



care... above and beyond

The Community Cares Newsletter

Family

FALL 2014



MEDFORD CENTER
121 WASHINGTON ST.
781.395.5542



**EVERETT CENTER
& ADMINISTRATION**
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617.389.4500



LOWELL CENTER
236 BROADWAY ST.
978.458.4844

35th Anniversary Celebration a Success

The Community Family held its 35th Anniversary Celebration this past June. It was an enjoyable evening of entertainment, recognition and friendship. The gala was held at Café Escadrille in Burlington and approximately 150 people came out on a rainy evening to partake in the festivities. Highlights included the singing of Medford High School a capella group Los Rubios, a formal presentation by The Communi-

ty Family (TCF) Board President Joe Keohane and Executive Director Anne Marchetta, and the debut of a promotional video showcasing the organization.



TCF Executive Director Anne Marchetta and Board President Joe Keohane speak to the audience

The event was successful on many levels: it celebrated TCF's lengthy history of dedicated work and numerous positive outcomes in a festive setting; it helped promote the organization, increasing visibility and awareness; it provided a special platform to recognize and thank our key partners and supporters, some of whom have been involved with TCF for many years; and it brought together caregivers, both current and former, from all three centers, giving them an opportunity to share

their experiences.

Perhaps most important was the good will and positive energy generated by the event, as indicated by the many complimentary comments from guests as they departed the venue. Thank you to all who were able to attend. We wish all of you could have been there!



Susan Crowley, with State Rep. Paul Donato, is the winner of the raffle drawing.



Los Rubios provides entertainment

Thank you to the following sponsors who helped make the evening such a success:

Presenting Sponsor: Element Care

Gold Sponsors: Everett Co-operative Bank and Lowell Five Cent Savings Bank

Silver Sponsors: Circle Health, Ercolini & Co. and Exelon Generation

Bronze Sponsors: Antaeus Wealth Advisors, Arco Tire & Service, Armstrong Ambulance, Hays Companies, Micro Support Group, Mystic Valley Elder Services, Pridestar EMS, Sallop Insurance and Spano & Dawicki

Our Mission

The Community Family is dedicated to providing high quality adult day health services that keep adults in their homes as long as possible. Our services are based on a deep respect for the dignity, self-esteem, and vitality of all those we serve. We are committed to improving the quality of life for both our participants and their families.

Profile: Judy Lonergan

Judy Lonergan, a member of The Community Family’s Board of Directors, is not one to sit still. Born and raised in Everett and a long-time resident of Medford, she is quite active in both communities. She is President of the family business, Lonergan Insurance and Real Estate Agency in Medford. The agency is third generation, having been a fixture in Medford since 1918! Staying true to her roots, Judy is also President of the Rotary Club of Everett, to which The Community Family is a member. She has sat on TCF’s Board of Directors since 2005 and been an integral part of the Board’s strong oversight and guidance of the organization the past nine years. She is also a Board member for the Medford Chamber of Commerce and Corporation and Development Committee member at Hallmark Health.



Perhaps most notably, at least to the residents of Medford, Judy also chairs the popular Jingle Bell Festival. The week-long festival attracts thousands of people each year to Medford City Hall. The Community Family’s Medford Center has been a fortunate beneficiary of funds from the Jingle Bell Festival since its inception in 1999. Over that time, we have received more than \$200,000 in festival proceeds. (See the enclosed flyer for details about this year’s event.) Those funds have been used for a variety of needs that have kept the Medford center a contemporary, state-of-the-art facility for many years.

In her limited spare time, Judy enjoys escaping to her home in Falmouth and spending time with her three children and seven grandchildren. Asked how she keeps up her hectic lifestyle, Judy says she has just always been that way. And she has no plans to slow down. “I don’t feel I could get up without any purpose”, she said.

BOARD OF DIRECTORS

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Expanding Our Outreach

This past summer saw the creation of a video to raise the profile of The Community Family (TCF). Conversations regarding a video had been ongoing in TCF’s administrative office for some time but the 35th Anniversary Celebration provided impetus to finally bring this idea to fruition. A media company was hired and spent two days filming at all three centers, interviewing clients, caregivers, staff and administration. Hours of film was eventually edited into a three-minute clip that concisely and effectively tells the story of TCF. It is informative, emotional and compelling. Perhaps it is best demonstrated in the early part of the video when one client proclaims, “I love this place” and another, “This place is fantastic. It really is.”



Susan Kelly
 Program Director,
 Medford Center

Medford Director Susan Kelly in a clip from TCF’s new video

YouTube and we are presenting the video to person to our referral sources, to prospective clients and their family members, and others who have an interest in the organization. We invite you to view the video but also to share it with others and help spread our message. Go to YouTube and type in The Community Family. It should be among the first videos listed.

We are also currently in the process of enhancing our website. Look for the video being featured prominently on our home page as one of the website improvements. Related to this, TCF is in the midst of increasing its social media

The video debuted at the anniversary event and we look forward to using it extensively as a marketing tool to promote TCF. It can be found on

presence as well. We have become more active on our Facebook page, established a LinkedIn page and have plans to create a blog to discuss all things related to our organization and our industry. Stay tuned for more information as things unfold.

Keeping Them Active

A typical day at The Community Family includes medical care and monitoring by the nursing staff, providing a small breakfast and noontime meal, and lots of time in-between. This time is filled with activities, both formal and informal. More informal activities may include stimulating discussions such as “remember when” or “this day in history”, playing trivia or other interactive games via the It’s Never 2 Late computer systems, or having singers come in and entertain for an hour. Bingo is always a favorite of many participants.

Our three centers each host an art program that is both therapeutic and invigorating. Participants create projects that range from simple and appealing to intricate and astounding. Some of the top-notch artwork has been recognized in the past in local competitions.

The Everett and Medford centers have a music therapy program led by a certified music therapist presiding over group sessions of singing or instrument-playing. These programs are very successful in tapping the imaginations and emotions of participants. Both centers also have exercise programs that, for most participants, is the only form of exercise they receive all day.



The Medford Center hosts an art class.

The Lowell center stays quite busy themselves with activities ranging from yoga to poetry, a book club and even a bible group. All of the centers have special days with brunches or cookouts or a special theme such as Hawaiian Day or Olympics Day. Holidays are celebrated extravagantly.

The Activities Directors at each of the centers – Merrill Ragsa in Everett, Denise Coco in Medford and Sonia DeJesus in Lowell – are diligent in filling our clients’ days with worthwhile, invigorating programming. Each day, they continue to seek out new and exciting ways to occupy and engage their “club members”.

TCF’s programs and activities are funded in large part by a generous grant from the Cummings Foundation, as part of their \$100k for 100 Program. The grant was made to The Community Family in 2013, divided into five annual installments. We are grateful to the Cummings Foundation and look forward to receiving their funding for our activities over the next three years.



Left to right: Anne Marchetta holding client artwork at the 35th Anniversary Gala, Ann Barrows leading a cooking class in Lowell and entertainer Joey B-Bop doing his Elvis impersonation in Everett.

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Premier Adult Day Health Programs
care...above and beyond



Coming Up

**Craft Fair
Medford Center**

Saturday, Nov. 15, 9:00 a.m.—4:00 p.m.

Numerous vendors will be selling their wares. Also a bake sale, white elephant table, face painting and more. Come join us and visit the historic Medford center.

**Forgetfulness or Memory Loss?
Lowell Center**

Wednesday, Nov. 19, 5:30—7:30 p.m.

Lowell Center Director Heather Betty and TCF Executive Director Anne Marchetta speak about issues related to memory loss. It is part of a bi-monthly "For Your Health" seminar series being hosted at the Lowell Center. Light dinner will be served.

ALZHEIMER'S CAREGIVER SUPPORT GROUPS

The public is welcome to attend.

MEDFORD CENTER

2nd Monday of each month

7:30 - 9:00 PM

Call 781.395.5542

LOWELL CENTER

3rd Thursday of each month

1:30 - 3:00 PM

Call 978.458.4844

A Pre-Appeal Appeal

As this newsletter is coming to you close to our Annual Appeal mailing in the coming weeks, we are not including a donation envelope. In lieu of this, we ask you to be as generous as possible for our Annual Appeal. It enables us to remain a healthy and viable organization and significantly enhances the services and care we can offer to our participants. Thank you to all who continue to be so generous to The Community Family. Please know how grateful we are.