



Above: Sam Snyder, Friendly Senior Living's Neurologic Music Therapist, leads an enthusiastic audience in a kazoo rendition of Sweet Caroline! A highlight of the evening, to be sure!

Below: Pitch Perfect special guest, Assembly Member Sarah Clark, pictured with Jennifer Muniga (left), Friendly Senior Living's Development Manager.



Hitting the High Notes at Friendly Senior Living's Pitch Perfect Event!

It was a magical, musical evening at the George Eastman Museum on October 18, 2023, as Friendly Senior Living celebrated its first fully live and in-person fundraiser since 2019! With the generous support of our friends, over \$72,000 was raised for music therapy programs across the continuum. "We are so grateful to everyone who attended and made Pitch Perfect such a successful event," says Denise Hubler, Vice President of Marketing & Development. "It was wonderful to come together to enjoy a special evening and raise funds for something that is so meaningful and important for our residents – the healing power of music."

Guests were treated to a champagne welcome and a special "behind the ropes" photo opportunity in the living room of the George Eastman Museum. Then, in the beautiful Dryden Theatre, a moving video was shown highlighting different ways that music therapy impacts the lives of those who make the Friendly Senior Living communities their home. Sam Snyder, Friendly Senior Living's Neurologic Music Therapist, led an audience participation activity with kazoos, focusing not only on the "fun" of engaging in musical experiences, but also explaining the science behind it. "Music therapy works because it engages so much of your brain function—memory, attention, language, speech and motor functions. Research-based techniques customized for individuals living with neurologic conditions can help them to improve or maintain the skills they have and remain as independent as possible for as long as possible," explains Snyder.

The festivities continued with a silent auction and music by the Eastman School of Music's Robert Varon Trio as guests mixed and mingled. It was a Pitch Perfect evening to remember!

Pitch Perfect

View our Pitch Perfect Music Therapy video on YouTube:

<https://t.ly/18VyR>

"Where words fail, music speaks."

~Hans Christian Anderson



TOP LEFT PHOTO (L to R): Friendly Senior Living President & CEO Glen Cooper; Kelly Cooper; and Stan Peck, Vice Chairperson of the Cloverwood Senior Living/Linden Knoll Board of Directors, and Friendly Senior Living Board of Directors member.

TOP RIGHT PHOTO (L to R): Brandon Buonomo, Friendly Home Life Enrichment Coordinator; Joel Snyder, Friendly Senior Living's Chief Information Officer; Barbara Colucci; and Christine Colucci.

BOTTOM RIGHT PHOTO (L to R): Karl Marsiglio; Julie Marsiglio, Secretary of Friendly Home Board of Directors; Cynthia Gianniny; and Mark Gianniny, Friendly Home Board of Directors member.



Friendly Senior Living is so grateful for the generous support of our Pitch Perfect Sponsors and Supporters!

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Save-the-Date

175th Anniversary Celebration

Saturday, September 28, 2024
6:00pm
Arbor at the Port

We are so excited to celebrate the 175th anniversary of our founding in 2024! Stay tuned for more news as we approach this remarkable milestone. We have a number of plans in the works and can't wait to share them with our friends!

Dear Friends,

Have you ever wondered how your contribution to Friendly Senior Living's Annual Appeal makes a difference in the lives of those we serve? We'd like to share a story with you about one Member's amazing journey. David Pixley came to the Friendly Home following a stroke. An accomplished business owner, David had a passion for music which began in his early childhood. Throughout his life, he took private voice lessons, sang in church choirs, performed in recitals, and soloed in Bach Cantatas. David also sang in several prestigious choirs, including the Genesee Valley Orchestra and Chorus, an independent community organization; the Eastman Rochester Chorus; and the New Horizons Chorus, part of the Eastman Community Music School.



David singing with the New Horizons Chorus.

Following his stroke, David faced difficulties in his ability to sing, resulting from challenges with his speech, as well as not being able to read sheet music printed on the left side of the page. David was referred to Neurologic Music Therapist Sam Snyder with the goals of regaining his vocal skills, maintaining his vocal health and renewing a sense of hope and purpose through reading and practicing music. Through his work in music therapy, David's vocal strength and ability to attend to his left side improved dramatically over several months.

Today, we are so pleased to share that David is back to pursuing his passion for music and has recently returned to weekly rehearsals with the New Horizons Chorus! Because of his own determination, loving support from the staff at the Friendly Home and his family's help with transportation, David says, **"I was able to find a way to continue to do what I love."**

David's story is just one that illustrates how our donors make a meaningful impact in the lives of elders. With your support, Friendly Senior Living is able to provide services such as Neurologic Music Therapy, as well as countless others: Life Enrichment activities, cultural arts programming, specialized training for our staff, engagement and educational opportunities for individuals and groups, celebrations, offsite trips and onsite presentations, plus so much more!

Your support is critical in making all of this possible, and our gratitude to our friends in the community for their generosity is boundless. We ask you to please help Friendly Senior Living continue its vitally important non-profit, mission-driven service for older adults by making a gift to our 2023 Annual Appeal. Visit our website at www.friendlyseniorliving.org and click "Donate" or use the envelope included in this newsletter. Thank you in advance for showing that friends care always!

Sincerely,
David Whitaker

A handwritten signature in black ink, appearing to read "David Whitaker".

Chairperson, Board of Directors

If you do not wish to receive fundraising communications or materials, please contact Darla Greene at 585-789-3154 or dgreene@friendlyhome.org.

WELCOME

Friendly Senior Living is very pleased to introduce two new Board members!

"Tammy and Deb are excellent additions to our Boards of Directors. Their insights, expertise and experience are valuable assets to the organization, and I look forward to working with them both as Friendly Senior Living continues to innovate and grow as a highly regarded, trusted provider of senior housing, care and services in the community,"

- Glen Cooper, President & CEO



Tammy L. Garcia-Klipfel

Cloverwood Senior Living & Linden Knoll
Board of Directors

Tammy is a senior associate in Harter Secrest & Emery LLP's Real Estate practice. She counsels real estate developers, borrowers, lenders and property owners on a variety of commercial real estate transactions and leases. Tammy received a J.D. from Albany Law School, cum laude, and a B.A. from the University of Rochester.



Deborah Vangellow

Friendly Home Board of Directors

Deborah was employed at Proctor & Gamble for 14 years as a sales executive and manager, and currently works part-time at RW Dake Construction. She holds a B.A. in Biology from the University of Rochester and an M.B.A. in Marketing & Healthcare Management from the Simon School of Business. Deborah's mother was a Friendly Home Member, and she is passionate about the organization. In addition to serving on the Friendly Home Board of Directors, Deborah volunteers in fundraising efforts, and is a member of Friendly Senior Living's 175th Anniversary Committee.

MEMORIALS

The Friendly Home is most grateful to the families of Members who have chosen to designate the Home as a recipient of gifts in memoriam and to all the thoughtful donors to the Memorial and Staff Appreciation Funds from April 1 through September 30, 2023.

All gifts given *In Memory of* or *In Honor of* an individual through the Home's Annual Appeal will be acknowledged in our Annual Report.

(Individuals honored or memorialized are indicated in red print, and in alphabetical order by last name.)

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the Welkley Family

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2023 Elevating Women Honoree

Friendly Senior Living is very proud to be recognized by the Rochester Business Journal as a 2023 Elevating Women honoree. The Elevating Women awards shine a light on companies and organizations that have demonstrated tangible efforts and documented results in supporting and empowering women. Honorees were judged on documented hiring and promoting of women; leadership positions held by women; advocacy for the cause of women internally and externally; and efforts to cultivate the next generation of women professionals.



Glen Cooper, FSL President & CEO and Mary Anne Detmer, VP Human Resources, with the Elevating Women Award presented by the Rochester Business Journal.

"We are very proud and honored that Friendly Senior Living has been recognized as a recipient of the 2023 Elevating Women award. As a non-profit organization founded by a group of charitable women in 1849, Friendly Senior Living today continues a long and strong tradition of elevating women," said Glen Cooper, President & CEO.

"Our commitment is demonstrated in a number of significant ways, including robust training and educational opportunities that support meaningful career development, and actively recruiting, investing in and supporting women at all levels of the organization."



Cloverwood Residents took in a Rochester Red Wings game, complete with a visit from team mascot Spikes!



Newsletter of Friendly Senior Living

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Managing Editor: Denise Hubler
Editor: Amy Flinn



Friendly Home Nurse Manager Tina Brickler congratulates Friendly Home Member Don Hall! Don received the 2023 Joe U. Posner Founders Award in recognition of his outstanding philanthropic work benefitting people and organizations throughout the Rochester area. This award is the Rochester Area Community Foundation's highest honor, and we couldn't be happier to celebrate Don's wonderful achievement!