

# *Providing Relief to Our Healthcare Team When They Need it Most*



Our team has been working selflessly to provide extraordinary care to our residents and participants during these not so ordinary times. The Loretto Foundation helps to enrich their lives in so many ways – providing opportunities for growth, helping to care for their families, and so much more. Without our employees commitment and dedication we would not be able to continue to provide such extraordinary care.



**SCAN  
NOW**  
to learn more!

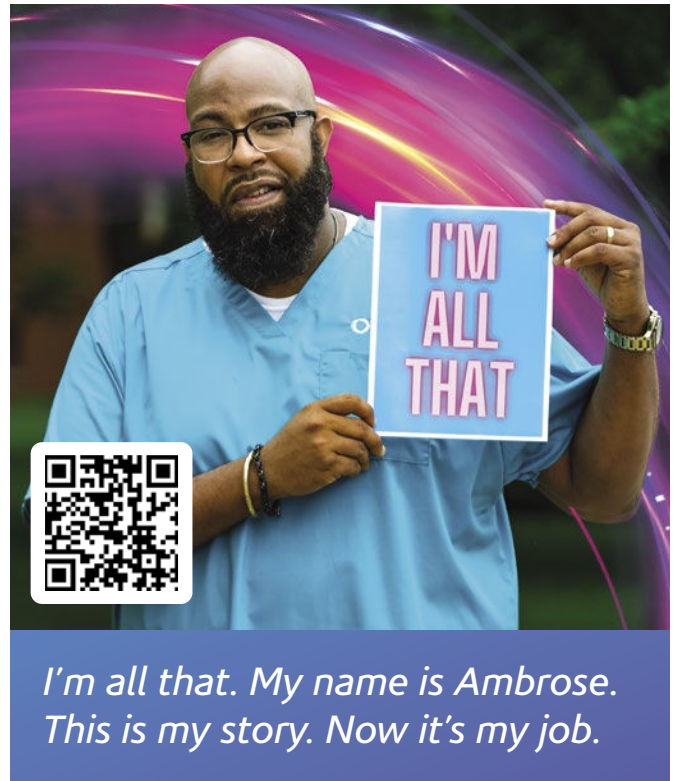




## NEW Recruitment Campaign Features Real-Life Stories of Staff Who Are “All That”



Ambrose is a Certified Nurse Aide [CNA] at Loretto Health & Rehabilitation. When Ambrose’s mom was diagnosed with cancer, he was the one who took care of her. At one point, his mother and sister told him he should consider caregiving as a career. Lucky for us, he did. His story along with those of Mackenzie, Romello, Lisa, and Scarlett are featured in our commercials for our “I’m All That” recruitment campaign that debuted at the Syracuse Mets game in July. Hear the stories that have brought in more than 1,300 applicants since launching at: [lorettocny.org/allthat](http://lorettocny.org/allthat).



*I’m all that. My name is Ambrose.  
This is my story. Now it’s my job.*



## Major Donation Supports Digital Inclusion to Train Loretto Employees

Thanks to the generosity of the Parker Family of Portland, Oregon, Loretto has launched a new technical training program to promote digital-inclusion with its employees.

With this half million-dollar donation, Loretto was able to train our diverse staff on our new electronic medical records (EMR) that will significantly streamline how frontline healthcare workers provide care, as well as provide them with transferable skills that will enable them to be successful in a digital, knowledge-based economy.

This EMR system allows our staff to digitally document all activities and records electronically, using various technology devices we’ve implemented like laptops on med carts, or iPods/iPads at the bedside and kiosks. The user-friendly system makes resident and patient information easily accessible across Loretto’s continuum of care, allowing active communication with care providers about patient updates and their care needs.



# A Letter from The President & CEO

2021 began on an encouraging note with our residents and employees being among the first to receive the COVID-19 vaccine. Throughout the course of the year, we experienced many positives, including welcoming families and friends back into our buildings, implementing new [Point.Click.Care](#). EMR technology across several of our sites, and continuing to receive amazing support from our community through monetary and in-kind donations.

In 2021, we held our first virtual event, [Locally Sauced for a Cause](#), a casual tasting event that contributed \$10,000 for critical programs. Our donors and partners truly stepped forward to support our Heroes & Hope Appeal which brought in more than \$210,000 [65% increase over 2020], and our Giving Tuesday campaign collected an additional \$25,000. These funds enable us to specifically focus on the critical needs of our staff, through our [WeCare Fund](#) and diaper distribution program as well as make improvements at our sites to better the lives of our residents.

As the new year begins, we are proud of our team's resilience and dedication during the last two challenging years and are optimistic for 2022. We will continue to show our community how Loretto [makes every day extraordinary](#).

Sincerely,



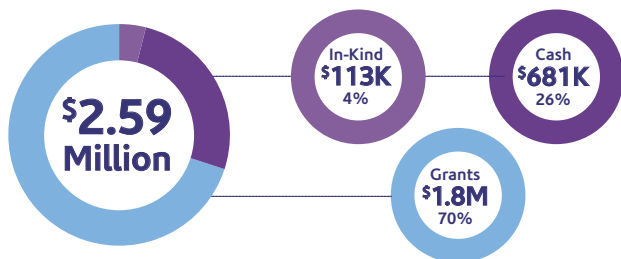
*Kimberly*

**Dr. Kimberly Townsend**  
President & CEO of Loretto



## Thank You to Our Community

### 2021 Donation Totals:



### [Locally Sauced For A Cause](#) Event Pairs Local Brews and Donuts to Raise \$10,000

In April, The Loretto Foundation hosted our very first virtual event, [Locally Sauced for a Cause](#). Hosted by Spatchcock Funk foodie Matt Read, the event featured a Meier's Creek Brewing Company artful pairing of some seasonal brews with specially-created Glazed & Confused gourmet donuts. Event attendees had their own opportunity to create a mouth-watering stuffed mushroom appetizer featuring Limp Lizard's famous pulled pork. More than 100 participants enjoyed delicious beer, BBQ, and donuts, a cooking demo and even participated in a live auction for a private tailgate party donated by Spatchcock Funk.





## Loretto Selected as the Inaugural Recipient of the Empowerment Champion Award by JobsPlus

“Loretto views their workforce as an asset to be valued and developed, and that’s what makes them stand out as an empowerment champion and valued employment partner,”  
— STEVE VONDERWEIDT, DIRECTOR, JOBSPLUS



## Staff Celebrate Hitting Herd Milestones with Food Truck Parties

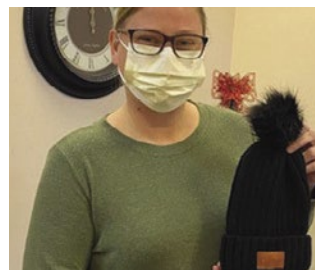


As our dedicated staff stepped up to get the COVID-19 vaccine and quickly achieved HERD immunity [having a majority vaccinated], they were rewarded with a food truck party. Each site enjoyed a little “friendly competition” for a good cause, and great meal.



## Giving Tuesday Success

The goal of #GivingTuesday is to empower people and organizations to transform their communities. On November 30, Loretto launched a unique social and employee-focused campaign that by the end of one single day generated more than \$25,000. This was supported by a special donor match of up to \$5,000 from Loretto board member Greg Lancette and the Plumbers and Steamfitters Local 81 Union. Throughout the day on #GivingTuesday we promoted the various programs and benefits that The Loretto Foundation is able to provide to residents and employees through social media as well as an email campaign. Donations of \$100 or more meant a warm winter hat would be donated to one of Loretto’s employee heroes. And, employees could also get in on the action, receiving a winter hat for every personal \$25 donation of their own – so they could show support for their team members and give to The Foundation.



## Welcome to the Loretto Family – 90-Day Anniversary Gift Program Launches

In an effort to recognize employee commitment and increase overall retention, Loretto introduced a new appreciation program recognizing each new employee that surpasses their 90-day employment mark as they transition from the probationary period to being confirmed employees. After 90 days, managers reach out to congratulate each employee and present a personal letter from Kim Townsend that welcomes them to our Loretto family and offers a special gift of Loretto-branded merchandise of their choice. This program has been very well received among employees and has helped to boost staff morale.



**136**  
employees  
received 90-day gifts

## What's the Secret to Reaching 92?

# 92

We love being able to share stories of our residents and participants with the community. In October, we helped to recognize National Physical Therapy Month along with Nottingham resident, Richard Levy's 92nd birthday. WSYR News Channel 9 featured Richard and The Nottingham community participating in some of their favorite wellness programs – cornhole, Wii bowling and a resident-favorite activity, "Move and Groove" class.

Richard attributes his daily morning walks, the fitness classes at The Nottingham, and other group exercises for helping him to be in shape both physically and mentally and still feeling young at 92.



*“ I like to keep myself active, it keeps me happy actually. Not just physically, I like to keep myself mentally alert. ”*

— RICHARD LEVY, 92-YEAR-OLD NOTTINGHAM RESIDENT

## “Loretta” Helps Families See That Residents Can Continue to Live Their Best Lives At Loretto

With a need to increase admissions significantly following a decline due to COVID, we knew we needed to break through the clutter with a new idea to show potential residents and families what Loretto really has to offer. Meet Loretta. She's a firecracker, tell-it-like-it-is kind of gal, who enjoys her family, friends, yoga, her cat, and most of all, her independence while getting the support she needs as a PACE CNY participant. Knowing many are hesitant about leaving their homes to go into a care facility, we turned the dynamic around to show how unique programs like PACE CNY can enable people to stay in their homes longer. Already the campaign is receiving rave reviews.

Be sure to like and share our posts on social media to help our local community see everything Loretto has to offer through the eyes of Loretta.

# L

Follow Loretta:



## New Outdoor Visitation Space Created at Loretto Health & Rehabilitation

Thanks to a donation from The Foundation, LH&R was able to add three outdoor visitation areas in the spring to provide safe, socially-distance space for families to visit their loved ones as restrictions began to relax and visitors were welcomed back to Loretto. Each features a covered pavilion, paved patio and durable outdoor furniture providing ample room for families to gather.



## The Commons on St. Anthony Hosted a “Baby Shower” for Newly Donated Baby Dolls

Thanks to a generous donation from Pearl's Memory Babies, The Commons on St. Anthony received over 20 realistic baby dolls and stuffed dogs to give to memory care residents. They help to comfort and reduce agitation among residents. A special “baby shower” was held to distribute these unique dolls, each in a customized outfit, to overjoyed residents, who also received a birth certificate for their bundles.





# Thank You to Our 2021 Heroes & Hope Appeal Sponsors

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# PHARMSCRIPT

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The Wladis Law Firm, PC  
Tom Hannan Construction  
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W.B. Mason

## Recognize a Loved One with Our Tribute Program

Designed to celebrate the wonder of life, The Loretto Foundation offers three unique Tribute Programs to recognize or memorialize someone special in any season of their life — our Tribute Tree Program, our Memory Maker Wall, and coming soon our Extraordinary Excellence Program.



The Power to  
Make Ordinary,  
Extraordinary.

## Gifts Provide the Power to Make Ordinary, Extraordinary.

Donations to The Loretto Foundation enable us to make significant investments in bettering the lives of our residents and our employees through a variety of programs and initiatives – helping build better lives for the individuals we serve, and the people who serve them. Learn how you can make a difference at: [lorettocny.org/foundation](http://lorettocny.org/foundation).

**The Loretto Foundation**

700 East Brighton Avenue, Syracuse, NY 13205  
[lorettocny.org/foundation](http://lorettocny.org/foundation)



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