FALL 2026 ISSUE

THE FRIENDLY JOURNAL

As Maplewood joins the Friendly Senior Living family, caring relationships and the comforts of home remain at the heart of every day.

A New Chapter for Maplewood

Friendly Senior Living welcomes a trusted Rochester skilled nursing community into its family

Friendly Senior Living is proud to welcome Maplewood Nursing Home into its family, beginning a meaningful new chapter for one of the Rochester region's most respected skilled nursing communities.

Founded in 1947 by Thomas and Johanna Chambery, Maplewood has been family-owned for nearly 80 years and is known for compassionate care, warm hospitality, and a deep commitment to helping older adults feel at home.

As Maplewood becomes part of Friendly Senior Living's nonprofit organization, residents, families, and staff can expect continuity where it matters most: familiar caregivers, trusted traditions, and the same personalized attention that has long defined daily life at Maplewood.

Gregory Chambery, former Administrator and longtime owner, will remain involved for the next two years to support a seamless transition. "Maplewood has been my family's life's work for nearly eight decades," Chambery said. "Friendly Senior Living's mission, culture, and dedication to seniors made them the ideal choice to carry Maplewood's legacy forward."

"We are honored to welcome Maplewood into the Friendly Senior Living family," said Glen Cooper, President and CEO of Friendly Senior Living, emphasizing the organization's commitment to preserving Maplewood's legacy and investing in its people, programs, and services.

Together, Friendly Senior Living and Maplewood look forward to building on a shared promise: providing exceptional care, supporting families, and creating a place where older adults can thrive.

WHEN COMPASSION MEETS A CRISIS

How the Friendly Home helped Susan and Nick Robfogel find their way home — and back to hope

This summer, Susan and Nick Robfogel traveled to Italy with joyful hearts. Their granddaughter, a talented clarinet student, had earned a scholarship to study near Milan, and the family planned to celebrate by attending her final concerts at a music festival there.

Before heading to Milan, they ventured to Sicily. One day later, everything changed. Nick, 91, was hospitalized with bilateral pneumonia. He spent three weeks in bed, unable to walk and far from home in a country where he and Susan did not speak the language.

By the time Nick was well enough to leave the Italian hospital and return to Rochester — a long journey involving three flights — he could not take a single step. Susan knew he needed rehabilitation, but with their departure imminent, she had little time to arrange it.

Then Francesca Harris, Friendly Home's Admissions Coordinator, called back.

"This is the first admission from a foreign hospital that she said she has ever done," Susan said, "but Francesca said, 'Let's make it happen.'"

And she did. Francesca guided Susan through every requirement, coordinated the paperwork, and helped ensure that the Friendly Home was ready to welcome Nick. When the couple arrived, team members were waiting with warm smiles and immediate support.

From the beginning, Nick found care that was both highly professional and deeply personal. Physical and occupational therapists carefully tracked his progress. Nurses coordinated appointments with several physicians and made sure his

NEW FACES, SHARED COMMITMENT

JULIE MARSIGLIO
Vice President of Marketing & Development

Julie Marsiglio transitioned from serving on the Friendly Home's Board of Directors to leading Friendly Senior Living's Marketing and Development Team after Denise Hubler's well-deserved retirement. She brings extensive experience in nonprofit advancement, donor stewardship, and community engagement. Most recently, Julie served as Senior Director of Individual Giving at United Way of Greater Rochester and the Finger Lakes, where she stewarded more than 200 leadership donors and managed an annual fundraising portfolio exceeding $5 million.

Today, Julie is helping individuals and families better understand the services available across Friendly Senior Living's continuum of care while strengthening the philanthropic support that makes exceptional care possible. A key priority is helping complete the $5 million capital campaign launched during the organization's 175th anniversary celebration. For her, this work reflects a community that treats older adults with dignity and respect.

"The people here make Friendly Senior Living special," she says, "and it is a privilege to be with them each day."

medical records traveled with him. A family care conference brought Susan and the couple's sons into the conversation by video, giving everyone a clear understanding of Nick's progress and next steps.

"It was just the most professional, polite, delightful experience someone could have in such a horrendous situation," Susan said.

As Nick grew stronger, he began walking with a walker, welcoming visitors in the comfortable gathering spaces and enjoying time outdoors near the creek. He joined activities, met other Friendly Home Members, and appreciated the simple dignity of having choices — from meals to how he spent his day.

"I can't speak too highly of the staff," Nick said. "They were really professional and friendly."

Today, Nick continues his recovery at home, applying the skills and confidence he gained at the Friendly Home. For Susan, the experience revealed what compassionate care can mean when a family feels frightened, exhausted, and uncertain.

Because of generous donors, the Friendly Home can be ready when families like the Robfogels need expert care, human connection, and hope. Your support helps make every welcome warmer — and every recovery journey feel a little less overwhelming.

After a medical crisis far from home, Nick and Susan Robfogel found skilled care, compassionate support, and hope at Friendly Home.

LISA SCOTT
Director of Foundation & Donor Relations

With more than 20 years of nonprofit development experience, **Lisa Scott** brings expertise in grant writing, fundraising communications, donor stewardship, and project management. She has served organizations including Sonnenberg Gardens & Mansion State Historic Park, Finger Lakes Community College, and United Way of Greater Rochester and the Finger Lakes.

Lisa is excited to build authentic relationships with foundations, donors, and community partners who share Friendly Senior Living's commitment to enhancing the lives of older adults. Through those connections, she hopes to expand opportunities, strengthen services, and support innovative programs that help Members and Residents experience the highest possible quality of life.

Her message to the Friendly Senior Living community is one of gratitude: "Thank you for helping make Friendly Senior Living communities such special places."

More Than a Ride: The Connections that Keep Lisa Moosbrugger Coming Back

A longtime Friendly Senior Living volunteer discovers that the shortest journeys can lead to the deepest connections

For Lisa Moosbrugger, volunteering often begins with a simple trip down the hall. She may be accompanying a Member to the hairdresser, the podiatrist, or another appointment. Yet somewhere between one doorway and the next, the ordinary becomes meaningful. A memory is shared. Laughter breaks through. Two people who might never have met begin to matter to one another.

"I love volunteering here because of the people you meet," Lisa said. "You get to know people because sometimes the appointments are consistent week by week."

Week by week, those familiar routines have grown into genuine friendships. During her six years as a Friendly Senior Living volunteer, Lisa has learned that the greatest moments are often the quietest ones: being recognized in the hallway, hearing another chapter of someone's life, or simply letting a Member know that someone is there to listen.

A retired school principal, Lisa began searching for a meaningful way to spend her time after leaving

During her time volunteering, Lisa Moosbrugger (left) has made many friendships with Friendly Home Members and Cloverwood Residents.

education. With Cloverwood only about a half mile from her home, Friendly Senior Living felt close in more ways than one. After meeting with Volunteer Services Manager, Kathy Main, and touring the Friendly Home, Lisa saw countless opportunities to make a difference. She stepped forward — and soon discovered that every hour she gave returned to her as friendship, purpose, and joy.

Stories Shared Along the Way

Transportation may be the task, but listening is the gift at the heart of Lisa's service. Members have entrusted her with memories of classrooms, family life, hardship, and resilience. One Member shared the deeply personal story of surviving the Holocaust. Another, a former sixth-grade teacher, found an immediate bond with Lisa through their shared life in education.

One friendship became especially dear to her. For five years, Lisa regularly visited a Member who brought the past to life through stories of growing up during the Great Depression — what her family ate, the small things they treasured, and the ways they cared for one another when little could be taken for granted.

"I loved listening to her stories," Lisa said, "and she loved having someone come and talk to her." In those visits, both women received something precious: the comfort of being heard, remembered, and valued.

"I love people. Everybody's such fun. It's a great place to be, with wonderful stories and wonderful people."

Helping Other Volunteers Find Their Place

Today, Lisa's commitment has grown into a new role. In addition to volunteering with transportation and in the Cloverwood gift shop, she also works part-time as a volunteer program assistant. It is a fitting next chapter for someone who knows firsthand that one small decision to volunteer can open the door to relationships that change both lives.

Because Friends Care ... Always.

A story of the caring friends who make those moments possible

Just before lunch, sunlight stretches across the dining room tables. At the doorway, an older adult pauses, taking in the room. Then a staff member looks up, smiles, calls them by name, and pulls out a chair beside friends. Conversation begins, and the room feels familiar again. Later, a family member heads home carrying something difficult to measure but deeply felt: the quiet reassurance that the person they love is safe, respected, and surrounded by people who truly care.

Moments like these are at the heart of Friendly Senior Living – and why people give. Some donors give in gratitude for care that touched their own family. Some honor someone special. Others give because they believe every person deserves dignity, companionship, and joy at every stage of life. Each gift becomes part of that larger story.

Through the new Friends Care Always Leadership Giving Society, donors can help ensure that these meaningful experiences continue across Friendly Senior Living for older adults and their families for years to come.

Founding members may join with an annual leadership gift of $1,000 or more. For those who would like to grow their giving over time, the Step-Up Giving option begins at $500 in year one, increases to $750 in year two, and reaches $1,000 in year three. Membership begins with the first gift, welcoming each donor into a caring community united by a shared hope for older adults.

Members receive mission updates and impact stories, recognition as founding leadership supporters, opportunities to connect, and are invited to the annual Leadership Giving Society event. Yet the most meaningful benefit is knowing their generosity creates more days filled with comfort, dignity, and belonging.

Perhaps you can picture someone you love at that table – or remember a moment when a simple kindness brought comfort to your own family. That is where every gift begins: with a person, a memory, or a belief that caring for one another matters.

Friends Care Always
LEADERSHIP
Giving Society

If this story speaks to you, contact Lisa Scott at lscott@friendlyseniorliving.org or (585) 789-3155. Together, we can help ensure that older adults always have a familiar place among friends – because friends care, always.

WHERE NATURE BRINGS COMFORT AND CONNECTION

Sometimes, the most meaningful moments begin with something simple: a flutter of wings, a flash of color, or the gentle movement of a tiny finch.

That sense of joy is what the Friendly Home's Life Enrichment team hoped to bring to Members when they explored the benefits of aviaries in skilled nursing settings. Inspired by conversations with nursing facilities on Long Island before COVID, the team returned to Rochester with a beautiful idea: create a calming, engaging place where Members, families, and staff could pause, connect, and enjoy nature indoors.

With help from Serenity Aviary & Aquarium Services, that vision came to life outside Morgan Place on the Friendly Home's second floor. Today, the aviary is home to several finches.

For Members and their families, the aviary is much more than a beautiful feature. It is a place to gather, reminisce, smile, and share a peaceful moment. Experiences like these can reduce stress, encourage social interaction, and provide meaningful sensory stimulation. Enhancements like the aviary play an important role in supporting Member well-being at the Friendly Home, helping create comfort and connection throughout the day.

If you are interested in helping provide similar support for Members, please contact the Development team to learn more.

NEW FACES, SHARED COMMITMENT

OLIVIA HANSEN
Director of Health Services

Olivia Hansen brings more than eight years of nursing experience across acute care, case management, and long-term care. Since joining Friendly Home in 2021, she has held several clinical leadership roles and is pursuing her Director of Nursing certification.

In her new role, Olivia is focused on developing staff, strengthening teamwork, and building on Friendly Home's strong foundation of care. Guided by Friendly Senior Living's person-directed mission, she wants Members, families, and employees to feel heard, supported, and respected.

"What I enjoy most about Friendly Senior Living is the relationships," she says. "You become part of people's lives, and they become part of yours."

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 – August 31, 2026.

(Individuals honored or memorialized are indicated in red print, and in alphabetical order by last name.)

In Memory of Dorothy Bell
Mr. C. Rodman Mattingly and
Mrs. Barbara J. Mattingly
Mr. and Mrs. James N. Stones

In Memory of Frank Card
Ms. Linda S. Card

In Memory of James E. Dewhirst
Mrs. Ellen G. Neisner

In Memory of Cynthia H. Gilman
Ms. Katherine Blezard
Ms. Clara M. Travis

In Memory of Beverly J. Kluge
Mrs. Mary Louise Fallon
Mr. and Mrs. Paul Schneider

In Memory of Betty Ludwig
Ms. Linda S. Card
Ms. Kristine Leone
Ms. Barbara T. Quinlisk
Mrs. Emily Ramer
Ms. Alice J. Teed
Mr. Richard C. Teed
Mrs. Elizabeth M. Thomsen

In Memory of Elene Morris
Mr. Gary Morris

In Memory of Marilyn Pease
Mrs. Ann Marie Dunham

In Memory of Marie Redlinski
Mr. and Mrs. Joseph Woo

In Memory of Marilyn Templeton
Ms. Ann C. Menihan

STAFF APPRECIATION FUND

Mr. Rodney Vane

In Memory of Jeanne Johnson
Ms. Ellen Moodie

In Memory of Marilyn Pease
Ms. Dawn Steehler

Ready to make a meaningful difference?

Volunteering is a rewarding way to meet a great need and experience the joy of giving back.

Discover how you can volunteer with Friendly Senior Living at *www.friendlyseniorliving.org/volunteer.*

JULIE KUMIEGA
Director of Social Work/Admissions

Julie Kumiega brings a broad healthcare background that includes service as a long-term care social worker, Assisted Living Administrator, and Hospice CEO. In her current role, she helps Members and families feel supported from their first interaction with the Friendly Home and throughout their journey.

She looks forward to strengthening collaboration among admissions, social work, and clinical teams while keeping Members and families at the center of every decision. Her approach is grounded in honoring each person's unique story, preferences, and needs.

Julie extends heartfelt thanks to Friendly's Members, families, donors, volunteers, and supporters: "Together, we make a difference in the lives of our Members and families."

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Managing Editor: Todd Pipitone

A Legacy of Care That Lives On

One thoughtful decision can help ensure older adults are surrounded by compassion, dignity, and belonging for generations to come.

1849 SOCIETY

Picture an older adult arriving at Friendly Home or Maplewood and being welcomed into a caring community where every day feels more like home. That comfort is built through compassionate care, enriching programs, welcoming spaces, and people who believe every older adult deserves dignity and belonging.

After providing for those you love, including Friendly Senior Living in your will can extend that care beyond your lifetime. Your legacy gift can help future Members and Residents feel safe and known, strengthen essential programs, and improve spaces where friendships and cherished moments grow.

No gift is too small. You may leave an amount or percentage of your estate, or name Friendly Senior Living as a beneficiary. When you share your intentions, you will join the 1849 Society, whose foresight helps exceptional care and connection continue for generations.

What will your legacy make possible? Create or update your will and consider including Friendly Senior Living in your plans. Your decision today can help compassion live on tomorrow.

To begin a confidential conversation, contact:

Lisa Scott, Director of Foundation & Donor Relations, at lscott@friendlyseniorliving.org or (585) 789-3155.