



THE FRIENDLY JOURNAL

Friendly Senior Living Celebrates 175 Years of Mission-Driven Service to the Community!

(right) Monroe County Executive Adam Bello honors Friendly Senior Living with a proclamation.

(below) The spirit of friendship as Members enjoy the party together!



2024 is a year of celebration as Friendly Senior Living marks an amazing milestone in its long, rich and proud history—175 years of providing housing, services and care in the Rochester community!

The Friendly Home was originally founded as the "Rochester Association for the Relief of Homeless and Friendless Females" by the Rochester Female Charitable Society. The organization has grown and expanded over its 175 year history, and now offers independent senior living, assisted living, memory care, rehabilitation services, 24-hour skilled nursing care and hospice care. Today, Friendly Senior Living employs nearly 600 staff on two campuses: the Friendly Home and Linden Knoll in Brighton, and Cloverwood and Glenmere in Pittsford.

"I am often asked 'What's the secret to the organization's success?' and the answer is this: every day, our team strives to provide excellent and compassionate care and services to the older adults who make



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SAVE THE DATE TO CELEBRATE!

Friends are worth their weight in gold, and we invite each and every one of them to join us at **Arbor at the Port** on **Saturday, September 28, 2024** for Friendly Senior Living's 175th gala celebration! You won't want to miss what is sure to be a memorable evening commemorating this remarkable milestone. An elegant venue, excellent food and beverages (including a signature cocktail!), the sounds of Uptown Groove, silent and live auctions and more surprises!

To find out more about attending and/or sponsoring our big event, please call **(585) 789-3154**, or visit our website at **www.friendlyseniorliving.org/175-anniversary/**

Thank you for showing that friends care always.

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the Friendly Senior Living communities their home," said Glen Cooper, President & CEO. "We are so grateful for the dedication and partnership, past and present, of our Members, Residents, Patients, staff, families, volunteers and community supporters."

A birthday party was recently held to commemorate the organization's founding on April 11, 1849, by a group of pioneer Rochester charitable women. In honor of this momentous occasion, a joint proclamation was issued and signed by local New York State Senators Jeremy Cooney and Samra Brouk, as well as by Assembly Members Jen Lunsford, Sarah Clark, Josh Jensen, Harry Bronson and Demond Meeks. Proclamations were also presented at the event by Monroe County Executive Adam Bello; Brighton Town Supervisor Bill Moehle; and a representative from U.S. Congressman Joseph D. Morelle's office. A congratulatory letter from Governor Kathy Hochul was presented as well. Refreshments (including birthday cake, of course!), live piano music, party favors and festive décor added celebratory touches to the event.

As the festivities continue throughout the year (don't miss our gala on September 28!), Friendly Senior Living is honored by our past, proud of our present, and focused on the future, staying ever true to our non-profit, mission-driven roots.

(right) Life Enrichment Specialist Laura Schwab and Friendly Home Member Nancy Webber join the festivities!



(left) Brighton Town Supervisor Bill Moehle recognizes the organization's 175 years of service!





New York State Assembly Members Jen Lunsford (left) and Sarah Clark present a joint proclamation to Glen Cooper in honor of Friendly Senior Living's 175th anniversary.



(left) A giant birthday card, signed by Members, staff, families and special guests.

(above) Friendly Home Member Betty Ludwig does the 175th birthday cake cutting honors! Betty is a retiree of the Friendly Home, and a former volunteer. Also pictured are Amanda D. Brown, Friendly Home VP & Administrator, and Glen Cooper, Friendly Senior Living President & CEO.



(above) Friendly Home Member Fran Hughes joins in the special celebration!

Big Things are Happening at Cloverwood Senior Living!

In addition to 2024 being a big year for Friendly Senior Living, it also marks the 20th anniversary of Cloverwood Senior Living and Glenmere Assisted Living & Memory Care! "We are thrilled to celebrate our communities this year," said Michael Perrotta, Senior VP of Housing & Executive Director of Cloverwood. "Over the past 20 years, Cloverwood and Glenmere have grown and flourished, and as leaders in the field of senior living, we are excited about our future."

Part of that future is happening now, as Cloverwood is in the midst of significant upgrades. Extensive renovations have recently been completed in the main dining room, including a contemporary look and feel, new furnishings and enhanced acoustics. The main entrance and lobby area of Cloverwood have also undergone a fresh and upscale new design, featuring a cozy fireplace, new flooring, comfortable seating and welcoming concierge desk. Cloverwood's Gift Shop has been moved and re-designed, and will offer Residents and staff convenient 24-hour "grab and go" light meal and snack options. The next step of the project is the community's Club Room, a popular gathering lounge for Residents to enjoy beverages, music and each other's company. It is anticipated that the project will be completed in September, 2024.

"Exceeding the expectations of our Residents is always the goal," Perrotta said. "With input and guidance from a committee comprised of Residents, staff and Board members, we are confident that this project will make Cloverwood even more inviting, impressive and attractive as Rochester's premier senior living community."



Cloverwood's renovated dining room provides Residents with a beautiful venue for meals, as well as flexibility for private events.



Would you like to take a sneak peek at all the big things happening at Cloverwood?

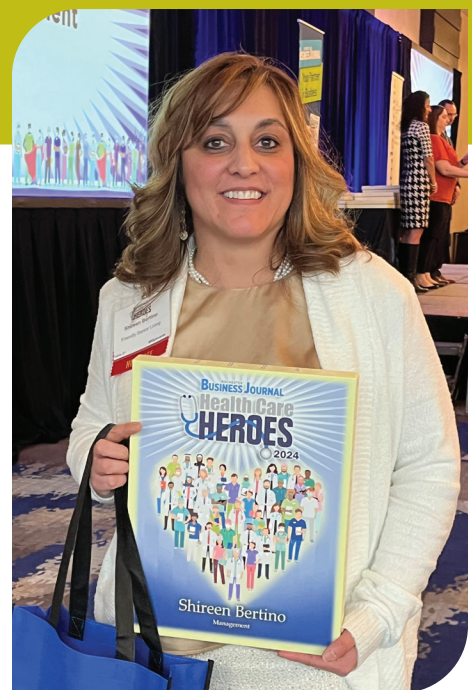
Please call us at (585) 248-1135 to schedule a personal tour!

FRIENDLY NEWS



Glen Cooper, President & CEO of Friendly Senior Living, has been named as the 2024 recipient of the **LeadingAge New York Carl S. Young Advocacy Award**. This prestigious award recognizes a LeadingAge member who demonstrates exceptional advocacy and leadership on behalf of aging services, commitment to advancing the association's legislative goals and actively encourages others to advocate for the elderly. Cooper has been instrumental in leading broad-based advocacy efforts for nursing home Medicaid increases, which are vital to providers across the state. "Due to years of gross underpayment to nursing homes by the state's Medicaid reimbursement system, New York has the biggest gap between the cost of providing skilled nursing care to frail older adults and the amount that nursing homes are reimbursed for providing that care," states Cooper. "It is critical that we advocate for this most vulnerable population to ensure that they receive the quality of care they so richly deserve."

Shireen Bertino, Director of Social Work & Admissions at the Friendly Home, has been selected by the Rochester Business Journal as a **2024 Health Care Hero Award** winner in the Management category. Bertino has been with the Friendly Home for 25 years, and her knowledge and experience continue to be essential to the organization's success. She always takes a "Member-first" approach, and her natural compassion and caring spirit are evident in everything she does. Shireen is a true asset to the Friendly Home, to the broader health care community, and—most importantly—to the elders entrusted to our care.



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, 2023 through April 30, 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 honored or memorialized are indicated in red print, and in alphabetical order by last name.)

Mrs. Nelle Knox

In Memory of Gunter Borrosch

Mr. and Mrs. Robert VanSice

In Memory of Ralph Boston

Ms. Ellen Hallahan

Ms. Phyllis Peck

Mr. James Poore

Mr. and Mrs. Dennis Roy

In Memory of Jean C. Fairchild

Miss Linda Blik

Ms. Brooke Frassinelli

In Memory of Lewis Hyde

Mr. James Garvey

Mr. and Mrs. Robert H. West

In Memory of Louise Jones

Mr. and Mrs. Kenneth Grevell

Mr. and Mrs. Richard J. Keefer

Mr. and Mrs. Stewart Levine

Mr. and Mrs. Edward M. Marchetti

Mr. Peter J. Wright

In Memory of Thomas Joyce

Mr. and Mrs. Kevin E. O'Sullivan

In Memory of Kathleen Kamm

Ms. Mary Ann Pierce

In Memory of Louise Lipa

Mrs. Constance Fess

Mr. and Mrs. Gordon Fox

Ms. Carol Helfond

Korean War Veterans Association

Mr. and Mrs. Thomas J. Rodriguez

In Memory of Grace Merrill

Ms. Suzanne Lusardi

In Memory of Blanche K. Morgan

Mr. and Mrs. James Downs

In Memory of Nancy Speedy

Gananda Sunshine Club

Mr. and Mrs. Gary Hayden

In Memory of Norma Webster

Medina Memorial Hospital

In Memory of Nancy Yandow

Ms. Anita Falardeau

STAFF APPRECIATION FUND

Ms. Joanna Helferich

Ms. Pat Muir

Mr. and Mrs. Grant T. Perry

Mrs. Joyce Welkley and the
Welkley Family

*In Appreciation of the Friendly Home
and Linden Knoll Staff*

Mrs. Joyce Welkley and the
Welkley Family

In Appreciation of Morgan Place Staff

Ms. Monica A. Guardino

*In Honor of the Friendly Home and
Linden Knoll Staff*

Mrs. Joyce Welkley and the
Welkley Family

In Honor of Porter Place Staff

Ms. Jane E. Parker

In Memory of Mary Bilinski

Garlock Shores Owners' Association

In Memory of Ralph Boston

Mrs. Kathy Fitzsimmons

In Memory of Craig Crowell

Ms. Sara Andrews

In Memory of Louise Jones

Mr. and Mrs. James Parina

In Memory of Nancy Nicosia

Mr. and Mrs. Robert A. Machucki

In Memory of Lynn Penn

Mrs. Karimah Grana

In Memory of Doris R. Piateski

Mr. and Mrs. William T. Evans

In Memory of Nancy Speedy

Mr. and Mrs. Roger Weaver
Mrs. Joyce Welkley and the
Welkley Family

In Memory of Nancy Yandow

Mrs. Ljiljana Bader
Ms. Anita Falardeau
Ms. Olga Ramirez
Ms. Jackie Rodriguez
Mr. and Mrs. Robert Rogers

Friendly Volunteers MAKE ALL THE DIFFERENCE!

"The heart of a volunteer is never measured in size, but by the depth of the commitment to make a difference in the lives of others." - DeAnn Hollis

According to the Independent Sector, the current estimated national value of each volunteer hour is \$33.49. At Friendly Senior Living, however, we know that the worth of our dedicated volunteers is immeasurable! We are so grateful for all that they do to enhance the lives of those we serve.

Each April, we honor these special individuals during National Volunteer Week. Just as we can't put a price on volunteer service, we can't express our gratitude enough!



Shari Morgan, (left), Gift Shop volunteer extraordinaire, is pictured with Volunteer Manager Kathy Main.



Volunteers Joyce Welkley (left) and Karen Toor.

Joyce, a Linden Knoll resident, visits with Friendly Home Members several times a week.

Karen plays card games with Members each week, and also oversees the care of our beloved Friendly Home bunny, Meatball.



We can't begin to guess the number of steps Rod Vale logs during his days at the Friendly Home! Our "Transportation Commander," Rod gets Friendly Home Members where they need to be for various appointments. This is a tremendous help to our neighborhood staff, and Members so enjoy talking with Rod as they travel through the Home.

A lovelier group of volunteers you will not find!

(From left) Mary McElduff, Janet Altimonda, Donna Fronk, Volunteer Manager Kathy Main, Deb Vangellow, Cyndi Vassallo, Carol Irwin.





Newsletter of Friendly Senior Living

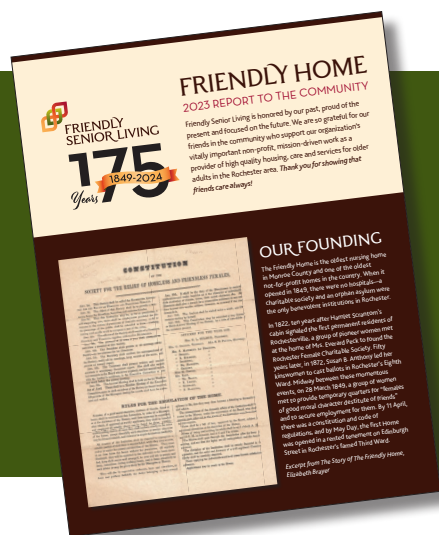
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Managing Editor: Denise Hubler
Editor: Amy Flinn



The **2023 Annual Report** is now available online at our website:
www.friendlyseniorliving.org/brochure-library.

If you would like a hard copy, please contact the Marketing & Development office at **(585) 789-3154** or dgreene@friendlyhome.org, and we will be happy to mail one to you. Thank you for your support!

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