

The Loomis Communities Community Outreach 2016

With the goal of having The Loomis Communities residents and staff an integral part of life in the Pioneer Valley, the Community Outreach Committee is delighted to report the following activities in support of people and non-profit organizations in 2016.

- Valentine's cookie sales were held in conjunction with food drives that raised \$2,421 and 912 pounds of food for area food pantries: the **Amherst Survival Center**, **Margaret's Pantry**, Holyoke, **Neighbors Helping Neighbors**, South Hadley, and **Open Pantry** in Springfield.
- Contributions, a wine tasting, blueberry muffins, candy, cookies, hot dog lunches, and quilt raffle raised \$7,633 for the **Alzheimer's Association Memory Walk**.
- Events, raffles and payroll contributions brought \$2,793 to the **United Way of Pioneer Valley**.
- **The Five College Learning in Retirement** and **Springfield Learning in Later Life** held courses at three of our communities during the year.
- **The Springfield Women's Club**, **Springfield Photo Club**, the **Garden Club of Amherst**, **Friends of the Orchard Arboretum**, **Upper Orchard** and **Hampshire Village Associations**, **Hampshire College**, **Amherst Shade & Tree Initiative**, the **League of Women Voters**, and **University of Massachusetts** held meetings at our communities during the year.
- Partnerships with area colleges for student learning include the **University of Massachusetts**, **Springfield College**, **Springfield Technical Community College**, **Holyoke Community College**, **Greenfield Community College**, **American Red Cross** and **Pioneer Valley CNA** students.
- 31 talks and performances at our communities were open to the public for free.
- 282 pairs of new socks were collected and contributed to **Highland Valley Elder Services** and the **Holyoke Soldier's Home**.
- Twenty units of blood were collected at the Loomis House blood drive for the **American Red Cross**.
- Used chairs were donated to the **United Congregational Church, Holyoke**.
- Applewood residents stuffed packets and mailings for **Amherst Survival Center**.
- Loomis Village residents knitted 128 hats for area children, 64 blankets for premature babies, and 31 lap robes for older adults.
- Hundreds of pounds of gently used clothing, blankets and household items were donated to **Amherst's Bangs Community Center**, **Amherst Survival Center**, **Cooley Dickinson Hospital**, **Goodwill Industries**, and **Hospice Shop of the Hospice Fisher Home**, **League of Women Voters**, **Providence Ministries for the Needy**, and **The Salvation Army**.
- Residents and staff members wrapped gifts at the Holyoke Mall for a full day to benefit the **Holyoke Hospice Life Care and VNA**.

- Loomis House residents made 294 peanut butter and jelly sandwiches on two school vacation days for **Kate's Kitchen**.
- The **Dementia Friendly Communities Coalition** initiative continued in South Hadley and was launched in Holyoke in partnership with Councils on Aging, fire, police and town departments, the Alzheimer's Association and WestMass Eldercare, UMass College of Nursing, River Valley Counseling Center, Holyoke VNA and Hospice, Soldier's Home at Holyoke, State Representative Aaron Vega, Center Church, St. Peter's Lutheran Church, Bethlehem Baptist Church, St. Patrick's Church and other area faith communities. The project was co-sponsored by O'Connell Care at Home, PeoplesBank and The Loomis Communities

In addition, The Loomis Communities Marketing Department provided \$35,000 in sponsorships for numerous events offered by cultural and nonprofit organizations, in the region:

Alzheimer's Association of MA/NH, Amherst Senior Center, Arcadia Players, BayState Children's Hospital Golf Tournament, Community Involved in Sustaining Agriculture (CISA), Festival of Lights, Tower Square, Fountain Park Concert Series, Hampshire Choral Society, Holyoke Council on Aging, Holyoke High School Musical, Holyoke VNA and Hospice, Jazz Ensemble of Mount Holyoke College, Jones Library, Learning in Later Life, Majestic Theater, Massachusetts Senior Games, Music and Arts South Hadley, Music in Deerfield, New Century Theatre, Old Post Orchestra, Pines Theatre Concerts, Pioneer Valley Friends of the Alzheimer's Association, St. Patrick's Day Parade Committee, Senior Games, South Hadley Chorale, South Hadley Council on Aging, Springfield Public Forum, Springfield Symphony Orchestra, UMass Fine Arts Center, UMass Sports, and Young at Heart Chorus.

In all, over \$50,000 in cash and hundreds of volunteer hours by The Loomis Communities' staff and residents are dedicated to supporting people and non-profit organizations in the Pioneer Valley and beyond!

Committee Members:

Residents

Jean Fusini (Applewood), Betty Odell (Loomis Village),
Charlotte Rockland (Applewood),
Elwin Sanborn (Loomis Village), Rachel Tierney (Loomis Village)

Staff

Louise Bevan-Cole, Tina Ferri, Norman Grandbois,
Jill Jensen, Kelley Murphy, and Christine Westerholm

Community Outreach Committee Co-Chairs
Rob Claflin and Carol Constant