



THE FRIENDLY JOURNAL

“The Friendly Home is the oldest home for the aged in Monroe County and ninth oldest not-for-profit nursing home in the country. When it opened in 1849, there were no hospitals – a charitable society and orphan asylum being the only benevolent institutions.”
150 Years Young: The Story of the Friendly Home” by Elizabeth Brayer

FRIENDLY HOME CELEBRATES 170 YEARS OF SERVICE TO THE COMMUNITY!

Founded in 1849 by a group of charitable women, the Rochester Association for the Relief of Homeless and Friendless Females opened its first doors at 31 Edinburgh Street in the city of Rochester. Much has changed over the decades, including our location, our name, the acceptance into our care of aged men as well as women, and the addition of programs and services to meet the evolving and growing needs of older adults in our community.

Today, 170 years later, the Friendly Home remains true to the purposes of our founders: providing the very best quality to those entrusted to our care. Our goal is to always exceed expectations with new and unique solutions for those we serve. We look forward to remaining a leader in the field of innovative, person-centered, compassionate care for decades to come. Happy anniversary, Friendly Home!



The original constitution of the “Society for the Relief of Homeless and Friendless Females,” dated 1849.

FRIENDLY SENIOR LIVING LAUNCHES NEW WEBSITE!

Friendly Senior Living has a new website! We are so pleased to share a whole new look and feel. Designed with a focus on blending the best of technology, beautiful design and ease of use by our customers, the new Friendly Senior Living site:

- Allows residents, families and friends to check out what is happening in our communities
- Gives job seekers and current employees an informative overview of why Friendly Senior Living is a great place to work
- Showcases our communities with photos, floor plans and testimonials
- Provides a wealth of useful and interesting information important to our users: levels of housing, services and care offered by the Friendly Senior Living continuum; newsletters, brochures, calendars, menus and other materials; contact information for key people; a historical perspective of our organization, celebrating its 170th anniversary in 2019; ways to donate; how to volunteer; and so much more!

Please take some time to visit the new site, have a look around and take it all in! Whether you are using a laptop, cell phone, tablet or PC, our website is designed for optimal viewing and performance, and is ADA compliant. As the website grows and evolves even further, come back and visit often to see what's new!

We hope that our new website is one way of showing you that friends care...always!

WWW.FRIENDLYSENIORLIVING.ORG

LINDEN KNOLL RESIDENTS DISCOVER LOVE OF WRITING



Linden Knoll residents share their own stories and listen to those read by their fellow writers during the final meeting of their writing workshop.

- *Describing the pleasure of baking a chocolate cake, based on a classic Julia Child recipe which has been refined over the years.*
- *Sharing memories of childhood summer journeys by train from New Jersey to South Carolina.*
- *Recounting the experience of living in Africa as a young wife and mother devoted to missionary work.*

These stories and many more were written during a six-week community story sharing workshop at Linden Knoll. Some participants rekindled a lifelong love of writing; others discovered a passion for the art. All have appreciated the added bonus of the relationships that have blossomed during the sessions.

Linden Knoll resident Mary Elizabeth Allston says, "I used to write for my own pleasure, not for other eyes. I haven't written in a long time, but I'm finding myself again by sharing my stories." An adventurous spirit, Mary Elizabeth is eager to continue writing about her travels and experiences. Adds Anna Zimmerlin, "I've always liked people's stories and now I'm finding that I have my own to write." During the workshop's last session, Anna shared a prayer she had written in memory of a dear Linden Knoll friend and workshop participant who recently passed away.

The workshop was led by Heather Stevenson, Artistic Director and co-founder of PUSH Physical Theater in Rochester. "Storytelling is what I do for a living, and I love to help others tell their stories," Heather explains. "Facilitating the workshop at Linden Knoll and getting to know these residents has been a joyful and therapeutic experience for all of us."

One of the group's assignments was to describe a recipe that is meaningful to the writer. Participants were encouraged to think about the story behind the recipe: was making it a one-time special event, or a weekly occurrence? What memories does the recipe evoke? What were the colors, shapes, textures and scents? Betty Lou Pollock, a newer Linden Knoll resident, wrote about lemon meringue pie as made by her mother: "The color is pale yellow; a lovely, perfect meringue before me. Picking up my fork and biting into the pie, it is smooth and silky in my mouth – neither too sweet nor too sour, cool and delicious, not sticky, but with even texture and flaky crust." To her great pleasure, lemon meringue pie was served for dessert one evening at Linden Knoll, providing Betty Lou a link to her early years and a feeling of home.

Getting to know their fellow residents and writers has been an extra benefit for the program participants. "I like being together with the group. I've gotten to know new friends," says Betty Lou. Joan Phillips, who shared two poems during the final session, has also enjoyed the opportunity to get to know her neighbors better. "It's a nice group and it's been wonderful to share with them. I feel especially blessed to be here."

FIVE STAR RATING



The Friendly Home has once again received a 5 Star quality rating from the Centers for Medicare & Medicaid (CMS)! Nursing homes are rated by CMS based on:

- Health Inspections
- Staffing
- Quality Measures

Nursing homes with 5 Stars are considered to have much above average quality. It is the highest possible ranking a nursing home can achieve, and is one of many resources consumers may use to select a nursing home.

Glen Cooper, President & CEO of Friendly Senior Living, says, "The Friendly Home's reputation for providing the highest quality care and services is well-earned. I am so proud of our staff for the excellence they demonstrate every day in caring for our Members. Our team goes above and beyond to show that friends care...always!"

**based on January, 2019 ratings*

RISING STAR!



Vanessa Brookes, Director of Quality for Friendly Senior Living, has been recognized as a Women of Distinction award winner in the Rising Stars category. This national recognition by McKnight's Senior Living and McKnight's Long-Term Care News honors women who have demonstrated an exceptional commitment to the senior care industry. Of the hundreds of nominations received, Brookes was one of only approximately 20 women nationwide chosen as a Rising Star winner, and the only award recipient from New York State for this category. "We are very proud of Vanessa and grateful for her dedication and service to our organization. Those we serve greatly benefit from Vanessa's focus on addressing the needs of older adults, particularly those living with Alzheimer's disease," says Glen Cooper, President & CEO of Friendly Senior Living.

FRIENDLY HOME'S LOVEJOY TRANSITIONAL CARE CENTER LATEST SATISFACTION SURVEY RESULTS

With the opportunity to provide written comments on the survey, patients are able to express their sentiments in personal and meaningful ways that tell the wonderful story behind the numbers:

"I felt the staff, each and every one, were my friends. I cherish them."

"As pleasant an experience as possible with a fractured ankle. I made many special new friends during my stay."

"Friendly, caring, attentive, well-trained staff."

"I am very happy with the care my mother received at the Friendly Home. I would recommend it to anyone who needs it!"

"I consider myself fortunate to have chosen this particular rehab center."

Says Michael Perrotta, the Friendly Home's Vice President & Administrator, "The Friendly Home's Lovejoy Transitional Care Center strives to provide patients with the most comfortable and productive experience possible. We are pleased that the satisfaction survey results continue to reflect our efforts!"

Patients of the Friendly Home's Lovejoy Transitional Care Center are asked to complete a survey shortly after they are discharged, providing valuable feedback about their short-term rehabilitative stay. We are very proud to share the results of our latest satisfaction survey, which show that the Friendly Home:

- Exceeded the national average in 24 categories including, among others,
 - Overall Satisfaction
 - Recommendation to Others
 - Quality of Medical Care
 - RN/LPN and CNA Care
 - Care/Concern, Respectfulness & Treatment by Staff
- Achieved an impressive number of 100% Excellent/Good responses, including in all of the categories listed above
- Scored the highest compared to our local peer group in several categories: RN/LPN Care, Respectfulness of Staff, Answering Call Lights, Responsiveness of Social Worker and Therapist Help with Discharge

What's so great about the Friendly Home's Lovejoy Transitional Care Center, in addition to the outstanding ratings from those we serve?

Take a look at some of our special touches and amenities!

- Private rooms
- Welcome basket filled with useful and fun goodies
- Luxury linens, adjustable mattresses and pillow selection to ensure maximum comfort
- Complimentary wireless Internet, satellite TV, daily newspaper and phone service
- Snacks/refreshments 24 hours a day
- Complimentary massage therapy
- Friendly Gift Shop
- Friendly Café, offering specialty coffees, gourmet sandwiches, salads, breakfast foods and other treats!
- Private dining room with complimentary guest meals, lovely gathering areas, tranquil gardens and patios

WORDS OF WISDOM

Many of us have been told to listen to our elders, so here is some good advice brought to you by a Friendly Home Member!



LIFE'S A BEACH!



Glenmere residents enjoyed a taste of summer in the middle of winter! A full day of beach-themed fun included leis, Hawaiian shirts, tropical drinks, beach games and island music. There was even a cheerful box of sand (complete with pink flamingoes!) to bring the beach indoors! Adding to the festivities, Glenmere staff wore homemade Lifeguard shirts and enjoyed a "seaside" picnic lunch with residents. A fun day at the beach was had by all!

FRIENDLY HAPPENINGS!



A VISIT FROM BOB DUFFY!

A visit from Rochester native Bob Duffy, President & CEO of the Greater Rochester Chamber of Commerce, sparked a lively Q&A session at Cloverwood! Residents learned about the local economy and future plans and ideas for Rochester from the former Lieutenant Governor, Mayor of Rochester and Rochester Chief of Police. This is just one example of the kind of interesting and engaging speakers and presentations happening at Cloverwood Senior Living!

WHAT'S BREWING AT CLOVERWOOD?



Each month, Cloverwood residents enjoy the opportunity to sample beer flights from different parts of the world! In March, Irish beers were tasted (naturally!); beers from countries including Germany, Italy, Belgium, Britain and Asia have also been featured. Cheers!

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, 2018 through February 28, 2019.

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.)

In Memory of Elizabeth S. Coburn

Mr. and Mrs. Richard G. Coburn

In Memory of Helen Fultz

Mrs. Anne V. DeClue

In Memory of Jean P. Gallus

Drs. Michael and Hope Barkoukis
Mrs. Ann Cecchi
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Ms. Renee L. Liebschutz
Ms. Sarah F. Liebschutz
Mr. and Mrs. Warren B. Rosenbaum
Mr. and Mrs. Daniel R. Saperstone

In Memory of Adelaide Gerstner

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Ms. Ann C. Menihan
Mr. and Mrs. Loren Ranaletta
Mr. and Mrs. Raymond C. Stark
Mr. and Mrs. Robert K. Thomson
Mr. and Mrs. Matthew Wahl

In Memory of Anita Hellenberg

Travel Club

In Memory of Mary Lipka

Ms. Mary Ann Palozzi

In Memory of Edmund Lyon Kidd

Ms. Shirley Zimmer-Kidd

In Memory of Sylvia Meitzler

Mr. and Mrs. Richard Meitzler

In Memory of Katharine Moyer

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Ms. Sharon E. Williams

In Memory of Harriett B. Storey

Mr. and Mrs. Gregory Storey

In Memory of Anne Terrano

Mr. John Roy

In Memory of Howard Thomas

Ms. Ann C. Menihan

STAFF APPRECIATION FUND

Mrs. Rose M. Cheswell
Ms. Lauren Frank
Mr. and Mrs. Gregory Storey

In Appreciation of Friendly Home Staff

Mrs. Eleanor Tierney

In Appreciation of Linden Knoll Staff

Mrs. Eleanor Tierney

In Honor of Rob D'Acquisto and Bryant Lead

Mr. and Mrs. Alphonse J. Bellavia

In Honor of the Friendly Home and Linden Knoll Staff

Mr. and Mrs. LeRoy Welkley

In Honor of Linden Knoll Staff

Ms. Dolores T. Trotta

In Memory of Muriel Cavaliere

Ms. Leigh Farver

In Memory of Lois Palmer and Nancy Wainwright

Ann. H. Stevens and
William J. Shattuck

In Memory of Robert C. Stevens

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