



# FRIENDLY HOME

2024 Report to the Community

## 2024 HIGHLIGHTS

### Enhancing Lives

Every day, Friendly Home's Life Enrichment team helps Members live with companionship and fun. In 2024, they brought our Members lots of activities and joy!

2,700+

GROUP ACTIVITIES



300+

MUSIC THERAPY  
SESSIONS



60+

VISITING ENTERTAINERS

on Friday afternoons,  
special holidays and events



336+

ONE-ON-ONE  
PROGRAMS



113+ GENTLE CHAIR  
MASSAGES

provided by  
licensed massage  
therapists



WEEKLY

worship services

QUARTERLY

remembrance services

### Helping Hands

Caring volunteers bring joy and patience to the elders who live in the Friendly Senior Living communities. Here are some impressive numbers, showing how truly dedicated they are.

128  
VOLUNTEERS



9,082  
SERVICE HOURS

109  
HOURS  
OF PET THERAPY



# THANK YOU

## BEQUESTS AND SPECIAL GIFTS

WC Baird Capital Fund @ Rochester  
Area Community Foundation  
Nicholas Brown Estate  
Marietta H. Dryer Estate  
Daniel P. Smith Estate

## EMPLOYEE HARDSHIP FUND

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Mr. and Mrs. Gregory B. Wegman  
Mrs. Kathleen Wiekert

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United Way of Central New York, Inc.  
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## STAFF APPRECIATION FUND

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Mrs. Joyce Welkley and the Welkley Family  
Mr. Joseph T. Yannacone

## STAFF EDUCATION ENDOWMENT FUND

Dr. and Mrs. David N. Kluge

## UNITED WAY DESIGNATED FUND

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Mr. and Mrs. Theodore F. Spall, Jr.

## BENEFACTORS (\$750+)

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The Jane Parker Foundation  
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*In Memory of Irene Parker*  
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*In Honor of Laura Walsh*

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*Florence V. Sage*

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*In Honor of Lee Place Staff*  
*In Honor of Sam Snyder and the*  
*Music Therapy Program*  
*In Memory of Theodore B. Wallace*  
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*In Memory of Gaylord C. Whitaker*  
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*In Memory of Frances Barone and*  
*Josephine Marszalek*

#### **CONTRIBUTORS (\$1 - \$49.99)**

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*In Memory of Florence Schultz*  
 Mr. and Mrs. Edward Talarczyk, Jr.  
 Miss Anne Wolff  
*In Memory of Olga Deavitt*

## Giving Hearts



# 573

**GENEROUS** donors

# 854

monetary **GIFTS** to the Friendly Senior Living communities

Impact on Residents, Members and patients—**IMMEASURABLE!**

Gratitude from the bottoms of our hearts—**BOUNDLESS!**

### MORE THAN A DOZEN WAYS TO GIVE!

Cash, Check, Credit Card, PayPal, Stocks, Securities, IRAs, Qualified Charitable Distributions, Donor-Advised-Funds, Planned Giving, Legacy Society, United Way, Gifts in Kind, Matching Gifts, Multi-year Pledges and more!

### QUESTIONS ABOUT

**DONATING?** Please contact our Development Department at **585-789-3154** or visit **FriendlySeniorLiving.org/donate**



## Nursing Home Quality Initiative (NHQI) 1st Best Quintile

**Friendly Home:  
5 Stars in Quality**

## Advanced Training Initiative (ATI)

105 LPNs and CNAs participated in NYS grant-funded Advanced Training Initiative (ATI) workshops, improving communication in long-term care. **Only facility in Rochester to receive this grant.**

## Extraordinary Employees

The people who work in our communities are truly the heart of our excellence! The fund for the Staff Training and Education Program (STEP) provides support for team members to further their education and advance their careers.

# 112

CNAs

# 31

LPNs

successfully completed **TRAINING/EDUCATION** programs since start of program

# \$189,608



provided in **SCHOLARSHIP** assistance for these programs

## FRIENDLY HOME RECEIVES TOP MARKS!



In 2025, the Friendly Home was once again named to Newsweek's New York list of America's Best Nursing Homes.

# Congratulations!



KIM INTERLICCHIA

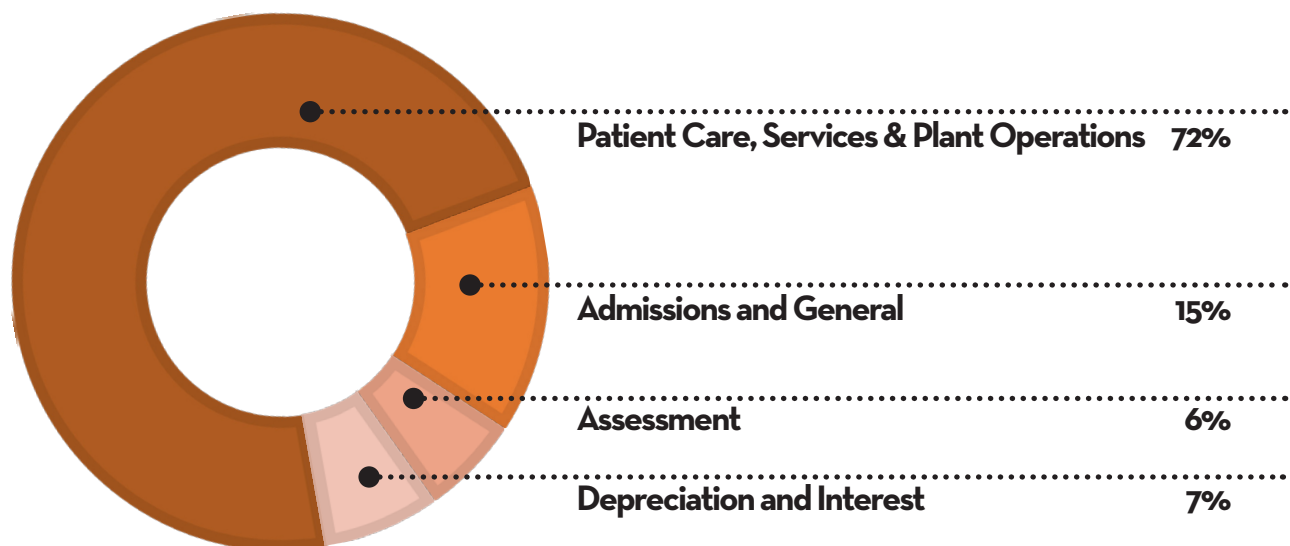
The Friendly Home is proud to announce that Kim Interlicchia, LPN, has been awarded the 2025 LeadingAge Employee of Distinction Award. This award recognizes excellence and honors the efforts of an individual making a significant impact on older adults. Always compassionate, with a huge and giving heart, Kim naturally puts our Members first. Even on the most challenging of days, Kim brings a positivity, optimism and can-do attitude that is contagious. Congratulations, Kim!

Bravo! Congratulations to Mary Anne Detmer, VP of Human Resources. She was honored by the *Rochester Business Journal* as a 2025 Woman of Excellence. Individuals were recognized based on professional experience, community involvement and a commitment to inspiring change. At Friendly Senior Living, Mary Anne has played a vital role in implementing programs to build an inclusive workplace. Through her leadership, she is truly making a difference in the lives of staff and the older adults we are privileged to serve.



MARY ANN DETMER

# REVENUE & EXPENSES



## Operating Revenue

|                                | 2023                | 2024                |
|--------------------------------|---------------------|---------------------|
| Revenue for Services Provided  | \$30,414,087        | \$30,272,552        |
| Other Operating Revenue        | \$228,541           | \$268,206           |
| <b>Total Operating Revenue</b> | <b>\$30,642,628</b> | <b>\$30,540,758</b> |

## Operating Expense

|                                     |                     |                     |
|-------------------------------------|---------------------|---------------------|
| Patient Care, Services & Operations | \$21,188,890        | \$21,613,276        |
| Admissions and General              | \$4,286,588         | \$4,558,630         |
| Assessment                          | \$1,675,890         | \$1,727,021         |
| Depreciation and Interest           | \$2,144,806         | \$2,118,764         |
| <b>Total Operating Expense</b>      | <b>\$29,296,174</b> | <b>\$30,017,691</b> |

|                        |                |                |
|------------------------|----------------|----------------|
| Income from Operations | \$1,346,454    | \$523,067      |
| Non-Operating Income   | \$2,436,102 ** | \$1,454,600 ** |
| Surplus                | \$3,782,556    | \$1,977,667    |

\*\*Investment Gains

# LEADERSHIP

## OFFICERS

(2025-2026)

**LaRon Rowe**  
Chairperson

**Lois Irwin**  
Chairperson-Elect

**Julie Marsiglio**  
Secretary

**John Magee**  
Immediate Past Chairperson  
& Treasurer

## BOARD OF DIRECTORS

(2025-2026)

**Theodore T. Heinrich**

**John B. Henderson**

**Michael Marsh**

**Geraldine Biddle Moore**

**Deborah Vangellow**

## ADMINISTRATIVE STAFF

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President & Chief Executive Officer

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Vice President & Administrator

**Courtney J. Sellitto**  
Chief Financial Officer

**Joel D. Snyder**  
Chief Information Officer

**Mary Anne Detmer**  
Vice President of Human Resources

**Denise M. Hubler**  
Vice President of Marketing,  
Development & Corporate  
Communication

## MEDICAL STAFF

**Scott L. Schabel, M.D., C.M.D.**  
Medical Director  
Attending Physician

**Seema Dahake, M.D.**  
Attending Physician

**Dallas Nelson, M.D.**  
Attending Physician

**Thomas Pingree, M.D.**  
Attending Physician

**Sunil Rajani, M.D.**  
Attending Physician

**Elisa Elliott, M.S.N., A.N.P.**  
Nurse Practitioner

**Kimberly A. Gibson, M.S.N., F.N.P.**  
Nurse Practitioner

**Cindy Jungjohann, MS, GNP-BC**  
Nurse Practitioner

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**Matthew Fratto**  
Director of Development

**Jack Jesmer**  
Director of Building Services

**Debra M. Lester**  
Director of Health Services

**Courtney B. Pierce**  
Director of Life Enrichment

**Zachary Papesh**  
Director of Finance

**Kathy M. Williams**  
Director of Human Resources

## OUR VALUES

Friendship

Teamwork

Excellence

Compassion

Customer Focus

Integrity



### FRIENDLY SENIOR LIVING

Friendly Senior Living is a member or affiliate of LeadingAge, LeadingAge NY, Alliance for Senior Care Communities, Pandion Optimization Alliance, Rochester Business Alliance, Town of Brighton Chamber of Commerce and Town of Pittsford Chamber of Commerce.



## FRIENDLY HOME

3156 EAST AVENUE  
ROCHESTER, NEW YORK 14618

### ▼ Redesign of Lindsay Place



## Stay Connected

There are many ways to stay connected with Friendly Senior Living! Follow us on Facebook and Instagram for updates, pictures and news about the Friendly Home, Cloverwood, Glenmere, Lily Brook and Linden Knoll.



Friendly Senior Living



@FriendlySeniorLiving  
@FSL\_Careers



Friendly Senior Living



Friendly Senior Living



[FriendlySeniorLiving.org/blog](https://www.FriendlySeniorLiving.org/blog)

### OUR MISSION:

*Friendly Senior Living is a non-profit continuum of innovative and dynamic services for seniors. We embrace independence and personal choice in a culture of excellence where we live our values – always.*

**OUR VALUES:** *Friendship • Teamwork • Compassion • Excellence • Integrity • Customer Focus*

If you wish to be removed from the mailing list, please contact Darla Greene at (585) 789-3154 or [dgreene@FriendlySeniorLiving.org](mailto:dgreene@FriendlySeniorLiving.org) with the following information: first and last name of person(s) to be removed, complete mailing address and zip code. Produced by the Marketing & Development Department.

Managing Editor: Denise Hubler

Editor: Jill Kemp