

Jewish Senior Living

2019/2020



Hope symbolizes the union with faith and love.

Hope is a strong personal feeling that encourages one at specific times to feel safe and comfortable. It encourages me to wish that life in my late years will assure me that it is worthwhile. Above all, I thank God for the life He has helped me with while watching over me.

Eddie Sadewitz

April 2019

FEATURED

8 MAKE THE MOVE TO THE LYNNE & ROY M. FRANK RESIDENCES. IT'S NEW, IT'S EXCITING, AND IT'S OPENING SOON!

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Byer Square, on San Francisco Campus for Jewish Living, anticipates offering a plethora of wellness, learning, connection, culture, and much more to community members and residents, in person and online.

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REHAB TO HABITAT

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26 "I'VE FOUND MY HOME AWAY FROM HOME"
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40 PUTTING THE PERSONAL TO THE TECH
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FEATURED CONTINUED

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It was a sold-out affair! Enjoy photographic highlights from Moldaw's 10th anniversary celebration honoring Larry Marks, with proceeds supporting the Charleston Terrace expansion project and Moldaw Residences Care & Compassion endowment.



50 FOR ALL WERE JOLLY GOOD FELLOWS AT OUR *FORE!* A GREAT CAUSE GOLF TOURNEY FUNDRAISER

Raising nearly \$300,000 takes not a village but a family - fundamentally, our Jewish Home & Rehab Center family of donors, vendors, and friends. And so say all of us: Thanks!

60 SILVER IS GOLDEN

Stephen Silver's pastimes of golf and philanthropy deliver a win-win - for his foursome on the green and Jewish Home & Rehab Center residents on Silver Avenue's San Francisco Campus for Jewish Living.

62 CAROB TREE CIRCLE

Remembering San Francisco Campus for Jewish Living in a will or a trust goes beyond a single lifetime. It's the gift that lives on from generation to generation.



66 OUR DONORS

When our dedicated donors demonstrate acts of loving kindness and support our provision of senior living services, they truly make a difference in the lives of so many.

77 SAN FRANCISCO CAMPUS FOR JEWISH LIVING SERVICE VOLUNTEERS

Our volunteers give of their time and talents freely and with heart. We could not do without them.

79 OUR COMMUNITY PARTNERS

Collaborations with community organizations and entities strengthen and deepen respective missions. We appreciate their partnership and are pleased to list them in our publication.

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Acknowledging in-kind gifts and the contribution of services.



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HELLO, I'M ELLIQ!



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BEHAVIORAL WELLNESS



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25TH FORE! A GREAT CAUSE

FOR ALL WERE JOLLY GOOD FELLOWS AT OUR FORE! A GREAT CAUSE GOLF TOURNEY FUNDRAISER



ON THE COVER
HOPE SPRINGS ETERNAL
Edie Sadewitz, President Emeritus of the SFCJL's Council of Residents, continues to grow, lead, and inspire by her wisdom and approach to life.



JEWISH SENIOR LIVING
MAGAZINE 2019 / 2020

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I am so pleased to present to you the latest issue of *Jewish Senior Living*.



PUBLISHERS DESK
SHERIE KOSHOVER

You are receiving our magazine as we get ever closer to the completion of our redeveloped San Francisco Campus for Jewish Living (SFCJL). It has been several years since we first put on paper a grand vision of expanding Silver Avenue to a campus that serves a broader range of seniors. Shortly, The Lynne & Roy M. Frank Residences and Byer Square will join our SFCJL-based Jewish Home & Rehab Center (JH&RC) as extraordinary resources for Bay Area older adults. You can imagine our excitement!

There are several stories that offer information and insight into what will be available to seniors coming onto this campus – whether to live in Frank Residences (you can discover a “day in the life”), or to utilize the numerous services and dynamic programs and activities that will take place at Byer Square. Our expanded San Francisco campus owes thanks in large part to the generosity of its many donors. You can read about how they are being honored and remembered.

Also in these pages are articles about the exceptional volunteers and wonderful residents of both JH&RC and Moldaw Residences. To wit, SFCJL volunteer Susan Lubeck, 102-year old JH&RC resident Berenice Palmer, and Moldaw resident Adelle Rosenzweig.

Another piece relates how volunteers from the community and Stanford Hospital are helping individuals in Moldaw Residences’ memory care unit express themselves as they paint in the Opening Minds through Art project.

Our JH&RC’s short-term rehab unit and acute geriatric psychiatry hospital are unique in so many ways. Learn about them, as well as Julius Aires’ experience with rehab after his hip surgery.

We also offer for your reading pleasure innovative programs that engage our JH&RC residents. “Healing with Hope,” which encourages seniors to explore their own hopes, and the Medical Clown Project, which brings professional clowns to our campus on Silver Avenue, are two such programs within this issue.

We are ever grateful to our benefactors, including Stephen Silver, who support our annual fundraising golf tournament. Enjoy reading his write-up.

There are hundreds of others who choose SFCJL for their charitable contributions. When we say we cannot continue to do the work we do and make the impact we make without you, it is the *emmis* – the truth. It is you, our amazing and caring supporters, who enable us to grow and serve the community. We cannot thank you enough.

I hope you will enjoy this issue of *Jewish Senior Living*. And I hope you will not hesitate to connect with me with questions, comments or suggestions. I look forward to hearing from you.

With warm regards,



MAKE THE MOVE TO THE LYNNE & ROY M. FRANK RESIDENCES. IT'S NEW. IT'S EXCITING, AND IT'S OPENING SOON!

With your support, our vision and long-standing commitment to our community's older adults is brought to life.

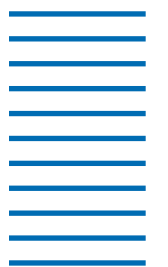
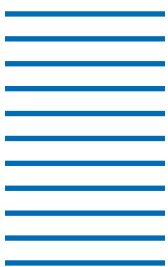
I am delighted that our leadership associated with San Francisco Campus for Jewish Living can focus on a very exciting future as we carry forward our mission and long-standing commitment to our community's older adults. Although bringing the vision of a new campus to life has had its unforeseen challenges, it continues to most definitely be a privilege and honor to be part of this community.

By offering a much broader spectrum of living, support and care options, older adults can better plan for their future.

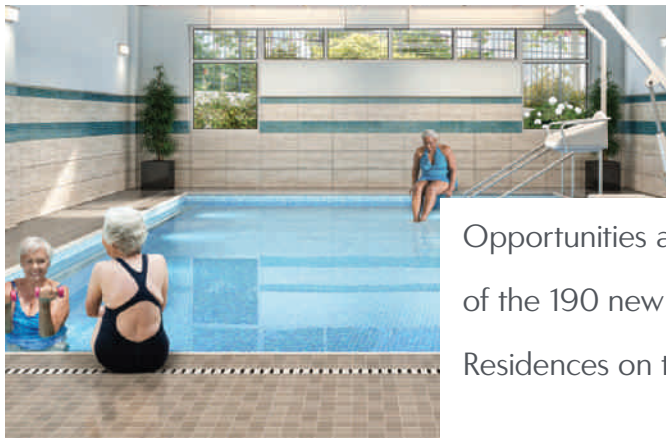
Our model enables couples to stay together if one member's needs change. It provides a comforting environment for a surviving spouse. And the integration of senior residents of diverse capabilities into an on-campus community is an antidote to the loneliness and isolation older adults often experience when they choose to live alone at home as long as possible.

The Lynne & Roy M. Frank Residences and Byer Square have been endorsed by our Jewish philanthropic community at an unparalleled level. Aging is so much better understood in terms of how it will affect all of us that people are more concerned than ever with the issues, policies, and economics surrounding it. As a result, donors are recognizing and embracing our approaches to address the issues of aging, and this has contributed to a level of support that San Francisco Campus for Jewish Living has never previously seen.

– Daniel Ruth
President & Chief Executive Officer
Jewish Senior Living Group
San Francisco Campus for Jewish Living
Moldaw Residences

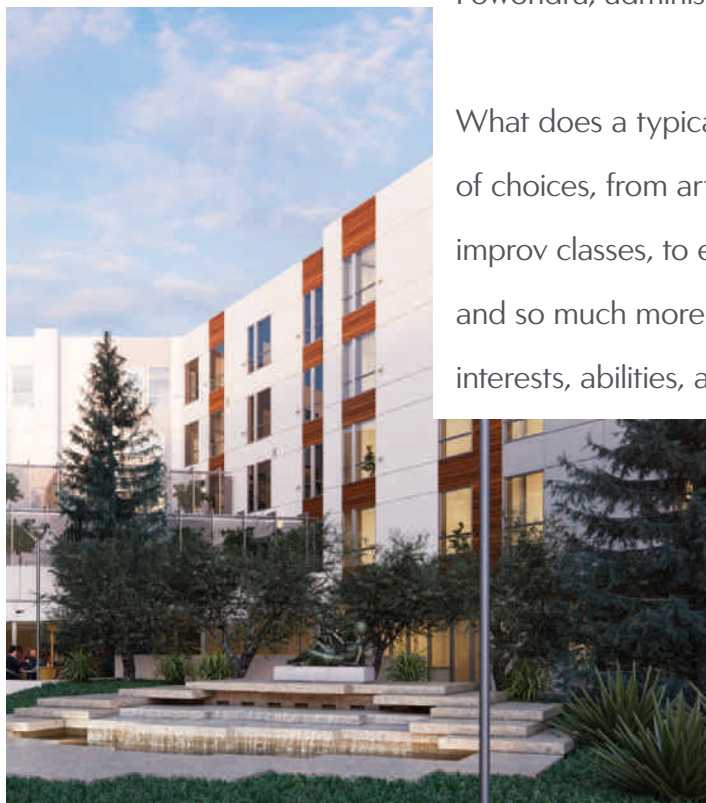


A DAY IN THE LIFE AT THE NEW, ONE-OF-A-KIND FRANK RESIDENCES



Opportunities and options abound for people living in one of the 190 new apartments in The Lynne & Roy M. Frank Residences on the San Francisco Campus for Jewish Living.

“And you’re living right next door to Byer Square, so you can have a day full of activities, socializing, and learning without ever leaving our campus,” says Matthew Powondra, administrator of the community.



What does a typical day look like? There is a wide range of choices, from art classes, art history lectures, drama/improv classes, to exercise (in groups or independently), and so much more. What you do depends on your interests, abilities, and lifestyle, says Matthew.





Here is one possible scenario.

8:00 a.m. You're up and ready for the day. You have coffee and a healthy snack in your apartment, then head to the gym for a workout or a swim in the heated pool, maybe meeting a friend on the way.

9:00 a.m. Refreshed and hungry, you and your workout friend pop into Bakar Noshery and enjoy a breakfast that is designed to re-energize you.

10:00 a.m. Back to your apartment, where you pick up Rufus and head out to the dog park. Rufus plays tag with his dog pals and you schmooze with yours.

10:30 a.m. You and Rufus check in with Byer Square's concierge to see what is on the entertainment agenda for the day. Will there be a speaker or performance that piques your interest, or is that film you have heard so much about playing at the campus theater?

Noon. You have had a little alone time, caught up on the news, and are now ready for lunch in Ozzie's Restaurant. Your daughter and her five-year-old are joining you.

2:30 p.m. Your daughter and grandchild have left, and it is time for you to join your neighbor for the online class the two of you are taking.

5:30 p.m. Dinner time at Ozzie's. The regular menu is great, but as you join your friends, you wonder what the specials will be.

7:00 p.m. Satiated and satisfied, you have decided to take in the concert at the Osher Performance Center. When you mentioned it at dinner, three friends decided to join you. It's a party!

9:30 p.m. You and Rufus are comfortably settled in for the night. And you're secure knowing that, if you need anything, Frank Residences staff is there to be of help.

FRANK RESIDENCES IS A PERFECT HYBRID OF A CONTINUING CARE RETIREMENT COMMUNITY



The organization's longstanding and excellent reputation is one of the keys to the extraordinary interest in The Lynne & Roy M. Frank Residences, affirms Staci Chang, San Francisco Campus for Jewish Living's (SFCJL) director of Marketing and Communications. "We have a great brand," she says about SFCJL and its new senior housing apartments.

"The first question we ask people looking into Frank Residences is, 'How did you hear about us?' The answer is invariably my mom, my aunt, my family friend. Someone they know has lived at the then-called Jewish Home," she says.

The 190 apartments for independent living, assisted living, and memory care, which are scheduled to open in the first quarter of 2020, provide beautifully designed, high quality homes for seniors at a time when such accommodations are rare and in high demand, according to Staci.

Frank Residences is specifically for ages 60 and up – a brand-new building which is rather unique in the Bay Area – with a great list of

amenities, including fitness, dining options, arts, transportation, 24/7 housekeeping, plus continuum of care when needed. Its adjacency to Byer Square, the site for a wide range of cultural, educational, and wellness opportunities, is a bonus as well as a draw for many potential residents, Staci says. *"It's a perfect hybrid of a continuing care retirement community, where the buy-in cost may be high, and an assisted living facility, which provides limited nursing care and charges by the month,"* she describes. Frank Residences combines the best of both models: the ability to increase care as needed, and because it is a rental model with no buy-in, the monthly fees are predictable.

"We're living longer as a society and people are ready for the next step," she says. "People are realizing that managing a home as an older adult isn't as easy or enjoyable."

Frank Residences is quite possibly the perfect option for this subsequent step.

THERE IS A CRITICAL NEED FOR SENIOR HOUSING, RESEARCH INDICATES

When the organization was considering expanding to serve a greater population of older adults, Lynn Sedway was among the consultants who gave a thumbs up to the idea. An expert in urban and real estate economics, her research indicated there was indeed a critical need for senior housing.

President and principal of Sedway Consulting, Lynn learned that “the population in San Francisco was getting older and there weren’t enough facilities for independent and assisted living.” There was surplus land on the Silver Avenue campus site, where the then-named Jewish Home of San Francisco is situated, that would easily accommodate a complex including assisted living plus a number of independent living apartments, she tells.

Today, with Frank Residences and Byer Square nearing completion at the now-called San Francisco Campus for Jewish Living, Lynn says she is delighted with both the progress and the amenities. “People who have lived in San Francisco for years, who didn’t know about the campus at all, are seeing the promotional material and they’re very excited. It’s hugely positive for the city, and what this extension will do for the campus is broaden the population that is there, making it a positively diverse populace,” she stresses.

Frank Residences apartments, which she noted are similar in design to other competitive units in San Francisco, do not require an upfront deposit, like most continuing care facilities. “This is a huge benefit! When I mention it to people, they can’t believe it.”

In addition, Byer Square, which will offer lifelong learning and wellness, among a myriad other programs and services, “is a big plus for the surrounding community as well as the residents on the campus,” Lynn points out. “It’s a real advantage for the neighbors and makes San Francisco Campus for Jewish Living (SFCJL) a part of the neighborhood.”

“We’re living longer as a society and people are ready for the next step. People are realizing that managing a home as an older adult isn’t as easy or enjoyable.”

~ Staci Chang - Frank Residences

ALL ROUND, BYER SQUARE EXPECTS TO EXPAND OPPORTUNITIES FOR ENRICHMENT

“There’s nothing quite like this anywhere,” says San Francisco Campus for Jewish Living’s Jan Reicher excitedly. “We know; we’ve visited wellness centers, senior centers, and Jewish Community Centers around the world.”

The subject of Jan’s enthusiasm is the new Byer Square, currently under construction on the campus. It will provide a community of programs, services and support, both at San Francisco Campus for Jewish Living (SFCJL) and “virtually”, for older adults located anywhere in the Bay Area and beyond. It will also supplement services for those in the independent living and assisted living apartments in the campus’s new Lynne & Roy M. Frank Residences, as well as SFCJL’s resident population in its Jewish Home & Rehab Center. All told, it is expected to serve tens of thousands of seniors annually.

“Byer Square will be a physical and online community for mature adults to socialize, learn, receive support, be entertained, be creative. In essence, to be engaged in life,” explains Jan, who is the Square’s executive director. Additionally, there will be activities and support services for caregivers. “Our market is multigenerational. We’re being very deliberate in providing for both the caregiver and older adult.”

This innovative concept has four components or corners, as Jan calls them. The first, Lifelong Engagement and Connection, will include lectures, performances, classes, and other lifestyle activities. “Like a Jewish Community Center,” she notes. In fact, Byer Square is partnering with the Fromm Institute, Lehrhaus Judaica, the Contemporary Jewish Museum, and other groups to provide top-notch programming. Among the numerous activities

taking place in this lively, stimulating corner are performances, programs, and shows in the Osher Performance Center, films in the movie theater and intergenerational events, plus services such as massage, acupuncture, hair and nail salons – just to begin with.

The second corner, Wellness and Fitness, incorporates the Herbst Fitness Center, which will be run in partnership with EXOS. This is, a preeminent human performance company that promotes improving health and performance according to each individual’s needs and ability and strives to help them reach their full potential. Participants can track their workouts, and if they so choose to, provide their doctor or family member with access to this data. The campus’s Bakar Noshery will offer both healthy and “nostalgic” foods, with an eye (and appetite) on building strength and energy.

Care Navigation and Support Services, corner three, is on hand for individuals and/or caregivers dealing with memory issues, caregiver burnout, and other matters of aging. There will be ongoing healthy aging and wellness workshops, along with case management services, which will enable seniors to get help managing their own care, or out-of-town children to better care for their parents.

Corner Four, Outpatient Medical Services, includes physical and occupational therapy, which will be on hand from opening day, with a primary, specialty, and integrative healthcare clinic coming into operation at a later date.

When Byer Square’s programs start coming into play, and its services and support are being put in place in early 2020, two types of membership will be available. Full members



can appreciate the benefits of all four corners, while community members will enjoy some of the offerings and resources. For those who wish to visit online, Byer Square Online will be the portal for social gathering, as well as lifelong learning, entertainment, wellness, and care navigation. “These components – the membership side, the public side that features a community calendar, and an information and referral resource – will provide access to everything we and our community partners are doing,” Jan says.

“We’re in partnership with like-minded organizations in the community that also work to enhance the lives of mature adults and caregivers, which is key,” she emphasizes. “Together, we’re expanding opportunities for enriching their lives.”

To find out more about these lifestyle options and health services we are offering through our new Frank Residences and Byer Square, go to frankresidences.org or call **415.562.2020**

“We’re in partnership with like-minded organizations in the community that also work to enhance the lives of mature adults and caregivers, which is key,” she emphasizes. “Together, we’re expanding opportunities for enriching their lives.”

~ Jan Reicher - Byer Square

LIVE. GROW. FLOURISH.

COMPREHENSIVE CAMPAIGN CHAMPIONS

We are so grateful to the following individuals, families, and foundations whose support to rebuild and revitalize San Francisco Campus for Jewish Living into a contemporary continuum of environments and services, that enable older adults to age in place, is truly transformative.

Together, we are honoring those on whose contributions our own future is built. Collectively, we are creating a new kind of community that inspires others and enriches lives.

List in formation, as of October 1, 2019

\$10,000,000 and up

Marian and Allan Byer
Jewish Home & Senior Living Foundation

\$5,000,000 - \$9,999,999

Herbert Holt
Lynne Frank Page and Ron Page

\$2,000,000 - \$4,999,999

Barbara and Gerson Bakar
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Age Greatfully.™

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PAYING HOMAGE TO HISTORY



Upon entering the reception area of the new San Francisco Campus for Jewish Living's main building, one will come face-to-face with history.

On the curved wall is a dramatic and defining collage of framed photos representing the individuals whose generous gifts have made possible the expanded and redeveloped San Francisco Campus for Jewish Living. Crowning the wall's display is an evocative quote from the Talmud, the central text of rabbinic Judaism, and the primary source of Jewish religious law and theology.

The photos on the central donor wall, as it is called, along with dedications, are reproduced on beautiful metal plaques of different sizes. "These assortment of family photos are similar to what some people have in their own homes," says Karen Gordon, San Francisco Campus for Jewish Living's (SFCJL) senior development officer.

Donors of \$25,000 or more to SFCJL's *Live. Grow. Flourish.* comprehensive campaign have been invited to participate in the collage. Each plaque contains a photo of their choice with their short dedication statement underneath. "There's quite a variety of photos," Karen says. "Some people have sent us photos of their parents or relatives from decades ago, others of a special vacation, some a recent cell phone picture taken in their living room. It's going to be wonderful to see this collection on the wall."

If people wish to have only a dedication without a photograph, the designer of the display will add a beautiful image of olive branches or pomegranates, for instance, to the plaque.

"The wall is a special way for us to honor our donors, and for them to honor their parents or families," Karen states.

In addition to being part of the collage, donors at a certain giving level can dedicate an area or program that touches them in a personal way. Alan Silverman has dedicated the lobby in one of The Lynne & Roy M. Frank's memory care units to loved ones Hannah Silverman and Mary Huff. Marlene and Martin Stein have chosen SFCJL's animal therapy program.

The collage concept was initiated by David Friedman, chair of the comprehensive campaign and currently chair of Jewish Home & Senior Living Foundation, and the campaign cabinet. They were delighted to have Debra Nichols, a notable artist with 20 years of experience in graphics and signage, lead the design team. Debra's work can be found in buildings around the Bay Area and elsewhere, including the city's de Young Museum and Contemporary Jewish Museum, and the Taube Koret Campus for Jewish Life in Palo Alto, Calif.

The idea of being able to memorialize family members in the collage has inspired some individuals to increase their gifts, says Karen gratefully. For example, she recalls her conversation with a gentleman whose father had recently passed away. "He left \$10,000 to SFCJL's Jewish Home & Rehab Center, where his parents had lived," she recounts. "The son was hoping to donate this money to something physical and permanent, so that his grandparents would be remembered. When he heard about the central donor wall, he was very moved by this permanent display. He talked with his sisters, and together they decided to add to their father's bequest. Now their family will be memorialized for future generations, and they are gratified to be a part of creating a wonderful new home for older adults."

Karen concludes, "The central donor wall is a beautiful art display, giving recognition to our generous donors, reminding us of our wonderful history, and welcoming the dynamic future of SFCJL."



Age Greatfully.™



FURRY, FOUR-LEGGED, AND THERAPEUTIC



BEING FROM BROOKLYN, “A FARM WAS NOT HIGH ON MY PRIORITY,” SAYS MARTIN STEIN. YET TODAY, THE FORMER BANKER AND HIS WIFE, MARLENE, ARE THE PROPRIETORS OF YOFFI FARM IN SANTA ROSA, CALIF., WHERE THEY LIVE WITH SOME 35 OTHERS - MOST THAT HAVE FOUR LEGS AND FUR.

Llamas were the first animals to take up residence on the farm. The latest are two abandoned sheep with enormous horns the couple is fostering. They have taken in pigs left homeless when the Russian River flooded, and a Canada goose whose flock flew off without him. Some of the llamas, alpacas, donkeys, horses, sheep, goats, and yaks of Yoffi Farm are either a permanent part of the menagerie or are being fostered.

“There’s never a dull moment here,” Marlene laughs.

The Steins are involved with Forget Me Not Farm, a nonprofit in Santa Rosa, Calif., that connects at-risk 12–15-year-old youth. Youngsters visit Forget Me Not and its animals, and learn how to cultivate vegetables in the large garden. Along with taking produce home, they take home confidence and healing.

“We understand how animals can relieve stress,” says Marlene. Thus, it is no surprise the Steins designated the animal-assisted therapy program at San Francisco Campus for Jewish Living’s (SFCJL) Jewish Home & Rehab Center for their gift to SFCJL.

“It isn’t that other areas don’t interest us,” she says, “but this one caught our attention.”

The animal-assisted therapy program offers residents and patients an opportunity to interact with the well-adapted dogs, cats, birds, tortoise, and rabbits living on the campus or visiting with volunteers. Not

only do the humans enjoy a warm, friendly session with a responsive animal, but their involvement aids in cognition, dexterity, comfort, and stress-reduction. Marty and Marlene’s gift will be recognized on the central major donor wall in the front entrance to SFCJL as well as in materials related to the program.



Marlene & Martin Stein

The Stein’s involvement with SFCJL began about 20 years ago when they moved to the Bay Area for Marty’s job as vice chair of Bank of America. After visiting the then-called Jewish Home, he remembers, “I was impressed with the quality of care and the relationship

the staff had with the residents. You could see the love.” Over the years, Marty has served on the organization’s board of trustees and various committees, and the couple has participated in numerous SFCJL-related activities.

SFCJL’s new campus, with housing options offering a continuum of support, along with Byer Square, are exciting additions to the community, Marty believes. “People are living longer. They can move to Frank Residences and not have to relocate as they age and need more services. I think it’s the right direction for our community.”

“HELLO! I’M ELLIQ”

CAMPUS RESEARCHERS INVESTIGATE A ‘DIGITAL SIDEKICK’ FOR OLDER ADULTS

Older adults who live alone may wish for a bit more companionship from time to time, or perhaps a helper who can give them a needed reminder, or make it easier to stay in touch with family and friends. Could a robot fit the bill?



San Francisco Campus for Jewish Living’s Center for Research on Aging is currently investigating ElliQ, an intelligent digital assistant designed for older adults. Similar to other digital assistants already on the market, such as Amazon Echo’s Alexa and Apple’s Siri, interaction with ElliQ is achieved by talking to it, using vocal commands to get a weather report, play music, or offer a reminder. Unlike Alexa and Siri, though, ElliQ is designed with older adults in mind and acts proactively, striking up conversations with its owner when it senses a little social interaction might be helpful. Intuition Robotics, ElliQ’s Israel-based creator, hopes it will improve the quality of life of older adults living alone.

The Center for Research on Aging’s study of ElliQ is being run in conjunction with the University of California, San Francisco, and a group of Canadian researchers at Toronto’s Baycrest Health Sciences, a geriatric residence and health institute. In the Bay Area, up to 48 individuals will be testing ElliQ and



offering their feedback. Residents of Jewish Senior Living Group's Moldaw Residences life plan community in Palo Alto, Calif., as well as members of Club Moldaw (Moldaw's wait list, with a social component) and Club Frank (charter members of the new Lynne & Roy M. Frank Residences on SFCJL's campus), and The Sequoias – San Francisco, a senior living residence in the city, have been invited to participate.

Rebecca Erenrich, SFCJL's Center for Research on Aging's program manager,

says study participants have told her they are both eager and curious to try out ElliQ. "Some older adults are wary of high-tech things, while others have all the latest gadgets," she says. "I've found that it's often those who are excited by innovation but less comfortable with mainstream technologies who are the most excited to give ElliQ a try."

Well before the ElliQ study began in the Bay Area, Eby Heller, a resident of Moldaw Residences in Palo Alto, Calif., volunteered to be an ElliQ guinea pig after seeing a presentation on the robot at the Oshman Family Jewish Community Center (co-located with Moldaw, on the Taube Koret Campus for Jewish Life) in November 2018. The prototype she tested at home had some shortcomings, but in response to her feedback and that of others piloting ElliQ, the device has been tweaked and improved.

"Although Amazon Alexa is more efficient than ElliQ," says Eby, "I feel closer to the latter. ElliQ recognizes my face and gestures attentively as I speak. Even though it's just a gadget, I see it as a feminine person who cares. For people who have little human company, ElliQ could be an excellent companion. If you are completely alone and you have no one to say hello to you, for instance, then I think it's a wonderful thing to have."

The ElliQ study is a randomized-controlled trial; participants will be randomly assigned to either receive ElliQ right away or after an eight-week wait. Over the course of the study, participants will take surveys repeatedly and provide input during focus groups or interviews. In 2020, the results from Bay Area participants, as well as data from their Canadian counterparts will be analyzed, and the research team will report back on whether ElliQ's companionship sustains and supports older adults in the way that is hoped.

Dr. Michael Steinman, visiting research scientist at SFCJL's Center for Research on Aging, and Professor of Medicine, Division of Geriatrics, University of California, San Francisco, and the San Francisco VA Medical Center, is the principal investigator for the ElliQ study in San Francisco. He is excited to get the results of this particular study, as well as the directions SFCJL's research program will take. "This study provides a great opportunity to stimulate further research at SFCJL and to engage with residents and staff," he says. "Together, we can advance science that'll benefit not only people at SFCJL, but older adults throughout the country and the world."

AN INTIMATE ENVIRONMENT PAVES THE PASSAGE TO BEHAVIORAL WELLNESS



Alisa Berkowitz, Elliott Stein, Lisa O'Donnell

“Intimate” is not a word one would normally consider when describing a hospital – especially a hospital for individuals with psychiatric issues. But that is the word that comes to mind to patients, visitors, and staff at Jewish Home & Rehab Center’s acute geriatric psychiatry hospital.

“It’s one of the things that makes us unique,” says Alisa Berkowitz, administrator and program director of the 12-bed unit at San Francisco Campus for Jewish Living. “We have all the positives of a hospital, but in a very loving, caring, intimate environment.

As a geriatric facility, the hospital serves a specialized population of individuals 55 years or older. Patients may be suffering from depression, anxiety, bipolar disorder, post-traumatic stress syndrome, and many other primary psychiatric diagnoses, Alisa explains.

“Many of the mental and emotional problems experienced in later life are highly treatable,” says Dr. Elliott Stein, a geriatric psychiatrist who heads the hospital as its medical director. “Our mission is to be a resource



APU nurses Marilou Espanol and Perla Diaz

to the community and to provide high quality geriatric psychiatric care for people who are suffering.”

With a team comprised of two board-certified geriatric psychiatrists, as well as a seasoned staff with expertise in providing care to older adults with complex medical and psychiatric issues, the hospital has the tools it needs to achieve its goals.

One of the primary tools is the excellent communication among the hospital’s nurses, social workers, psychiatrists, and management, observes registered nurse Margarita Modilevsky. “The environment’s friendly and open. We work as a whole team, and don’t hesitate to talk to each other and present ideas,” she explains. “We’re a small group, so if something comes up at any time, we can talk about it.”

Susanne Chang is the hospital’s unit coordinator and, as such, part of her job is communicating with family members. “We have referrals from hospitals and psychiatrists from all around Northern California, but most of the families don’t yet know anything about us,” she says. It’s her role to talk with them, answering their questions and assuaging their concerns.

Recreation therapy is another essential tool for patients’ recovery. “We provide individual and group treatments to promote increased socialization, enhanced moods, insight and self-esteem, and reduction of challenging behavior,” explains Lisa O’Donnell, director of recreation therapy.

The work with patients includes the use of music, exercise, crafts, drama, and groups that focus on coping and self-reflection. The campus’s Rabbi Sheldon Marder visits regularly, and staff experts hold discussions on sleep hygiene, understanding medical conditions, and other topics of interest.

“I really believe we connect with our patients and their families in ways other places cannot,” says Alisa. “We meet the patient where they’re at and help get them to where they want to be.”

For Margarita, who has been with the organization for 20 years, it is gratifying work. “Mental illness affects not only the person who is ill, but maybe even more their families and loved ones. However, when people go back to their families or to the community and function independently again because we were able to help them, that is the best reward.”

“I’VE FOUND MY HOME AWAY FROM HOME”

“THE HUSTLE AND BUSTLE, AND BEING PART OF THE COMMUNITY FLOW, MAKES ME FEEL MORE ALIVE AND CONNECTED,” MAINTAINS SUSAN LUBECK, WHO BELIEVES SHE IS GAINING FAR MORE THAN SHE IS GIVING AS A VOLUNTEER AT SAN FRANCISCO FOR CAMPUS FOR JEWISH LIVING.

“It was too steep a price for the citation,” Susan contests. “Upon a visit to the San Francisco Municipal Transportation Agency, I discovered there was a reduced-fee option, which involved volunteering for seven hours at one of the nonprofits on a three-page list.”

Being Jewish and having an affinity for older adults, San Francisco Campus for Jewish Living “jumped off the page,” she recalls. A conversation with Volunteer Services director Keyatta Shade, a two-hour orientation, background check and tuberculosis vaccine behind her, “away I went on my first activity at SFCJL. I was immediately fulfilled and enriched. I’d found my home away from home!”

A native of Chicago, where she grew up in a large, loving, extended family in Highland Park, Ill., Susan moved to the Bay Area for a career opportunity in 2001. The move, she says, was a leap of faith. “I was very connected to my family, especially my parents, Rita and Larry. They were high school sweethearts. Married for over 60 years, they created a most beautiful, life-enriching upbringing for me and my three siblings, which included my extended family of cherished grandparents, aunts (dearest Auntie Bobby was a social worker), uncles, cousins, and friends. But I also have an adventurous, independent, spunky spirit, and a love for the outdoors. I was ready to spread my wings.”



Her career in the medical technology field in Silicon Valley has been demanding and all-encompassing. She helped develop and launch many new healthcare products, traveled globally to meet with customers, and always gave 1,000 percent, she says. But last year she was laid off from her job. Feeling at a crossroads in her life, she had many telephone conversations with her parents. “I remember my dad, planting the seed to consider volunteering again. I fondly recall going back to my hometown and accompanying my dad, a most talented artist, to the Highland Park Senior Center where he taught art classes to seniors. I loved the whole experience, filled with such warmth, camaraderie, and creativity.”

Larry Lubeck died in early 2019 at the age of 81. “My father embodied the essence of a life well-lived with meaning, generosity, humor, unconditional love, and always being grateful for the miracle of life, savoring each precious new day with joie de vivre,” says Susan.

“He taught me to enjoy and see the world in its vibrant spectrum of colors.” The death of her parent, whom Susan calls “the kindest, most loving human being, with a giant spirit and heart,” left her with “this giant hole in my heart.” It was a hole that is now being partly filled by the residents and staff at SFCJL. “Being surrounded by seniors and caregivers, and being a part of a safe and sacred community, were comforting and healing and reaffirming all at the same time,” she believes.



Susan Lubeck and Marlene Weinberg

Now Susan is giving 1,000 percent as a volunteer in SFCJL's Jewish Home & Rehab Center's Life Enrichment department. Her activities vary. She may be helping transport residents or walking a resident to a concert, helping in a resident survey, cleaning up the garden with other volunteers, assisting residents at Shabbat services, connecting with them and their family members, or accompanying a group of residents to an outing at the de Young Museum. She recently helped a couple residents choose scarves at SFCJL's free clothing boutique day. "I was touched to see them, weeks later, wearing the beautiful scarves I'd helped them pick out," she says.



Whatever she is involved in, there are always spontaneous conversations with the residents, and that, she asserts, is her favorite part. "When they share their stories, my heart goes out to them. I'm truly moved by their human spirit and resilience."

Susan is currently job-hunting, but wherever she lands, she will still make room for her friends at SFCJL. "The hustle and bustle, and being part of the community flow, makes me feel more alive and connected in profound and abundant ways. I gain far greater than I give. It boosts my spirit and confidence by being of service. It's also so personally and professionally satisfying and rewarding."

Often, the smallest shared moments are the greatest ones."

*Just as Susan Lubeck has done, you can find reward and satisfaction at your "home away from home" by volunteering at SFCJL. Contact our Volunteer Services department at **415.469.2229** to discuss the range of fulfilling opportunities to match your interests.*

CONNECTING MINDS AND OPENING HEARTS

CONNECTING WITH YOUNG PEOPLE IS THOROUGHLY ENJOYABLE FOR RESIDENTS OF JEWISH HOME & REHAB CENTER (JH&RC), SAYS KEY SHADE, DIRECTOR OF VOLUNTEER SERVICES AT SAN FRANCISCO CAMPUS FOR JEWISH LIVING (SFCJL). AND THE YOUTH REALLY LIKE TALKING WITH THE OLDER ADULTS.



Studies show that such interaction breaks down stereotypes and ageism in both generations. In other words, it is good for them and it is good for society.

Rebecca Holzman, the new intergenerational volunteer coordinator, has joined SFCJL's JH&RC to focus on increasing programs that bring together older adults and young people from local schools and organizations. Her position was made possible thanks to a grant from the New York-based Sephardic Home for the Aged Foundation. Her goal is to enhance existing programs and establish new partnerships that will increase intergenerational experiences on campus.

"This is a godsend," Key says. "We have had a number of ongoing youth programs, but with Rebecca heading the effort, we can bring more youth or teens to the campus to engage with our residents in a meaningful way, and boost the quantity and quality of our activities."

Rebecca oversees visits by groups such as the LEO Club, or Leadership Experience Opportunity sponsored by the Lion's Club, which brings young teen volunteers to campus twice a month.

At their first visit, the teens joined the older adults in creative arts and visited with them one-to-one in the coffee bar. "The kids talked with the residents and heard their histories," Rebecca says. "In their debriefing they shared what they'd learned. They were surprised by how meaningful it was."

own professional network." The first Council will include up to a dozen young people, recruited for a year-long program. "They'll elect a president and when their year is up, will mentor the next cohort," she makes known. As Byer Square opens for business, they will have a role there as well.

"Another program we helped pilot is the Reboot Silver Screen Studios project in partnership with the Youth Arts Exchange," says Key. "High school youth interview our residents about their lives – they receive



Jackie Zhong, Cristal Carabez, Rebecca Holzman, Key Shade, Anthony Liang, Yu (Andy) Du

Rebecca will also be taking the lead in the launch of the new Youth Leadership Council, based at SFCJL, for high school and university students. "This'll be the youth voice on campus," she says. The members will be on site, interacting with residents and staff. They will also shadow senior staff members, following them throughout their day and gaining insight into their jobs. "Based upon the interests of the youth, I'll make the matches with either health care or administrative staff. They'll see firsthand what it's like to work in not just a nursing home environment, but in a nonprofit setting. This'll be a great opportunity for them to start their

training on how to interview – and create a memoir on video for them and their families to have for posterity. We're looking forward to our continued development of this program."

Intergenerational activities between older adults and young people open minds and hearts, and bridge generation gaps. Younger generations learn from the wisdom, culture, and history shared by the residents; it deepens their understanding of the past. The older adults are engaged and happy to be passing on their knowledge and keeping in touch with youth. It is clearly a win-win.



Berenice Palmer and Olga Lavault

102—AND SHE'S RARING TO KEEP ON GOING

MUSIC LOVER, KEYBOARD PLAYER, DANCING FAN, FORMER JOURNALIST, SAN FRANCISCO CAMPUS FOR JEWISH LIVING'S JEWISH HOME & REHAB CENTER RESIDENT BERENICE PALMER HAS EVERY INTENTION OF CONTINUING TO LEARN AND BEING INVOLVED.

Berenice Palmer likes to sleep in. At 102, she is entitled to do so.

The centenarian, who astonishes everyone when she states her age, enjoys a leisurely morning, topped off with a pastry she buys after a stroll to San Francisco Campus for Jewish Living's (SFCJL) café. Next, she engages in one of the various activities she enjoys at the campus's Jewish Home & Rehab Center, where she has lived since 2017.

A former journalist and passionate music lover, Berenice has no problem meaningfully spending her time. At a Litquake creative writing session, she may write an imaginary thank-you note to her father for inspiring her love of music, or a story about an image presented in the TimeSlips workshop, a program she calls "a stroke of genius" that is good for the memory and for powers of observation. She may play some tunes on the keyboard in her room, or join others at a concert or music lecture.

Berenice spent her early years in Atlantic City, where her musician father often brought her and her sister along to his gigs. She remembers sitting in prime seats at the opera, in clear view of her working parent, when the two girls had a fit of the giggles. Looking up, they saw their father staring sternly at them. "He told us later we'd better learn to behave or we couldn't come back," she relates.

Around 1940, with World War II in the background, Berenice moved to New York City, first enrolling in nursing school and then dropping out to join the Navy. She loved to dance, and after the war, at a popular dance club one night, "I was sitting at a table with women friends when a very nice man came over and asked me if I'd like to dance." They did – it was a waltz, she recalls – and sometime later, that nice man and she married and moved to California, because "summers in New York were a nightmare."

The couple settled in Solvang, where their twins were born, and where Berenice began writing feature stories and a column for the local newspaper, riding her bike around town looking for subjects for her articles. Later, in Pacifica and San Francisco's Castro district, she continued her writing career. She also utilized her nursing background throughout her life, working in secretarial and administrative positions for doctors.

"Mom loves medicine," says her daughter, Terry Palmer. "That's why I'm a doctor." Her twin, Claude, is a musician, their mother's other love.

Berenice's younger brother, Danny, whom she adored, was killed during the war when his plane was shot down. As a result, she became a lifelong anti-war activist.

"My mom encouraged me to organize



Accompanied by SFCJL staff, Olga on accordin and dance partner Midoc Garcia, Berenice “cuts a rug”.

against the Vietnam war,” says Terry. “She was always active and interested, and friendly with all the young people who came over to our house, where everyone was welcome.” Berenice even ran for mayor in Pacifica, losing by a narrow margin.

Terry attributes bike riding, walking, and being involved to her mother’s longevity and excellent health. “She has Southern Italian heritage and she’s always taken good care of herself.”

And Berenice is making sure she takes advantage of the lifestyle and ample opportunities at SFCJL to continue focusing on her physical and mental well-being.

Age Greatfully.™



HOPE SPRINGS ETERNAL

“HOPE SYMBOLIZES THE UNION WITH FAITH AND LOVE.”

This simple statement, embellished with a heart with the word “faith” written inside it, is framed on Edie Sadewitz’s nightstand. Beneath the heart it reads, “Hope is a strong personal feeling that encourages one at specific times to feel safe and comfortable.”

Edie, who is 98, drew the picture and wrote the words during a six-week workshop called “Healing with Hope” in which she participated with nine of her fellow Jewish Home & Rehab Center residents. “I love it. It’s an inspiration. I can’t believe I wrote it. It came from here,” she proclaims, pointing at her heart.

The workshop was developed by Susan Quaglietti, palliative care advanced practice RN, and San Francisco Campus for Jewish Living’s (SFCJL) Rabbi Shelly Marder to explore the meaning of hope for Jewish Home & Rehab Center’s (JH&RC) long-term care residents.



“A collaboration came very naturally to us,” says Shelly. “Because of the nature of my work, this topic has been on my mind for a long time. When Susan came to SFCJL, after decades at the Veterans Administration (VA), I discovered she’d done serious work on hope there. She

brings a language for talking about hope, in a well-defined way, that can help people grow.”

Susan has been contemplating the impact and influence of hope with chronically ill patients ever since her graduate work in the 1980s. Her recent doctoral research explored how the idea of hope relates to veterans in recovery.

After being hired by SFCJL, she decided to continue her work on hope with JH&RC’s long-term care residents. “What we try to explore, both here at SFCJL and previously at the VA, is that hope can bring choices at all stages of life,” she communicates. “The focus of hope changes

as situations change.

Hope is the catalyst for an individual to choose how he or she will adapt to life’s change. Life is uncertain and most events are not in our control, but we do have the power to change attitudes, thoughts, behaviors, and feelings.”

“In a nursing home, people struggle with illness, pain, and fears,” observes Shelly. “Hope isn’t an antidote, but it does give people a way of approaching every day. If hope is a belief, it’s not transient. It’s there when you need it.”

At each workshop session, participants first discussed the topic of the day, perhaps it was symbols of hope, then reacted to a poem with

striking images, presented by Shelly. “Poetry is spiritual and emotional, and opens people up in different ways,” he says. “I always had two poems on the agenda, but we didn’t always get to the second one. Everyone had more than enough to say about the first poem. It just went deeper and deeper.”

For participant Steve Heffner, it was thought-provoking to hear what the other residents had to say. “There were interesting insights and the group was quite positive.”

When participants were asked to name “hope words,” 52 associated words came up. Among them were “life,” “strength,” “being,” “gratitude,” “love,” “acceptance,” “resilience,” and “courage.”

When asked what they hoped for, among the statements were hope of being well-cared for and supported; good control over pain; being remembered for one final accomplishment such as teaching something they know; learning something new themselves; making a new friend; mending relationships; and dying peacefully.

At the beginning and end of the workshop, participants were asked to complete an index measuring their hope. There was a significant increase, reports Susan, from 58 percent to 72 percent.

“Helping an individual realize that hope can be a personal resource to feel whole and connected as one adjusts to life, regardless of what age, is an important concept to embrace,” she points out. “We have access to hope, but it sometimes may need additional oxygen, maybe the support of another’s breath, to keep the flame ignited.”



Susan Quaglietti and Edie

“At the outset, some were unsure they could claim to have hope,” Shelly recalls. “But after hearing and exploring how others define it, one workshop participant said with surprise, ‘Well, that’s something I can believe in.’”

Based on that kind of response, more Hope with Healing workshops are underway.



Hope symbolizes the union with faith and love.

Hope is a strong personal feeling that encourages one at specific times to feel safe and comfortable. It encourages me to wish that life in my late years will assure me that it is worthwhile. Above all, I thank God for the life He has helped me with while watching over me.

Eddie Sadewitz

April 2019

CLOWNING IS HEALING— AND THAT’S NO FOOLIN’

Jeff Raz distinctly remembers the moment he realized clowning could ease anxiety and enhance the lives of adults. He and a student of his were in a hospital elevator, having just entertained sick children. “A charge

de Soleil and Ringling Brothers, is the board president of Medical Clown Project (MCP), which he co-founded with his wife, Sherry Sherman. The two undertook a pilot project at California Pacific Medical Center (CPMC)

in San Francisco, under the auspices of Rob Sarison, then director of CPMC’s Swindell’s Alzheimer’s Care Program.

“Medical clowning is less about performance and more about attunement to the underlying psychosocial needs of residents and their families,” defines Rob, who is now director of campus programs at San Francisco Campus for Jewish Living (SFCJL). He instituted MCP at SFCJL’s Jewish Home & Rehab Center (JH&RC) in January 2019.



nurse grabbed us, saying, ‘I need you,’” he recalls. She took my student to the skilled nursing unit, where she tried to entertain these long-term care adults, but they only wanted to tell her jokes. My student thought her endeavor was a failure. By the same token, I realized that I had so far failed to engage people suffering from dementia, and others, by thinking that I was performing instead of being tuned in to their needs. Thus began my understanding of what needs to be done for this audience.”

That was more than 10 years ago. Today, Jeff, a theater artist and professional clown, who has worked with groups including Cirque

Twice a month, two clowns from MCP, wearing lab coats perhaps, or other costume, hats, a little bit of makeup, and “something kitschy,” perform in JH&RC. Accompanied by a Life Enrichment staff member who knows the residents, the clowns begin to make a connection with the residents through eye contact or maybe lightly touching them, says Rob. Once a connection is established, the clowns use a combination of comedic improvisation, classic clown skills such as juggling and acrobatics, and music – playing a ukulele or encouraging sing-alongs – to involve the residents.

“Clowns adapt their repartee to fit the person,”



Judith Birnbaum and the medical clown troupe.





Rob details. “Some people interact with the clowns, while others, who are nonverbal, may sit straighter in their chair. You see their eyes light up. The clowns are using imaginative play as a tool to stimulate the resident’s brain activity.” Says Jeff, “There gets to be a genuine connection with those you see often. When there’s someone who has been nonresponsive, but this week they’re dancing with you, that’s a pretty big moment.”

Sometimes residents are just not interested. Jeff recalls one man standing up and saying, “This is terrible. I hate this. I hate clowns.” Jeff’s response: “Me, too. Let’s get out of here.” He took the resident’s hand and they walked into the hallway. “You have to go with their story,” he acknowledges.

Clowns must undergo serious training before they can become medical clowns. According to Jeff, they must have five years minimum experience as professional clowns in circuses or theater. They learn about being with, as opposed to performing for, older adults; cultural issues; hygiene regulations in a medical facility; and compliance with HIPAA (the acronym for Health Insurance Portability and Accountability Act, a U.S. law that provides privacy standards to protect patients’ medical records and other health information).

“Medical clowning is incredibly hard,” he says. “I would come off a shift and be more exhausted than if I had performed two Cirque de Soleil shows. But even though you’re exhausted, there’s never a question you’ve done some good in the world that day.”

PUTTING THE PERSONAL TO THE TECH

FOR SAN FRANCISCO CAMPUS FOR JEWISH LIVING'S JEWISH HOME & REHAB CENTER'S RESIDENTS, WHEN TECHNOLOGY IS COMBINED WITH PERSONAL INPUT AND FEEDBACK, SIGNIFICANT AND LIFE-ENHANCING BENEFITS ARE THE RESULT.



Kyle Ruth-Islas, Peggy Cmiel, Anni Huang and team.

A new technology tool is enabling San Francisco Campus for Jewish Living's Jewish Home & Rehab Center (SFCJL's JH&RC) to enhance its ability to be proactive in the care of residents.

abaqis (sic) quality management system combines information obtained from interviews with residents and their families, nurses' observations, and patients' records into a database. "From there," says Kyle Ruth-Islas, JH&RC administrator, "we can gather meaningful data about our care and services. Our goal is to use the data we collect to help us know if we're achieving the desired results. If we're not, it'll help us determine where and how to effectively direct our time, funds, and efforts to correct the identified challenges. The data we collect is an important part of our quality assurance performance improvement program."



By studying the data results from abaqis, staff can also ensure they are in compliance with the rules and regulations that govern the industry. They will know that they have met – and hopefully exceeded – all federal regulatory standards.

"We have more regulations than the nuclear power industry," jokes Peggy Cmiel, director of nursing and clinical operations. "abaqis is a very big, all-inclusive type of program that'll give us information about what to do from a regulatory standpoint. I'm excited about how it will help us both improve our care and meet regulations."

Conversations with residents and their families are a crucial element in gathering information. Nurses, Life Enrichment staff, social workers, and other staff, with tablet computers in hand, meet with residents

and chat with them, recording their concerns as well as their positive input. “It prompts us to have more in-depth, face-to-face conversations,” Kyle says. “Conversations are targeted and structured because structure can get to the heart of the matter.”

There are about 35 different areas that are assessed regularly, Peggy elucidates. “Our staff has the opportunity to delve deeper and understand the residents’ issues. They hear how happy residents are with the care they’re receiving, which is wonderful for staff to learn. We monitor nonresident areas that impact health and well-being, such as kitchen and dining areas. abaqis helps us ensure we are meeting the regulations so that food is always prepared and served safely.”



abaqis also provides management with a closer look at the approximately 362 residents in JH&RC’s skilled nursing units located in three buildings. The system can point out if a resident, who had been in the hospital, is at risk for readmission. “With this information, we can be proactive,” says Peggy, “ordering a closer monitoring of that person, and so hopefully avoid another hospital admission.”

Non-medical issues are also discovered through abaqis. Anni Huang, clinical nutrition manager, learned that residents were unhappy with the temperature of their food. “We replaced the food carts so the food would be hotter,” she says, “and it seems it’s working well.” Several residents reported they were having a type of fish too often. The menu was changed satisfactorily.

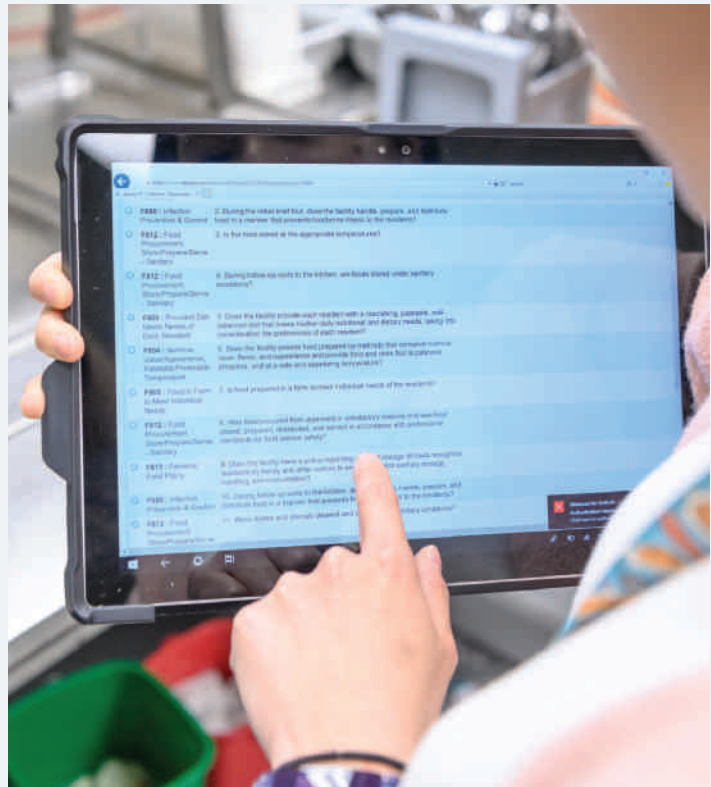
“With abaqis, we’re taking a system and regulations and using them as an opportunity for continuous quality improvement in the lives of the people we’re serving,” Kyle sums up. “It’s exciting!”

abaqis processes data as soon as it is entered and that is another major benefit of the system, according to Kyle. “It gives us quick and easier access to the data

“Conversations are targeted and structured because structure can get to the heart of the matter.”
 ~ Kyle Ruth-Islas, JH&RC Administrator

we’ve collected in a format that’s usable.”

This management system enables the department to monitor medical issues such as a propensity toward pressure injuries, Kyle goes on to say. “The program can look at a resident’s mobility and nutrition, for example, and alert the staff that these could be an issue. We can then act on it.”



FROM REHAB TO HABITAT



Jenny Zhao and Julius Aires

“They drag you out of bed and force you to do your therapy every day. And that’s a very good thing.”

That is Julius Aires speaking, and he is a big-time fan of the short-term and rehabilitation services unit at San Francisco Campus for Jewish Living. Having spent months there recovering from complicated hip replacement surgery, he is in a good position to know firsthand.

When Julius learned he would need rehab leading up to and after his surgery, he immediately opted for San Francisco Campus for Jewish Living (SFCJL). “I wanted to be in a Jewish environment, and I heard they have a hell of a good program. They have a great reputation, and they certainly lived up to it.”

Julius’s hospitalization began when an infection in his hip resulted in his being unable to put any weight on that side. He was consequently confined to a wheelchair. “It all started on Friday, the 13th. Not that I’m superstitious,” he muses.

He did not let his disability slow him down, however. He wheeled himself around the campus, chatting with fellow patients and residents, boosting spirits all around. He went to lectures (he particularly liked Rabbi Sheldon Marder’s talks on Jewish subjects, art, and literature) and participated at synagogue services.

“I liked the fact that everyone is very friendly,” he says. He did log one complaint, though: the café, which he really enjoyed visiting, is closed on Saturdays. “Because it’s Shabbos,” he explains.

Julius was discharged in March, but before leaving his temporary home, he threw a party for the staff. "I spent two weeks planning the event. So many people helped me when I was there, and I wanted to thank them. Everyone had a ball!"

A native of South Africa, Julius moved to the Bay Area in 1964 to study at Stanford University and never left. He is a father of two and grandfather of four. He retired from his longtime career as a CPA in January 2018 when his hip problems made him unable to sit for long periods.

"Although I'm not ready for the Bay to Breakers Race," Julius quips, he is now back home and preparing for his next move – from his San Mateo residence to SFCJL's new Frank Residences, where he is a charter member. "Someone asked me, 'When is the right time to move to a place like that?' My answer: 'The first time you ask that question, and under your own auspices.'" He credits Mark Friedlander, SFCJL's executive director, for initially planting the idea of this move in his mind.

He has opted for a two-bedroom assisted living apartment. "I know I'll feel safe there," he says.

Active (among others) in Jewish Community Relations Council, American Jewish Congress, Rotary, the CPA Society, and his synagogue, Peninsula Temple Sholom, Julius says, "I'm a joiner and they tell me Frank Residences will be very social. There'll be classes from the Fromm Institute and Lehrhaus Judaica, and I'm hoping the food will be pretty good."

What about the coffee shop on the new campus? "It would be even better if open on Shabbos," he chuckles.



Julius Aires and Mark Friedlander



PAINTING PATHWAYS TO NEURONS

AT MOLDAW RESIDENCES, OPENING MINDS THROUGH ART PROVIDES SELF-EXPRESSION OPPORTUNITIES TO PEOPLE WITH NEUROCOGNITIVE DISORDERS AND DEMENTIA, PROMOTING SOCIAL ENGAGEMENT, AUTONOMY AND DIGNITY, AND GIVES STAFF AND VOLUNTEERS THE CHANCE TO BUILD INTIMATE RELATIONSHIPS WITH THEM.



Each week, at a certain time (make that 10:30 a.m.), in a certain space (the art room, to be specific), there is the sound of singing. About 20 people, sitting in pairs, are intent on the art project before them.

The song, “You are My Sunshine,” heralds the beginning of the weekly session of Opening Minds through Art (OMA), an innovative program for residents in the memory care unit of Moldaw Residences, Jewish Senior Living Group’s life plan community, on the Taube Koret Campus for Jewish Life in Palo Alto, Calif. The resident is joined by a volunteer from Stanford University Hospital or one who has been coordinated by Moldaw’s Lifestyle’s team for a chat and the offer of support as the resident creates an original piece of art.

“OMA is a vehicle to connect and the song is a mental cue that the session is starting,” says Gena Brigham, Moldaw’s Lifestyle’s director. “Even though the art is important cognitively and for triggering reminiscence, this project is really about personal connection, the volunteer developing a relationship with the resident.”

At each session, artists and their volunteer helper are first shown a piece of art. “We talk about what it reminds the artists of, or ask other simple questions of them,” Gena tells.

The residents are given paper, paint, and implements to create their own artwork. While they paint, the volunteers sit by, supporting and encouraging them, but not contributing input on creative decisions. “The focus is on the autonomy of the artist,” Gena continues. “Whereas they might have limited decisions in other areas of their lives, they are in control of their artistic decisions.”

“You can see the residents’ neurons are connecting,” says Avani Rakholia, a Stanford nurse who coordinates Stanford’s volunteers. “Having worked with similar populations as a nurse, I am just amazed.”

OMA was developed at Miami University, Ohio. It is based on research that shows people with dementia are capable of expressing themselves creatively, and that creative expression improves their physical and psychological well-being. A grant from the Association of Jewish Aging Services, in partnership with the Legacy Heritage Foundation, made possible the program at Moldaw.

Among the goals of the program are providing self-expression opportunities to people with neurocognitive disorders and dementia, promoting social engagement, autonomy and dignity, and providing staff and volunteers with opportunities to build intimate relationships with individuals who have dementia.

Avani heard about OMA when Gena reached out for volunteers at a nurse’s leadership council meeting. Having worked with dementia patients for many years, she recognized the importance of the program and volunteered to recruit fellow nurses to participate. Both she and Gena took a formal OMA training workshop in Ohio.



Avani Rakholia

Prior to each session, Gena and Avani give volunteers a hands-on training. “We tell them what each resident’s needs will be,” Avani says. “For example, if someone is hard of hearing, they’ll need to communicate in writing.”

“It’s fascinating to watch every class,” Gena says. “Not one week goes by when we aren’t surprised by the quality of work. I think it gives our residents a sense of value to create a beautiful piece in a creatively free and nonjudgmental environment.”

Another goal of the program is to educate the public about the imaginative self-expression capacities of people with dementia. This will be achieved with an exhibition of the paintings at Moldaw and a reception for family members and others.

In the meantime, this OMA session is concluding, as it began, with a song. The lyrics of “This Little Light of Mine,” and all concerned, affirm it is a fitting reflection of the remarkable event that both volunteers and residents have just experienced.

CUDDLING BOUNTLESS LITTLE BUNDLES

FOR QUARTER OF A CENTURY, AND TWICE A WEEK, ADELLE ROSENZWEIG, MOLDAW RESIDENT, HAS BEEN CUDDLING BABIES AT STANFORD'S LUCILE PACKARD CHILDREN'S HOSPITAL.



Adelle Rosenzweig is in the hospital twice a week. And she looks forward to it!

Thankfully, it is not for medical issues. Adelle is a volunteer baby cuddler – she holds babies – in the intensive care unit of Lucile Packard Children's Hospital at Stanford. It is a "job" she is pleased to have had for some 25 years.

"It's a warm little bundle," Adelle describes. "Holding a baby feels very good physically and psychologically. I know there's a little person in there, and when we can connect, it's gratifying."

Adelle cuddles with premature babies or babies born with developmental or physical disabilities. She is often a stand-in for parents who work, or who have other children at home and thus cannot spend as much time with their newborn as they would like. "It's reassuring to the parents," Adelle says. "They know their baby is getting needed touching and talking to when they can't be there."

Baby cuddling is a heartwarming affair. "It's rewarding when a screaming baby relaxes and goes to sleep," says Adelle. But it can occasionally come with sadness. She recalls one baby who had too many tubes in her to be held. The nurse told her the tubes would be taken out the next day, and she knew that meant the baby would die.

Another serious interest for Adelle is flower arranging. Having had a small dried flower-arranging business in the past, she was eager to add a warm touch to the halls of Moldaw Residences, where she and her husband, Bob, a former Stanford vice president, have lived for seven years. There are now 40 of Adelle's dried and artificial arrangements throughout Moldaw.

"Other residents notice the flowers and thank me," she says, "and that's very gratifying. I'm glad I'm able to make an impact in my home, too."

Are you looking to be inspired and connected in your retirement? Visit online at moldaw.org, call 650.433.3600, or visit to see all Moldaw has to offer at 899 East Charleston Road, Palo Alto, Calif.

MOLDAW RESIDENCES 10TH ANNIVERSARY CELEBRATION

It was a sold-out success! Moldaw Residences 10th anniversary celebration on January 27, 2019 raised over \$195,000, with proceeds supporting two funds: the Charleston Terrace expansion project and Moldaw Residences Care & Compassion endowment.

The Charleston Terrace expansion will enable Moldaw's residents to congregate in a space commensurate with the growth in the community, while the Care & Compassion endowment ensures Moldaw Residences can continue to provide charitable support to its eligible residents.

Special thanks to our Gold Sponsors: Phyllis, Susan, and Carol Moldaw; The Roy & Lynne Frank Family Philanthropic Fund – Ron & Lynne Frank Page; Stephen and Nancy Grand; Niel and Nancy Davidson; Susan Neisloss of Big Bite Productions; Carol Seiler Roberts; and Ruth Seiler, and to our Silver Sponsors: Richard and Susan Seiler; and Jewish Senior Living Group.

*For more information about how you can support Moldaw Residences, please visit **moldaw.org** or contact Arielle Hendel, fund development director, at **ahendel@moldaw.org** or call **650.433.3631**.*





Gladys and Larry Marks



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Betty Denenberg Adler, Gladys Monroy, and Kendra Kastan.



Larry Marks with Alexander Ben-Israel.



WOW
GRATEFUL BED
GRATEFUL GIVING
FORE! A GREAT CAUSE



FOR ALL WERE JOLLY GOOD FELLOWS AT OUR *FORE!* A GREAT CAUSE GOLF TOURNEY FUNDRAISER

What a fabulous 25th Annual *FORE!* A Great Cause Golf Tournament, Cocktail Reception & Awards Ceremony it was. From its fun factor to the fundamental fundraising forces, success was out in the open with the golfing foursomes, relished in the zest and zing of the cocktail reception, and credited in the fund-a-need pledge cards.

With thanks to the generosity and caring of our community of donors, vendors, friends – fundamentally, our Jewish Home & Rehab Center family – we raised nearly \$300,000. All proceeds from the tournament are dedicated toward our significant \$1 million Grateful Bed campaign, helping us replace 360+ resident and patient beds with specialized therapeutic mattresses and new bed frames.

We're looking forward to celebrating our ongoing great cause – benefitting San Francisco Campus for Jewish Living's Jewish Home & Rehab Center – with all of you in the coming year.



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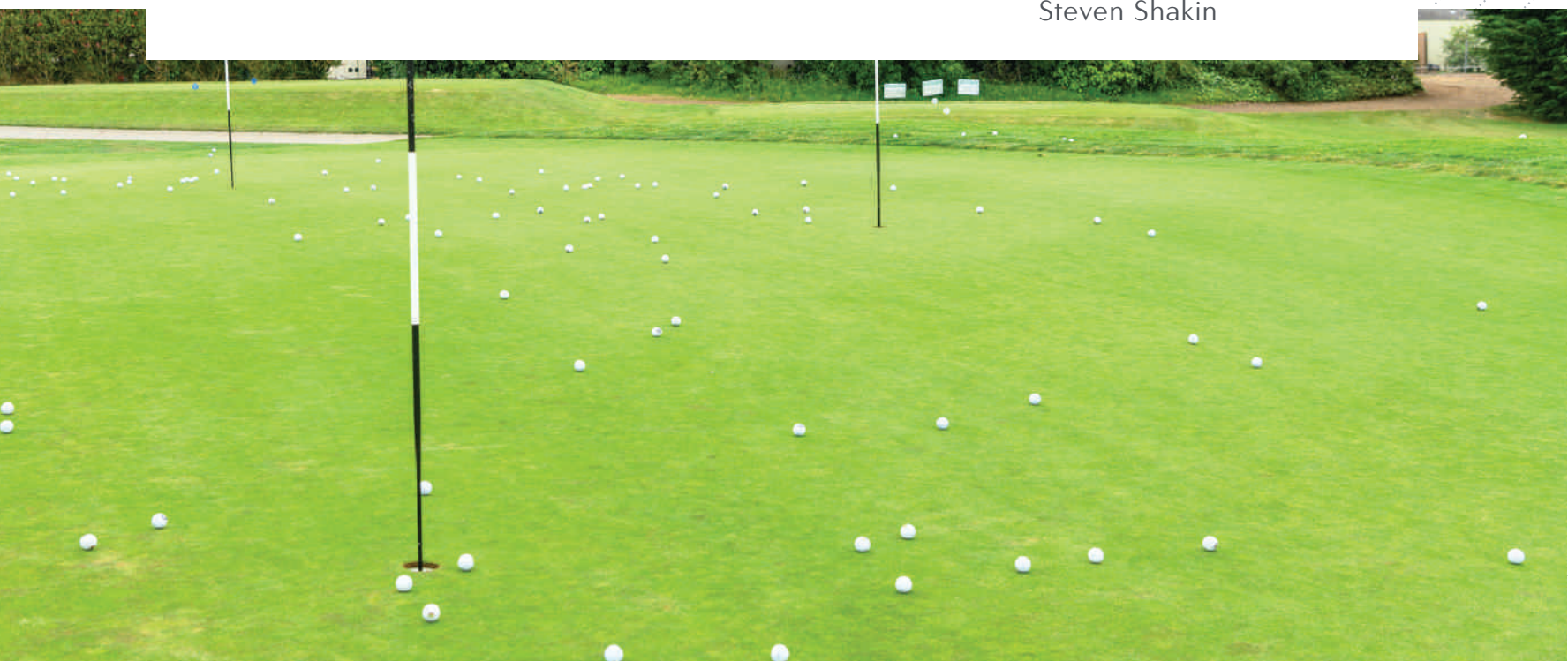
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Longstanding anniversary sponsors Lynne Frank Page and Ron Page (through the Roy & Lynne Frank Family Philanthropic Fund).

25th ANNUAL GOLF TOURNAMENT



A fabulous foursome off the course, of course. Left to right: Jewish Home & Senior Living Foundation Chair David Friedman, and tournament committee senior advisors Alan Schneider and Peter Pollat, and committee member Milt Greenfield.



Celebrating the event are cocktail reception sponsor Marian and her son, Phil Byer.



It's all smiles for these guys. Left to right: Mike Toftley, Paul Donaldson, Peter Chatterton, and Scott Montgomery.



The fine foursome are, left to right: Tyler Garratt, Marcus Chait, Shawn Sieck, and James Carpinello.

25th ANNUAL GOLF TOURNAMENT



These ladies lit it up. Left to right: Vicki Klapper, Shirley Eisler, Sherri Sugarman, and Marsha Veit.



Ben Eisler is making his mark on the green while Paul Epp looks on.



Learning from golf pro, Rob Mulder



Strategizing perhaps are, left to right, Ryan D. Schwartz, and committee co-chairs Aaron Colen and Jordan Mallin.

25th ANNUAL GOLF TOURNAMENT



Brad Nakanishi is setting up the perfect shot. Cheering him on are Aric Koshiyama (background) and Ryan Schwartz.



The dynamic duo: Jennifer Sills and Ron Olander.



Hats off and thumbs up from, left to right, committee member Steven Shakin, and Steven Pollak and Bruce Blockley.



Event volunteers from Eco Sound, left to right, Mark Hineser, Kim Cabrera, and Sue Rosenstock do a different kind of driving on the Lake Merced Golf Course.



Good friends Judy Grossman, Joan Berger and pooch.

26TH ANNUAL GOLF TOURNAMENT

JEWISH HOME & REHAB CENTER
SAN FRANCISCO CAMPUS FOR JEWISH LIVING
Jewish Senior Living Group

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SILVER IS GOLDEN

STEPHEN SILVER'S PASTIMES OF GOLF AND PHILANTHROPY DELIVER A WIN-WIN - FOR HIS FOURSOME ON THE GREEN AND JEWISH HOME & REHAB CENTER RESIDENTS ON SILVER AVENUE'S SAN FRANCISCO CAMPUS FOR JEWISH LIVING.



Stephen and Jared

“I raised my auction paddle and it cost me a lot of money,” kids Stephen Silver. “But,” he adds, all kidding aside, “they needed help and I was happy to do it.”

That upraised paddle at the 2018 golf tournament, cocktail reception & awards ceremony, benefiting San Francisco Campus for Jewish Living’s Jewish Home & Rehab Center (SFCJL’s JH&RC), created a \$10,000 matching grant for that year’s fund-a-need to support the residents fine dining program.

That was just one way Stephen has supported JH&RC since 2008, when he first participated in this annual fundraiser upon the suggestion of friends. In 2018, his son Jared joined his foursome. Father and son supported that event’s live auction with the purchase of both the Lexus Champions for Charity package and the San Francisco Giants Field Club package. In 2019, with Stephen and Jared joining the tournament as Benefactor sponsors, their foursome again took home the top prize.

“Really?” Stephen laughs when this fact is mentioned during his interview for this story. “I didn’t realize we’d won again. We had to leave the event early for a Sharks playoff game.”

Growing up in Canada, Stephen played hockey in the winter and golf in the summer. “I was a pretty good athlete,” he says. His family moved to California when he was 15. As hockey was not available, he focused on golf, making his high school golf team. “Golf is a great sport. It’s social and competitive mentally and physically. It ties you up as a kid and keeps you out of trouble. I put a club in Jared’s hand when he was about four years old.”

Stephen is the CEO of Stephen Silver Fine Jewelry, primarily a wholesale business for estate jewelry that sells to companies catering to collectors and high-end consumers. He founded the company in 1980, after falling in love with the business when he worked for an estate jeweler. “Jewelry dating from 1850 to 1950 is some of the most artistic ever made,” he maintains. “It’s art.”

Educated as a geologist and gemologist, Stephen says he first learned about cutting diamonds from a Holocaust survivor at a summer job. “He had a two-man shop near where I was working. I’d hang out with him during my lunch break and he taught me how to cut diamonds.”

Stephen’s company has five offices globally and in 2009 opened its first retail store in the Rosewood Sand Hill in Redwood City, Calif., (one of the 27 hotels located in 15 countries that comprise this international luxury hotel and resort company). Jared joined his father’s business some 10 years ago and is now the president thereof. Recently, Stephen’s nephew also came on board. “It’s really exciting for me to have the kids involved and bringing new things to the business,” Stephen says.

“...they needed help and I was happy to do it.”
~ Stephen Silver

While Stephen is satisfied with all his philanthropic endeavors, perhaps what makes him proudest is the gift of a Cullinan Blue Diamond necklace to the world’s largest museum, education, and research complex. It sits next to the Hope Diamond in The Smithsonian Institute’s mineral and gem collection at the National Museum of Natural History in Washington, D.C. “I was fortunate to be able to buy the necklace in 1992 from a family who’d had it for 100 years. I wanted it to be in a museum that had a lot of children visiting and learning about its historical reference. The Smithsonian was the best stage for it,” he says.

“We have a good time at the golf tournament and I’m pleased to do it for a good cause,” he rounds off, noting that philanthropy and supporting Jewish nonprofits is family tradition. “We need to make sure people are taken care of. My parents and grandparents drove home the philosophy that if you’re fortunate, you should help others get lifted up.”

CAROB TREE CIRCLE

REMEMBERING SAN FRANCISCO CAMPUS FOR JEWISH LIVING IN A WILL OR A TRUST GOES BEYOND A SINGLE LIFETIME. IT'S THE GIFT THAT LIVES ON FROM GENERATION TO GENERATION.

WE THANK THESE MEMBERS FOR THEIR FORESIGHT, APPRECIATING THOSE WHO ARE WITH US NOW AND HONORING THOSE OF BLESSED MEMORY.

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As a nonprofit organization, San Francisco Campus for Jewish Living depends on community generosity to maintain the excellent standard of its care, services, and programs. Your contribution helps us provide our Jewish Home & Rehab Center residents with the highest quality medical and nursing care; ministers to their spiritual needs; and elevates our creative arts, excursions and concerts, nutritional services, and lifestyle-enhancing programs.

Contributions to support and promote our provision of Jewish senior living services fuel the heart and soul of our community's promise to honor our mothers, fathers and older adults. It also answers the call to one of the basic tenets of Judaism – *tzedakah* or righteous giving.


While each of our residents has their own significant histories, they do have something in common: They have reached a time in their lives when they need care, which our remarkable staff provides consistently and compassionately.

With your meaningful support, San Francisco Campus for Jewish Living will continue to be this special place our community has known and trusted for more than 148 years, and a haven that provides our residents with the best in compassionate care and human dignity.

Your tax-deductible gift shows how much you care. It is also truly *g'milut chasadim*, an act of loving kindness.

There is no gift too small and every contribution is greatly appreciated.

For information about supporting San Francisco Campus for Jewish Living, please contact Advancement at 415.406.1107 or advancement@sfcjl.org



SETTING AN EXAMPLE
IS NOT THE
MAIN MEANS OF
INFLUENCING OTHERS;
IT IS THE ONLY MEANS.

– Albert Einstein

DEEDS OF
GIVING ARE
THE VERY
FOUNDATIONS
OF THE WORLD.

– The Torah

WAYS OF GIVING

GREENING THE TREE OF LIFE

The Tree of Life is a striking wooden sculpture that hangs prominently on our campus.

Each leaf on the tree bears an inscription as a tribute or memorial to a loved one.

Leaves may be purchased for a **\$1,200** gift.

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With a contribution of **\$613**, you can support this joyous event and ensure that our residents – the people who are dear to all of us – celebrate their special days in style.

As the birthday sponsor, you are also honored, receiving eight invitations so that your family and friends can celebrate with the residents. There is live music, some dancing and, of course, singing along to “Happy Birthday.”

FAMILY & FRIEND TRIBUTES

Honor an important occasion or the memory of a loved one by using our tribute card service.

We send a beautiful card, designed with art by our residents, to the individual who should know of your generosity and caring.

With a **\$100** donation or more, the loved one’s and the donor’s names are inscribed in our Tribute Book.

INCREASING THE IMPACT OF YOUR GIFT

Many companies match charitable contributions made by their employees or employees’ spouses/partners. Matching programs can double – sometimes even triple – the value of your gift.



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We make every effort to ensure our lists of supporters are up to date. Should you find an error, please accept our sincere apology and kindly notify our advancement department at **415.406.1107** so that we can make the appropriate change to our records.

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SAN FRANCISCO CAMPUS FOR JEWISH LIVING SERVICE VOLUNTEERS

WE GRATEFULLY RECOGNIZE THE FOLLOWING INDIVIDUALS AND THE GENEROUS GIVING OF THEIR TIME, TALENTS, AND ABILITIES TO ENRICH THE LIVES OF OUR OLDER ADULTS. NAMES REFLECT INVOLVEMENT FROM JULY 1, 2018 THROUGH JUNE 30, 2019.

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WE APPRECIATIVELY ACKNOWLEDGE THE FOLLOWING COMMUNITY ORGANIZATIONS, AGENCIES, AND FACILITIES, WHOSE ACTIVE COLLABORATION AND INVOLVEMENT OVER THE PAST YEAR HAVE GREATLY ENHANCED THE CARE, PROGRAMS, AND SERVICES OFFERED BY SAN FRANCISCO CAMPUS FOR JEWISH LIVING.

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THE FOLLOWING INDIVIDUALS, BUSINESSES, AND ORGANIZATIONS HAVE CONTRIBUTED GOODS AND SERVICES TO SAN FRANCISCO CAMPUS FOR JEWISH LIVING FROM JULY 1, 2018 THROUGH JUNE 30, 2019. WE SINCERELY APPRECIATE THEIR SUPPORT.

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SAN FRANCISCO CAMPUS FOR JEWISH LIVING - PRESIDENTS AND CHAIRS OF THE BOARD, AND THEIR YEARS OF OFFICE.

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Samuel W. Levy 1873 – 1909
Herman Simon 1871 – 1872
Isaac Wormer 1871 – 1872

We remember our lay leaders who have passed since our previous issue of Jewish Senior Living. May their memories be for a blessing.

Allan Byer – April 2019
Phyllis Friedman – July 2019
Sandy Oberstein – August 2019

WE REMEMBER ALLAN BYER



From sport to sportswear and a significant supporter of projects far-reaching, Allan Byer was steadfast in his lifelong commitment to the community and to people.

Allan's generosity and dedication to bringing people together for the greater good was manifest. He never failed to recognize the contributions of others and honor the past, even as he had the vision to look to the future. A former trustee of San Francisco Campus for Jewish Living and a generous supporter of our newest development, Allan honored our past and, as part of his legacy, is ensuring we realize our future.

May Allan Byer's memory be for a blessing.

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WE REMEMBER PHYLLIS FRIEDMAN



The modest matriarch of a family whose reach, impact, and philanthropy were – and are – deeply significant to our entire organization, **Phyllis Friedman's** personal involvement with and attachment to every aspect of our work and mission were suitably profound.

Our strong advocate and major supporter, Phyllis shared her family's longtime love of and commitment to us, which included her spearheading several fundraising events.

The Friedman's tradition of giving and championing endure, as do the words and actions of Phyllis live on. "I'm a constant cheerleader of the caring concern given to the residents [of Jewish Home & Rehab Center]. It's always been a lesson to me of how special and wonderful care for the elderly must be."

May Phyllis Friedman's special memory be for a blessing.

Jewish Home & Rehab Center
SAN FRANCISCO CAMPUS FOR JEWISH LIVING
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148 years of leading and enriching the lives of older adults ... and we're just getting started.

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ON THE **WEB**

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An innovative network serving senior adults and their families across the Bay Area, Jewish Senior Living Group welcomes all to share our vision: to live, grow, and flourish, at any age. jslg.org

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Comprehensive services for seniors, including exceptional long-term care for some of our community's most vulnerable older adults. sfcjl.org

SHORT-TERM AND REHABILITATION SERVICES – JEWISH HOME & REHAB CENTER

Short-term specialized medical and rehabilitation services help older adults regain their strength and capability after illness or injury, usually following their stay in an acute hospital, and with the goal of returning home. Learn more about our center of excellence, at sfcjl.org

ACUTE GERIATRIC PSYCHIATRY HOSPITAL – JEWISH HOME & REHAB CENTER

As one of the only enterprises in 14 Bay Area counties that ensures the emotional and mental health of seniors through Jewish Home & Rehab Center's on-site acute geriatric psychiatry hospital, San Francisco Campus for Jewish Living is filling a significant gap. We are licensed by the Department of Public Health to admit voluntary and involuntary patients for acute, short-stay needs. Find out how our specialized care can help by going to sfcjl.org/psych

FRANK RESIDENCES & BYER SQUARE

Assisted living, independent living, and memory care services The Lynne & Roy M. Frank Residences, the Bay Area's newest assisted living and memory care services community, where older adults can get the daily support they need to live vibrantly. frankresidences.org

MOLDAW RESIDENCES

Located on the South Peninsula in Palo Alto, Calif., Moldaw's life plan community on the Taube Koret Campus for Jewish Life is a progressive concept that goes beyond whatever you imagined a retirement lifestyle could be. Explore the range of living options, services, amenities, and opportunities at moldaw.org

JEWISH HOME & SENIOR LIVING FOUNDATION

This charitable foundation promotes and supports Jewish Senior Living Group, the mission and activities associated with San Francisco Campus for Jewish Living, Moldaw Residences, and network affiliates. Visit the Foundation's website, where you can take the opportunity to donate online. jhslf.org

E-COMMUNICATIONS – SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Join our e-mail list to get our latest news, happenings, and developments. advancement@sfcjl.org
Follow us on **Facebook** and **Twitter**.

**WE WISH OUR ENTIRE COMMUNITY THE MEANINGFUL GATHERING OF LOVED ONES
AROUND THE THANKSGIVING TABLE, THE WARMTH AND LIGHT THAT SURROUND
CHANUKAH, AND A HAPPY AND HEALTHY HOLIDAY SEASON.**