

Morrison and Village Toy & Book Shop Partnership Continues

Donations to Activity Account Benefit Morrison Residents

WHITEFIELD — The Morrison Communities' recent Giving Tuesday initiative, a partnership with the Little Village Toy & Book Shop, was a huge success, so much so that the Littleton business has agreed to continue The Morrison Activities Account indefinitely. Funds are used to purchase books and games for residents at The Morrison's two campuses.

The Morrison staff has been busy keeping residents safe and healthy as well as engaged in uplifting activities during the Corona Virus pandemic. But as days turned into weeks and the weeks into months when residents have been socially isolated and unable to receive visits from friends and family, staff wanted to do more to keep residents' spirits lifted. They turned to Clare Brooks and her staff at the Little Village Toy & Book Shop to explore some new ideas to engage and entertain the residents and — voila! — The Morrison Activities Account was born.

“We are so pleased to partner with The Morrison Communities and support the residents who make their homes there,” said Clare Brooks, owner of the Little Village Toy & Book Shop. “We are excited to share ideas that will bring joy and fun to the residents, and to make it easy for people to donate to the activities fund that makes this possible.”

Donations to the account at the Little Village Toy & Book Shop allow The Morrison to expand its activities by purchasing playful and engaging items for the residents to enjoy. As the original Giving Tuesday announcement noted, “Yes, it might be a brain teaser game, Nerf gun, remote control cars, or books...who knows! What we do know is with the help of the staff at the Little Village Book & Toy Shop we will find fun! With your help we will hear more laughter and lift the spirits of both residents and staff.”

“We can't thank Clare and her staff enough for stepping up and collaborating on this initiative,” said Shannon Lynch, Executive Director of The Summit by Morrison. “Having a variety of fun activities available for our residents helps them stay healthy and engaged and gives them something to look forward to each day.”

“This project is very important to our staff and residents because it expands the repertoire of activities that we can offer,” said Louise Belanger, Executive Director of The Morrison. “It also allows us to support a North Country community business, which we think is a real win-win for all of us. We very much appreciate how the Little Village Book & Toy Shop has worked with us to provide ideas that will create stimulating activities for our residents that bring joy to both them and staff.”

To donate, call the Little Village Book & Toy Shop in Littleton at (603) 444-4TOY and ask to donate to The Morrison Activities Account. Donations in any amount are welcome and appreciated.

The Morrison Communities is a nonprofit 501 (c)(3) charitable community that has been providing quality healthcare to residents of New Hampshire's North Country since 1903. For more information, go to www.themorrisoncommunities.org