

Jewish Senior Living

2011/2012



Groupthink: Leaders discuss developments and plans for the future

A fitting lifestyle for Moldaw Family Residences' first couple

Soon, space to stretch and strengthen, thanks to \$1 million challenge grant

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Jewish Senior Living

JEWISH SENIOR LIVING MAGAZINE 2011 / 2012

A publication of Jewish Senior Living Group
302 Silver Avenue, San Francisco, CA 94112
www.jewishseniorlivinggroup.org

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ON THE COVER

NORMAN ROSSEN GOES THROUGH HIS WORKOUT ROUTINE AT THE OSHMAN FAMILY JCC, LOCATED ON THE TAUBE KORET CAMPUS FOR JEWISH LIFE IN PALO ALTO. TURN TO PAGE 11 TO READ ABOUT THE LIFE AND LIFESTYLE HE AND HIS WIFE, NANCY, ENJOY AT THE CAMPUS'S MOLDAW FAMILY RESIDENCES.



**JEWISH HOME & SENIOR LIVING
FOUNDATION**

The Jewish Home of San Francisco is a beneficiary agency of the Jewish Community Federation and Endowment Fund of San Francisco, the Peninsula, Marin and Sonoma Counties, and Jewish Home & Senior Living Foundation.

PUBLISHER'S NOTE

WELCOME TO THE FIRST ISSUE.

If you have enjoyed reading our previous eight issues of *Jewish Senior Living*, you may be wondering at the accuracy of my opening sentence. Allow me to explain.



This is the first issue that *Jewish Senior Living* is coming out as a publication of Jewish Senior Living Group (JSLG). And what exactly does that mean, you may ask. The full story of the import and impact of JSLG's launch appears on page 4, but for the purposes of this column, suffice to say that JSLG operates like a parent organization, providing management services to the various entities currently in our network – such as the Jewish Home of San Francisco, Moldaw Family Residences in Palo Alto, and Jewish Home & Senior Living Foundation. JSLG will also help create new business opportunities in the Bay Area, and provide the same support services to these concerns as they come on board.

This is a first for me as well. For those of you who have been associated with the Jewish Home for a number of years (or even decades), you may know I have been a part of the Home for over 37 years. In that time I have proudly held eight different positions. Then why is this also “a first” for me? Well, it is the first time I am formally welcoming you to *Jewish Senior Living* magazine and the first time I am literally putting my face to my role as publisher. But this is not the only hat I wear. My major headwear is that of chief advancement officer and, as such, I am responsible for leading our fundraising and communications efforts. To make our case for support, we turn to you, our valued community of donors and philanthropists. You know there is value in giving. Thank you for your commitment to helping us serve the body and soul of our community's elderly, ranging from our provision of charitable care to our quality-of-life programs.

So now that you have an idea of the “what” – Jewish Senior Living Group, the “who” – putting my face to my name, I hope you will enjoy the “where” – this issue of *Jewish Senior Living*, in which you will find a range of informative, interesting, heartwarming articles and a gallery of images. Happy reading!

SHERIE KOSHOVER
Publisher

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ON THE HOME FRONT – AND BEYOND

*Jewish Senior Living Group (JSLG) has been established to help in the development of new entities that will address how our community provides services for seniors – particularly in light of the growing population of older adults, their changing needs, and the anticipated ongoing reduction of government subsidies. Offering insight into JSLG's role and future plans are **David Friedman**, chair, Jewish Senior Living Group; **Daniel Ruth**, Jewish Senior Living Group's president and chief executive officer; **Michael Adler**, immediate past chair, Jewish Home of San Francisco's board of trustees; **Arlene Krieger**, chair, Jewish Home & Senior Living Foundation; and **Larry Marks**, chair, Moldaw Family Residences.*

Jewish Senior Living: What exactly is Jewish Senior Living Group? What is its role and function?

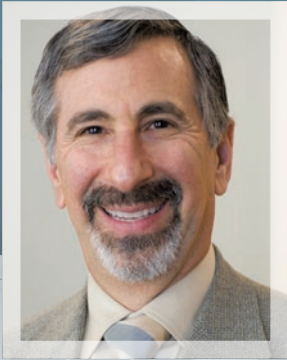
David Friedman: Jewish Senior Living Group will oversee and manage the various entities under its umbrella, and think in entrepreneurial terms about the future of other enterprises that'll fit under that umbrella. JSLG will be diversified in its offerings and regional in outreach, with the same values, based on Jewish tradition, that have informed and directed the Jewish Home's 140-history of care and services. What we're doing – both strategically and concretely – is designed to reposition ourselves to be relevant and successful as America's healthcare system undergoes an overhaul. This'll ensure that the Jewish Home and other future entities are financially viable, and not subject to the ebb and flow of government subsidies.

Daniel Ruth: In essence, JSLG is the “parent” organization that the Jewish Home of San Francisco spun off to provide management services to the Jewish Home, Jewish Home & Senior Living Foundation, Moldaw Family Residences, and future operating entities. Equally important, JSLG will also serve as the real estate development arm to create new business opportunities that are consistent with the strategic vision to develop a broad and integrated network of Jewish senior living communities and services in the Bay Area, and that will address the changing and wider scope of older adults' care, service needs, and interests.

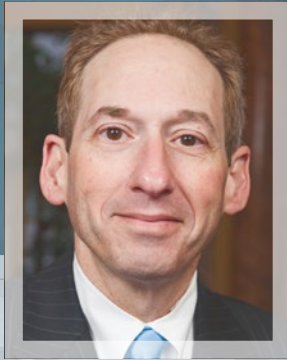
Michael Adler: Part of our strategic visioning process was the recognition that, while the Jewish Home is the epicenter, the heart and soul of our initiatives, our concept for the future goes well beyond our Silver Avenue campus. From that was born Jewish Senior Living Group. Our model of compassionate care for seniors has evolved in the 140 years since the founding of the Jewish Home. Moldaw Family Residences in Palo Alto, which was sponsored and developed by the Jewish Home, is an example of this evolution.

JSL: Speaking of Moldaw Family Residences, can you give us an update on this senior living community?

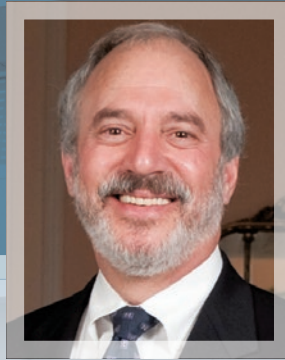
Larry Marks: Moldaw is on a positive trajectory. Sales are up and the rate of reservations has increased as the real estate market in the Bay Area is in the process of recovering. As you know, the economy and the housing market plunged just as Moldaw was about to open its doors in 2009. As a result, a number of prospective residents were unable to sell their homes and move in. However, because the market has improved, we've seen positive results in our sales and are optimistic that we'll be able to fill the facility in the near future.



DAVID FRIEDMAN



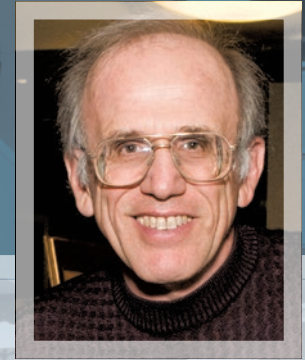
DANIEL RUTH



MICHAEL ADLER



ARLENE KRIEGER



LARRY MARKS

“Jewish Senior Living Group will be diversified in its offerings and regional in outreach, with the same values, based on Jewish tradition, that have informed and directed the Jewish Home’s 140-history of care and services.”

– David Friedman, chair, Jewish Senior Living Group

Arlene Krieger: Moldaw residents are really thrilled with the lifestyle, the staff, and the quality of services that Moldaw is offering. It’s no secret that Moldaw had a very difficult beginning because of the ‘Great Recession,’ so we’re pleased that Jewish Home & Senior Living Foundation was in a position to not only provide seed funding to initiate the development, but also to assist during this difficult fill-up period.

Jewish Home, Moldaw Family Residences, as well as members of the general community. Thus, all the various stakeholders in our community, including JSLG, have representation in our decisions.

JSL: What is the form and function of Jewish Home & Senior Living Foundation?

JSL: What other plans are in the works for Jewish Senior Living Group?

David Friedman: The Foundation is where the financial assets of Jewish Senior Living Group entities, such as the Jewish Home and Moldaw Family Residences, are held. It’s a legal construct created to oversee the assets and endowments of our services for seniors.

Daniel Ruth: With tens of millions of Americans now guaranteed access to medical insurance through the Affordable Care Act, new, fully integrated and coordinated models of care will evolve, such as home and community-based services. To this end, we’ll continue to explore collaborations with organizations whose missions are similar to that of the Jewish Home’s, with the aim of extending the breadth and expertise of our care, programs and services so as to better serve constituent members.

Daniel Ruth: As Jewish Senior Living Group looks to diversify, it’ll work hand-in-glove with the Foundation. JSLG will look to the Foundation to strategically provide seed capital as we evolve and implement our business plans on a regional basis.

David Friedman: We’re aiming to be both proactive and responsive to the services and care that our seniors need. We’re thinking about the next five to 15 years. Our initial focus is the Silver Avenue campus. We’re in the midst of re-envisioning the physical nature of the campus, as well as the services provided. >>>

Arlene Krieger: Our Foundation’s board consists of individuals representing the San Francisco-based Jewish Community Federation, Jewish Senior Living Group, the

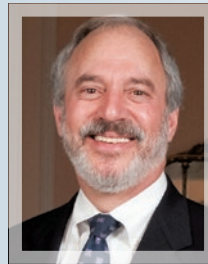
JSL: How will the Jewish Home's Silver Avenue campus be transformed?

Daniel Ruth: First, let me say that we're absolutely committed to continuing to serve older adults on Silver Avenue. By realigning the existing campus and, where necessary, replacing or refurbishing the aging elements of our infrastructure, we'll be able to meet the changing needs of older adults we serve and respond to trends in senior living.

Michael Adler: Silver Avenue is a key asset of the Jewish and non-Jewish communities. Through our site re-master, now in the planning phases, we're determining how we can evolve this campus to be more relevant to our Jewish community. We're looking at the entire spectrum of services to the elderly, including independent and assisted living, memory care, short-term rehabilitation, and outreach to the regions – providing services in the community that originate on Silver Avenue.

Daniel Ruth: Our goal is to have the Jewish Home's national reputation for quality and innovation remain synchronous with modern centers of excellence that fit community needs and that'll support our long-term financial viability. ■

PASSING THE GAVEL



"It seems like just yesterday that Mark Myers passed the board chair's gavel to me. Now, two years later, I am planning to do the same by welcoming Steve Krieger to this most honored role.

It has been for me and, I believe, for the Jewish Home, an extraordinary two years. We have seen the maturing and finalization of the relationships between the Jewish Home, Jewish Home & Senior Living Foundation, and Jewish Senior Living Group; the opening of Moldaw Family Residences; the unanimous approval from the board to move forward with the Silver Avenue site master plan; and the Jewish Home receiving the Centers for Medicare & Medicaid Services' highest rating of five stars for exemplary resident care. It has also been a time fraught with general economic challenges and the specific challenge to the Jewish Home of a looming 23 percent reduction in state Medi-Cal reimbursement.

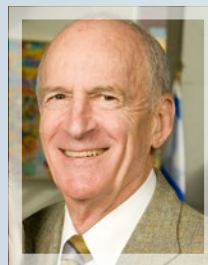
My greatest achievement is to have been smart enough to get out of the way and let our extraordinary staff and our enormously talented and compassionate board do what they do best.

I am by no means leaving active engagement in the Jewish Home's future and I particularly expect to continue contributing to the site master plan process. However, I say with full confidence that Steve Krieger is the right person at the right time to collaborate with president and CEO Daniel Ruth, and to provide crucial board leadership as Silver Avenue continues to evolve and meet the challenges of the Jewish aging community head-on.

I am both humbled and honored to have been given the gift of the past two years."

– MICHAEL ADLER

Immediate past chair, Jewish Home's board of trustees



"I am truly honored to be able to follow in the footsteps of my father, Clarence, and my wife, Arlene, in being chosen to chair the board of our wonderful Jewish Home.

I am humbled at the thought of following Michael Adler, an extraordinary chair, who has been a brilliant leader over the past two years on so many fronts. I can only promise that I will do everything I can to bring to fruition the plans initiated under Michael's leadership."

– STEVE KRIEGER

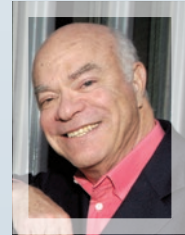
Chair, Jewish Home's board of trustees

JEWISH HOME OF SAN FRANCISCO

ANNUAL MEETING – November 3, 2011



DAVID ARRICK,
TREASURER.



MICHAEL STRUNSKY

IMMEDIATE PAST CHAIR OF THE JEWISH HOME'S BOARD OF TRUSTEES MICHAEL ADLER (SEATED SECOND FROM RIGHT) SITS IN WITH THE NEW BOARD.
STANDING, LEFT TO RIGHT: RICHARD BAUM, VICE CHAIR; MATTHEW SLEPIN; SUSAN FOLKMAN; JEFFERY STEIN; JOEL ROOS, SECRETARY.
SEATED, LEFT TO RIGHT: ALAN SILVERMAN, VICE CHAIR; STEVE KRIEGER, CHAIR; MICHAEL ADLER; JORDAN SILLS.



PAST CHAIRS OF THE JEWISH HOME'S BOARD
DOUGLAS HELLER AND FRANCES GREEN.



MAKING A DELIGHTFUL FAMILY PORTRAIT ARE
MARTHA AND MICHAEL ADLER, WITH DAUGHTERS
SARAH (LEFT) AND HANNAH (CENTER).



LARRY MARKS, CHAIR OF MOLDAW FAMILY
RESIDENCES' BOARD, AND GLADYS MONROY.

Celebrating 140 years of caring and enriching



DAVID FRIEDMAN, CHAIR, JEWISH SENIOR
LIVING GROUP (CENTER) IS FLANKED BY JOEL
ROOS (LEFT) AND MICHAEL ADLER.



FOUR PAST PRESIDENTS OF THE JEWISH HOME'S AUXILIARY
POSE FOR THIS PICTURE. LEFT TO RIGHT: LOIS FRIED, POLA
BURK, HONEY SCHWARTZ, AND ARLENE KRIEGER, CURRENTLY
CHAIR OF JEWISH HOME & SENIOR LIVING FOUNDATION.



ERIC FASTIFF (CENTER) GETS A HANDSHAKE FROM
PAST JEWISH HOME CHAIR DR. JAMES DAVIS UPON
COMPLETION OF HIS TERM AS SECRETARY OF THE JEWISH
HOME'S BOARD. REBECCA ARONS IS AT RIGHT.



RABBI LAWRENCE RAPHAEL, SENIOR RABBI OF CONGREGATION SHERITH ISRAEL (STANDING FAR RIGHT), JOINS STEVE AND ARLENE KRIEGER (STANDING CENTER) IN THIS JOYFUL PICTURE. PAUL AND PATRICIA EPP, ARLENE'S BROTHER AND SISTER-IN-LAW, ARE STANDING AT FAR LEFT. THE KRIEGER'S SON-IN-LAW, ERIK MIGDAIL, COMPLETES THE BACK ROW. SEATED, LEFT TO RIGHT, ARE JACQUELYN RICHEY, GIRLFRIEND OF SON TODD KRIEGER, FOLLOWED BY DAUGHTER AND SON-IN-LAW VALERIE AND THIERRY JAHAN, AND DAUGHTER DENISE MIGDAIL. DAUGHTER CINDY KRIEGER AND HER HUSBAND, STUART FRIEDMAN, WERE OUT OF TOWN. THEY – AND WE – WERE SO SORRY THEY HAD TO MISS THE EVENT.



LAVERNE AND ALAN SILVERMAN.



GIFT OF THE GAVEL. 2011 – 2013 CHAIR OF THE JEWISH HOME'S BOARD STEVE KRIEGER (LEFT) AND MICHAEL ADLER, WHOSE TERM AS CHAIR SPANNED 2009 – 2011.



RICKI ANN AND RICHARD BAUM.



STUART SEILER, A PAST CHAIR OF THE JEWISH HOME, AND HIS WIFE, GAYE.



EDIE SADEWITZ, JEWISH HOME RESIDENT AND PRESIDENT OF THE HOME'S COUNCIL OF RESIDENTS, WITH SHELDON MARDER, RABBI OF THE JEWISH HOME AND DIRECTOR OF THE HOME'S DEPARTMENT OF JEWISH LIFE.

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Celebrating 140 years of caring and enriching



LEFT TO RIGHT: JORDAN AND ABRA SILLS, WITH JOAN AND CHARLIE DAVIS.



SNAPPED DURING COCKTAILS ARE (LEFT TO RIGHT) ADELE CORVIN, PATRICIA AND PAUL EPP, AND ELEANOR MYERS.



REBUILDING FOR REHAB

A \$1 MILLION CHALLENGE GRANT FROM THE KORET FOUNDATION WILL ENABLE THE JEWISH HOME TO EXPAND AND UPDATE ITS REHABILITATION CENTER, PAVING THE WAY FOR ENHANCED SERVICES TO A GROWING POPULATION OF SENIORS.

The current space, in use for more than 40 years, is inadequate and inefficient, limiting the number of people who can train and receive therapy, as well as the type of therapy that can be given. Plans for the center's renovation include increasing the size by 3,500 square feet and providing state-of-the-art equipment that will meet the needs of older adults, today and into the future.

According to Daniel Ruth, president and CEO of Jewish Senior Living Group, rehabilitation therapy is a major element of the Jewish Home's core program, serving as it does both long-term care residents and short-term care patients. It is also an important part of the Home's vision for the future and its financial viability.

"We're tremendously grateful to the Koret Foundation for its extraordinary leadership gift and to the other generous philanthropic supporters who helped us meet this challenge grant," Daniel says. "This funding will allow the Jewish Home to renovate the rehabilitation center to improve space and efficiency, and enable us to offer services and programs that aren't available in other Bay Area rehabilitation facilities." >>>

JIM WESLOW, DIRECTOR OF REHABILITATION SERVICES AT THE JEWISH HOME, GUIDES SHORT-TERM REHAB PATIENT MARGARET COTTLE THROUGH HER REGIMEN.

“Helping the Home help the people it serves more effectively and impactfully is what Koret is committed to,” says Adam Hirschfelder, Koret’s senior program officer.

The Koret Foundation’s gift, to be paid over five years, was matched by additional generous grants, including \$400,000 from the Jewish Community Endowment Fund; \$100,000 from Mount Zion Health Fund; and \$557,803 from the Burton H. Landensohn Trust.

Rehabilitation therapy increases seniors’ ability to engage in activities of daily living. As experts in geriatric rehabilitative care, the Jewish Home’s physical, occupational, and speech therapists help patients achieve their maximum level of functional independence by decreasing pain, improving balance, and promoting strength, flexibility, gait and safety awareness. They advance wheelchair mobility and train caregivers. The Home’s therapists also enhance patients’ ability to communicate, and ensure safe eating patterns for those with swallowing deficits.

“Based upon a wide body of research, we know that the quicker we can get an older person back to their optimum physical condition, the better the outcomes will be across the board for many measures of life satisfaction and activity,” says Koret’s Hirschfelder.



Koret Foundation’s leadership gift toward the renovation of the Jewish Home’s rehab center will enable the Home to offer services and programs that are not available in other Bay Area rehab facilities.

Koret’s challenge grant is the Foundation’s latest contribution to an enduring partnership with the Home dating back to 1980, shortly after the Foundation was established by Joseph Koret.

Says Susan Koret, lifetime board chair of the Koret Foundation: “My late husband, Joseph Koret, cared deeply about the Jewish Home. It practices Jewish values every day by caring for our elders, and brings Jewish learning and values to its residents. I know my husband would be very proud of the close relationship the Koret Foundation maintains with the Home.”

“A commitment to supporting the essential Jewish institutions that strengthen our community has been at the core of the Koret Foundation ever since its founding,” Hirschfelder says. “By providing quality care to our older members, the Jewish Home exemplifies what our local Jewish community is about.” ■





BETWEEN THEM, NORM AND NANCY ROSSEN HAVE 11 GRANDCHILDREN. THE DEN OF THEIR BEAUTIFULLY APPOINTED APARTMENT ACCOMMODATES FAMILY MEMBERS' JUDICIOUSLY SPACED VISITS.

SILVER AND GOLD, NEW FRIENDS AND OLD

NANCY AND NORMAN ROSSEN ARE SITTING IN THEIR DEN – A ROOM THAT CAN DOUBLE AS A BEDROOM WHEN THEIR GRANDCHILDREN VISIT – DESCRIBING THEIR LIFE AT MOLDAW FAMILY RESIDENCES. THE COUPLE HAS MANAGED TO STAKE OUT SOME TIME IN THEIR BUSY SCHEDULES FOR AN INTERVIEW WITH *JEWISH SENIOR LIVING*.

“Usually at this time I’d be at the JCC working out,” Norm remarks.

In fact, it was the proximity to the Oshman Family Jewish Community Center (OFJCC) and its exercise facilities that first intrigued the Rossens when they heard that a new retirement community on a multigenerational campus – part of the Taube Koret Campus for Jewish Life in Palo Alto, Calif. – was in the works. “Norm has gone to the JCC three mornings a week *forever*,” says Nancy. “The idea that he

could figuratively roll out of bed and be at the gym within minutes was really appealing.”

The Rossens attended early informational meetings about Moldaw and liked what they heard. So they made the commitment, selecting one of 12 three-bedroom corner apartments. Theirs is on the fourth floor of the complex, with a balcony on two sides and a view of the hills. On October 26, 2009 – opening day – they were the first people to move in. >>>



NEIGHBORS LIZ AND RICK BROWNELL HAVE BECOME GOOD FRIENDS OF THE ROSSENS'. HIMSELF A TALENTED MUSICIAN, NORM WAS DELIGHTED TO DISCOVER THAT LIZ ALSO PLAYS THE RECORDER.

Moldaw Family Residences is everything the two expected – and more, they concur. “It’s a beautiful facility, with an outstanding and responsive staff and a plethora of programming choices,” says Nancy. “But what sets us apart is that we’re a community, and that’s something you can’t know about ahead of time.”

Nancy, who is president of the Resident Association, envisioned living among a group of active people who care about each other. And that, she says, is what they have found in their new home. “That’s the single most wonderful thing that’s happened here. We have a very caring community.”

Norm and Nancy celebrated their tenth anniversary in October 2011. This is a second marriage for both, after the death of their longtime spouses. Norm, 84, grew up in Alexandria, Va., and moved to the Bay Area to work in the space industry. “He was a rocket scientist,” Nancy quips. Nancy, 79, arrived from Houston in 1950 to attend Stanford University and

Life at Moldaw Family Residences is everything Nancy and Norman Rossen expected – and more. A caring community, a beautiful facility, with an outstanding and responsive staff, and a plethora of programming choices.



LISA MASELLI (CENTER), MOLDAW'S DINING ROOM MANAGER, MAKES A LUNCHTIME RECOMMENDATION. THE FOOD IS EXCELLENT, NANCY SAYS.

never left. She ran her own financial advisory business for 25 years.

In addition to their many outside involvements, there are wonderful activities happening just across the campus's courtyard that fill the Rossens' busy lives even more. The Albert & Janet Schultz Cultural Arts Hall hosts a range of theater performances, concerts and lectures, and at the OFJCC there are a variety of classes, plus the aforementioned fitness center with a pool, water aerobics, exercise classes, and yoga – all but a short stroll from their doorstep.

At the gym, Norm's routine includes floor exercises, machine weightlifting, and riding the stationary bike. "That's also where I get my reading done," he says.

The gym is one of the places their grandchildren go when they visit, to swim and play Ping-Pong. They are also inclined to join their grandparents for dinner in the Moldaw dining hall, Nancy says, and she understands why. "The food's excellent."

The Rossens have discovered old friends at Moldaw, "people we knew from Congregation Beth Am in Los Altos Hills, where we were members," Norm says. There are also many residents from outside the Bay Area, making for "an active, vital group of independent seniors," Nancy adds. "Lots of new friendships have developed and our networks are broadening.

"We're not unique in being very happy here. We're building a new community. When we look back at our first day here and then see what Moldaw is today, we know that something really great has been created." ■



AS PRESIDENT OF THE RESIDENT ASSOCIATION, NANCY MEETS FREQUENTLY WITH MARILYN ISRAEL, MOLDAW'S EXECUTIVE DIRECTOR. HERE THEY PLAN AN UPCOMING EVENT IN THE MOUNTAIN VIEW CONFERENCE ROOM.

THE BEAUTIFUL OUTDOOR SPACES AND GARDENS LEND THEMSELVES TO STROLLING HAND-IN-HAND.



FÊTE ACCOMPLI

IN A TREASURED PHOTOGRAPH FROM THE RECENT PAST, MARY POWELL (CENTER) IS PICTURED AT A JEWISH HOME EVENT WITH HER FRIEND VICTOR MARCUS (RIGHT), SPORTING ONE OF HIS SIGNATURE BOWTIES. PATRIC POWELL, MARY'S HUSBAND, IS AT LEFT.

ONCE A YEAR, JEWISH HOME RESIDENTS ARE INVITED TO PUT ON THEIR FANCIEST OUTFITS FOR A SINGULAR AFFAIR. THE WOMEN PIN ON THE CORSAGES THEY HAVE RECEIVED; THE MEN AFFIX THEIR BOUTONNIERES. THEY ARE OFF TO LAKE MERCED GOLF CLUB IN DALY CITY, CALIF., WHERE THEY WILL ENJOY A FORMAL LUNCH IN THE ELEGANT CLUBHOUSE – FOR MANY OF THE RESIDENTS, QUITE POSSIBLY THEIR FIRST EVER OPPORTUNITY TO ENJOY SUCH AN EXCLUSIVE VENUE – COMPLEMENTED BY MUSICAL ENTERTAINMENT.

The late Victor Marcus established this delightful event 37 years ago to provide a special off-site occasion for the residents and continued sponsoring it annually until his death in 2009 at the age of 94. “Victor would focus on each detail, making sure that everything was wonderful for the residents,” says Mary Powell, a close friend of Victor’s. “It was something he anticipated with such enthusiasm every year.”

Mary (who, along with Victor, sat on the Jewish Home’s board of directors at one time) believed it was important that the tradition endure after Victor’s death, so she and her husband, Patric, determined to sponsor this annual event in his memory.

The residents derive incredible pleasure and pure joy from this occasion, Mary observes. It is so moving to see them delighting in the meal and the music, clapping along and even getting up to dance if they are able.

“The Jewish Home was as critical to Victor’s life as the air he breathed,” Mary maintains. In fact, it was Victor who brought about her own longtime involvement with the Jewish Home. “Victor asked me if I’d consider being on the Home’s board,” she relates. Fellow board member Doug Heller told her it would be the most wonderful service she would ever enjoy, and “it indeed turned out to be one of the most gratifying commitments I ever experienced.”

Over the years, Mary, who served a seven-year stint as development director for the San Francisco Opera, has utilized her varying skills in fundraising for the benefit of the Jewish Home. She also volunteers “wherever I can be supportive to the staff.”

Recently, she and Patric decided to continue another of Victor’s valued traditions – sponsoring the Home’s monthly birthday lunch celebration in April, the month of Victor’s birthday.

These luncheons are one more way to provide special festivities for the residents, while also offering caring supporters an opportunity to make a meaningful gift to the Home. With a contribution of \$613, the birthday sponsor receives eight additional invitations so that the sponsor's family and friends can attend to celebrate with the residents, enjoying the live music, usually some dancing and, of course, the singing of "Happy Birthday."

"It's so important to continue to engage our seniors and create meaningful experiences for them," Mary believes. "Birthday luncheons help provide this. About 100 people came together to celebrate April birthdays."

Mary's relationship with Victor goes back to her childhood. Victor immigrated to the United States from Germany in 1936. As a friend of her grandparents' and her great-uncle, Victor spent his first Thanksgiving in this country with Mary's family. The Jewish Home was very much his family, she says, explaining that she believes

his dedication to the welfare of the residents of the Jewish Home may have been prompted by the void of caring for his own aging parents as a result of their loss in the Holocaust.

The connection Mary has to the Jewish Home can also be linked to her two children, now age 40 and 34 respectively. Mary recalls they were involved with seniors at the Home through their religious school's activities. "I was a chaperone when these visits occurred, and it was always clear that interacting with older people was a fabulous opportunity for my then young children."

Victor Marcus' legacy continues in multiple traditions, not least of which is through Mary and Patric Powell's ongoing support and sponsorship of enjoyable experiences for the residents of the Jewish Home. ■

"It's so important to continue to engage our seniors and create meaningful experiences for them," Mary Powell believes.



JEWISH HOME RESIDENTS DINE IN STYLE AT LAKE MERCED GOLF CLUB. ACCORDION MUSIC ADDS TO THE AMBIENCE.

PAINTING PARADISE

A VISITOR TO ROOM 609 IN THE KORET BUILDING ON THE JEWISH HOME'S CAMPUS MIGHT THINK HE OR SHE HAS HAPPENED UPON AN ART GALLERY. ORIGINAL COLORFUL PAINTINGS OF FLOWERS AND ANIMALS, PORTRAITS AND STREET SCENES, AND EVEN A PARTIAL NUDE (TO NAME A FEW OF THE VARYING SUBJECTS) ARE HUNG STRATEGICALLY THROUGHOUT THE SUNNY SPACE. OFF TO THE SIDE IS A DESK STREWN WITH WATERCOLOR PAINTS AND SKETCHES OF NEW PIECES. TUCKED INTO THE WINDOWED CORNER IS A NEATLY MADE BED, WHICH BELONGS TO THE RESIDENT OF THE ROOM AND THE PROLIFIC PAINTER OF ALL THESE WORKS, GEORGE RUIMY.

His style belongs somewhere between the fanciful and realistic. Jewish Home families and supporters may be quite familiar with his work. His sunflowers graced the publicity for the 2010 Summer Arts Festival and his painting of a menorah became a Chanukah card. Some of his art hang in the hallways or the lobbies of the Home's various buildings, and he has donated other pieces to be sold at a number of events, with profits going to the Home.

George is thrilled that his art has been recognized and utilized for these purposes, which result in income for the Jewish Home he loves. But his greatest honor, he feels, is that one of his paintings was given to Dr. Jay Luxenberg as a memento when the medical director left the Home earlier in 2011, after two decades-plus service.

George had the pleasure of presenting the painting at a reception for the doctor. "It was my biggest joy," he says. "It was a beautiful painting, representing the front of the Jewish Home's main building and some residents. I know it'll be a part of Dr. Luxenberg's good memories of the Home."

Now 87, George moved to the Jewish Home two years ago and began his love affair with painting a year later. "My life changed completely when I started to do art," he says. He spends his days in the Home's creative arts center, where he can enjoy the support of his fellow artists, but that was not long enough for him. A gift from his daughter provided the desk and supplies in his room so that he can keep painting into the wee hours.

George grew up in Casablanca, Morocco and moved to San Francisco in 1977, 12 years after arriving in the United States. His three children and grandson have been subjects of his art. When he showed one son his likeness on canvas, his response, "You're a Picasso!" made George smile.

After seeing more of his work, George said his son told him that he should have started painting years earlier, but George does not agree. "Everything has its time. This is the time, and I'm really, really happy!" ■



INSET: GEORGE RUIMY'S PAINTING WAS SELECTED AS THE ADVERTISING POSTER FOR THE JEWISH HOME'S 2010 SUMMER ARTS FESTIVAL.



IT WAS ONLY ONCE HE MOVED INTO THE JEWISH HOME THAT GEORGE RUIMY TOOK UP PAINTING. WITH PERSONAL, HANDS-ON INSTRUCTION FROM CREATIVE ARTS DIRECTOR GARY TANNER (RIGHT), ENCOURAGEMENT FROM HIS FELLOW RESIDENT ARTISTS, AND EXPOSURE AT COMMUNITY EXHIBITS, HIS TALENT HAS REALLY BLOSSOMED. AS A DELIGHTED GEORGE SAYS, "I CAN NOW CALL MYSELF AN ARTIST."

SKY(PE)'S THE LIMIT

“THRILLED” IS THE PERFECT WORD TO DESCRIBE HOW HELEN LUEY FELT WHEN, WITH HER HELP, 92-YEAR-OLD JEWISH HOME RESIDENT AHUVA GERSHATER MET HER NEPHEW FOR THE VERY FIRST TIME – VIA SKYPE.

Helen, a volunteer spiritual care partner in the Home’s *Kol Haneshama* (Jewish end-of-life/hospice) program, has been visiting with Ahuva for several months. In their many conversations, Ahuva spoke about her beloved older brother, Ben, who, for unknown reasons, became disconnected from the family. Ahuva knew very little about Ben’s adult life, except that some time after leaving their Nebraska home, he had married an English woman and they had a son.

Last May, recalls Helen, “Ahuva suddenly said to me, ‘I wish that somehow, just once before I die, I could have contact with my nephew.’”

How, Helen wondered, could she possibly help Ahuva fulfill this wish?

The answer materialized when she learned that Ahuva had a younger brother in Ohio. A phone call to him yielded the name and e-mail address for Craig Gershater, Ahuva’s nephew, now 62 and living in England.

Through her own e-mail account, Helen sent a letter, dictated by Ahuva, to Craig. “We had no idea if Ahuva’s message would reach him, and even if it did, how it would be received,” Helen says.

The next morning, Helen found “a spectacular, warm response,” and photos, in her mailbox. Craig had grown up with not much knowledge of his father’s family and was eager to learn about his heritage.

Craig and Ahuva (via Helen) exchanged e-mails, filling in the outlines of their lives. “Ahuva wanted to know everything about Craig, and Craig wanted every detail about his father’s early life and family,” Helen relates. “He’d only recently learned that his father was Jewish, and he was full of questions of what it was like growing up Jewish in pre-World War II Omaha.”

But Helen believed she could do more. She was familiar with Skype, a technology that provides both voice and visual contact through a computer connection, and



thought it might be a tool to bring Ahuva and Craig together, virtually. With help from Mark Friedlander, the Home’s director of Resident Programs & Services, who purchased the camera and microphone needed for the connection, and volunteer Arnold Kleinerman, a date was set for the virtual meeting.

It took place on June 21 at 11:00 a.m. in San Francisco and 7:00 p.m. in England. At the end of their 45-minute conversation, Ahuva’s exhausted but emotional response was, “I love him.”

Helen has facilitated several Skyped conversations since then and notes, “When you watch Ahuva and Craig talking to each other, it’s wonderful.” There was a particularly poignant moment after their second



COMMUNICATING VIA VOICE AND VIDEO. JEWISH HOME RESIDENT AHUVA GERSHATER (ABOVE) CATCHES UP WITH CRAIG GERSHATER, THE NEPHEW SHE NEVER KNEW – UNTIL VOLUNTEER HELEN LUEY (CENTER) CONNECTED THEM ACROSS THE CONTINENTS.

conversation. “Craig began the call with, ‘So, Aunt Ahuva,’ and Ahuva was delighted,” Helen says. “She looked at me with tears in her eyes and said, ‘No one’s called me aunt before.’”

Recently, Helen has uncovered even more about Ahuva’s past for her. Sorting through a box, they found part of a phylactery set, small black leather boxes containing scrolls inscribed with verses from the Torah, which are worn by observant Jews during weekday morning prayers. Ahuva did not think her father or brothers used these religious items, but then a childhood memory came back. As World War II was coming into full force, Ahuva’s mother had received a package from her sister in Lithuania. The phylacteries are another recovered part of Ahuva’s family’s history.

Helen relishes each part of her work with *Kol Haneshama*, but connecting Ahuva with her nephew was, she says, “a bonus I never would have imagined possible.” ■

If you would like to explore serving as a Kol Haneshama volunteer spiritual care partner, please call either Rabbi Elliot Kukla at the Bay Area Jewish Healing Center, 415.750.4197, or Rabbi Sheldon Marder at the Jewish Home, 415.469.2254. Volunteers receive ongoing support and education that deepens both their personal experience and their service to others.

GREAT APPRECIATION FROM GREAT BRITAIN

ZENA CLIVE'S LETTER TO THE JEWISH HOME WAS STRAIGHTFORWARD:

"It is with great pleasure and as a token of my appreciation that I send you my donation for the magnificent nursing and help that my daughter, Suzie Simmons, is having at the Jewish Home after major surgery for scoliosis of her spine."

Mrs. Clive's daughter, Suzie, was recovering from lumbar spinal fusion in the Jewish Home's short-term and rehabilitation services unit (STARS), and 93-year-old Zena, who lives in Middlesex, England, was exceptionally grateful for the outstanding care and loving attention she knew her daughter was receiving.

When Suzie heard about her mother's generous gift, "It just blew me away," she says. "I was really moved. My mom doesn't have a lot, but she was so thrilled I was being well taken care of that she wanted to make a donation to the Home."

The Jewish Home's STARS unit caters to individuals 65 and older who need up to eight weeks of specialized medical or rehabilitative management after an illness or surgery before returning to their homes. STARS patients have the full range of the Home's services available to them.

As she had never had surgery before, nor been to a nursing home, Suzie was not quite sure what to expect, but throughout her five weeks on the STARS unit, "I found the quality of care was quite extraordinary," she says. "I had a really positive experience. If you need this kind of treatment, this is a good place to be."

Zena, who was very worried about her daughter, called daily. "The fact that she could speak to me so easily made her feel a lot better," Suzie recalls.

Noting that she is proactive about her health, Suzie particularly valued the openness and willingness of the Home's medical staff to discuss her treatment with her. "We had two-way conversations. I could ask questions and we collaborated in my care. I felt respected as a patient and that really made an impact on the quality of my stay."

Before being hospitalized, Suzie was not familiar with the Jewish Home, but she selected it for her rehabilitation when the discharge planner at UCSF's Long/Moffitt Hospital, where she had her surgery, recommended it. "We looked at online reviews and the Home was given five stars, the highest rating, by



ANOTHER STARS SUCCESS STORY: A SMILING SUZIE SIMMONS (LEFT) IS PICTURED WITH HER MOTHER, ZENA CLIVE. BOTH MOTHER AND DAUGHTER VALUED THE QUALITY OF CARE SUZIE RECEIVED IN THE JEWISH HOME'S SHORT-TERM REHAB UNIT.

the Centers for Medicare & Medicaid Services," Suzie recounts. "It seemed like the place to go because of the standard of care it offered."

Along with the excellent care, Suzie was impressed with the Home's physical environment and the myriad of small things that enhanced her well-being during her stay. There was a nurse who massaged her feet and washed her hair, and another who rigged up a pole to hang items such as her hairbrush and dental floss so they would be within reach.

"When you're in pain and can't move, you really appreciate the little things," Suzie muses. "I'm a very independent woman and the thought of being dependent on others was difficult for me. But everyone on STARS made it so easy." ■

Learn more about STARS, the Jewish Home's short-term and rehabilitation services center of excellence, by contacting STARS admission coordinator at 415.469.2286. Visit www.jhsf.org/stars



**GOLF TOURNAMENT
DINNER AND AUCTION 2011**

TIPPING OUR GOLFING CAPS AT TOPPING THE TWO-THIRTY-TWO MARK



We could not have asked for a more perfect occasion than the one on which we held our 17th annual golf tournament, dinner and auction, benefiting the Jewish Home of San Francisco. The sun was shining, the Peninsula Golf & Country Club's course was beautiful, the company was exceptional. And that was just the golfing part of the event!

There is nothing quite like spending a wonderful spring day and evening with remarkable people who understand the power of philanthropy. This annual fundraiser brings together board members, corporate leaders, and donors for lunch and a spectacular day of scramble-format play on a premier course, followed by a cocktail reception, dinner and auction. Shirley Eisler was once again my invaluable partner. As the tournament's banquet chair, she ensured that every ball was in play – from the delicious food to the elegant arrangements.

For more than seven generations, the Jewish Home has provided high-quality, skilled medical and nursing care, services and programs in a warm, safe, and homelike environment for our community's frail elderly. And at every step of the way, community leadership has been there – to help make the Jewish Home the center of excellence it is today.

A significant example of the excellent care given by the Jewish Home can be found in its rehabilitation center. Seniors who had given up hope that they could regain any level of independence are finding a brighter future through the expertise of the Home's rehabilitation team. We can all take pride in the fact that this year's tournament grossed \$232,000, with the proceeds from the event's auction going to support the Home's rehabilitation center.

Thank you, friends, for your generosity. In these extremely challenging times, your support enables the Jewish Home to continue delivering the highest standards of care – meeting our elders' health needs, honoring their individuality, and preserving their dignity.

I look forward to seeing you on the green in 2012.

PETER A. POLLAT, M.D.
Tournament Chair

DAVID FRIEDMAN LEADS THE LINE-UP OF GOLFERS AS THEY GET INTO THE SWING OF THINGS AT THE DRIVING RANGE.

**GOLF TOURNAMENT
DINNER AND AUCTION 2011**



THAT WAS CLEARLY SOME SHOT FROM STEVEN SHAKIN. HE HELPED HIS FOURSOME COME SECOND IN A FLIGHT, LOW NET.



ENJOYING THE RECEPTION ARE (LEFT TO RIGHT) JIM KOSHLAND, DAVID FRIEDMAN, CHAIR, JEWISH SENIOR LIVING GROUP, AND PETER POLLAT, TOURNAMENT CHAIR.



NO WONDER THEY ARE SMILING. THIS FOURSOME OF (LEFT TO RIGHT) DOUG GOLDMAN, JEFF FINI, ROBIN MICHELS, AND SCOTT MONTGOMERY PLACED FIRST IN B FLIGHT, LOW NET.



LEFT TO RIGHT: DON PEARLMAN (WHO WENT FROM THE GREEN TO BRINGING IN THE GREENBACKS AS, ONCE AGAIN, AUCTIONEER EXTRAORDINAIRE AT THAT EVENING'S LIVE AUCTION), KEN LEWIS, GARY ATTELL, AND BEN EISLER, GOLF TOURNAMENT COMMITTEE MEMBER.



BANQUET CHAIR SHIRLEY EISLER (RIGHT) CAN CERTAINLY SMILE OVER THE SUCCESS OF THE EVENT, ALONG WITH LISA GOLDMAN (LEFT) AND ELEANOR MYERS (CENTER).



RON PAGE AND LYNNE FRANK PAGE GET READY TO MOVE ONTO THE BANQUET PART OF THE EVENING, WHICH WAS GENEROUSLY SPONSORED BY THE ROY AND LYNNE FRANK FAMILY PHILANTHROPIC FUND.



MICHAEL ADLER, IMMEDIATE PAST CHAIR OF THE JEWISH HOME'S BOARD OF TRUSTEES, WITH HIS WIFE, MARTHA.



LEFT TO RIGHT: JEWISH HOME VOLUNTEER AND GOLF ENTHUSIAST CAROL HICKS JOINS AMY POTTER AND JEWISH SENIOR LIVING GROUP'S CHIEF FINANCIAL OFFICER KEVIN POTTER AT THE GOLF CARTS.

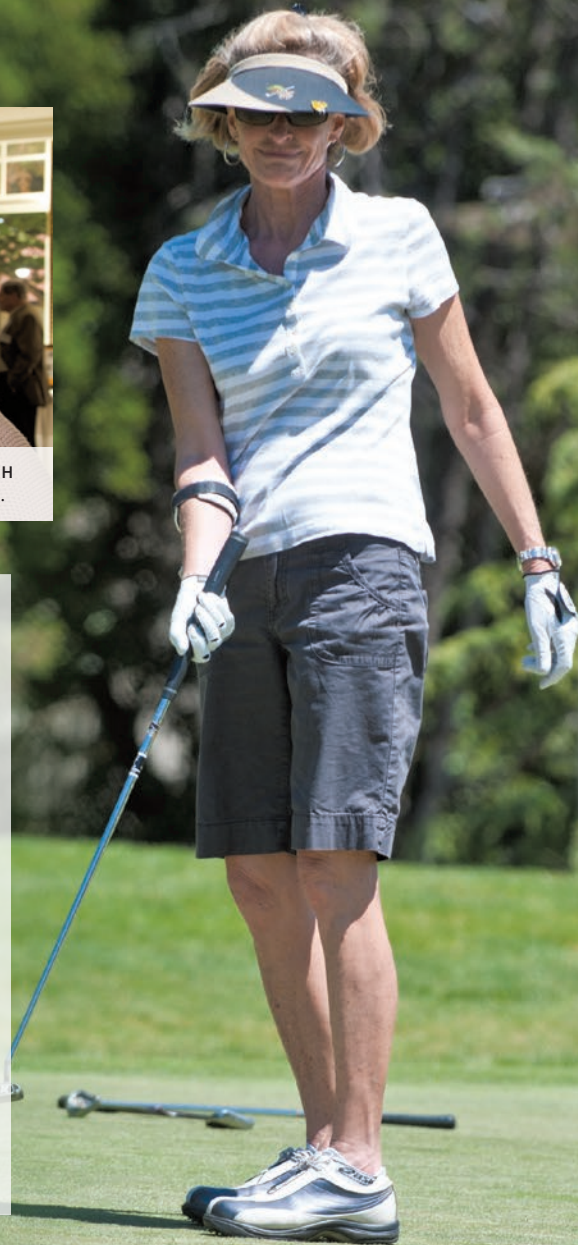


MARIAN AND ALLAN BYER, GENEROUS SPONSORS OF THE RECEPTION EVER SINCE THE INCEPTION OF THIS FUNDRAISING EVENT.

2011 Golf Tournament Committee

Peter A. Pollat, M.D., *Tournament Chair*
 Shirley Eisler, *Banquet Chair*

Tom Adams
 Michael Adler
 Benjamin Anixter
 Joanne Bernstein
 Roxy Bernstein
 Marian and Allan Byer
 Benjamin Eisler
 Hal Epstein
 Benjamin Friend
 Donald A. Friend
 Jason Goldman
 Milt Greenfield
 Drew Greenspan
 William Greenspan
 Steve Mittel
 Scott Montgomery
 Bonnie and Don Pearlman
 Alan Schneider



PATTY ANIXTER EYES HER SHOT.



JEWISH HOME RESIDENT RUDY HOOREMANS BROUGHT GUESTS TO THEIR FEET IN A STANDING OVATION WITH HIS ACCOUNT OF HIS ROAD TO RECOVERY, SUPPORTED BY THE JEWISH HOME'S REHABILITATION DEPARTMENT. OCCUPATIONAL THERAPIST AND THE HOME'S ASSISTANT DIRECTOR OF REHABILITATION BRENDA FAGAN LOOKS ON WITH PRIDE; SHE KNOWS HOW HARD RUDY WORKED TO RALLY FROM DEBILITATING SPINAL STENOSIS.

GOING ONCE – AND AGAIN

WHEN IT WAS SUGGESTED THAT LEXUS OF SERRAMONTE MIGHT SPONSOR AN AUCTION ITEM AT THE JEWISH HOME'S ANNUAL GOLF TOURNAMENT, "IT SEEMED LIKE A PERFECT FIT," SAYS KEITH KATZ, GENERAL MANAGER OF THE DEALERSHIP.

GOLF TOURNAMENT
DINNER AND AUCTION 2011



KEITH KATZ (LEFT), GENERAL MANAGER OF LEXUS OF SERRAMONTE, SPONSORS OF THE EVENT'S HOLE-IN-ONE CONTEST AND THE LEXUS ANNUAL CHAMPIONS FOR CHARITY NATIONAL GOLF TOURNAMENT, AND BRIAN LANCE.

"We had several employees with parents or relatives living at the Jewish Home, and we'd heard about the good things the Home does for its residents," he recalls.

Thus began a tradition, now some 12 years old, of auctioning off an opportunity for a team of two to play in the Lexus annual Champions for Charity national golf tournament at beautiful Pebble Beach, Calif., with proceeds benefiting the Jewish Home.

"It's a first-class event, with tee prizes, dinners, and clinics," Keith notes about the Lexus tournament. "It's the closest most amateurs get to playing in a professional-style tournament. And if you finish in the money, you win for your charity."

That is exactly what happened in 2010. Auction winners Jason Sills and Ron Goldblatt placed third in the Lexus tournament, bringing home \$10,000

for the Home. Jason also won the Jewish Home tournament's hole-in-one contest, bagging a one-year lease on a new Lexus.

Lexus encourages its dealerships and employees to get involved in their local communities, Keith explains. Lexus of Serramonte is among 225 Lexus dealerships around the country that auctions spots in the Champions for Charity.



Although he does not have a lot of time nowadays to get out onto the green, Keith and a team from the dealership always participate in the Jewish Home's annual golf tournament. There was even the year they won. "It's a great day, with the tee sponsors, the participants in the auction, and the people who contribute. It's terrific to have that type and range of support for the Home.

"Businesses should be involved in charitable work," Keith maintains. "It's just the right thing to do." ■

SAVE THE DATE

18th Annual
Golf Tournament, Dinner & Auction

Monday, May 14, 2012

Peninsula Golf & Country Club

Benefiting Jewish Home of San Francisco



PLANNED GIVING

BACK IN 2004, THE JEWISH HOME WAS ONE OF THE BENEFICIARIES OF SAMUEL RODETSKY'S ESTATE. YEARS LATER IT WAS DISCOVERED THAT HIS GENEROSITY INCLUDED A PARCEL OF REAL ESTATE IN THE HOLY LAND.

FROM ISRAEL TO SILVER AVENUE

A PIECE OF REAL ESTATE IN ISRAEL NEAR THE SEA OF GALILEE IS A SURPRISE GIFT TO THE JEWISH HOME FROM THE ESTATE OF SAMUEL K. RODETSKY.

When Mr. Rodetsky died in 2000, he generously included the Jewish Home as one of the charitable beneficiaries of his estate. Upon the estate's distribution in 2004, the Home was pleased to receive its portion. Several years later, however, attorneys discovered a new part of the bequest – an 894-square-meter parcel of land in the northern region of Israel, located in the village of Migdal. The area is known for its panoramic view of Lake Kinneret, or the Sea of Galilee.

According to the attorneys handling Mr. Rodetsky's estate, the land was purchased in 1920, but there is no evidence he actively managed it or even visited the site. "Apparently Mr. Rodetsky forgot about his ownership, as he didn't transfer title to the parcel into his trust," they explained.

The area surrounding Migdal was first given to the tribe of Naphtali and is the site of one of the oldest discovered synagogues in Northern Israel. Ancient Jewish texts suggest that this area played a pivotal role in the Great Revolt, when Jews attempted to free themselves from Roman rule. In the early 20th century, the area was purchased by Russian Zionists who farmed on the property. Later it was sold to private investors, one of whom may have been Mr. Rodetsky.

The sale of the land has now been completed and a portion of the proceeds given to the Home. This, then, is Mr. Rodetsky's legacy: providing care and services for seniors living at the Jewish Home. ■

NOW-AND-LATER GIFTS

Real Estate

Although you can leave real estate to the Jewish Home in your will, this gift process may also begin now – with the advantage of offering you welcome tax benefits.

Known as a gift with retained life estate, a personal residence or vacation property may be given to the Jewish Home with the understanding that we will receive it upon your passing. This is how it works:

You deed real estate to the Jewish Home with the restriction that you (and others you designate) have the right to live there for the rest of your life or lives. As long as you continue to live on or use the property, your control remains the same. You continue to have the exclusive right to possession, you continue to pay the taxes, insurance and utilities, and you may redecorate or make improvements to the property if you choose.

Your immediate tax benefit is a current charitable deduction for the anticipated remaining value of the property after your use of it has concluded.

Perhaps more importantly for your future planning purposes, when you pass away, the property goes directly to the Jewish Home without the interference of probate and without any federal estate taxes.

OPPORTUNITY COULD BE KNOCKING ON YOUR HOME'S FRONT DOOR

THROUGHOUT HIS LIFE, GUENTHER ZIMMERMANN VALUED SAFETY AND OPPORTUNITY. HE AND HIS PARENTS ESCAPED GERMANY PRIOR TO THE HOLOCAUST, ARRIVING SAFELY IN SHANGHAI, THEN SETTLING IN SAN FRANCISCO IN THE EARLY 1950S.

When it came time for him to take advantage of opportunities, he succeeded in forming a small but profitable jewelry business and realized his dream of owning a home. This in turn provided a haven for his mother, the person he loved most, who lived out her life in the home he had purchased.

Guenther spoke often about his immigrant experience, explaining the way in which it had shaped his life: the satisfaction he got from being self-sufficient and how important it was to him to have a home of his own. At the same time, he understood that not everyone would be able to build a nest-egg, so when he prepared his estate plan, he made certain that what mattered to him, opportunity and safety, would be available to those who could not achieve them independently. He willed half his estate to the Jewish Home, thus ensuring that many people who are less fortunate will have a safe place to call home.

The power of wills and trusts is that they afford us the opportunity to plan in sequence.

Some obligations may survive us, such as providing general financial support for our children or securing educational opportunities for our grandchildren. A properly drafted estate plan ensures that these needs will be met. You may then find, as Guenther Zimmerman did, that there are funds remaining. This is when you are able to do more than you ever thought possible; you can reach your philanthropic goals.

Please consider a gift to the Jewish Home, and to our elders, when you plan your estate. ■

NOW-AND-LATER GIFTS

Charitable Gift Annuity

You want to make a significant charitable gift now but are concerned about the loss of regular investment earnings.

Consider a charitable gift annuity. It provides you with an annual annuity fixed for life, and you give a gift to the Home, completed upon your passing. A gift annuity also offers a substantial immediate tax benefit.

The annuity rate you receive annually is set for life at the time you take out the annuity. The table below gives some rate examples.

Single-life rates		Two-life rates	
Age	Rate	Ages	Rate
60	4.8%	60/60	4.3%
65	5.3%	65/65	4.7%
70	5.8%	70/70	5.2%
75	6.5%	75/75	5.7%
80	7.5%	80/80	6.3%
85	8.4%	85/85	7.4%
90+	9.8%	90/90	8.8%

The rates are higher the older you are because they are based on government life-expectancy tables. The reason they are so high is that annually you receive back a portion of what you have contributed (the return of principal). And because you are getting back part of what you gave, the amount returned to you is tax-free.

In addition, charitable gift annuities give you an immediate income tax deduction that is typically between 25 percent and 45 percent of your initial contribution.

If you would like information about including a gift of real estate in your will or taking out a charitable gift annuity, please contact Daniel Hoebeke, J.D., senior development & gift planning officer, at 415.406.1434 or dhoebeke@jhsf.org.

VISIONARY PLANNERS

THE CAROB TREE CIRCLE RECOGNIZES THOSE WHOSE LEGACY-GIVING THROUGH WILLS, TRUSTS, AND OTHER CHARITABLE PLANNING ENABLES THE JEWISH HOME TO CONTINUE TO CARE FOR OUR ELDERLY FOR GENERATIONS TO COME.

Meaningful gifts become extraordinary when they accomplish more than you ever thought possible. They meet your goals and advance the mission of the Jewish Home. To learn more about membership in the Carob Tree Circle or how you may preserve your legacy through a planned gift to benefit the Jewish Home, please contact Daniel Hoebeke, J.D., senior development & gift planning officer, at 415.406.1434 or via e-mail to dhoebeke@jhsf.org.

Find up-to-date information about planned giving opportunities and limited-time tax options at www.jhsf.org/legacy.

PLANTING FOR THE FUTURE

The Carob Tree Circle draws its name from a Talmudic tale.

Honi the circle maker came across an elderly man planting a carob tree. "Why are you planting this tree?" he asked. "You will not live long enough to enjoy it."

The man replied, "I'm doing it for my children, and their children, so that they will enjoy the fruit of the carob tree."

WE THANK THE FOLLOWING MEMBERS OF THE CAROB TREE CIRCLE FOR THEIR GOODHEARTEDNESS AND FORESIGHT, APPRECIATING THOSE WHO ARE WITH US NOW AND HONORING THOSE OF BLESSED MEMORY.

Bernard Aarons
Ernest Abel
Katherine and Nathaniel Abel
Goldie and Jacob Abers
Harriet Abrams
Helen M. Adler
Maureen E. Adler
Lelo Crawford Alberts
Emmy Altman
Lucille Appel
Millie and Aron Aronovsky
Jakob A. Atlas
Marion Marx Baer
Judy and Bret Bantz
Worth W. Barton
Benjamin J. Baum
Patricia and Ernest Belden
Randi and Robert Belot
Jeanne and Daniel Benatar
Curtis F. Bergen
Helle and David Berger
Bellah Berkner
Janice and Dennis Berkowitz
Charlotte Bernhard
Joan and Burton Berry
Ann Best
Cecilia Bieber
Bernice Biederman
Khanuma Blake

Sheila Audrey Blecher
May L. Bloom
Harry Blumenthal
Leonore Blumenthal
Samuel S. Borman
Margot E. Braun
Joseph Bright
Charlie and Herbert Brown
Iris Bulasky
Ann Burger
Maurice Burnham
Galina and Alexander Capelson
Rita Horn and Dennis Cassan
Edith I. Cassmir
Shari Chamitoff
Albert Cohen
Belle and Jeffrey Cohen
Milton Cohn
Muriel R. Cohn
Rena T. Colombo
Leah Colton
Harold Combs
Fannie A. Cooper
Esther Wollner Daniel
Helaine and Richard Darling
Joan and Charles Davis
Roslyn R. Dienstein
Linda Diller
Selma Dykhuis >>>



PLANNED GIVING

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Your contribution to the Annual Fund helps us provide our residents with the highest quality medical care through our on-site clinics; nurtures their spiritual needs; and supports our creative arts, music concerts, nutritional services, and lifestyle-enhancing programs.

We are home to approximately 400 deserving individuals, each with their own significant life stories. But they all have one thing in common: they have reached a time when they need care, which our remarkable staff provides consistently and compassionately, whenever and wherever it is needed.

With your meaningful support, the Jewish Home will remain that special place our community has known and trusted for seven generations. A home that provides each and every one of our residents with what they so richly deserve – the best in loving care and the utmost in human dignity.

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

No gift is too small and every contribution is greatly appreciated. ■

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WAYS OF GIVING

TRIBUTE CARDS TO FRIENDS AND FAMILY

Those who wish to honor an important occasion or the memory of a loved one are invited to use the Jewish Home's tribute card service. With a gift of **\$18** or more, the Home sends a beautiful card, created from art produced 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 the Home's Tribute Book.

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SHOWCASING TALENT WITH SHOW TUNES

SHOULD YOU PASS BY THE JEWISH HOME'S COFFEE BAR IN THE FRIEDMAN PAVILION MID-AFTERNOON ON ANY TUESDAY, YOU ARE LIKELY TO SEE A GROUP OF RESIDENTS GATHERED AROUND THE PIANO, SINGING ALONG OR SIMPLY TAKING PLEASURE IN LISTENING TO THE COLLECTION OF SHOW TUNES AND FAMILIAR STANDARDS.

The man tickling the ivories and leading the songfest is volunteer Stephen Katten, who has been entertaining residents for the past two years. Similar to many other volunteers, he is quick to proclaim that he gets more than he gives from his weekly sing-along.

Calling himself "a bit of a perfectionist," Stephen says playing for seniors at the Jewish Home is helping him become comfortable with the idea of performing in public and possibly, one day, being paid for his talent.

Stephen Katten usually begins his volunteer stint at the Jewish Home following an eight-hour shift managing a supermarket liquor department. He may arrive at the Home feeling rather spent, yet once he is here, "I feel invigorated," he says.

Stephen usually begins his volunteer stint at the Home following an eight-hour shift managing a supermarket liquor department. He may arrive at the Home feeling rather spent, yet once he is here, "I feel invigorated," he says. "You get this wonderful feeling when you walk into the building. Everyone is so nice. It just feels great."

He is always surprised by the response to his music. Some people sing and others may simply mouth the words, but, he notes, they are engaged. He mentions one resident who, he was told, had not left her room for quite some time. When she heard him playing, however, she came out to listen. He observed that there were several songs she liked, so he plays them whenever she is a part of his audience.

Stephen grew up in a family that was strong on public service and volunteerism. In fact, he first played the piano in the Jewish Home's garden café more than 30 years ago as a teenager. "I never forgot that experience," he says. He was inspired to offer his talents again when he heard newly elected President Obama touting the importance of volunteerism. "It gave me the final push."

Music has been an integral part of Stephen's life since he was a youngster. He began piano lessons at San Francisco's Conservatory of Music when he was just six years old and had many years of violin lessons, but, he admits, he gave up the latter instrument because he did not enjoy practicing. He participated in community theater as a young adult and briefly considered pursuing acting as a profession.

At the Jewish Home, Stephen's repertoire is varied, including songs from *Fiddler on the Roof*, *The Sound of Music*, *Oklahoma*, and lots of Rogers & Hammerstein. His gigs last about an hour and he always ends each one with a rousing rendition of *New York, New York*.

"Stephen's a gem, with an amazing voice," says Anna Stepp, the Home's Resident Programs & Services assistant. "He takes the time to personally engage with each resident and he has the talent and ability to make the residents smile. We're blessed to have such a wonderful volunteer in Stephen." ■

Realize the difference you can make in the lives of others by volunteering at the Jewish Home. Contact our Volunteer Services department at 415.469.2229 to discuss the range of opportunities.



JEWISH HOME SERVICE VOLUNTEERS



VOLUNTEER STEPHEN KATTEN'S FLAIR ON THE PIANO HAS JEWISH HOME RESIDENT LILLIAN MISHEL AND ANNA STEPP, RESIDENT PROGRAMS & SERVICES ASSISTANT, CLAPPING ALONG AND GETTING IN TUNE WITH BROADWAY HITS.



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WE GRATEFULLY ACKNOWLEDGE THE FOLLOWING COMMUNITY ORGANIZATIONS, AGENCIES, AND FACILITIES WHOSE ACTIVE INVOLVEMENT AND COLLABORATION DURING THE PAST YEAR HAVE GREATLY ENHANCED THE CARE, PROGRAMS, AND SERVICES OFFERED BY THE JEWISH HOME OF SAN FRANCISCO.

Aging Services of California
 Alzheimer's Association of the Greater San Francisco Bay Area
 American Association of Homes & Services for the Aging
 American College of Traditional Chinese Medicine
 American Jewish Committee of the San Francisco Bay Area
 American Society on Aging
 Archbishop Riordan High School
 Association of Geriatric Care Managers
 Association of Jewish Aging Services
 Bay Area Cluster Group of Professional Geriatric Care Managers
 Bay Area Jewish Healing Center
 Bay Area Social Workers In Health Care
 Bay School of San Francisco
 Brandeis Hillel Day School
 Bread & Roses
 California Pacific Medical Center
 Case Management Society of America
 City College of San Francisco
 Coming of Age
 Concentra Medical Centers
 Congregation B'Nai Emunah
 Congregation Beth Am
 Congregation Beth David
 Congregation Beth El
 Congregation Beth Israel-Judea
 Congregation Beth Sholom
 Congregation Emanu-El
 Congregation Kol Shofar
 Congregation Ner Tamid
 Congregation Rodef Sholom
 Congregation Sha'ar Zahav
 Congregation Sherith Israel
 Contemporary Jewish Museum
 Dominican University
 Employment Plus
 Excelsior Action Group
 Family Service Agency of San Francisco – Senior Companion Program
 Friends of the Israel Defense Forces
 Harris Fishbon Fund

Hebrew Care-a-Van
 Hebrew Free Loan Teen Fellowship Program
 Hebrew School of San Francisco
 Hebrew Union College – Jewish Institute of Religion
 Hung Sing Martial Arts Group
 Ingleside Police Station
 In-Home Supportive Services of San Francisco
 Institute on Aging
 j. (formerly the Jewish Bulletin)
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 Jewish Community Federation and Endowment Fund
 Jewish Family and Children's Services
 Jewish High School of the Bay
 Jewish National Fund
 Jewish Vocational Service
 Jewish War Veterans
 Julian Davis Memorial Fund
 Kaiser Permanente
 Kalsman Institute on Judaism and Health
 Kehillah Jewish High School
 Kung Pao Kosher Comedy
 League of Women Voters
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 Ocean Beach Veterinary Clinic
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 Pacifica Psychology
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 Peninsula Jewish Community Center
 Peninsula Temple Sholom
 Private Industry Council of San Francisco
 Professional Grief Caregivers Network
 Project ACHIEVE

Retired Seniors Volunteer Program
 Rhoda Goldman Plaza
 Russian Veterans Organization
 Saint Ignatius College Preparatory
 Samuel Merritt College
 San Francisco Bioethics Committee
 San Francisco Conservatory of Music
 San Francisco Department of Elections
 San Francisco Department of Public Health
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 San Francisco Jewish Film Festival
 San Francisco Senior Roundtable
 San Francisco SPCA
 San Francisco State University
 San Francisco Village
 San Jose State University
 SEIU United Healthcare Workers West Local 250
 Sisterhood of Congregation Beth Israel-Judea
 Sonoma Valley Hospital
 Stanford University Jewish Student Association
 Stanford Klezmer Band
 Taube Koret Campus for Jewish Life
 The Volunteer Center
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 Unite Here Local 2
 United Synagogue Youth
 United Way of the Bay Area
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 University of California at San Francisco
 University of California at San Francisco Medical Center
 University of San Francisco
 ViBO Music School
 Volunteer Match
 YMCA After School Program
 Young Adults Division of the Jewish Community Federation
 Zen Hospice Project

GIFTS IN KIND

THE FOLLOWING INDIVIDUALS, BUSINESSES, AND ORGANIZATIONS HAVE CONTRIBUTED GOODS AND SERVICES TO THE JEWISH HOME OF SAN FRANCISCO FROM JULY 1, 2010 THROUGH JUNE 30, 2011. WE SINCERELY APPRECIATE THEIR SUPPORT.

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 Contemporary Jewish Museum

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 Jewish Community Center of San Francisco
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Richmond Torah Center – Chabad
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 San Francisco Giants and Larry Baer
 San Francisco Opera
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 Joyce and Robert Steinfeld
 Judith Szpiro
 Matt Thomson
 Town's End Restaurant & Bakery
 Samantha Wiesler
 Kathy and Donald Williams
 You Had Me At Woof Photography
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ON THE WEB

STARS

The same high standards of interdisciplinary care and services available to residents of the Jewish Home are offered to those requiring short-term specialized medical and rehabilitation services, usually following their stay in an acute hospital, with the goal of returning to the general community. Learn more about STARS, a Jewish Home center of excellence, at www.jhsf.org/stars

Acute geriatric psychiatry hospital

With the only psychiatric hospital in San Francisco dedicated to serving older adults, the Jewish Home is filling a huge gap in medical care for elders. We are licensed by the Department of Public Health to admit both voluntary and involuntary patients for acute, short-stay needs. See how our specialized care can help by going to www.jhsf.org/psych

Jewish Home of San Francisco

Take a visual tour through our nine-acre campus. Read about our comprehensive services for seniors. Learn how you can give a helping hand by joining our corps of volunteers, or how you can plan for your legacy, and that of the Jewish Home's, through planned giving. www.jhsf.org

Moldaw Family Residences, Palo Alto

Located on the South Peninsula in Palo Alto, Calif., this senior living 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, and opportunities at www.moldaw.org

Jewish Home & Senior Living Foundation

Established in 2004, this charitable foundation promotes and supports the mission and activities associated with the Jewish Home of San Francisco and network affiliates. Primarily by making grants to the Jewish Home, the Foundation assists the Home in fulfilling its commitment to serving seniors as they age. Visit the Foundation's website, where you can take advantage of the opportunity to donate online. www.jhsf.org

E-communications – Jewish Home

Join our e-mail list to get our latest news, happenings, and developments. www.jhsf.org/mail. Follow us on Facebook and twitter.



Coming Up: Annual Chanukah show. Join us!

Community Show Performance: **Sunday, December 11, 2011, 2:00 p.m.** in the **Lynne & Roy Frank Family Lounge, Jewish Home of San Francisco.**

The Jewish Home joyously presents “*Simchah*, the senior year.” Riding on the success of last year’s *Simchah* performance, our “students” (residents and staff) take us on another *Glee*-style musical journey. From a parody of *Red Red Wine* (raise high those glasses of Manischewitz), to *What a Wonderful World This Would Be* (how much do we know about history, geography, trigonometry?) and a rendition of *Thank You For Being a Friend* by the entire chorus, this year’s show is sure to get on the honor roll.

Additional information is available at www.jhsf.org/chanukah and by calling 415.469.2248.