



THE FRIENDLY JOURNAL



Above (from left): David J. and Stephanie Whitaker; Alex and Eileen Whitaker. A volunteer with our organization since the 1960's, David currently serves as Chairperson of the Friendly Senior Living Board of Directors. In addition, David and Stephanie are co-chairs of the Friendly Senior Living Capital Campaign.

FRIENDLY SENIOR LIVING HOSTS

175th Anniversary Gala

Celebrating Mission-Driven Service Since 1849

Friendly Senior Living's gold-inspired gala was a fabulous celebration of the 175th anniversary of its founding in 1849 by a group of charitable pioneer women in Rochester. The *Friends Are Worth Their Weight In Gold* gala, held at Arbor at the Port, was attended by over 250 guests and raised \$174,000 to support Friendly Senior Living programs.

Honoring the organization's legacy of providing non-profit care and services for older adults in the Rochester community, featured at the gala were displays of photos and memorabilia depicting its long and proud history, as well as a 100-year old fabulous Ford automobile and a custom ice sculpture. Guests sampled specialty cocktails, posed for photos against a gold shimmer wall, took in stunning views of the Genesee River and Lake Ontario, purchased 50/50 raffle tickets from creatively styled models, participated in silent and live auctions and danced to the live music of Uptown Groove. The evening's emcee was Rochester's beloved Don Alhart, and Don Jeffries, President & CEO of Visit Rochester, served as auctioneer.

Friendly Senior Living's President & CEO, Glen Cooper, announced at the event that a major capital campaign is currently underway to propel the continued success of the organization (see page 3 for more information). The campaign is raising funds to enable a variety of capital and programming enhancements impacting each of the Friendly Senior Living communities.

"We are very proud of Friendly Senior Living's growth and evolution over more than 17 decades of mission-driven service. As we celebrate our successes and accomplishments, we always strive to continue to be at the forefront of delivering the high quality, innovative care and services that older adults in our community deserve," said Cooper. "Building on our incredible legacy of 175 years, now is the time to prepare for the next 175."



continued on page 2



Dr. & Mrs. LaRon Rowe. Dr. Rowe is the Friendly Home Board of Directors Chair-Elect.



Above: Friendly Senior Living President & CEO Glen Cooper and event emcee Don Alhart.

Below: 50/50 raffle tickets were sold at the event by creatively styled models.



Above: Bill Morse and his 100 year old fabulous Ford automobile at the gala.





Friendly Senior Living Launches Major Fundraising Campaign

2024 is a very special and significant year in Friendly Senior Living's long and proud history! After a remarkable 175 years of non-profit, mission-driven service to the community, today Friendly Senior Living remains true to our roots. We are deeply committed to providing compassionate and excellent care and services for those who call our communities home: Cloverwood, Glenmere, Linden Knoll and Friendly Home.

In honor of this momentous anniversary, Friendly Senior Living has embarked on a fundraising campaign to support the organization as it moves boldly into the future. "We seek to continue to be a leader in the senior living industry by providing our residents with top-notch, ever-evolving innovations and solutions that exceed expectations," said Glen Cooper, President & CEO. "This \$7.25 million campaign will enable a variety of capital and programming enhancements impacting each of the Friendly Senior Living communities in unique and exciting ways." Focus areas include staff training and education, innovative programming and capital improvements and upgrades throughout the continuum.

For 175 years, we have relied upon the generosity of our friends to carry out our mission of delivering person-centered care of the highest quality. We are so grateful for the gift of these vital friendships. With the ongoing support of our community partners, Friendly Senior Living will grow and flourish for generations to come! *Thank you for showing that friends care always!*

For more information on Friendly Senior Living's capital campaign and how you can show your friendship and support, please visit www.friendlyseniorliving.org/175-anniversary/capital-campaign/ or call our Marketing & Development office at (585) 789-3154.



Above: Gala guests (from left) Russ and Alexa Schwartzbeck; Deb and Greg Vangellow, both members of the Friendly Senior Living Capital Campaign Steering Committee. Deb is also on the Friendly Home Board of Directors.



HONORED BY THE PAST
PROUD OF THE PRESENT
FOCUSED ON THE FUTURE

Thank You!

Friendly Senior Living is *so grateful* to all of our Sponsors and supporters!

The Gold Standard ★ \$10,000

Graystone Consulting from Morgan Stanley - The Fischer Group

The Gold Ticket ★ \$5,000

Buffalo Pharmacies
Five Star Bank
Harter Secrest & Emery LLP
Karpus Investment Management
LeFrois Builders & Developers
M&T Bank
Pike Residential
Power Management
Special Care Systems
Unidine

Silent Auction Supporters

A Different Point of View
Ape & Canary
Black & Blue Steak & Crab
Black Button Distilling
Blueground Jewelry
Liz Caldwell
Casa Larga Vineyards & Winery
Central Rock Gym
Chandeliers Boutique
Cheesy Eddie's
Claudia O'Hara Floral Designs
Cloverwood Senior Living
Colonial Belle
Comedy at the Carlson
del Lago Resort and Casino
Rick and Sheila Elliott
Elizabeth Klein Catering
FSL Board(s) of Directors

Heart of Gold ★ \$2,500

The Bonadio Group
Brown & Brown
Element of Pride LLC
Great Lakes Building Systems
HealthDirect Pharmacy Services
Lazard Asset Management
M/E Engineering, P.C.
Macquarie Group
Jean Maess & Mark Kokanovich
Monroe Piping and Sheet Metal, LLC
Neuberger Berman
Nixon Peabody
Polen Capital
SWBR
Select Rehabilitation
Woods Oviatt Gilman LLP
Ziegler Investment Banking

Champagne Table Sponsors

Episcopal SeniorLife Communities
Mr. and Mrs. Randy & Denise Hubler
Ms. Cheryl Peacock & Mr. Bruce Pollack
Mr. and Mrs. Greg & Deborah Vangellow
Mr. and Mrs. David & Stephanie Whitaker

Additional Sponsors

GCR Communications,
Program Sponsor
Gallagher Benefit Services,
Bar Sponsor
Greater Rochester Health Foundation,
Registration Table Sponsor
NY Kitchen,
Signature Cocktail Sponsor
Silvercrest Asset Management,
Dessert Sponsor

Rochester Amerks
Rochester Knighthawks
Rochester Museum & Science Center
Rochester Philharmonic Orchestra
Rochester Red Wings
Scott Miller Salon & Spa
Scratch Bakery
Seneca Park Zoo
Shumway Marine
Stella's Bridal
Stever's Candies
Stuart's Spices
Swain Resort
Trader Joe's
Roberta Van Winkle
Wickham Farms
Wisteria Flowers & Gifts
Woodcliff Hotel & Spa



Glenmere Residents enjoyed a delicious taste of the season as they sampled the new fall menu! A favorite was specialty oatmeal, now a popular breakfast item.



Cheers to Cloverwood's 20th anniversary! This milestone celebration for Residents included a comedy performance, elegant dinner, champagne, dessert buffet and live music and dancing.



Luna the Golden Retriever never fails to bring big smiles and soft cuddles when she visits with Glenmere Residents!



Buffalo Bills' biggest fans = Friendly Home's Social Work Team!



Mike Perrotta, Senior VP of Housing, presents a beautiful bloom to Linden Knoll Resident, Bea Ferris, at the community's annual Rose Garden Tea. Such a lovely and beloved summer occasion!



In Loving Memory: Thomas Chase

The Friendly Home lovingly remembers long-time volunteer, Tom Chase, with deep fondness and gratitude. Tom, who faithfully played piano for our Members for over 30 years, was a treasured member of the Friendly Home family. Tom volunteered upwards of 5,000 hours over the years, providing endless entertainment and joy for our Members. Reflecting his love of music and passion for sharing it, Tom played weekly at the Friendly Home's cocktail hour, as well as on our various neighborhoods. Further, he planned special hour-long monthly programs comprised of classical music, complete with information about the selected composer. Much to the delight of his audience, he was very thoughtful in developing these presentations, often centering them around holidays, seasons and special occasions.

Tom was a vital part of the Friendly Home. He embodied the genuine spirit and power of selfless service to others. Tom is sadly missed and will be forever remembered.

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 May 1, 2024 – October 31, 2024.

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 memorialized are indicated in red print, and in alphabetical order by last name)

Estate of Rufus Dryer II
United Way of Central New York, Inc.

In Memory of Dorothy Anderson
Mr. Ted Anderson

In Memory of Thomas F. Chase
Mr. and Mrs. Bruce Vassallo

In Memory of Marilyn Cobb
Mr. David P. Cook

In Memory of Richard Cote
Mr. Mark Cote

In Memory of Olga Deavitt
Mr. and Mrs. David T. Boland
Dr. and Mrs. Ryder Foye
Mr. William E. Gibson
Ms. Miranda Johnson-Haddad

In Memory of Jean C. Fairchild
Ms. Dawn Bovenzi and Mr. Brian McNamara
Mr. and Mrs. Christopher S. Hoover
Mr. and Mrs. Keith Schramm

In Memory of John Fee
Mrs. Joyce Welkley

In Memory of Frederick J. Mimken
Mrs. Joyce Welkley

In Memory of Kathanne K. Mitchell
Mr. and Mrs. John P. Carver
Mr. Jeffrey M. Landa and Mrs. Lynne Picard-Landa
Ms. Sarah M. Lane
Mr. and Mrs. Lawrence Schenck
Mr. Arthur Smith
Mr. and Mrs. David J. Whitaker

In Memory of Elene Morris
Mr. Gary Morris

In Memory of Lois Neely
Mr. and Mrs. Charles N. Atwood
Mr. and Mrs. Jacob Langerak
Mr. Bruce Neely

STAFF APPRECIATION FUND

Mrs. Barbara J. Drews

In Honor of Tyrone Gilliard

In Honor of Ann Marie Ligozio

In Honor of Morgan Place Staff

In Honor of Aaron Weindl

Dr. Pamela Hufnagel

In Memory of Doris R. Piateski

Mr. and Mrs. Anthony Ullman

Mrs. Joyce Welkley

In Appreciation of the Friendly Home and Linden Knoll Staff

In Honor of the Friendly Home and Linden Knoll Staff

WHAT'S NEW!

It's been a busy year throughout the Friendly Senior Living continuum with renovations and updates at Cloverwood and Friendly Home!

Cloverwood Senior Living

Cloverwood has a whole new look—contemporary yet classic, elegant and warm, with beautiful furnishings and finishes. The dining room, main entrance lobby, gift shop, library, gathering room and the bar and lounge area have been updated to reflect the preferences of current and future Residents. "It is important to note that when planning these renovations, Cloverwood sought the input of our Residents, and their perspectives helped to shape our plans," said Michael Perrotta, Senior VP of Housing and Executive Director of Cloverwood. "For example, sound absorbing panels were tastefully incorporated into updating the design of the dining room to improve acoustics. This has made a positive difference in Residents' dining experience." Additionally, the gift shop was moved to a more convenient location, and now offers "grab and go" meal options. Cozy fireplaces, comfortable seating, attractive color schemes and décor all add up to a home that has never looked so good!

If you'd like to tour Cloverwood Senior Living and see all that is new, please contact Paula Sachman, Marketing Director, at (585) 248-1135 or psachman@cloverwood.org. We'd love to show you around!



Friendly Home: Lindsay Place

In response to Member expectations for space and privacy, the Lindsay Place neighborhood at the Friendly Home recently completed a major renovation. Member rooms, common areas, the nursing station and dining room have all been updated and refreshed. New flooring, lighting, furnishings, window treatments, décor and finishes give the neighborhood a fresh new look and feel. With Members' needs top of mind, rooms were thoughtfully designed with touches such as sliding barn doors and attractive yet functional shelving in the bathrooms. Built-in closets equipped with organizing systems have replaced bulky armoires, saving space and adding convenience. Wall-mounted TVs, individual temperature controls, large windows and nearly 500 square feet of living space create a comfortable, attractive and roomy living environment.

Interested in learning more about Lindsay Place private suites? Please contact our Admissions Coordinator, Kellie McManus, at 585-789-3109 or kmcmamus@friendlyhome.org.



Newsletter of Friendly Senior Living

3156 EAST AVENUE
ROCHESTER, NEW YORK 14618

NON-PROFIT ORG.
U.S. POSTAGE
PAID
ROCHESTER, NY
PERMIT NO. 395

The JOURNAL is published by: Marketing & Development Department of the Friendly Home, 3156 East Avenue, Rochester, New York 14618.

If you wish to be removed from our mailing list, please contact Darla Greene at (585) 789-3154 or dgreene@friendlyhome.org with the following information: your name, first and last name of person(s) to be removed, complete mailing address to be removed including zip code and phone number or email if we need further information to complete your request.

Managing Editor: Denise Hubler
Editor: Amy Flinn



Friendly Senior Living 2024 Annual Appeal

Founded in 1849, the Friendly Home is among the oldest non-profit nursing homes in the country. As we celebrate our 175th anniversary, the Friendly Senior Living continuum is planning to move boldly into the future. We seek to continue to be a leader in the industry by:

- Providing new ways of engaging Members and Residents
- Supporting our staff as they pursue career goals
- Using technology to work better and smarter
- Continuously enhancing our campuses

Throughout our history, Friendly Senior Living has relied upon the generosity of our friends to carry out our mission of delivering person-centered care of the highest quality. We ask for your support with a donation to our 2024 Annual Appeal. To make a gift, you may use the envelope inserted into this newsletter; visit our website at friendlyseniorliving.org or call (585) 789-3154.

The ongoing support of our friends in the community guarantees that Friendly Senior Living will continue to grow and flourish for generations to come.

Thank you for showing that friends care always!