memory care campaign

rememberme

Loretto
memory care campaign
Remember my life and how I lived it. Remember my impact on your life and the guidance I gave you. Remember my accomplishments, and the memories we’ve created together, and, remember I am still me...

In the next 20 years, the United States will experience a surge of people requiring specialized memory care and memory care facilities. Central New York will be no exception.

At Loretto, we will continue our long history of compassionate care for seniors and prepare our organization to provide our loved ones with our very best in memory care and offer enriched services and programs that enable them to continue to live a meaningful, purposeful life. They were the movers and shakers. They were the giants in our eyes and gave us so much. Together, let’s give them an environment in which they can continue to thrive and not be forgotten.

At Loretto, we will not forget the special needs of our families and will stay true to our heritage of faith and service. We work to honor and empower elders, and those who care for them, to live with purpose, wholeness and dignity.

Join us. Build with us. And remember...
Dear Friends,

The challenge of caring for someone with dementia is not just a calling for us at Loretto, it is a very personal cause for me. I have been very fortunate to have both of my parents cared for in the Loretto community, and I have continued to be awed by the skill and dedication of our compassionate staff, who are all focused on ensuring that all our residents continue to live with purpose, wholeness and dignity. I truly believe this is what sets us apart.

That’s why, as we embark on the Loretto Memory Care Capital Campaign, our focus is to remember who our residents are. We recognize that they are still people with memories, histories and needs beyond just medical. We have shaped a comprehensive program that takes a holistic approach to meeting all their individual needs today—and well into the future—through our facilities, our training, our recreation and personal support for residents and families.

Please join us in this initiative – as this campaign will give the opportunity for all those touched by Loretto to give back as generously as possible to the future of memory care. I’m proud of what we’ve accomplished in our 90 years, and hope you will partner with us to build a successful future for those who need it most.

Sincerely,

Kim Townsend
President & CEO - Loretto
Co-Chairman Capital Campaign

Dear Friends,

When we needed a place that could care for my wife, Nancy’s, mother we looked to Loretto. I can’t tell you how seamless, committed and caring our experience was. I feel strongly that there is an opportunity for so many more people to recognize how remarkably Loretto has cared for our families, and how far their reach is in our community.

I am forever grateful for my personal relationship with Loretto and when I was asked to join the Foundation as a board member I didn’t hesitate. When I was asked to help lead this campaign, I was happy to step up, just as Loretto has, over and over, to meet the needs of this growing community.

The number of Americans age 65 and older living with memory loss is projected to increase from 5.1 million in 2016 to 16 million in 2050, and our project is more imperative now than ever. I know that so many of us have known, or cared for, a parent, relative, neighbor or friend, with dementia and know how challenging it can be to meet their complex needs.

Please take a call, take a meeting, come for a tour, and open your heart to learn more. Join me in helping Loretto build a state-of-the-art Memory Care Center of Excellence that will meet the needs of so many today and well into the future.

Let’s do this together.

Peter E. C. Muserlian
President - Pemco Group, Inc.
Co-Chairman, Capital Campaign
Loretto was founded in 1926 by the Syracuse Diocese of the Roman Catholic Church as the first home of its kind in North America, and has continued to innovate in its care of older adults in the Central New York community for more than 90 years. Today, we are the 4th largest healthcare provider in this area, serving more than 9,000 residents through care provided by over 2,500 dedicated, compassionate employees.

This timeline is a review of the significant contributions we’ve made in the continuum of care for older adults over the last several decades.

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<td>Loretto Rest opens with 100 initial residents cared for by the Sisters of the Third Franciscan Order, who would continue this until the 1970s.</td>
<td>The Loretto Guild is formed in 1946 by a group of civic-minded women dedicated to enhancing the lives of the residents through their volunteer efforts and financial support. It is still very active today.</td>
<td>The Diocese broke ground for a wing at Loretto Rest to be called Pius X and provide care for retired priests. It was the first of its kind in the United States.</td>
<td>Loretto becomes active in Federal and state issues, helping found the American Association for the Aging, and the passage of Medicare, Medicaid and the Older Americans Act, which would set the stage for significant expansion in the coming years.</td>
<td>In 1976, Loretto was restructured to become a private, charitable, not-for-profit organization and expanded its services. They developed a 33-acre campus on Brighton Avenue, and opened the Cunningham, $15M project which added 520 skilled nursing beds, and constructed the Bernardine apartments, which became the first enriched living apartments in CNY.</td>
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Monsignor Charles Fahey – working for the Catholic Charities at the time, would become one of Loretto’s greatest innovators.
1980s

Loretto branches out into the community offering additional services like meal delivery, transportation, adult day care and other support services.

In 1988 The Nottingham opens, offering a continuum of care services, a unique concept for its time, enabling residents to “age in place.”

1990s

1992, The original Loretto Rest was transformed into the first residential living facility for people with Alzheimer’s and dementia, to fill a significant gap in available assisted living care.

1997 Loretto introduced PACE CNY, a program of all-inclusive care for the elderly, and an innovative alternative to skilled nursing care.

21st Century

Through community partnerships, collaborative programs and clinical trials, Loretto continues to innovate care today for more than 9,000 people.

Nearly 1 in every 3 seniors who dies each year has some form of dementia.

2,639
Number of deaths in New York State from Alzheimer’s Disease in 2014.

$1 trillion
$750 billion
$500 billion
$250 billion

2017 2050

In 2017, Alzheimer’s Disease and other Dementias will cost the U.S. $259 billion. By 2050, these could rise as high as $1.1 trillion.

14% 89%

1 in 10 people age 65 and older has Alzheimer’s Disease.

Since 2000, deaths from heart disease have decreased by 14%, while deaths from Alzheimer’s Disease have increased by 89%.
The number of Americans age 65 and older living with memory loss, including Alzheimer’s and other dementia conditions, is projected to increase from 5.1 million in 2016 to 16 million in 2050 - close to 18% of that growth will be right here in New York State.

Loretto is seeing this increased demand for memory care throughout our programs. We’re committed to offering the highest level of care to our residents and their families. Keeping with that commitment and responding to this increased need, Loretto is stepping forward as the leading memory care provider in our region. Our proposed investments look to impact our facilities, our programs and our people.

The purpose of the Memory Care Campaign is to develop new and improved, secure, homelike environments that will respond to this increasing need at The Nottingham Retirement Community, The Heritage, and the 11th floor of Loretto Health & Rehabilitation, The Cunningham.

Creating the space to best provide memory care is critical, and must be coupled with continued investments in our programs and care providers devoted to our residents and their families. The result will not only be an enhanced ability to provide outstanding care, but will allow Loretto to step forward as the premier center of excellence in our region.

As our parents began aging and required additional care, my sisters and I chose Loretto, where mom and dad became residents of The Nottingham. Afterward, we began to realize that mom was developing memory care issues. Because of mom’s additional needs, our social worker suggested moving her to The Heritage. However, if The Nottingham had the new memory care facility, they could have spent more time together instead of being separated.

We fully support this campaign both for the future of our community and for those walking the same path as we have.

- The Calligaris Family
Nancy and I moved to The Nottingham when we realized we needed help working through a difficult situation that would have been nearly impossible to navigate on our own. Loretto helped us to find the secure, comfortable assistance we needed.

When I see Nancy, who is very social, talking and connecting with residents and staff, I see the way she lights up. This is how I know we’re in the very best place in CNY.

- David & Nancy Ridings

We are so thankful for the staff and administration at Loretto who have taken the time to get to know my mom, both who she was and who she is now. She is continually treated with the same dignity and compassion that she has shown to others throughout her life. We know that her spirit still shines within the Loretto community.

- The Freyer Family
The Nottingham opened in November 1988 as a premier retirement community in Central New York. The Community campus originally contained 78 independent living apartments, 8 cottages and 34 enriched living apartments. In 1995, Loretto purchased The Nottingham and added on 14 enriched living apartments and a 40 bed residential health care facility. Today, 48% of residents moving into Independent Living and 36% of residents moving into Enriched Living have a diagnosis of dementia; and continuing to be able to meet this growing need expands well beyond the capacity of the current facility.

Based on strategic focus groups in 2015 to address the future growth of the Nottingham, expansion for specialized memory care services was deemed a top priority to meet the urgent needs of this growing population requiring specialized care and to be able to continue to enable residents to “age in place.”

our campaign vision: memory care at the nottingham
Our facility designs incorporate best practices and take into consideration the unique needs of residents with dementia, such as:

- Safe indoor and outdoor wandering areas
- Individual entrances to enhance recognition and spur memories of home
- Natural light and courtyard that incorporates natural sounds - birds, sunlight
- Neighborhood concept
- Special areas to assist with calming and stimulating memory
- Open spaces - to give residents a sense of freedom in a safe environment
- Sensory stimulation – music, lights, smells, touch – to help them remember simple pleasures.
Both The Heritage and The Cunningham are two of the few facilities in the Syracuse area that serve the middle and low income dementia population at varying stages of their illness, through assisted living and skilled nursing care, a cohort that is ever increasing and lacking in available services and options.

The Heritage filled a great need in the community, and continues to do so today as one of the only facilities in the area that cares for people with dementia on a limited income.

The Heritage was the first residential program of its kind in Central New York created especially to care for those with Alzheimer’s disease or other dementia. Prior to its opening, many individuals with dementia who could not be cared for at home had no option other than a skilled nursing facility. Consequently, the nursing homes often admitted individuals who did not need skilled nursing care, but did need secure supervision, basic medical and personal care assistance.

We will look to hire more staff, to provide memory care training, and to continue to customize our approach in regards to current research.
The 11th floor of The Cunningham specializes in dementia care and provides skilled nursing to 34 elders. The design of this floor represents the skilled nursing model, rather than the optimal environment that truly can enhance the lives of elders who require memory care. For these elders, their physical and social environment becomes more difficult as their cognitive abilities change. Creating a new and improved dementia friendly environment will help our residents reach their full potential by adding continuity and familiarity to everyday life, supporting social connections and encouraging utmost independence.

Since The Heritage generally runs at 100% occupancy, we cannot always serve the needs of those who are referred to us. In order to help remedy this situation, we would like to renovate 6 of our 9 solarium areas and transition them to apartments. In so doing, we will increase our allowable census from 79 to 85 residents.

Once used as general gathering areas, the new Heritage apartments will be spacious and provide an option for couples to share living space and not be separated. They are designed to optimize natural light to enhance mood, provide beautiful views and open space to feel less confined.

The designs for this floor take into consideration the unique needs of residents with dementia, such as a neighborhood concept and open spaces to give residents a sense of freedom in a safe environment.
To pave the way for this future center of excellence, Loretto is launching a capital campaign to raise $5,000,000. This campaign will have a tremendous long term impact on our current and future residents and their families, as well as our surrounding community. Loretto’s Memory Care Campaign would give the opportunity for all those touched by Loretto to give back as generously as possible to the future of memory care. The funds raised by this campaign are planned to be used as follows:

- To construct a memory care facility to complete the Nottingham’s continuum and better meet the needs of our current and future residents ($3,500,000)
- To convert 6 solariums into apartments and renovate 6 kitchenettes at The Heritage ($700,000)
- To renovate the 11th floor of The Cunningham ($300,000)
- To create a fund to invest in staff and ongoing training and research specific to memory care ($500,000)
Built on a legacy of trust and proven delivery of high-quality care to meet the unique needs of all of our dementia residents, Loretto has continued to be forward-facing, engaging in new clinical treatments, partnerships and advanced education to continually innovate the care we provide.

**Clinical Advancements**

We have participated on advancing treatment, partnering on exciting research projects with Dr. Sharon A. Brangman, Division Chief of Geriatrics, Division Chief of University Geriatricians, and Division Chief of Center of Excellence for Alzheimer’s Disease (CEAD), for the Development of Hand-held Biosensors for Rapid Diagnosis and Study of Neural Disease, as well as the impact of light on behaviors of individuals with Alzheimer’s Disease. And, we’ve incorporated Dr. Brangman’s findings in our designs to ensure it integrates the latest advancements in care.

Loretto is also engaging in an exciting new partnership with a leading national clinical research organization, to conduct clinical trials on diagnostics in the early identification of Alzheimer’s Disease (10-15 years prior to the onset of symptoms), and Phase 3 clinical trials on medications to mitigate plaque build-up in the brain.

**Staff Education**

Residents will benefit from the individualized care provided by our highly skilled staff, specially trained in providing dementia treatment. Our comprehensive training programs are based on the model of CARES, a standardized training program developed in conjunction with the Alzheimer’s Association, the world’s leading voluntary health organization in Alzheimer’s care, support, and research.

In addition, many will get trained using HAND IN HAND, a program developed by the Centers for Medicare and Medicaid Services [CMS] which focuses on delivering person-centered care to those with Dementia-related illnesses.
I am sure we all know someone who has a loved one that suffers from dementia and can relate to the challenges families face every day. Maybe you’ve faced this in your own family, so you know what it means to not forget these loved ones are still with us and still deserve the chance to live with purpose and dignity. Your support will help us provide the care they need today and well into the future. Please help us remember.

“This Memory Care initiative is a much needed undertaking for our community and it is fitting that Loretto once again is leading the way to provide improved and compassionate care for our elder population. The Loretto Foundation is proud to support the mission of Loretto by participating in this campaign with both a $150,000 pledge and a commitment to raise a matching amount from the Board members of Loretto.”

- Paul Predmore
Chairman, Loretto Foundation
For ways to give back and to be remembered, please contact me for a personal conversation.

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