

FRIENDLY HOME

2021

REPORT TO THE COMMUNITY

What a year it was! Slowly but safely and surely, the Friendly Senior Living communities forged a new normal. With an eye on the future, we moved ahead with hope and optimism.



The Friendly Home was ranked the **#1 nursing home in New York State** on Newsweek's list of Best Nursing Homes 2022!



The Friendly Home was named a **Best Nursing Home 2021-2022** by U.S. News & World Report!

We welcomed the new year in January with happiness and relief, thanks to the **roll out of the second dose of the COVID vaccines**. Across the continuum, residents and staff embraced the opportunity to protect themselves and their loved ones.

Prior to the New York State mandate, Friendly Senior Living was very proud to be the **first senior care provider locally** to proactively require all new hires to be vaccinated.



In March, we were thrilled to **welcome visitors back to spend cherished time with their loved ones!** The smiles and tears of joy after months of separation were truly heartwarming.



Friendly Senior Living's annual Employee Service Award ceremonies in April recognized **88 staff members with an impressive 827 combined years of dedicated and compassionate service!** Staff milestones ranging from 3 years to 40 years of work were celebrated.



We can never truly thank our employees enough for their heroic service during the pandemic and continuing today. 2021 was filled with a number of events to show our deep gratitude. Food trucks, ice cream deliveries, subs, bagels and donuts were a few of the tasty treats provided for Team Friendly throughout the year. We also celebrated with raffles, gift cards, lanyards, power banks, balloons, a piñata and other well-deserved swag.



We were very pleased to resume Friendly Senior Living's Staff Training Education Program (STEP). A **\$100,000 grant from the Mother Cabrini Foundation** was secured for this important initiative, which provides tuition and wage assistance to employees who are interested in pursuing careers as Certified Nursing Assistants, Licensed Practical Nurses and Registered Nurses.

Friendly Senior Living was **recognized as a Level Up Champion**, a program founded by the Rochester-Monroe Anti-Poverty Initiative. Level Up Champions are organizations who have committed to working toward wage equity by instituting a \$15/hour or higher starting wage for their employees.

Thank You!



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Outings and gatherings came back in a big way! To name just a few: Caribbean Night and Beaujolais Dinner at Cloverwood; Glenmere's "prom" and Oktoberfest events; the Rose Garden Tea and a field trip to an Amerks game for Linden Knoll residents; weekly Cocktail Hour, community service projects and crafts and baking at the Friendly Home.

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Ms. Lisa Hand
In Memory of Rita Myers



Our beloved volunteers came back, too! Over 3,000 volunteer hours were logged at the Friendly Home in 2021, including pet therapy, college students from Nazareth, St. John Fisher and MCC, gift shop and transportation volunteers, teen volunteers, Member visitors and clerical helpers.



Our virtual friend-and-fundraising “Impact” event **raised over \$70,000!**

Adding to its list of amenities, **a new Wellness Center opened at Linden Knoll** in November, featuring a variety of equipment, as well as clinical space for use by residents and health care providers.

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*In Memory of Frances Barone and
 Josephine Marszalek*

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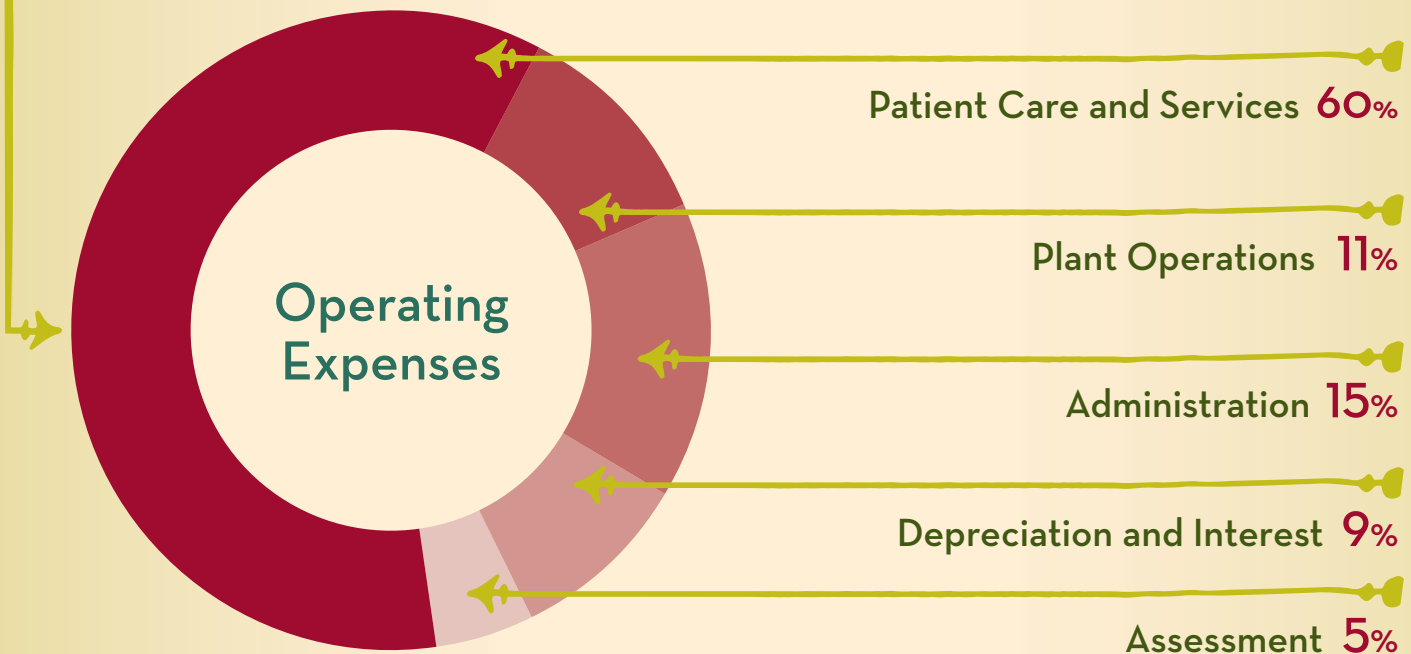
REVENUE AND EXPENSES

	2020	2021
Operating Revenue		
Revenue for Services Rendered	\$25,651,219	\$24,804,757
Other Operating Revenue	\$2,229,662*	\$429,923
Total Operating Revenue	\$27,880,881	\$25,234,680
Operating Expenses		
Patient Care and Services	\$17,829,179	\$15,075,239
Plant Operations	\$3,753,722	\$2,798,169
Administration and General	\$3,523,045	\$3,611,190
Assessment	\$1,424,007	\$1,318,176
Depreciation and Interest	\$2,685,347	\$2,232,825
Total Operating Expense	\$29,215,300	\$25,035,599
(Loss) Income from Operations	(\$1,334,419)	\$199,081
Non-Operating Income (Expense)	\$2,838,218**	\$7,580,993***
Surplus (Loss/Deficit)	\$1,503,799	\$7,780,074

*Includes HHS grant revenue and prior year income

**Includes an increase on return on investment activity and capital campaign donations

*** Included in the 2021 non-operating income/(expense) is \$2.1M net change in pension; \$2.1M forgiveness on the paycheck protection program (SBA loan); \$4.9M investment gains; offset by \$1.7M < unrealized losses



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Friendly Senior Living's Facebook page was named a **Fall 2021 Merit Award winner** by Digital Health Awards!

OUR VALUES

Friendship
Teamwork
Excellence
Compassion
Customer Focus
Integrity



FRIENDLY HOME

nursing care & rehabilitation

The Friendly Home is a member or affiliate of LeadingAge, LeadingAge NY, Alliance for Senior Care Communities, Pandion Optimization Alliance, Rochester Business Alliance and Town of Brighton Chamber of Commerce.

FRIENDLY SENIOR LIVING COMMUNITIES

Cloverwood | Glenmere | Linden Knoll | Lovejoy | Friendly Home

Because friends care always!