

We're excited to kick off our 2023 event schedule!

Interested in attending?  
Contact Josh at the number or email on the back of the newsletter.

**- January -  
New Year - New Cuisine**

Is healthy aging a new year's goal for you? Then join our executive chefs for some nutritious cooking demos and tips. Learn how to prepare some delicious dishes, and taste a sampling too.

January 26th -  
Loomis Village

January 27th -  
Applewood

January 30th -  
Loomis Lakeside at Reeds Landing

Events begin at 11:00 a.m.

## 'Tis the Season to Give Back

The season of giving extends throughout the entire year at The Loomis Communities, a 501c3 not-for-profit organization. Philanthropic endeavors are at the core of our values. Residents and team members work together to have maximum impact in the lives of our Pioneer Valley neighbors. As the year winds down to a close, we want to take a moment to reflect on those efforts and how much we've received by giving as a community.



More than 35 residents, team members, and friends registered and walked in the Pioneer Valley's Walk to End Alzheimer's on September 25th. Each walker individually raised support from family and friends, and each community created its own engaging fundraisers to add to the total Loomis Communities support. We are proud to be a bronze sponsor of the walk each year. In total, The Loomis Communities participated and raised more than \$6,000 to support awareness, activities, and research to help end Alzheimer's.

Later in mid-November, residents contributed 160 pounds of food to the Amherst Survival Center. That donation was paralleled in December with an additional 157 pound contribution from our residents. More than 300 pounds of food from The Loomis Communities helped make the holiday season a bit brighter for those experiencing food insecurity.

December continued to be an especially opportune time to give back and make the holidays special for those less fortunate. Residents and team members at all three campuses have their own special ways of making a difference each year.

Granting hope to children is an annual tradition at Applewood, where a tree is decorated with tags for the taking. Printed on each is the name, age, and special wish of a child living in a Springfield-area foster home. When Christmas arrives, Springfield Child Services representatives collect and distribute the gifts. Because of the Applewood giving tree, more than 75 children are sure to receive presents on Christmas morning from Santa Claus.



A walk down Loomis Village's main hallway after the lobby reveals a Christmas tree adorned with hats and mittens. These decorations, however, are not meant to stay. They are all donations, some of which are hand-crafted by residents to keep neighbors in need warm this winter.

450 decks of cards were also donated by Loomis Village residents, residents' families, and team members to benefit "Friends of South Hadley Seniors." The decks were then gifted to under-resourced and isolated seniors as part of stockings stuffed with essentials and other items to spread holiday cheer.





# 'Tis the Season to Give Back (Continued from Page 1)



Michelle, an Applewood team member, carries gifted toys that were donated to children in Springfield

The lobby of Loomis Lakeside at Reeds Landing transforms into a winter wonderland each holiday season. In addition to a beautiful tree, you will notice bins upon bins of boxes. These boxes are loaded with toys for two different causes: Toys for Tots and the Women's Shelter of Springfield. Nearly one hundred toys have been donated by residents and team members during the drive, providing relief to many come Christmas morning.

Giving back to neighboring communities the way Loomis does is just one distinguishing characteristic of a not-for-profit senior living community. Does it matter though if a continuing care retirement community is not-for-profit or for-profit? There are three key considerations:

## ***Which is Right for You: Not-For-Profit or For-Profit***

- 1) Funding** — Traditionally, a for-profit community seeks investors to grow the company, and these investors receive a portion of profits in return. In contrast, not-for-profit communities seek donations versus investments. These donating individuals, organizations, or institutions do not receive a share of the profits. It is considered a pure donation and not an investment. This puts funds back into your home, returning all the benefits to you.
- 2) Purpose** — For-profit communities generally seek to provide a product or service to consumers and make a profit in doing so. A not-for-profit organization's purpose, on the other hand, is to provide a service or benefit to the community without the goal of earning a profit, which makes residents' best interest top priority.
- 3) Leadership** — A for-profit business will often have executive leadership who have a substantial financial stake in the community success. The ownership may be a single person, a group of people, or a set of stakeholders. Their main concern is increasing profits. A nonprofit organization, such as The Loomis Communities, has leadership in the form of a board of directors. The board members gain no financial benefit for their affiliation with the community. They do, however, guide the organization by considering how well the company meets its outlined mission. They do this all while finding ways to improve community outreach, recognition, and donations.



Questions about funding, purpose, and leadership should be at the top of your list as you begin your research for the right community. Give us a call or schedule a time to stop by and learn more about how The Loomis Communities operates as a 501c3 not-for-profit community.

## Decking The Halls

From Christmas to Hanukkah to Kwanzaa and more, our residents and staff get festive with decor. We have the holiday spirit at The Loomis Communities, where it is part of our mission to recognize, honor, and celebrate diversity. Stop by for a tour. We'd welcome the opportunity to show you around and answer any questions you may have.

