



Assisted Living Center ~ Salisbury

"A Community Built on a Lifetime of Experiences"

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Dear Friends,

As our fundraising committee volunteers discussed the approach for this year's fundraising appeal, we considered sharing with you the typical story with a plea for your help. We have several stories about frail elders coming to us from unhealthy living situations or from a lonely and desolate life - until they moved into our residence where they received the care they were lacking and developed new friendships. However, as we tried to decide which personal stories to highlight, we found it difficult to describe their past situations because what we see at this time are those same elders today who are now healthy, vibrant, independent, and an active part of our community. While we were trying to describe a sad story, we found ourselves celebrating their successes and at the same time – celebrating our successes – of which there have been many over our 15 years.

The reason that we have been so successful and are celebrating this 15th anniversary is because of our unique blend of talents and spirit that makes us outstanding in the crowded assisted living industry (as is demonstrated by our many awards and recognitions over the years).

Most importantly, we realize the value in everyone's life experiences. One of our mottos is *"A Community Built On A Lifetime of Experiences"*. We realize that there is great value in listening and learning from our elderly residents, and using their life's lessons in the operation of the residence. We find that there are just as many days that they lift our spirits and assist us in making this a community that is comfortable and fulfilling of their needs.

Another of our mottos – and the one for which we are most well known is *"The Affordable Alternative"*. We opened 15 years ago with a commitment that no senior would be prohibited from accessing the supportive care they may require to live in a residential community where respect for their independence and a commitment to the protection of their dignity is a priority. Through a combination of smart fiscal management, in-kind donations, grants from local foundations, and contributions from local businesses and individuals, we have been able to maintain this original commitment.

Local support has long been an integral part of our most important motto – *"Friend-raising Is As Important To Us As Fund-raising"*. Being able to count on the relationships that we have developed over the years with local businesses and personal friends is what has sustained us during our highs and lows, and for that - whether or not you are able to help us out with a monetary contribution to this year's *"Community of Caring Fund Drive"* – we thank you.

With best wishes,

Arthur Signorelli
President