



# 2019

## FRIENDLY HOME

### REPORT TO THE COMMUNITY

While 2020 is certainly a year unlike any other, we reflect back on 2019 with a sense of accomplishment and achievement. We continue to be honored to serve and care for older adults with excellence and compassion, a mission that is more important now than ever. As always, we are very grateful for the phenomenal support of our staff, Members, residents, patients, families, volunteers and friends in the community.

### 2019 HIGHLIGHTS



FRIENDLY SENIOR LIVING

**Friendly Senior Living celebrated our 170th anniversary!** We are proud to carry on a

legacy of providing housing, services and care, a tradition which is rooted in friendship and a focus on quality.

**We launched a new website - friendlyseniorliving.org** - to provide our customers with a more robust and user-friendly experience. The site was recently recognized as a Bronze award winner in the 22nd annual Digital Health Awards competition, which honors the world's best digital health resources.



**Our Inspire ~ Innovate ~ Impact capital campaign came to a very successful conclusion**, exceeding its goal and raising over \$4.5 million! These funds supported capital projects and innovative program enhancements at each Friendly Senior Living community, including, among many others:

- A Neurologic Music Therapy program which is garnering amazing results, such as improved speech, better coordination, and higher levels of engagement and independence.
- An evolving and exciting approach to the delivery of specialized dementia care. Our “best abilities” philosophy is focused on providing staff training, activities and an overall environment specifically suited to Members and residents in various stages of dementia.
- A groundbreaking staff education program which provides individuals from the community as well as our own employees the opportunity to pursue meaningful career advancement paths in the senior health care industry.

- A Tranquility Room at the Friendly Home, a fire pit, outdoor dining patio, theater and irrigation system at Cloverwood, and building improvements at Linden Knoll including windows and lighting.

**Known for its outstanding commitment to quality, the Friendly Home received the following accolades in 2019:**

- 5-star rating from the Centers for Medicaid & Medicare (CMS) for both long-term and short-term care.
- Recognized on Newsweek’s inaugural list of Best Nursing Homes
- Named a Best Nursing Home by U.S. News & World Report



**The results of our customer satisfaction surveys across the Friendly Senior Living communities were excellent.** In addition to the statistical outcomes, written comments capture a more personal perspective on the customer experience. Look for some of these gems in the pages of this report!

# THANK YOU!

Gifts to the Friendly Senior Living Capital Campaign were acknowledged in a special issue of the *Friendly Journal* in Fall, 2019.

## BEQUESTS AND SPECIAL GIFTS

WC Baird Capital Fund  
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*“I can’t say enough about the care I have received here. I was treated with love and care.” -Transitional Care Center Patient*

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*“I feel listened to and that is an important  
component of my care.” -Glenmere Resident*

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*“I came here sight unseen and am amazed to find everything as advertised: friendly, helpful and well-maintained.” -Linden Knoll Resident*

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### **CONTRIBUTORS (\$1 - \$49.99)**

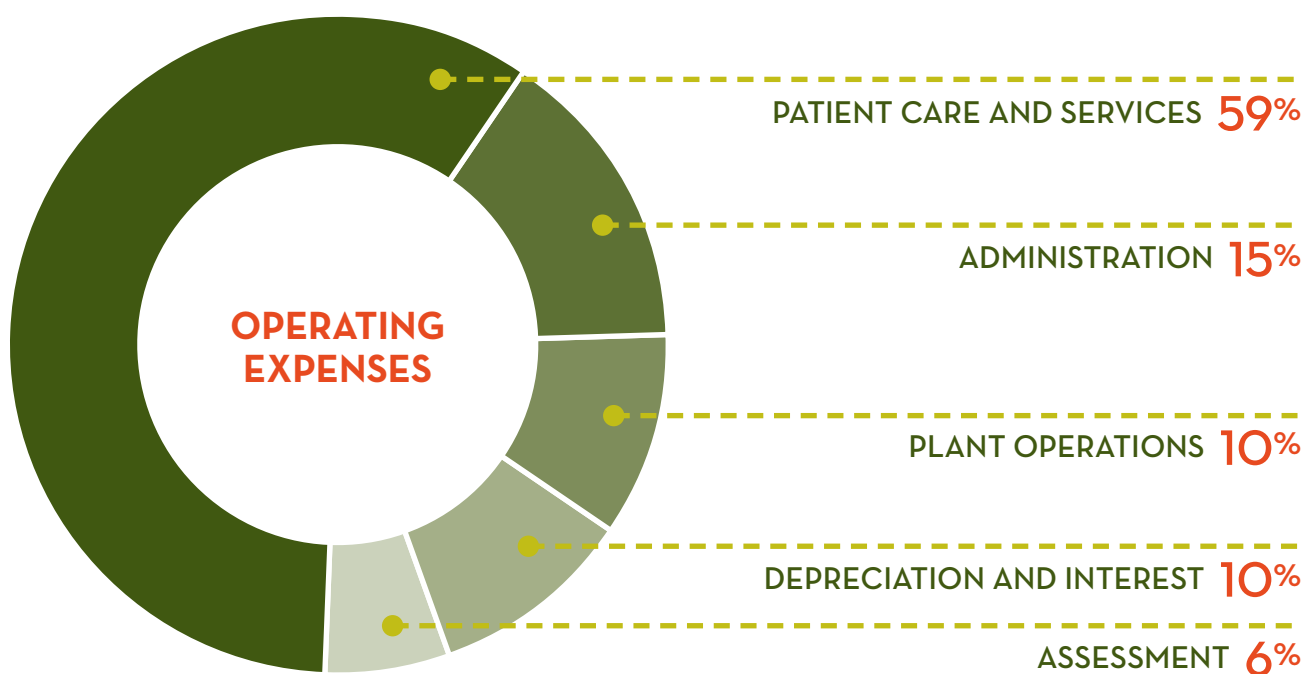
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# REVENUE AND EXPENSES

	2018	2019
<b>OPERATING REVENUE</b>		
Revenue for Services Rendered	\$28,894,197	\$27,721,622
Other Operating Revenue	\$190,300	\$224,104
<b>Total Operating Revenue</b>	<b>\$29,084,497</b>	<b>\$27,945,726</b>
<b>OPERATING EXPENSES</b>		
Patient Care and Services	\$15,022,861	\$16,283,950
Plant Operations	\$2,712,057	\$2,799,704
Administration and General Assessment	\$3,804,896	\$4,100,375
Depreciation and Interest	\$1,505,018	\$1,495,380
Depreciation and Interest	\$2,734,021	\$2,761,288
<b>Total Operating Expense</b>	<b>\$25,778,853</b>	<b>\$27,440,697</b>
<b>(LOSS) INCOME FROM OPERATIONS</b>	<b>\$3,305,644</b>	<b>\$505,029</b>
<b>NON-OPERATING INCOME (EXPENSE)</b>	<b>(\$2,126,665)*</b>	<b>\$3,335,237**</b>
<b>SURPLUS (LOSS/DEFICIT)</b>	<b>\$1,178,979</b>	<b>\$3,840,266</b>

\*Includes a decrease in return on investment activities, capital campaign contributions and miscellaneous income largely due to decrease in market value on investments.  
 \*\*Includes an increase on return on investment activities and capital campaign donations.



# FRIENDLY HOME LEADERSHIP

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(2020-21)

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*“There is a tremendous feeling of gratitude for ALL the staff in the Friendly community—you are taking care of our family, and I hear that affirmation every day when I speak with my loved one.”*

*-Friendly Home Family Member*

# 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

Compassion

Integrity

Teamwork

Excellence

Customer Focus



FRIENDLY SENIOR LIVING COMMUNITIES

Cloverwood | Glenmere | Linden Knoll | Lovejoy | Friendly Home

*Because friends care always!*