



THE FRIENDLY
JOURNAL

CONGRATULATIONS TEAM FRIENDLY!

Friendly Home Ranked #1 Nursing Home in New York State by Newsweek

We are going to take a moment (or two!) to toot our own horn—the Friendly Home has been ranked the #1 nursing home in New York State on Newsweek’s list of Best Nursing Homes 2022!

The Friendly Home has appeared on Newsweek’s prestigious list of Best Nursing Homes every year since it began publishing it three years ago. This year, the Friendly Home was one of only four Monroe County nursing homes to be included on the list. A total of 450 top facilities across 25 states were ranked, including 55 of the over 600 nursing homes located in New York State.

Newsweek partnered with Statista, a global data research firm, to establish nursing home rankings based on rigorous criteria

including performance data, peer recommendations, and response to COVID-19.

“As the challenges of the COVID-19 global pandemic continue, this amazing achievement reflects our staff’s hard work and dedication to serving residents with excellence and compassion every day. We offer them our sincere and heartfelt congratulations and gratitude,” said Friendly Senior Living President & CEO Glen Cooper. “For over 170 years, the Friendly Home has been a leader in providing outstanding quality care for seniors, and we are extremely proud of Newsweek’s recognition as New York’s #1 nursing home.”

In addition to being first on Newsweek’s list of Best Nursing Homes in the state, the Friendly

FRIENDLY HOME



#1 IN NYS

Home received a 1st quintile (top) ranking from the New York State Department of Health’s Nursing Home Quality Initiative program. This program recognizes top nursing homes based on quality, compliance and efficiency measures. The Friendly Home also was recently awarded 5 Stars from the federal Centers for Medicare and Medicaid Services (CMS), the highest possible rating.

TO READ MORE ABOUT THIS AMAZING ACHIEVEMENT, PLEASE VISIT:
[newsweek.com/americas-best-nursing-homes-2022](https://www.newsweek.com/americas-best-nursing-homes-2022)

Friends, we are so excited to help celebrate the 200th anniversary of the Rochester Female Charitable Society in 2022!

We'll be commemorating this magnificent milestone of our founding organization in a very special upcoming issue of the Journal. Stay tuned!

FRIENDLY SENIOR LIVING PRESENTS...

ZOOM to YOU



Friendly Senior Living's *Zoom to You* series has covered a variety of topics, custom curated just for seniors! It's not too late to sign up for the remaining sessions of 2021:

The Senior Living Community Scoop

November 18, 2021 at 3:00pm

Hear what current residents have to say about making the move to a senior living community—when, why, where and how! A panel of Cloverwood Senior Living residents will share lots of helpful advice and insights based on their own personal experiences.

The Dish on Holiday Entertaining

December 16, 2021 at 3:00pm

Learn how to make it the most wonderful time of the year with special menus, serving hints and seasonal tablescape tips, presented by Cloverwood Senior Living's Dining Services professionals.

If you would like to virtually attend either or both of these Zoom sessions, please RSVP at **(585) 789-3154** or **dgreene@friendlyhome.org**. A Zoom meeting link will be sent to you that you'll simply click to join!

FRIENDLY FACES

Friendly Senior Living is very pleased to introduce two additions to our team!



Kushana Dentley-Stone, RN, MS, BSN

Assistant Executive Director, Cloverwood Senior Living & Glenmere Assisted Living & Memory Care

Kushana is an experienced leader dedicated to ensuring high quality, resident-centered care. She has served in several management positions in assisted living, long-term care and short-term rehabilitation settings. Kushana's most recent role was as a nursing home surveyor for the New York State Department of Health. "Her experience and unique skill set make Kushana a great fit for Glenmere and Cloverwood," says Richard Finn, Executive Director. "She is an excellent communicator and role model, an outstanding team leader and a compassionate caregiver."

A registered nurse, Kushana has a Master of Science in Healthcare Systems, Health Promotion and Education from the University of Rochester, as well as a Bachelor of Science in Nursing from Syracuse University.

Jennifer Muniga, CFRE

Development Manager, Friendly Senior Living

Jennifer comes to the organization's Marketing & Development team with nearly ten years of non-profit leadership and fundraising experience. Prior to this, Jennifer was the Executive Director of Cameron Community Ministries. She is an Adjunct Faculty Professor at St. John Fisher College, and a recipient of the prestigious Rochester Business Journal's Forty Under 40 Award. An active community volunteer, Jennifer has served as a Board member of the Council of Agency Executives, WXXI Public Radio Community Advisory Board member and Finger Lakes Performing Providing System Consumer Advisory Council member. Currently a member of the Association for Fundraising Professionals of Genesee Valley, Jennifer also recently earned her Certified Fund Raising Executive (CFRE) certification. She is a graduate of Keuka College.



"We are so pleased to have someone of Jennifer's caliber on our team," Denise Hubler, Vice President of Marketing & Development, notes. "She is a dynamic fundraiser and relationship builder who very effectively shares and promotes Friendly Senior Living's mission."

Dear Friends,

Throughout the COVID-19 pandemic, we have been deeply touched by the support of our friends in the community. The power of friendship has never been stronger, and its impact never greater.

As we navigate toward a future for our residents that is filled with meaning, purpose and fulfillment, we continue to seek your help. Gifts to the Friendly Senior Living 2021 Annual Appeal will help us to enhance the lives of our residents and provide professional development opportunities for our staff. Your generosity:

- Allows musicians, artists, historians and other presenters and performers to come to our communities for the entertainment and education of our residents.
- Provides opportunities for community engagement. Just a few examples include local excursions for our residents, student volunteer programs, community service opportunities and pet therapy visitors.
- Enables our employees to progress in their careers through our innovative staff education programs, which cover expenses such as tuition, books, childcare, test fees and more.
- Helps to keep our campuses in both Brighton and Pittsford in tip-top condition, from our grounds to our physical plants.

We are very excited to continue on our path forward, and we sincerely hope you will join our journey. Your gift to Friendly Senior Living's 2021 Annual Appeal campaign will touch the lives of the older adults we are privileged to serve in so many important ways.

Please use the envelope inserted in this publication to make your donation. We are also very pleased to offer our donors an easy and secure online giving option. Simply visit our website at friendlyseniorliving.org and click **Donate**.

Thank you for your support—**it is needed now more than ever**. Your generosity means the world to the older adults who call the Friendly Senior Living communities home, and we are sincerely grateful for your friendship.

Sincerely,



David Whitaker
Chairperson, Board of Directors



Visit Friendly Senior Living
on **YouTube.com** to view our
IMPACT video!

Because friends care always!

If you do not wish to receive fundraising communications or materials, please contact Darla Greene at 585-789-3154 or dgreene@friendlyhome.org.

VOLUNTEER SPOTLIGHT

Donna and Cyndi Give Back Together!



Friendly Home Member and beloved helper June in the Friendly Home's former Gift Shop & Café in 2015.

Donna Fronk and Cyndi Vassallo came to know one other while their now adult children were schoolmates. That marked the beginning of not only a beautiful friendship, but also established what became a pattern of volunteer service. First, the two were involved in the Honeoye Falls-Lima PTA, and then (and now) at Benincasa, a non-profit organization offering end-of-life care and support, where Cyndi is the volunteer coordinator. For over nine years, they have volunteered together in the Friendly Home's Gift Shop.

Both Cyndi and Donna have sentimental ties to the Friendly



Dedicated Gift Shop volunteers Cyndi Vassallo (left) and Donna Fronk.

Home. Cyndi's mother-in-law was a Member for 17 years, and her father was also a Member. Says Cyndi, "Being a part of the Friendly Home will always be very special to me because of the family connections." Donna fondly recalls "Tuesdays with Dale," when she and a friend would visit with her friend's dad every week. When this same friend, who was a volunteer in the Home's former Gift Shop & Café, asked Donna to take over her hours in the Shop, Donna agreed. Cyndi said she'd like to work with Donna, and the rest is history!

The dynamic duo transitioned to the new Gift Shop in 2018, never missing a beat as they now continue to assist Members, families and staff with their selections and purchases every Tuesday morning. "We've met wonderful people over the years, including so many of the great staff," says Cyndi. Adds Donna, "I love getting to know and helping

the Members. When I volunteer at the Friendly Home, I feel a sense of purpose." Both have special memories of a Member named June, who loved socializing and visiting the shop. June spent time with Donna and Cyndi during their volunteer hours, helping with tasks such as wrapping purchased items for customers and offering advice on creating product displays. Cyndi and Donna agree that there is an added bonus to volunteering: they both love to shop and enjoy the ever-changing inventory!

During COVID, when the Gift Shop was closed, Cyndi and Donna shifted their focus to helping in another way: making weekly calls to check in with Linden Knoll residents. "Staying connected and hearing a friendly voice made a big difference during a difficult time," Kathy Main, the Friendly Home's Volunteer Manager says. "If during the phone calls, volunteers like Cyndi and Donna felt something was 'off,' they would let us know so we could follow up. One gentleman loved to make bread and told Donna during one of their calls that he had run out of yeast. We were able to get some yeast for him so he could continue baking!"

The Friendly Home is so grateful for caring volunteers like Donna and Cyndi for making a difference in the lives of our Members – and having fun while doing it! If you are interested in learning about volunteer opportunities at the Friendly Home, please reach out to Kathy Main at **(585) 789-3153** or **kmmain@friendlyhome.org**.

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 March 1 - September 30, 2021.

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).

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*In Honor & Appreciation of the
Friendly Home and Linden Knoll Staff*
Mrs. Joyce Welkley and
the Welkley Family

In Memory of Austin Cheswell
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and Mr. Ed LoPresti

In Memory of Rose M. Cheswell
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Thank You

to our **IMPACT** virtual event sponsors!

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Managing Editor: Denise Hubler
Editor: Amy Flinn

STAY CONNECTED

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



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Friendly Senior Living

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*