

Massachusetts Assisted Living Centered on Respect, Connection and Wellbeing

December 2025, Q4

Dear Members,

As we embrace the holiday season and the upcoming new year, we are reminded that assisted living is at its best when it brings people together. At its core, our work is about fostering connection, dignity, and wellbeing, values that shine brightest this time of year.

In that spirit of community support, Mass-ALA recently donated \$5,000 to the United Way to assist those displaced by the Gabriel House fire. While the original goal was \$50,000, thanks to overwhelming community support, the fund has now raised over \$150,000 to aid recovery. 100% of funds are being used to support coordinated efforts through trusted partners, including:

- Red Cross of Southeastern MA – Personalized case management and mental health support.
- Catholic Charities – Clothing, medical supplies, and direct client support.
- Fall River Fire Department – Matching grant in progress for safety equipment.
- United Way 211 – 24/7 multilingual support connecting residents to local services

During our recent visit to Fall River to meet with the mayor and city officials, we talked about the challenges families are facing and how these funds can help provide support. We also took the opportunity to discuss lessons learned from the emergency response and how assisted living communities play an important role in supporting neighbors during difficult times. It was clear that assisted living is more than just a place to live, it's a vital part of the community when it matters most.

In light of recent coverage around the Gabriel House fire, we remain committed to educating the public about safety and compassion at the heart of assisted living. Positive press and public understanding are ongoing priorities for us, because when people see the real story of assisted living, they better appreciate its vital role and commitment to safety every day. We are excited to announce the launch of a new [Mass-ALA marketing campaign](#) across Facebook, Google, and LinkedIn. This campaign will run for the month of December and the initiative is designed to show the broader public what you prove every

day: that assisted living is a model built on respect, independence, and whole-person wellbeing. Our goal is to help everyone understand the vital role assisted living plays and the strong commitment to safety that guides the model every day.

Thank you for the dedication and compassion you bring to your work every day. I wish you, your staff, and your residents a joyous holiday season and a happy, healthy New Year.

Brian Doherty

President and CEO

Mass-ALA