



# FRIENDLY SENIOR LIVING

*a continuum of caring communities*

## **For Immediate Release**

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## **Friendly Senior Living Announced as Golden Pear Grant Recipient by American Fundraising Foundation**

**Brighton, NY** – Friendly Senior Living has been selected as a Golden Pear Grant recipient by the American Fundraising Foundation (AmFund) as part of AmFund's expanded support for qualified nonprofit organizations throughout the nation. Over 2,100 organizations applied for these funding opportunity grants due to the adverse impact of the pandemic on their fundraising abilities. Friendly Senior Living was among the 40 non-profits selected for a grant in the amount of \$2,500.

"We are pleased to present Friendly Senior Living with a Golden Pear Grant. Their application was very compelling, and the work they are doing to meet the needs of seniors is very important," said Deborah Marshall, Chief Operating Officer of the American Fundraising Foundation. "We are grateful for all they are doing to make a difference. The Golden Pear is part of our logo and symbolizes good health, prosperity, longevity and future happiness – all the things we hope for them and the many organizations that impact lives daily."

"Friendly Senior Living is very honored and grateful to receive the Golden Pear Grant in recognition of our mission-driven service to seniors in the Rochester community," said Glen Cooper, President & CEO. "AmFund's support is especially meaningful during these challenging times. Throughout our organization's history of over 170 years, the generosity of donors and foundations such as AmFund has been vital to our success in providing seniors with excellent and compassionate care and services."

### **About Friendly Senior Living**

The Friendly Senior Living continuum of caring communities includes Cloverwood, an active independent senior living community in Pittsford; Glenmere at Cloverwood, which offers assisted living, enhanced assisted living, and memory care; Linden Knoll, an independent senior living apartment community in Brighton; the Lovejoy Transitional Care Center which offers short-term rehabilitative care at the Friendly Home; and the Friendly Home, a skilled

nursing home in Brighton offering 24-hour care, rehabilitation, memory care and hospice care. The Friendly Home has been ranked #1 out of over 600 nursing homes on Newsweek's list of 2021-2022 Best Nursing Homes in New York State. For more information, visit [friendlyseniorliving.org](http://friendlyseniorliving.org).

### **About the American Fundraising Foundation**

Each year, the American Fundraising Foundation (AmFund) carefully chooses organizations to support through sponsorship of events, unrestricted grant distribution, virtual silent auctions, and other programs to raise much-needed unrestricted funds for the important mission of those select organizations.

AmFund was recognized in 2020 by Nonprofit PRO as Fundraiser of the Year. It is also recognized with the GuideStar Platinum Seal of Transparency and since 1999 has distributed more than \$42 million for worthy causes. Its signature silent auctions featuring once-in-a-lifetime trips and experiences, that are good for three years with no blackout dates, are presented at organizations' special events - drawing admiration, praise and excitement as the entire process elevates the event in the eyes of patrons, board members and the community. AmFund also recently introduced its VIP Auction platform, a virtual silent auction that is becoming the "go-to" fundraising option for nonprofits.

For more information, visit [www.amfund.org](http://www.amfund.org) or call (407) 895-8000.

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