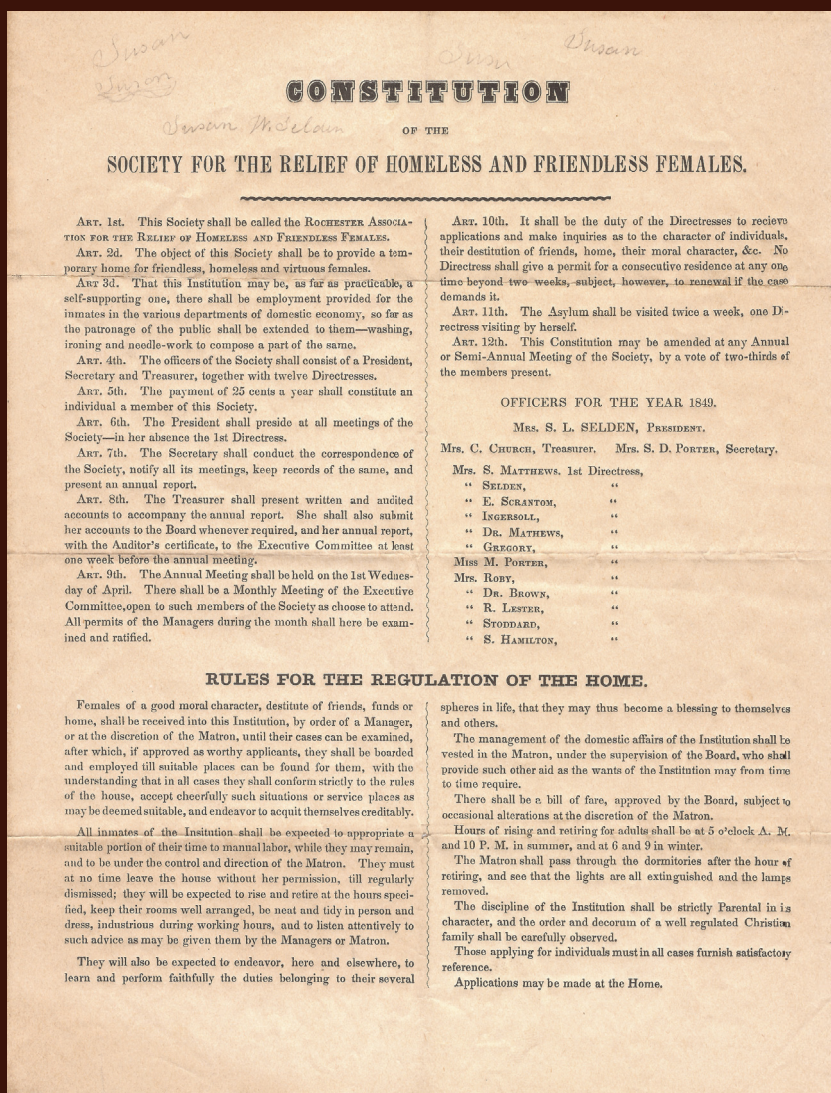
FRIENDLY
SENIOR LIVING

175
Years 1849-2024

FRIENDLY HOME

2023 REPORT TO THE COMMUNITY

Friendly Senior Living is honored by our past, proud of the present and focused on the future. We are so grateful for our friends in the community who support our organization's vitally important non-profit, mission-driven work as a provider of high quality housing, care and services for older adults in the Rochester area. *Thank you for showing that friends care always!*



OUR FOUNDING

The Friendly Home is the oldest nursing home in Monroe County and one of the oldest not-for-profit homes in the country. When it opened in 1849, there were no hospitals—a charitable society and an orphan asylum were the only benevolent institutions in Rochester.

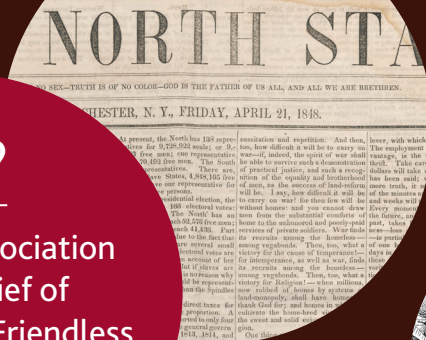
In 1822, ten years after Hamlet Scrantom's cabin signaled the first permanent residents of Rochesterville, a group of pioneer women met at the home of Mrs. Everard Peck to found the Rochester Female Charitable Society. Fifty years later, in 1872, Susan B. Anthony led her kinswomen to cast ballots in Rochester's Eighth Ward. Midway between these momentous events, on 28 March 1849, a group of women met to provide temporary quarters for "females of good moral character destitute of friends" and to secure employment for them. By 11 April, there was a constitution and code of regulations, and by May Day, the first Home was opened in a rented tenement on Edinburgh Street in Rochester's famed Third Ward.

Excerpt from The Story of The Friendly Home, Elizabeth Brayer



1849

Rochester Association
for the Relief of
Homeless and Friendless
Females forms on
April 11th



1848 Frederick Douglass publishes The North Star, an anti-slavery publication

1848 California Gold Rush begins

1850 University of Rochester is founded by a convention of Baptists

1851 New York Times debuts

1856 Western Union forms with Hiram Sibley serving as president



THANK YOU

BEQUESTS AND SPECIAL GIFTS

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Mr. Rick Beechy
Mrs. Claudia Ciresi and
Mrs. Marcia Opperman

1855

The Association incorporates as the Rochester Home for the Friendless and the "Old Alexander Tavern" is purchased as its new location



1915

The Rochester Home for the Friendless is incorporated as the Rochester Friendly Home

1869 The first locomotive travels from the Atlantic to the Pacific Ocean

1888 Eastman comes out with the first Kodak camera

1905 Highland Park hosts the first official Lilac Sunday, the precursor to today's Lilac Festival

1916 John Wegman opens the Rochester Fruit & Vegetable Company

Cleary Family Fund at Rochester
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Mr. and Mrs. Walter J. Deck
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Mr. Paul J. Niedzielski
Mr. and Mrs. Theodore F. Spall, Jr.

1918

Residents take
occupancy of their new
home at its current
location—
3156 East Avenue



1975

81 Linden Avenue,
now known as Linden
Knoll, opens as an
independent senior living
community adjoining
the Home

1920 The 19th Amendment is ratified, granting women the right to vote

1949 Television debuts in Rochester as WHAM-TV, an NBC affiliate

1967 Green Bay Packers beat the Kansas City Chiefs, 35-10, in the first Super Bowl

1974 Equal Credit Opportunity Act requires banks to let women open a bank account independently

BENEFACTORS (\$750+)

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In Memory of William Balderston

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In Honor of Paula Buiso

Mrs. Sally Forsyth

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Rudolph and Rose Wollner

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In Memory of Gaylord C. Whitaker

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Denise Hubler

Louis P. and Betty A. Iacona Fund

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Foundation

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Mr. and Mrs. William B. Morse, III



2004

Cloverwood, a full-service senior living community, opens in Pittsford. A few months later, Glenmere opens, offering assisted living and memory care programs

- 1983** Sally Ride becomes the first American woman to go into space
- 1991** A devastating ice storm sweeps through Western NY
- 1999** The Dow Jones Industrial Average closes above 10,000 for the first time
- 2004** Facebook is launched

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In Memory of Ann Nellis

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In Memory of Louis and Geraldine Gibson

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Ms. Lisa Hand
In Honor of all the excellent staff at Cloverwood

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In Memory of Rita Myers

Ms. Sharon Hanks

Ms. Caroline Herrmann

Mr. and Mrs. Donald Jacques

Mrs. Janet Jennison
In Memory of Marion G. Baker



2010

The Friendly Home completes a two-year major addition and renovation project.



2024

Friendly Senior Living celebrates the 175th Anniversary of the founding of the organization

- 2007** The first iPhone is released
- 2008** Barack Obama becomes the first Black President of the United States
- 2009** Rochester celebrates its 175th Anniversary as a city
- 2020** The World Health Organization declares COVID-19 a global pandemic

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 The Jim & Pam Stoffel Foundation
 Mrs. Carol K. Thomson
In Memory of Robert K. Thomson
 Ms. Cynthia L. Townson

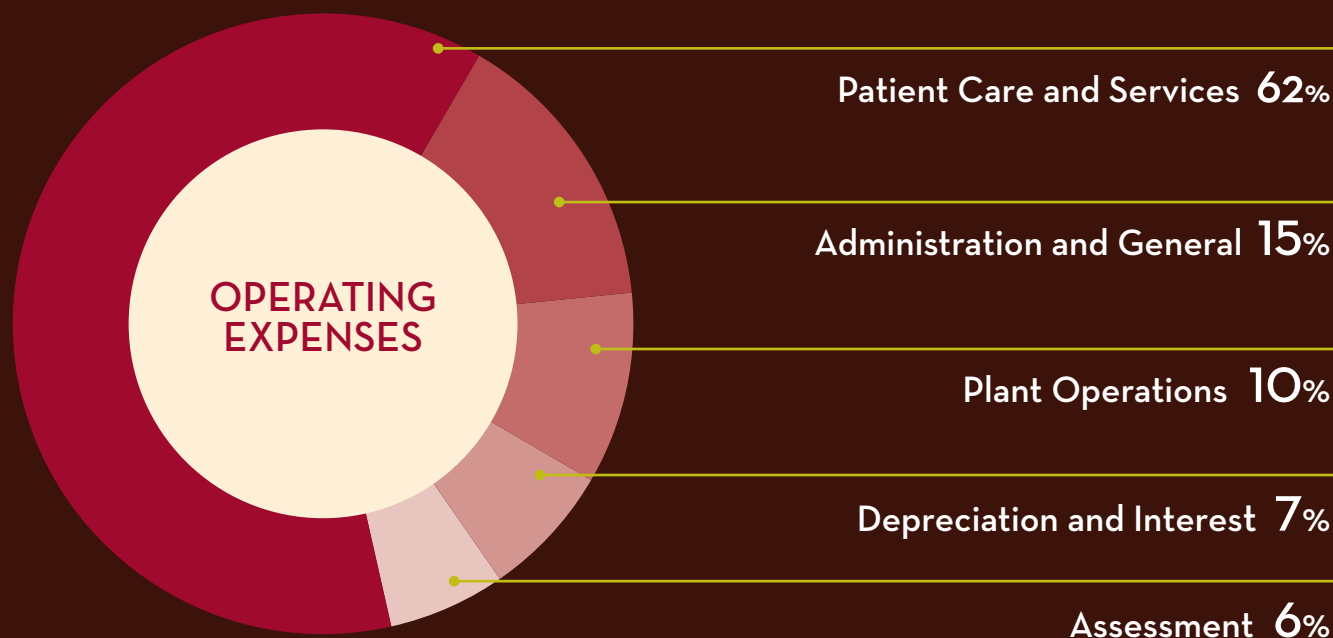
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 Mrs. Marjorie Wallace
In Honor of Lee Place staff
 Mrs. Marjorie Wallace
In Memory of Theodore H. Wallace
 Mr. and Mrs. Henry C. Walter
 Mr. and Mrs. Peter Z. Webster
 Mr. and Mrs. Bruce Winner
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REVENUE AND EXPENSES



	2022	2023
Operating Revenue		
Revenue for Services Rendered	\$27,070,310	\$30,414,087
Other Operating Revenue	\$405,493	\$228,541
Total Operating Revenue	\$27,475,803	\$30,642,628
Operating Expenses		
Patient Care and Services	\$16,531,062	\$18,383,756
Plant Operations	\$2,874,641	\$2,805,134
Administration and General	\$4,127,611	\$4,286,588
Assessment	\$1,534,394	\$1,675,890
Depreciation and Interest	\$2,169,672	\$2,144,806
Total Operating Expense	\$27,237,380	\$29,296,174
(Loss) Income from Operations	\$238,423	\$1,346,454
Non-Operating Income (Expense)	(\$592,650)*	\$2,436,102**
Surplus (Loss/Deficit)	(\$354,227)	\$3,782,556

* Included in the 2022 non-operating income/(expense) is \$1.8M net change in pension; \$1.5M investment gains; offset by (\$4.4M) unrealized losses and \$0.5M grants

** Investment gains

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OUR VALUES

Friendship

Teamwork

Excellence

Compassion

Customer Focus

Integrity



FRIENDLY HOME

nursing care & rehabilitation

*The Friendly Home is a member or
affiliate of LeadingAge, LeadingAge
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Communities, Pandion Optimization
Alliance, Rochester Business
Alliance and Town of Brighton
Chamber of Commerce.*

FRIENDLY SENIOR LIVING COMMUNITIES

Cloverwood | Glenmere | Linden Knoll | Lovejoy | Friendly Home

Because friends care always!