



## 2019 Community Engagement Report

With the goal of having The Loomis Communities residents and team members an integral part of life in the Pioneer Valley, the Community Outreach Committee is delighted to report the following activities in support non-profit organizations across the region in 2019:

- \$6,420.00 was raised for the **Alzheimer's Association Memory Walk** through walk sponsorships, t-shirt sales, blueberry muffins, and raffles.
- \$4,241.00 was raised and contributed to the **United Way of Pioneer Valley** through a live auction, a raffle, a breakfast, lunch, and payroll contributions.
- \$1,820.00 and hundreds of pounds of food was raised and distributed to the **Amherst Survival Center, Neighbors Helping Neighbors, The Food Bank of Western Massachusetts, Open Pantry, and Gandara Center**, through food drives and valentine's cookie sales.
- Organizations that held meetings in our three communities during the year were: **The Five College Learning in Retirement, Springfield Learning in Later Life, 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, The Eric Carle Museum, and University of Massachusetts**
- In-kind support to the **Orchard Arboretum**, next to Applewood, included water, clerical work, set-up and storage of equipment, and occasional supplies.
- Partnerships with area colleges for student learning included **Hampshire College, University of Massachusetts, Mount Holyoke College, Springfield College, and Western New England University**.
- Approximately thirteen hundred books were contributed to **The League of Women Voters of Amherst** annual book sale.
- Hundreds of pounds of gently used clothing, blankets, household items and equipment were donated to **Amherst's Bangs Community Center, Amherst Survival Center, Cooley Dickinson Hospital, Goodwill Industries, Hospice Shop of the Hospice Fisher Home, St. Jude's Ranch for Children, Springfield Rescue Mission, Stavros, and The Salvation Army**.

- Over 150 handmade cards were made and given to children at **Baystate** and **Shriner's Children's Hospitals**.
- Residents and team members made pet crate blankets for **Dakin Humane Society** animal shelter.
- Hand knitted and crocheted preemie blankets, lap robes, shawls, mittens and hats made by residents and donated to area hospitals and agencies.
- Residents and team members held a **Wear Pink Day** to promote breast cancer screening and awareness.
- **Dementia Friendly Communities Initiatives:** Loomis continued partnerships with agencies and organizations across Western Massachusetts. **Savvy Caregiver Classes** open to residents and the public were held at Loomis Lakeside at Reeds Landing, Loomis Village, and **The Arbors** in Chicopee. Dementia education sessions were held for health classes at **Pope John Paul** and **South Hadley High Schools**. Memory Café's open to residents and the public are held monthly at each of our three communities.

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

**Amherst Senior Center, Amherst Chamber of Commerce, Arcadia Players, Gaylord Library, Holyoke Council on Aging, Holyoke High School Musical, 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, Pioneer Valley Friends of the Alzheimer's Association, South Hadley Chorale, South Hadley Council on Aging and Senior Center, Springfield College Homecoming and Reunion, Springfield Symphony Orchestra, UMass Alumni Reunion and Golf Tournament, UMass Department of Dance, UMass Fine Arts Center, Valley Classical, and Young at Heart Chorus.**

In all, over \$50,000 in cash and hundreds of volunteer hours by The Loomis Communities' team members and residents were provided to people and non-profit organizations in the Pioneer Valley.

Committee Members:

Residents

Betsy Belden, Betty Odell, Elwin Sanborn, Rachel Tierney, Graeme Veitch

Team Members

Tina Ferri, Kelley Murphy, Kim Welc, Rob Claflin, Carol Constant