



THE FRIENDLY JOURNAL



WELCOME TO THE FAMILY, LILY BROOK!

Friendly Senior Living Purchases Sisters of Saint Joseph Property
Plans to Develop Independent Senior Living Apartment Homes & Memory Care

Friendly Senior Living is very pleased to announce the newest addition to our continuum of caring communities: Lily Brook! Located on French Road in Pittsford, Lily Brook is being developed to provide middle-income independent senior living apartment homes, as well as memory care. Construction and renovations are currently underway, with plans for the first 23 independent senior living apartments and a number of common spaces to be ready this summer.

Glen Cooper, President & CEO of Friendly Senior Living, says, "We are very pleased to expand our continuum with the addition of Lily Brook. This is a wonderful opportunity for Friendly Senior Living to provide moderately priced housing and memory care services to seniors in Pittsford and the Greater Rochester community. We have been honored to work with the Sisters of Saint Joseph, another highly regarded, mission-driven organization, with whom we share similar values and long histories of

serving the community with compassion and excellence."

Friendly Senior Living purchased the property from the Sisters of Saint Joseph. The Sisters of Saint Joseph Motherhouse will continue to remain on the site, with the Sisters providing ongoing care and support for their approximately 75 residents.

"Friendly Senior Living's long-standing commitment aligns closely with our community's mission," says Sister Mary Louise Mitchell, President of the Sisters of Saint

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Joseph. "This sale offers a unique opportunity to care for our senior Sisters while allowing us to continue living out our mission at 150 French Road without the financial burden of maintaining such a large property. This collaboration reflects our shared dedication to supporting older adults and upholding the Sisters' mission of care and compassion. We are excited for this new chapter and the positive impact it will have on both our community and the broader Pittsford area."

With a variety of one- and two-bedroom floor plans, Lily Brook apartment homes are designed to suit the individual needs and preferences of its residents. As well, a number of common areas are being refreshed, including a library, wellness and fitness center, coffee bar and multi-purpose gathering rooms. Located on a peaceful and expansive campus nestled in nature, Lily Brook features a

winding creek, lovely landscaping and access to the Auburn Trail. Residents are sure to take advantage of the community's wonderfully convenient location, only moments away from Pittsford Plaza, Wegmans, Whole Foods, the Erie Canal and the charming village of Pittsford.

Tiffany Taylor, Executive Director of Lily Brook, says, "We are so excited to welcome our first wave of new residents this summer! It will be a lovely time of the year to move

right in and start enjoying all that the community has to offer." Taylor explains that three meals a day and housekeeping services will be offered on an a la carte basis. A robust cultural arts program is being developed for residents to explore new interests and engage with their neighbors. "We want Lily Brook to provide residents with comfort, convenience and a genuine sense of community," notes Taylor. "After all, there is no place like home!"



Sister Mary Louise Mitchell, Sisters of Saint Joseph of Rochester Congregational President, and Glen Cooper, Friendly Senior Living President and CEO, sign documents during a beautifully meaningful service commemorating the sale of the property.

HOW DID LILY BROOK GET ITS NAME?

By Sister Anita Kurowski

When the Sisters of Saint Joseph were invited to submit suggestions for a new name for the campus, I began by looking at the names that Friendly Senior Living had already chosen for their other communities. I noticed that they favored two-part names, and a few were nature-oriented: Cloverwood, Linden Knoll, Glenmere. I decided to suggest a name that had connections with the Sisters of Saint Joseph and also fit nicely with the other Friendly communities.

LILY: The lily is a flower traditionally associated with Saint Joseph, spouse of Mary. Paintings and statues often depict Saint Joseph holding a lily. Having "lily" in the name is a reference to the presence of the Sisters of Saint Joseph.



BROOK: This word indicates the presence of water on the property. Some years ago, the Sisters of Saint Joseph arranged for some areas of the 150 French Road property to be legally designated "forever wild" as part of our commitment to care for God's creation. The "forever wild" areas on the property are wetlands - diverse ecosystems for many plants and animals. These wetlands add beauty to the property as well.



I am so grateful to have had the opportunity to suggest a name that reflects the identity of both Friendly Senior Living and the Sisters of Saint Joseph. Connecting through our future name aligns with our mission of uniting neighbors with one another. New life arises from communities connecting and serving others together in a way that is better than we could have done alone.



(Above) Sister Anita Kurowski, who so thoughtfully came up with the name Lily Brook for Friendly Senior Living's new community.

(Below) Here's another special connection between two organizations! At left is Christine Johnson, Friendly Senior Living's Chief Financial Officer. Pictured with her is her aunt, Sister Margaret Mary, who resides at the Motherhouse on French Road.



Interested in learning more about Lily Brook?

We'd love to hear from you!

585-789-4100 | lilybrook@friendlyseniorliving.org | lilybrook.org

FRIENDLY FOCUS ON WELLNESS

Friendly Senior Living takes a holistic approach to living, learning and growing—at any age, at all levels. We believe that meaningful engagement, positive connections and a sense of well-being for mind, body and spirit is absolutely vital to successful aging!

LINDEN KNOLL: GATEWAY TO BETTER HEALTH

Linden Knoll has partnered with UR Medicine to bring Residents a virtual health station, for easy and convenient access to telehealth care. Residents can use the kiosk to:

Establish a baseline by measuring blood pressure, weight and other key health indicators.

Connect with UR Medicine providers for advice on common conditions such as abdominal pain, allergies, coughs and more.

Access a symptom guide for quick reference and potential next steps.



GLENMERE: THE POWER OF FRIENDSHIP

At Glenmere Assisted Living & Memory Care, person-centered care is at the heart of everyday life. So too is friendship! On any given day, you might find Glenmere Residents chatting over their morning coffee, exercising together, playing games, or enjoying hobbies such as flower arranging or knitting. In the afternoons and evenings, neighbors may be out and about in the community for lunch at a favorite restaurant, crafting, singing along with a musical performance, catching up with one another at happy hour or watching a movie together.

Companionship and connections are vital at all ages. According to the Eden Alternative, a leading culture change initiative, the three plagues of aging are loneliness, helplessness and boredom. Friendship has the power to deeply impact older adults in ways that combat isolation and depression by fostering rich meaning and engagement.



FRIENDLY HOME: THE MEATBALL EFFECT

What does a rabbit have to do with wellness? More than you might think! The connections we build with our furry friends are vital and valued throughout our lives – and those special relationships can continue when individuals come to live in a nursing home.

Meatball is the Friendly Home's resident bunny, and he has brought immeasurable joy to our Members (and staff too!). With his gentle demeanor, Meatball is glad to be held in Members' laps. Many find this to be a calming experience. Research shows that animals can create physical benefits at any age. These may include alleviating stress, reducing blood pressure and increasing healthy neurotransmitters, such as serotonin. Often, interacting with Meatball evokes memories of Members' own pets, and fosters conversation and bonds with others. Additionally, assisting with the care and feeding of Meatball provides a sense of purpose for Members; everyone likes to feel they are helping and making a difference.

Whether Meatball is being held by a Member, being given snacks in his hutch, visiting Friendly Home neighborhoods in his stroller, or spending time at the reception desk, his presence is good for the mind, body and soul!

CLOVERWOOD: LIVE LEARN GROW

Cloverwood Residents enjoy plentiful opportunities to thrive—physically, mentally and socially! The community's Live Learn Grow programming encompasses all dimensions of wellness and good health. Here are just a few examples!

Exercise: Tai Chi, chair yoga and stretching classes are offered, in addition to Cloverwood's fitness center, pool and walking trail.

Lifelong Learning: Broadway shows? National parks? Travel? Trends in technology? Art? At Cloverwood, there are programs to match just about any interest! Offerings include special guests, speakers and presentations, in addition to the St. John Fisher University Professor Series and virtual access to the Osher RIT Lifelong Learning Institute.

Out and About: Socializing is not only fun, but also beneficial for older adults, from improving mental and physical health to fostering a sense of belonging and purpose. At Cloverwood, groups meet to play bridge, mahjong, euchre and more; shoot pool; attend cooking demonstrations; and enjoy the company of friends with cocktails and music every Friday evening. Outings abound for Residents to enjoy local cuisine and excursions to Rochester's favorite places: the RPO, GEVA, Rochester Red Wings, Memorial Art Gallery and many more!



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 November 1, 2024 – February 28, 2025.

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.)

In Memory of Ed Carman

Ms. Joan C. Bready
Mr. and Mrs. John P. Carver
Mrs. Norma C. Galloway
Mr. and Mrs. John L. Garrett
Ms. Maureen McKinney
Mrs. Ellen G. Neisner
Mr. and Mrs. Robert Parker

In Memory of Lilia Casilio

Ms. R.M. Coco
Mr. and Mrs. Louis Di Prima

In Memory of Sally Clark

Ms. Helen E. Clark
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and Mrs. Dina Vazzana
Miss Karen Zinnecker

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

FRIENDLY SENIOR LIVING LAUNCHES FUNDRAISING CAMPAIGN

Friendly Senior Living's \$7.25 million Capital Campaign is underway! This campaign will enable a variety of capital and programming enhancements impacting each of our communities in unique and exciting ways, including:

- **An upgraded Wellness Center** and new initiatives at Cloverwood to engage mind, body and soul
- **A fire pit and outdoor entertainment area** at Linden Knoll and Friendly Home to promote socialization and enjoyment of the great outdoors
- **Memory Care and Music Therapy enhancements** at the Friendly Home and Glenmere
- **Technology upgrades and innovations** across the Friendly Senior Living continuum
- **Staff training and sustainability** for Friendly Senior Living employees in all of our communities

There are many ways to show your support for the campaign and help build a vibrant future for our organization! For more information or to make a gift, please contact our Development Office at **(585) 789-3154** or visit our website at **friendlyseniorliving.org/donate**. Thank you for showing that friends care always!

1849 SOCIETY
FRIENDLY SENIOR LIVING

A Legacy of Friendship

Since 1849, Friendly Senior Living has been committed to providing compassionate and excellent care and services to seniors. Friendly Senior Living has evolved into a continuum of caring communities, remaining true to the roots established by our founders. Our non-profit mission is centered around serving every senior who calls one of our communities home with the utmost dignity, respect and care that they so richly deserve. As we look to the future, we know that this mission will continue to thrive with the support of generous individuals like *you*.

The **1849 Society** recognizes those who include Friendly Senior Living in their estate plans, whether through a bequest, charitable gift annuity, trust or other planned giving options. Your participation in the 1849 Society is a wonderful way to leave a legacy while helping to ensure that we can continue to provide exceptional care for generations to come.

For more information, please contact Friendly Senior Living's Development Department at (585) 789-3154.



Newsletter of Friendly Senior Living

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Editor: Amy Flinn

STAY CONNECTED

There are many ways to stay connected with Friendly Senior Living! Follow us on Facebook and X for updates, pictures and news about the Friendly Home, Lovejoy Transitional Care Center, Linden Knoll, Lily Brook, Cloverwood and Glenmere. Read the Friendly Senior Living blog for tips from in-house experts. And check out our YouTube channel for videos!



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*