

Brothers of Mercy

Enhanced Assisted Living and Memory Care

\$22 Million Expansion planning to open this fall.

When the Brothers of Mercy was founded over 160 years ago, their mission was simple, yet profound: Provide comfort and care for those most in need. Today, this legacy of compassionate care continues in ways that the founders of this Catholic healthcare organization could never have imagined. The Brothers of Mercy is embarking upon a visionary 18-acre campus expansion which will serve countless WNY seniors in need of specialized healthcare services. The development of a 90,000 sqft Assisted Living, Enhanced Assisted Living and Memory Care Community is scheduled to open in just a few months. This will satisfy a high demand for a much needed memory care and advanced care options in Western New York, while also supporting the Brothers of Mercy's steadfast mission of charitable service through compassionate care.

The Brothers' mission to honor Christ by serving others eventually led to the founding of a 'campus of care' in Clarence in the early 1950's. The Brothers of Mercy Wellness Campus has since grown to a full continuum of care include skilled nursing, inpatient and outpatient rehabilitation, assistive



living, senior independent living, respite, hospice and home nursing services. Today, Brothers of Mercy is WNY's largest 5-star Wellness Campus, providing care to over 500 residents and 800 inpatient and outpatient rehabbers annually. With nearly 600 employees, Brothers is the largest private employer in the Town of Clarence. After almost an entire century of serving our community, the remarkable heritage of the Brothers of Mercy continues in its vocation: to console and touch countless lives. The \$22 million Enhanced Assisted Living and Memory Care Facility is the Brother of Mercy's most ambitious project to date, and will employ a signature "Wellness Neighborhood" community design. This innovative and forward-thinking approach will aim to replace the regimented structure, and often clinical feel, of traditional assisted living and memory care facilities with a flexible environment of care; evoking a home-like experience and placing the resident at the center of quality of care. Says Brothers of Mercy CEO Peter



Brothers of Mercy \$22 Million Expansion In Progress



Eimer, "We've always wanted to be able to serve this population. There is such a high need for this type of specialized care. The time is right for us to move forward and advance the mission of the Brothers even further."

Here, residents will live on their own terms, according to their personal preferences and natural rhythms. They determine their own schedule and how they wish to spend each day. Each of the 6 "Wellness Neighborhoods" will be home to 16 residents and include their own living and dining spaces, country kitchen, fireside lounge and patio or secured courtyard. Signature features include the combined comfort of private rooms and bathrooms with warm and personal shared common spaces, plus direct access to the outdoors. In addition, each neighborhood is designed to evoke a family-like atmosphere where familial, social experiences will be nurtured over shared meals and activities in the common living and dining spaces. Nestled amongst 126 beautiful acres of wildlife, these 6 Wellness Neighborhoods will be connected under one roof, and named after the

scenic nature views which they overlook.

In the memory care wing, specialized programming will be offered in a safe environment with uniquely trained staff to manage the challenges associated with memory loss. Services and features will also include 24-hour care, medication monitoring wellness programs, and enhanced care. In addition, Circadian rhythm lighting will be a part of our Memory care community. Brothers of Mercy will be the first and only memory care facility in WNY to offer this feature. Circadian Rhythm lighting will offer numerous health and wellness benefits to the residents. The project helps Brothers of Mercy address an important community need by expanding its capacity to serve seniors requiring advanced specialized care, and by offering their current population every level of care needed to age in place on their campus.

It will also serve as a referral source for other area senior care

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providers whose patients need specialized elevations in care, along with advancing the Brothers of

disrupting the environment where they feel comfortable.”

The \$22 million project is being supported by a capital campaign, which has already raised more than \$3 million to date from several generous donors including The Oddfellow and Rebekah Benefit Fund, The Northwest Charitable Foundation, The M&T Charitable Foundation, The Rogers Family Foundation, The Galasso Foundation, The Russell J. Salvatore Foundation, The John R. Oishei Foundation, The Margaret L. Wendt Foundation, along with

MEMORY CARE SERVICES

- 24/7 Supervision and care by certified and licensed medical staff specially trained in delivering memory care services to individual experiencing memory loss, including dementia and Alzheimer's
- All Private rooms/Private Baths with walk-in-showers
- Medication Management: Assistance with medication administration
- Secured neighborhoods with private courtyards. Delayed-egress doors to prevent wandering
- Assistance with Activities of Daily Living: dressing, hygiene, grooming, bathing, intermittent transfers
- Three home style, well-balanced meals with choices & alternatives
- Innovative Wellness Neighborhood Building Design supports person-centered lifestyle & enrichment:
- Sensory-supportive design details: curated color palettes enhance visual perception; defined, discernable spaces promote spatial differentiation; sound absorbing materials support sensitive auditory needs; Circadian Rhythm lighting which offer many health and wellness benefits to the residents.
- Meaningful, diversified enrichment programs are individualized to each resident's aspirations & lifestyle

Mercy's engagement and economic impact on the Town of Clarence and the greater WNY region, which is currently estimated at \$65 million annually. *“We work with hundreds of families every year to deliver the care and services they need, both long-term and short-term,”* Eimer states. *“Being able to more fully address specialized care as someone's needs change allows us to open our arms to more families and provide them the surety of receiving all of the services they need without*

hundred of individual donations.

The Brothers of Mercy is the largest facility in Western New York to earn the Centers for Medicare & Medicaid Services' exceptional 5-star distinction and has been ranked on US News & World Report's "Best Nursing Homes" list since 2014. Since its inception, Brothers of Mercy has always remained a mission-based, not-for-profit organization. Support for this campus expansion will allow the Brothers of Mercy to grow in faith



ASSISTED LIVING SERVICES

- 24/7 supervision and care by certified and licensed medical staff
- All Private rooms/Private Baths with walk-in showers, sitting areas and kitchenettes
- Medication Management: Assistance with medication administration
- Assistance with Activities of Daily Living: dressing, hygiene, grooming, bathing, intermittent transfers
- Three home style, well-balanced meals with choices & alternatives
- Wheel chair, power-wheelchair and scooter accessible
- Innovative Wellness Neighborhood Building Design supports person-centered lifestyle & enrichment:
 - Family-accessible spaces: country kitchens, private dining rooms, fireside lounges, covered porches with access to 126 acres of nature views, greenspace, a community garden and walking paths
- Meaningful, diversified enrichment programs and outings are individualized to our resident's aspirations, interests and lifestyle.

and strengthen their mission for today, tomorrow and years to come. To learn more about the compassionate care of Brothers of Mercy and

how you can help impact lives by supporting their expansion plans, visit www.brothersofmercy.org.