



A LIFETIME IN WATERCOLOR *Honoring Joyce Boucher's Gift of Art and Spirit*



Two of the framed watercolor pieces artist Joyce Boucher donated to Lily Brook



Joyce Boucher brings a lifetime of creativity, resilience, and joyful curiosity to everything she touches, especially her watercolor paintings. Recently, Residents, staff, family members, and supporters gathered at Lily Brook for a special dedication event celebrating Joyce's generous donation of artwork to this community. The gathering was more than an unveiling of paintings. It was a celebration of a life shaped by art, connection, and a deep belief in finding joy wherever life leads.

Born in Boston, which Joyce fondly calls "a wonderful place to be from," her creative journey began early. As a child, she painted alongside her father, who worked in oils, discovering the simple pleasure of color and expression. That passion followed her through every chapter of life, including her studies at Smith College, her professional years at John Hancock Insurance, and the nearly seventy-year marriage she shared with her husband, Allen, while raising their two sons.

When Joyce later moved to Rochester, she immersed herself fully in the local arts community, joining the Pittsford Art Group and taking classes at the Memorial Art Gallery. For Joyce, art was never only about technique; it was about belonging. The friendships formed through shared creativity became as meaningful as the paintings themselves.

Joyce paints, she says simply, "because she wants to." Her inspiration comes from memory, everyday moments, and images that spark curiosity. Although painting has become more physically challenging in recent years, her connection to the creative process remains strong. At Glenmere, she continues to engage through visiting art programs and classes that encourage residents to express themselves, reflect, and connect.

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(top left) Guests and members of Joyce's family admire a watercolor painting she donated to Lily Brook during the event.



(bottom left) Matt Fratto, Friendly Senior Living's Director of Development, is seen here asking artist Joyce Boucher about one of the paintings she donated to Lily Brook during the event.

(below) Guests mingle with artist Joyce Boucher at the event celebrating her donation of artwork to Lily Brook.



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Those who attended the dedication event witnessed not only the beauty of Joyce's work but also the quiet strength and humility that define her. Her paintings, soft, thoughtful, and full of warmth, echo a lifetime guided by humor, resilience, and hope. They now serve as daily reminders of the power of creativity to bring comfort and meaning to a community.

"On behalf of the Board of Directors and the entire Friendly Senior Living family, we extend our deepest gratitude to Joyce for sharing her remarkable artistic spirit through this gift. Her donation is more than artwork on a wall. It is a lasting legacy that enriches the lives of Residents, families, staff, and visitors alike," said Jean Maess, Chairperson of the Lily Brook Board of Directors.

To watch a full recap of the dedication ceremony, scan the QR code or visit bit.ly/LB_Watercolor

Why Philanthropy Matters at the Friendly Home

A message from Director of Development Matt Fratto



Every day at the Friendly Home, small moments reflect our mission: a Member smiling at a familiar tune

from our music therapist, Members exploring a far-off destination through virtual reality, or a caregiver noticing a Member's subtle health change thanks to training through the

STEP program. These moments are made possible through partnership with our community.

Founded in 1849, the Friendly Home is a nonprofit with a long history of serving people. Every dollar is invested to ensure Members receive excellent, compassionate care and services. Always.



Visit www.friendlyseniorliving.org/donate-now or scan the QR code to support our Members.

Philanthropy strengthens this mission by enhancing the quality of life of the people we serve, helping us retain and train caregivers, investing in our workforce, and maintaining safe, welcoming spaces.

We are deeply grateful for the generosity of our donors — past, present, and future.

WHEN COMMUNITY LEADS

Cloverwood's Resident-Powered Outreach

At Cloverwood, generosity is more than a value — it is a way of life.

In recent months, the Cloverwood Community Outreach Committee has built a meaningful partnership with School 45 in Rochester, transforming compassion into action. From school supply collections and winter hat, mitten, and glove drives to food donations and gift cards, Residents have stepped forward to ensure local students and their families have what they need to thrive.

What makes this effort especially powerful is that it is entirely resident-driven. These initiatives weren't assigned — they were inspired. Residents saw a need and chose to respond. In the process, they have discovered something just as meaningful as the impact of their gifts: connection.

There has been a special energy surrounding each drive — neighbors encouraging one another, gathering items together, and talking about the children who will benefit. What began as donations has grown into relationships and a shared sense of purpose.

Ja'Net Scott of School 45 shared her gratitude: "Your kindness directly supports our families and strengthens the work we do to ensure that every student has what they need to thrive. We are truly grateful for your compassion and for choosing to uplift our school community."

For Cloverwood Residents, the reward has been just as profound. Supporting local students has brought joy, camaraderie, and the deep satisfaction of making a difference close to home.

And they are just getting started. The Back-to-School Drive will be here before we know it — another opportunity to show that at Cloverwood, generosity never goes out of season.

Interested in donating to the Back-to-School Drive?

Contact Paula Sachman or Chad Estabrooks at Cloverwood at (585) 248-1100.



(above) Backpacks and school supplies collected during the Cloverwood Outreach Committee's most recent Back-to-School Drive.

(below) Members of the Cloverwood Outreach Committee with School 45's Community Liaison Specialist (right) after dropping off a donation to the school.



Fall in Love with Lily Brook

Open House Draws Strong Community Interest

More than 70 guests joined us on February 12 for the Fall in Love with Lily Brook Open House, a special afternoon showcasing the warmth, lifestyle, and independence that define Friendly Senior Living's newest independent living community in Pittsford.

From the moment visitors arrived, the energy was welcoming and upbeat. Guests toured modern apartments, explored shared gathering spaces, and learned more about the amenities and peace of mind that come with living at Lily Brook. With new apartments opening in the fall of this year, many attendees took the opportunity to ask questions about future availability.

The Open House highlighted what makes Lily Brook unique: an active, connected lifestyle paired with thoughtful details that feel personal and genuine. In the Bistro, guests enjoyed a Sweetheart Dessert Bar featuring sparkling cider and petite pastries, offering a taste of the community's culinary experience. As a memorable finishing touch, each visitor left with a to-go container of hand-dipped chocolate-covered strawberries. The gesture reflected the hands-on care and welcoming culture that Residents and families value so deeply.

Events like this demonstrate the growing excitement surrounding Lily Brook and the continued demand for independent living options that balance comfort, community, and value. For many attendees, the afternoon provided not only information, but a chance to envision what their next chapter could look like.

We are grateful to everyone who joined us and helped make the day such a success. As Lily Brook continues to grow, we look forward to welcoming even more neighbors, friends, and future Residents into this vibrant community.



Friendly Senior Living's Senior Vice President of Housing, Michael Perrotta, and Lily Brook Executive Director, Tiffany Taylor, are seen conversing with an attendee at the open house



Friendly Senior Living's Director of Sales and Marketing, Paula Sachman, prepares to take a group of attendees on a tour during the open house event.

Some of the delicious treats at the Lily Brook Open House



REMEMBERING JIM DEWHIRST



Friendly Senior Living mourns the loss of former CEO Jim Dewhirst, who passed away peacefully on December 12, 2025. Jim's life and career were defined by humility, compassion, and a deep commitment to improving the lives of older adults in our community.

Jim joined the Rochester Friendly Home in 1981 and became Chief Executive Officer in 1989. Over the next 26 years, his thoughtful leadership helped shape the organization into what is now Friendly Senior Living. Guided by a strong mission and steady vision, Jim expanded services and strengthened care for seniors across the Greater Rochester region.

Among his most lasting accomplishments was helping launch Cloverwood Senior Living, broadening the continuum of services available to older adults and their families. His influence extended beyond the Friendly Senior Living organization as well. An advocate for the aging, Jim was an active leader at the national and state levels of LeadingAge and LeadingAge New York organizations, which represent not-for-profit and public continuing care providers, including nursing homes, senior housing, continuing care retirement communities, assisted living, and community service providers. Dewhirst served on the national LeadingAge Board from 1990-1999, and as Board Chairman from 1995-1997. Through that work, he helped shape conversations about quality, mission-driven care, and the future of nonprofit senior living — an impact that reached far beyond the communities he served directly.

Jim is survived by his wife of 49 years, Mary Anne, his daughters and granddaughters, and a wide circle of colleagues and friends who were fortunate to know him. His impact on senior living in our region will be felt for many years to come.



Youth Volunteers Leading with Heart

For many young people, summer is a season of freedom. At the Friendly Home, it is also a season of purpose.

Our Summer Youth Volunteer Program invites students to make their summer meaningful — not just by earning service hours, but by building lasting relationships with Members who have a lifetime of stories to share. Whether through one-on-one visits, assisting with activities and special events, or sharing talents like music, reading, baking, or gardening, volunteers quickly learn that what they give comes back tenfold.

Skylar, a volunteer for two years, calls the atmosphere “a day brightener.” She treasures the relationships she has built and the chance to step outside her comfort zone. Evan, who began volunteering in fourth grade and has been volunteering at the Friendly Home for a year, values the simple moments — talking about football or offering companionship. His takeaway: you get out of volunteering what you put into it.

Spots are limited. This summer, give your time, build connections, and brighten someone else's day — while transforming your own.

See back cover for details!

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 October 1, 2025 – February 28, 2026.

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)

Mr. and Mrs. Tim Harrington
Ms. Elizabeth Stewart

In Memory of Kathleen M. Albertson

Mr. and Mrs. Stephen F. Schell

In Memory of Dorothy Bell

Mr. and Mrs. Glen and Kelly Cooper
Mrs. Joanne Davis
Ms. Claudia Maiero
Mrs. Carol K. Thomson
Mr. John Venters

In Memory of James E. Dewhirst

Mr. and Mrs. Scott Anthony
Mr. Gary Brown
Mr. and Mrs. Keith D. Chadwick
Mr. and Mrs. Glen and Kelly Cooper
Mr. and Mrs. David M. Hedges
Mr. and Mrs. Randy and Denise Hubler
Ms. Ann C. Menihan
Ms. Kathleen A. Murray
Mr. and Mrs. Loren Ranaletta
Mr. and Mrs. Stephen F. Schell

In Memory of Betty Hodownes

Mr. and Mrs. Joseph Catalina
Mr. and Mrs. James T. Emerson
Ms. Theresa D. McCorry
Mrs. Donna Neto

In Memory of Elene Morris

Mr. Gary Morris

In Memory of Betty Pierce

Ms. JoEllen Shaffer

In Memory of Helen Pluta

Mr. and Mrs. Joseph Clement III
Mr. P. Joseph Comfort, Jr.
Mr. and Mrs. Glen and Kelly Cooper
Ms. Marie G. Graham
Ms. Kimberly K. Kay
Mr. and Mrs. Jon B. McNally
Mrs. Laurie Zaucha

In Memory of Veronica Puidokas

Mr. Alex Sienkiewicz

In Memory of David J. Whitaker

Mr. and Mrs. Edward H. Carman, IV
Mr. and Mrs. John P. Carver
Mr. and Mrs. Glen and Kelly Cooper
Mr. and Mrs. Andy and Jacquie Germanow
Mrs. Jane S. Gorsline
Mr. and Mrs. Donald E. Jeffries
Mr. and Mrs. Charles F. Ryan, II
Mr. and Mrs. Paul Whitbeck
Mr. and Mrs. Robert Whitmore

In Memory of Elaine Zinnecker

Mr. Robert W. Zinnecker

STAFF APPRECIATION FUND

Ms. Mary Drechsler
Ms. Jane E. Parker
Mr. and Mrs. Grant T. Perry
Mr. Larry Rockefeller
Mrs. Julie Winston

In Honor of Friendly Home Staff

Mrs. Joyce Welkley & the Welkley Family

In Honor of Susan Powell

Mr. and Mrs. Josh Fernandez

In Memory of Tom Bonafede

Mr. and Mrs. Peter Krawczyk

In Memory of James E. Dewhirst

Mrs. Ann Tracy Publow

In Memory of Estelle Guardino

Ms. Monica A. Guardino

In Memory of Estelle and Francis Guardino

Mr. and Mrs. Mark Rose

In Memory of William Helferich

Ms. Joanna Helferich

In Memory of Doris R. Piatieski

Dr. Pamela Hufnagel

In Memory of Helen Pluta

Mr. and Mrs. Angelo Nole
Mr. Charles A. Rogers

In Memory of Josephine Talarczyk

Mr. and Mrs. Michael Lusardi

WHEN WORDS FADE, MUSIC REMAINS

One Member who recently passed came to the Friendly Home in the late stages of dementia, nearing the end of her life. Conversation was no longer accessible to her. Social engagement had become difficult. Awareness of those around her appeared limited.

Yet in music therapy, something shifted.

During sessions with Gina, Friendly Senior Living's Board-Certified Music Therapist, she began making steady eye contact. She smiled. Her toes tapped gently in rhythm. Then one afternoon, as familiar songs filled her room — including music by The Beatles — she lifted her head and sang, "Ob-la-di, Ob-la-da, life goes on."

The words were intact. The timing was precise. The connection was unmistakable.

Afterward, she softly said, "That's beautiful." Even as memory loss limited her so much, she could still experience joy and name beauty.

Moments like this are grounded in science. Research shows music activates multiple regions of the brain at once — language, memory, motor movement, emotion, motivation, and reward. Even when dementia disrupts speech and short-term memory, musical memory often remains intact. Melody becomes a neurological bridge, helping Members access words, regulate mood, and re-engage socially.

Over time, we see meaningful, measurable change. Members who



Gina performs during a sing-along music therapy session with Members at the Friendly Home.

were once isolated begin making eye contact and participating in group singing. Anxiety and agitation decrease. Those living with Parkinson's disease or stroke work toward physical goals through rhythm and instrument play. For Members in advanced stages of disease, sensory-rich live music provides comfort, stimulation, and human connection when little else can.

Demand for Music Therapy continues to grow. Philanthropy

sustains individualized and small-group sessions, specialized instruments, and dedicated clinical time tailored to each Member's needs.

If you are considering a gift, please understand this: you are not simply funding a program. You are restoring voice. You are reducing fear. You are creating moments of recognition, dignity, and joy. When memory falters, music remains — and your generosity makes that possible.



Newsletter of Friendly Senior Living

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Managing Editor: Denise Hubler
Editor: Todd Pipitone



IMPORTANT DATES

APPLICATION WINDOW

April 1 - May 15

GROUP INTERVIEW

June 6

REQUIRED GROUP TRAINING

June 13

Make Your Summer Matter! *Volunteer at the Friendly Home*

Looking for meaningful community service hours this summer? Join the Friendly Home and make real connections while gaining valuable experience.

WHAT YOU WILL DO

- One-on-one visits with Friendly Home Members
- Help with games, activities, and special events
- Share your talents—reading, music, baking, gardening, and more
- Support staff with programs and light office tasks

Read more about the Summer Youth Volunteer Program on page 5.



Scan the QR code or visit
www.friendlyseniorliving.org/volunteer/
Spots are limited. Apply early.