

Jewish Senior Living

2013/2014



Moldaw's men
make their mark

Future plans include a
new footprint for the
Jewish Home's campus

It's giving time
in the gift shop



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PUBLISHER'S DESK



I am delighted to present the 2013/2014 issue of *Jewish Senior Living*, our magazine highlighting people, issues, and innovations for older adults. It contains a plethora of information about life at both the Jewish Home and Moldaw Residences, and we hope you will enjoy reading it.

These are a few of the stories you will find. In the “people” category, you will be inspired... by the determination of Phyllis Wolf, who moved to the Jewish Home after a traumatic accident... by the dedication of Jason Goldman, a young man who is taking on his family’s legacy of making a difference... and by Helene Levy who, at 90, still volunteers each week in the Home’s gift shop.

You will read about new research being done by Dr. Christine Ritchie to ensure high-quality treatment for seniors who remain in their homes, and TimeSlips, a unique storytelling program enabling residents with memory loss to mine their creativity.

As our population ages, organizations serving seniors will have ever more challenges and more opportunities. With the Jewish Home nearing a century-and-a-half mark of providing care, services and programs, leaders of the various arms of our organization and our community look to the future and plan for a new footprint on Silver Avenue.

Did you know that, among its abundant activities, Moldaw Residences has a Men’s Breakfast Club? Jerry Weil and Tony Teo, the men who organized this circle, will tell you about it.

You will find all this, and more, within these pages, including a listing of our wonderful donors. We are ever so, and always, grateful for your support. Thank you!

With warm regards,

A handwritten signature in cursive script that reads "Sherie".

Sherie Koshover
Publisher

ON THE COVER

Jewish Home resident Phyllis Wolf strikes a yoga pose. Read her inspiring story on page 24.

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LOOKING FORWARD, BUILDING THE FUTURE

The period of time between late 2012 and October 2013 will be remembered as one of the most challenging passages in the 142-year history of the Jewish Home of San Francisco. Not long after introducing transformative schematic design plans for the future – including a revitalized campus on Silver Avenue and expanded services for older adults and their families – Jewish Home leaders delivered the difficult news: The state of California – freed from a prior court injunction – was preparing to implement Assembly Bill (AB) 97, legislation that sought to address California's budget shortfall by drastically reducing Medi-Cal reimbursements to a variety of healthcare providers, including distinct part nursing facilities such as the Jewish Home. If allowed to move forward, AB 97 would place an untenable financial burden on the Home – enough for Home leaders to put visionary plans on hold, and to prepare for a bumpy path forward.

But the Jewish Home leadership and its community of supporters rose to the challenge. Preparing for an inevitable future of reduced reimbursements – with or without AB 97 in effect – the Home reorganized to lower its operating costs, and everyone made sacrifices. Home leaders joined partners from the City and County of San Francisco, the California Hospital Association, and other organizations to fight AB 97 through the courts, and reached out to policy makers and community leaders. Residents, family members, staff, volunteers, friends, and supporters added their voices, writing hundreds of letters to their lawmakers, and rallied, thousands-strong, in Sacramento. Local newspapers and television shared the story with the broader Bay Area.

Now, nearly a year later, the Jewish Home has good news to share: In October 2013, California Governor Jerry Brown signed Senate Bill (SB) 239, legislation unanimously passed by both houses that reverses certain impacts of AB 97. →

LOOKING FORWARD, BUILDING THE FUTURE

“After weathering our most difficult year ever, the Home is once again in a position of optimism,” says Daniel Ruth, president and chief executive officer of Jewish Senior Living Group and the Jewish Home. “Not only are we looking forward to the future, we are preparing to shape it – with refined plans for Silver Avenue, an organization focused equally on excellence and cost-efficiency, and a strategy to serve a broader cross-section of our community going forward.”

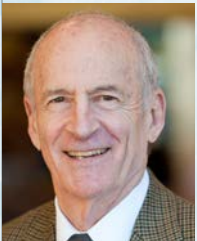
In this issue of *Jewish Senior Living*, Daniel Ruth and other Jewish Senior Living Group leaders and friends share their perspectives on what is ahead, and on why, today, the Jewish Home matters more to the Bay Area than ever before.

DANIEL RUTH, PRESIDENT AND CEO,
JEWISH SENIOR LIVING GROUP
AND THE JEWISH HOME



“After a challenging year-plus, we’re pleased to be able to continue the Jewish Home mission in ways that respond to the realities for older adults today, as baby boomer demographics change communities everywhere. We’re moving forward with confidence and enthusiasm, and with exciting plans to transform our Silver Avenue campus into a robust ‘village plaza’ that will respond to the changing needs and desires of more older adults and their families.”

STEVE KRIEGER, CHAIR, JEWISH HOME
BOARD OF TRUSTEES



“As an advocate for the Home during difficult times, I’ve learned that there’s vast respect and appreciation for the Home in our community – and a great desire to see our mission continue. That support is extremely gratifying. But maintaining the status quo isn’t an option. The Home must evolve to serve the community in new and more sustainable ways. I look forward to helping that happen.”

DAVID FRIEDMAN, CHAIR, JEWISH
SENIOR LIVING GROUP



“I’m thrilled that the Home can resume taking action on the vision that inspired Jewish Senior Living Group – diversifying offerings to serve people on and off campus, and creating a strong, sustainable Jewish Home to serve our community for the long term. We’re confident we have the right vision and we’ll execute it, with diligence and perseverance, and with the support of the broad Jewish community.”

ARLENE KRIEGER, CHAIR, JEWISH HOME &
SENIOR LIVING FOUNDATION



“The Foundation was proud to be an early investor in the Jewish Home’s future, putting up seed money that enabled planning for the redevelopment of the Silver Avenue campus. Now that work can continue. I know those funds have been well invested, and will be leveraged to see the Home meet the needs of the Jewish and general community in the decades ahead.”

EDIE SHAFFER, JEWISH HOME RESIDENT;
PRESIDENT OF THE HOME’S
COUNCIL OF RESIDENTS



“When the Jewish Home was threatened with financial challenges, it was inspiring to see how residents, our family members, volunteers, staff, and the extended community rallied in support – not just because this is our home, but because we care about the future of this facility. No one knows better than Jewish Home residents what it means to have a place that nurtures you at every stage of life. We want future generations to have that, too.”

JENNIFER GOROVITZ, CEO, SAN FRANCISCO-BASED
JEWISH COMMUNITY FEDERATION



“For well over a century, the Jewish Home has served the Bay Area Jewish community by providing a place where our elders may flourish. It’s good to know the Home now has the flexibility and the vision to continue to provide for our community in new and innovative ways.”

PLANNING FOR A VILLAGE PLAZA

With the benefits of restored Medi-Cal rates expected to take effect in mid-2014 and measures already in place to sustain cost-efficiency, the Jewish Home is now appropriately positioned to plan for the future with confidence and optimism. At the heart of those plans is a new footprint for the Home on Silver Avenue – transforming the campus to serve the current and future needs of the community.

In late 2013, a leadership committee refined the Jewish Home's original site redevelopment plans to address the real needs of the Jewish community and the Bay Area's growing and changing older adult population by creating a campus infrastructure that supports diverse revenue streams.

"It's imperative that the Jewish Home leadership move forward with transformational changes to the Home's programs, services and physical assets on Silver Avenue," says Daniel Ruth, president and chief executive officer of Jewish Senior Living Group and the Jewish Home. "This will ensure the Home's future relevance in both the Jewish and general communities and, in keeping with federal and state healthcare reform initiatives, create a long-term financially sustainable model that'll be far more diversified."

The refined site master plan envisions the concept of a "village plaza for aging" – with environments, programs, and services geared to the needs and demands of a much broader swathe of the Jewish and general community. In addition to offering residences for frail seniors needing various levels of care, the village plaza would be a destination catering to older adults of all capabilities and a hub for services delivered beyond the Jewish Home campus. Planned features include a senior community center, an integrated multidisciplinary geriatric practice, pharmacy, therapeutic services, social programs and lifelong learning, facilities for community casework and social service agencies, mobility and nutrition services, and Alzheimer's care.

LYNN SEDWAY, CHAIR, JEWISH HOME
SCENARIO PLANNING COMMITTEE



"I'm excited to be part of a rigorous research-based process that analyzed a variety of future options to reposition the Home," says Lynn Sedway, chair of the Scenario Planning Committee. "It included a review of the Home's existing and projected operations, a study of different senior living models, market feasibility and competitive analyses, comprehensive financial pro forma analyses, and associated financing alternatives and requirements."

"Our refined site master plan will respond to a number of key principles, the following of which are of paramount importance," explains Daniel. "We intend to provide services in a manner that reflects the values, teachings, traditions and tenets of Judaism. By serving a greater economic swathe of the Jewish community, as well as the broader community, we'll be able to serve substantially more Jewish people than we are currently. We also recognize our value as part of a broader community, which is why we wish to serve in a more profound and far-reaching way. We'll be responsive to clients regardless of their economic capacity, with our programs, services and facilities available to people having different levels of resources, with a constituent base that focuses beyond Medi-Cal as a source of financing care. And last, but not least, our plan will be economically viable and fiscally responsible so that it's not a drain on the community."



LIVING UP TO A HIGHER STANDARD

Are doctors' house calls a thing of the past? Perhaps not.

When two current research projects come to fruition, high-quality house calls for older adults after a hospital stay or for those with chronic illness living at home may very well be the norm.

As part of her work with the American Academy of Home Care Medicine, Dr. Christine Ritchie, the Jewish Home-based UCSF Harris Fishbon Distinguished Professor in Clinical Translational Research in Aging, notes that house calls (also known as home-centered primary care) are making a comeback. With more adults wishing to "age in place," there is a growing trend to bring the office practice to the patient, rather than requiring frail older adults to make trips to the doctor's office or clinic. The United States currently boasts a number of house call doctors' practices that provide home care; all told, they serve over a million patients.

Despite the growth in this care model, however, there has not been accompanying attention to what good quality care should look like when it is provided in the home environment. To address this concern, Dr. Ritchie, along with her colleague, Dr. Bruce Leff at Johns Hopkins

University, are engaged in identifying and defining what is important in treating individuals with chronic illness living at home. Supported by the Commonwealth Foundation and Retirement Research Fund, the study will seek input from exemplary house call practices around the country and patients and caregivers receiving these services. It will result in a set of quality standards to guide good practice in this setting.

"It's a complex process," Dr. Ritchie comments. "People living at home have different issues. They are generally sicker, have more than one chronic condition, and are often attended to by loved ones who are carrying the weight of providing complicated care in the home. It's necessary to understand what care lines up with the values of persons and their caregivers."

Dr. Ritchie is also working with patients and caregivers to determine what they consider to be good quality of care. "We've learned how important it is for the patient and caregiver to feel you're trustworthy and have the patient's best interests at heart," she says. "There must be confidence and trust in the relationship."



The United States boasts a growing number of house call doctors' practices that provide home care. Currently, over a million patients are being served.

With more adults wishing to "age in place," there is a growing trend to bring the office practice to the patient, rather than requiring frail older adults to make trips to the doctor's office or clinic.

In addition to doctors making house calls, Dr. Ritchie is evaluating the effectiveness of other healthcare delivery models for frail older adults, including the GRACE model, which stands for Geriatric Resources for the Assessment and Care of Elders. This program uses evidence-based protocols and a well-trained interprofessional team – which includes a geriatrician, social worker, nurse practitioner and mental health professional – to provide care to adults returning home after hospital stays, often with various and complex medical problems that require this level of support. Every member of the team uses their expertise to create a tailored treatment plan to provide the best care for the patient.

"Care is coordinated and information shared via computer, but equally important are the conversations and meetings to refine and distill a care plan," explains Dr. Ritchie, whose cohorts are directing the evaluation of this program. "As researchers, our responsibility is to make sure we're providing the best models of care for people."

These two research projects align with the Jewish Home's vision for serving a broader cross-section of older adults in the future and delivering what they and their families want and need. ■



With home-centered primary care making a comeback, Dr. Christine Ritchie, the Jewish Home-based UCSF Harris Fishbon Distinguished Professor in Clinical Translational Research in Aging, is engaged in identifying what is important in treating individuals with chronic illness living at home.

A MESSAGE FROM MOLDAW'S CO-CHAIRS



Larry Marks
Co-Chair, Board of Trustees
Moldaw Residences



David Steirman
Co-Chair, Board of Trustees
Moldaw Residences

We are proud to share our excitement about our beautiful Moldaw Residences.

Over the past year, we have had an extraordinary increase in occupancy and are successfully meeting the challenges and needs of our many new residents.

A marvelous group of men and women consider Moldaw their home, and they have formed a close and caring community. You can see the camaraderie in the dining hall, at social and cultural programs, even in committee meetings. We were particularly touched at a recent town hall meeting when a woman, who had been hospitalized for more than a month, expressed her appreciation to her fellow residents for their calls, gifts and visits, and then shared this anecdote. "Who are all those visitors?" her hospital roommate had asked her. "They're my family," she responded.

We would like to thank everyone who has been instrumental in the growth of our community. Our residents have been extremely helpful in participating in our sales efforts and we are fortunate to have such energetic, intelligent, and thoughtful people involved.

We would also like to acknowledge our board of trustees, our Operating Committee, and our devoted staff. The Resident Association, led by Henry Burger, and its committees have contributed much to Moldaw's positive energy. Special thanks to Henry for the many hours and helpful input he has provided.

We hope the story that follows will give you some insight into what makes Moldaw Residences such a thriving senior community. If your interest is piqued, please do contact us at 650.433.3600. We would love to tell you more.

THE MEN



OF MOLDAW



BONDING OVER BAGELS

Their Tuesday mornings are filled with thought-provoking discussions and conviviality, bolstered by coffee and bagels. That is when the Men's Breakfast Club gathers to engage in a wide range of topics – from current events, to personal reflections, to what it means to lose a spouse.

The club formed almost a year ago under the direction and shared leadership of Jerry Weil and Tony Teo, active members of the Oshman Family Jewish Community Center (OFJCC). The proximity of Moldaw Residences, the thriving senior living community located on the Taube Koret Campus for Jewish Life in Palo Alto, Calif., to the on-campus OFJCC inspired Jerry and others to take advantage of this connection and meet regularly at the locale's Café on the Square. The club is part of the OFJCC's Community Tuesdays – an all-day offering of campus-wide activities that range from classes and lectures to lunchtime concerts and volunteering opportunities.



Some of the fellas try for a bit of formality for the camera. Standing, left to right: Sam Nemirovsky, Harry Rubinchik, Henry Burger and Jerry Bentowsky. Seated, left to right: Jerry Weil, Yechiel (Jack) Shulman and Tony Teo.

“We’re a group of men from Moldaw and the community connecting as we exchange ideas and hear different perspectives,” explains Jerry. “We have such fascinating members, so our conversations are always interesting.”

Jerry hails from Chicago, where he worked as head of an international claims organization. After relocating to California, he and his wife started a claims consulting company, evaluating complex high-value cases and providing expert court testimony on insurance company practices for clients such as the University of Texas, Kaiser Aluminum, and Lloyds of London. Ultimately, they expanded into offices throughout California. Having made the shift from claims to clubs, Jerry not only co-leads the Men’s Club, but he started a memoir group, encouraging Moldaw residents to share and document their personal stories and family histories for their children and grandchildren. He makes a point of helping any members get over their writers’ block to ensure their precious memories and family lineages are recorded.

Co-leader Tony Teo emigrated from Singapore and lives in the Palo Alto neighborhood. Being part of this vibrant group and learning about different members’ backgrounds – from physicians to physicists and successful businessmen, to war veterans and Holocaust survivors – has broadened his perspective.

“To hear members’ stories and guest speakers’ testimonies is enlightening. It’s like learning pieces of history through firsthand accounts,” he contends.

Tony has seen how participation in the club has led to friendships for several members. Coffee and lunch dates, as well as golfing outings, have come from these meetings.

“It’s a great way to bring people together who might not otherwise meet,” he notes. “Being able to engage in dialogue with informed adults as we share opinions and grow to understand each other better is really encouraging for me.”





There's food for thought at the meetings and good food in the Café on the Square, thanks to owners Yura and Lusine Sargsyan.

"We're a group of men from Moldaw and the community connecting as we exchange ideas and hear different perspectives," explains Jerry Weil. "We have such fascinating members, so our conversations are always interesting."

Another club member is Moldaw resident Yechiel (Jack) Shulman. As a relative newcomer to Moldaw, the club has been an avenue for him to make connections with other residents as well as men in the community.

A native of Israel, Jack came to the United States to study aeronautical engineering. His extensive career included working at a company that designed equipment for the military and a number of postings as a university professor. After he lost his wife to cancer, he decided to make the move to Moldaw to be closer to his son and friends in the area.

"There's no doubt the club has been instrumental in building relationships," says Jack. "We all read quite a bit and have our own opinions about the issues we discuss. But regardless of how we may disagree, we're always open to everyone's views and to learning more."

Jerry Weil points out that women are typically better than men at staying socially connected and building relationships after retirement, but the Men's Breakfast Club is changing that.

"It's terrific to see the group become more cohesive as we share life stories," he says, then concludes with his signature dry wit: "The café also has pretty good bagels." ■



FROM THE MOON TO MOLDAW

Two more remarkable men of Moldaw are Manny Cherkas and Al Kuhn, retired aeronautical engineers who worked on several space programs.

An electronic engineer with NASA, Manny made his mark in history when he worked on the Pioneer Venus mission as a project manager. This mission sent the first spacecraft to penetrate Venus's dense atmosphere and reach the planet's surface.

"Based on data from our mission, the scientists ruled out life as we know it on Venus," says Manny.

Al worked for Grumman, the aerospace corporation, and helped design the rocket propulsion systems on the lunar module for the Apollo 11 mission, when man first landed on the moon. The module had to land the astronauts on the moon, but more importantly, return them safely back to the mother ship.

"There was only one chance and no room for mistakes," Al recalls. "No one could rescue the vehicle if it got stuck on the moon. It was very exciting, like being on a continuous adrenaline kick. We did a huge number of individual component tests on the engine to make sure the rocket engine on the lunar module wouldn't blow up."

Now both men are enjoying their retirement years at Moldaw and taking advantage of the variety of opportunities available on this multigenerational campus. With its myriad classes and exercise options, Manny makes good use of the OFJCC to stay physically fit, while Al and his wife, Liliane, favor the performances and lectures at the on-site Schultz Cultural Arts Hall.

"We live in quite the ideal location at Moldaw," says Al. "Our apartment faces the OFJCC complex overlooking the town square and amphitheater, so we're able to enjoy some of the free concerts and other performances right from our balcony."

During the summer, the Kuhns are delighted and invigorated by the sight and sound of children enrolled in the OFJCC's J-Camp.

"It's wonderful to watch a large group of happy kids going about their activities in the midst of our senior retirement community," Al says. "It's truly a joy." ■

Retired aeronautical engineers and fellow Moldaw residents Al Kuhn (left) and Manny Cherkas show off a model of the Apollo spacecraft.

Photo: Jim Gensheimer, staff photographer, *San Jose Mercury News*

A 26-year veteran of the Jewish Home, restorative nursing aide Aida Gonzales has been by the side of many a person in their final days and hours. Her hands-on involvement in No One Dies Alone was motivated by both her innate compassion and the feelings and fears to which she has been privy: "Will my family and friends visit me?" "Do they know I'm dying?" "Am I leaving a legacy behind?" "Will my family be okay when I'm gone?" "I'm sad." "I accept that I'm dying." "I'm making the most of the time I have left."

CLOSE AT HAND AND HEART

How does one honor – and even celebrate – a person's last moments on earth?

Jewish Home chief nursing officer Edwin Cabigao has been concerned with this issue ever since he began attending to dying people. Recalling the many times throughout his nursing career that he would leave a room to see another patient, only to return and find the person had died alone, he made a commitment to himself that when he was able, he would correct this. Two years ago, he instituted No One Dies Alone, a program that joins the Home's ongoing *Kol Haneshama* program of Jewishly

trained end-of-life hospice/volunteer partners to provide caring companionship for individuals as they reach the end of their lives.

The aim of No One Dies Alone is to ensure that residents and patients have someone at their side during their final hours. Nurses have keen assessment abilities and can tell by certain changes when someone is "actively dying" – that is, it will happen within 24 hours, explains Edwin. Even so, it is not always possible for a family member to be present, or the person may not have family. That is when nursing staff, who have been specifically trained for the program, step in. →

“As a nurse, I’ve witnessed many births and they are celebrated,” Edwin says. “Death is also an emotional, momentous event, and to witness it and hold that person’s hand in their journey is very spiritual.”

With a focus on this spiritual aspect, Edwin turned to the Home’s Rabbi Sheldon Marder to help set up procedures for No One Dies Alone. Rabbi Marder used biblical teachings about the responsibility to care for the sick and the importance of not being alone as part of the companion’s training document.

“The companion is there to give just what is needed,” Rabbi Marder notes. That may include conversation, the person’s favorite music, or simply being present.



The cover page of the protocol booklet beautifully reflects both Edwin’s perspective and the Jewish outlook. It states: “Welcome. You are about to embark on a most profound journey – providing companionship, strength and comfort to a person who is dying.”

While No One Dies Alone is directed to the last hours, *Kol Haneshama* is for those in their final weeks, months or even years of life.

“The philosophy behind it is for every person to have a meaningful relationship toward the end of life,” describes Rabbi Marder. Run in partnership with the Bay Area Jewish Healing Center and the Zen Hospice Project, *Kol Haneshama* matches volunteers – or spiritual care partners – with Jewish Home residents or patients, whom they visit for a solid amount of time on a weekly basis.

This award-winning program began 10 years ago and at present has 28 active volunteers, among them three who have been with it since its inception.

In addition to periodic educational updates, the training program for *Kol Haneshama* volunteers comprises a conversation with the “panel of sages” (a term coined by Rabbi Marder), currently Jewish Home residents Edie Sadewitz, Rudy Hooremans, Dulce Martinez and Gloria Houtenbrink. They meet



Rabbi Sheldon Marder (standing) and his “panel of sages.” Left to right: residents Edie Sadewitz, Gloria Houtenbrink, Dulce Martinez and Rudy Hooremans orient new *Kol Haneshama* volunteers to life at the Home.

in the Home’s creative arts center, surrounded by residents’ works-in-progress and the colorful clutter of an art studio. “Rabbi Marder likes using this space,” chuckles Edie. “It’s messy, alive, and shows action. The panel of sages will talk to the volunteers about what’s going on at the Home, what we enjoy, share whatever may be on our minds.”

“As a nurse, I’ve witnessed many births and they are celebrated,” says chief nursing officer Edwin Cabigao. “Death is also an emotional, momentous event, and to witness it and hold that person’s hand in their journey is very spiritual.”

Edie is a strong proponent of *Kol Haneshama* and says the numerous presentations she has made about the program are so worthwhile. “There are a number of residents who are alone or who may not have family close by. Believe me,



They meet in the creative arts center because “This space symbolizes important elements of the Home’s culture – creativity and community,” explains Rabbi Marder. “It’s messy and crowded and non-sterile. It feels like life. And it gives the volunteers an idea of what people do here and how creativity is encouraged.”

I’m not looking forward to my last days. But with help from my spiritual care partner, I know I’ll be happy, comfortable, and serene.” ■

If you would like to explore serving as a Kol Haneshama volunteer spiritual care partner, please call Rabbi Sheldon Marder at 415.469.2254. Volunteers receive ongoing support and education that deepens their personal experience and their service to others.



Caring companionship for everyone at their end of life is an abiding concern for chief nursing officer Edwin Cabigao.



AN ASSET FOR ABE

When Abraham "Abe" Greenwald meandered through the halls of the Jewish Home, everyone – staff and residents alike – greeted him warmly.

"You'd have thought he was the mayor," a smiling Steven Greenwald says about his father, who died in March 2013, just four months short of his 101st birthday.

Abe moved to the Jewish Home in January 2009, where, according to Steve and his wife, Rochelle (Shelley) Alpert, he thrived. Abe's favorite activity was ambling around the campus, initially with the aid of a walker and later in his wheelchair, meeting and greeting all throughout his travels. No matter where he sauntered, "We knew he was safe," affirms Steve.



Opposite page: Steven Greenwald and his wife, Rochelle Alpert, take a seat on Abe's bench in the Jewish Home's meditation garden.

Top left: Family gathers at the residents' monthly birthday luncheon in July 2012 to celebrate Abe Greenwald's century.

Bottom left: Abe pictured in his favorite resting spot.

The Jewish and spiritual environment at the Home was especially important to his father, Steve tells. Abe kept kosher and the Home's kosher dining option meant he could feel confident about adhering to his dietary rules. He also loved his ongoing repartee with the Home's Rabbi Sheldon Marder.

Abe was born in a small town outside Warsaw, Poland, and immigrated to the United States in 1920. For most of his life he lived in New York and Southern California, and worked as a bookkeeper for a number of wholesale meat concerns.

"We'd always known about the Jewish Home," says donor Steve Greenwald, "but you don't fully appreciate all it has to offer until you have a parent living there. It's a tremendous resource."

The couple was so delighted with and grateful for the Home's outstanding nursing and medical care, the warm, *haimische* atmosphere, and the social, cultural and religious opportunities available for Abe that each took out a generous charitable gift annuity in his honor to benefit the Home. In addition, to provide a tangible memorial, they placed a plaque bearing the inscription "In Loving Memory of Abraham Greenwald 1912 – 2013" on his favorite resting spot in the Home's meditation garden.

"Dad was a very optimistic guy," says Steve. "He literally woke up every morning thinking something good was going to happen."

And it did, for Abe took advantage of a full range of Jewish Home activities. He never missed Shabbat and holiday observances in the Home's on-site synagogue. He exercised, went to music and speaker programs, and was open to trying alternative treatments such as acupuncture. "I'm not sure how much the acupuncture helped him," Steve says, "but he certainly enjoyed the attention."

Shelley remembers Abe visiting his granddaughter's second-grade class on grandparents day. The visitors were asked to share with the class what they were doing when they were the same age as second graders. "Our daughter was thrilled that her grandpa had the best story," Shelley recounts. "He told of how he came to America and met his father, who had immigrated earlier, for the first time at Ellis Island."

Abe especially valued the companionship he had at the Jewish Home, with the staff as well as with other residents. At his memorial service, which was held in the Home's synagogue, "People spoke warmly about him in ways that were really quite meaningful to us," Shelley says.

"We'd always known about the Jewish Home," says Steve, "but you don't fully appreciate all it has to offer until you have a parent living there. It's a tremendous resource that our community's philanthropy has made available for nearly 150 years and we're very proud to be part of that. We want to do what we can to ensure its future." ■

THE RIGHT PLACE FOR RECOVERY

"They really were saviors," declares Marilyn Taubman.

Marilyn (86) is in her own apartment, talking about the two months she spent in the Jewish Home's STARS (short-term and rehabilitation services) unit after having hip replacement surgery.

"The nurses, doctors, physical therapists, everyone I worked with was incredible," she enthuses. "I felt I was in the right place. It couldn't have been any better."

Marilyn did not plan her stay at the Jewish Home. In fact, she was quite surprised when she woke up and found herself there. She remembers falling in her bedroom one night, climbing back into bed, and then calling her children in the morning to tell them she was not feeling well. Later, she learned what had happened: She had broken her hip in that



Stellar treatment in STARS ensured Marilyn Taubman's successful recovery.

answers. It was safe to express your opinion and thoughts." The Home's Purim celebration, which took place during her stay, was another plus. "It was joyful and the food was delicious," she recounts.

Throughout her two-month rehabilitation, Marilyn Taubman was aware of her medical staff's expertise, how well they understood her, and what she needed for her physical and psychological well-being.

fall. After the call to her children, she was rushed to Mills Peninsula Hospital for a hip replacement and then moved to the Home's STARS unit for recovery.

"When I first arrived on STARS, feeling quite confused, the staff checked in on me every 15 minutes," Marilyn relates. "Everyone was so attentive and kind."

Throughout her two-month rehabilitation, she was aware of her medical staff's expertise, how well they understood her, and what she needed for her physical and psychological well-being. For example, she was encouraged to do what her body was ready for, taking care not to overreach. "I was so eager to be mobile. The rehabilitation therapists understood what I wanted and were cooperative, but they were restrictive. They knew my condition," she explains.

As with all STARS patients, Marilyn had full access to the services and programs of the Jewish Home, and she tapped into many of them. "They were interesting and made me want to be involved," she says. At the study group run by the Home's Rabbi Sheldon Marder, she was challenged by the fascinating subjects under discussion. "There were no wrong

Marilyn may have been surprised to find herself at the Jewish Home after her hip surgery, but her excellent experience was not unexpected, as she has been connected with the organization for many years. She was one of the first women to serve on the Home's board of directors, but the relationship goes back even further. Marilyn's father was the president of the Jewish Home in Dallas, where she grew up. When her parents visited Marilyn and her late husband shortly after the couple moved to San Francisco, "Daddy got in touch with Sid Friedman, the Home's executive director at the time, and we went to a seder at the Home," she recalls.

Most recently, Marilyn has heard from neighbors who have had family living at the Home. "They tell me they're getting fabulous care," she reports. Given her now firsthand knowledge, Marilyn concurs. "The Jewish Home has blossomed and it makes me very proud." ■

Learn more about this short-term and rehabilitation center of excellence by contacting STARS admission coordinator at 415.469.2286. Visit jhsf.org/stars



TimeSlips facilitator
Odile (Olga) Lavault.

PARTICIPANT #1: "Is this the countryside?
I think it's the American countryside."

PARTICIPANT #2: "It looks to me like it may
be the inside of a circus."

PARTICIPANT #3: "It looks like a fence with
marigolds on it."

Three people. Three different points of view.
The beginnings of a story.



THE TELLING'S IN THE STORY

This is the start of an opening round of TimeSlips, a program for Jewish Home residents with dementia. Each member of the group will have an opportunity to tell the others what is going on in a picture; in effect, they will become storytellers. The facilitator – that would be Odile "Olga" Lavault, a Jewish Home recreation therapist who runs TimeSlips – presents questions relating to the image and each member can respond, if they so wish. →

"TimeSlips addresses verbal creativity and imagination in the context of memory loss and cognitive decline," Olga explains. It is based on a program created by Dr. Anne Basting, director of the Center on Age & Community at the University of Wisconsin Milwaukee, for people with dementia or Alzheimer's disease. And it is another innovative method utilized by the Jewish Home to enhance the quality of life for all its residents.

Olga organized the TimeSlips group some 18 months ago. "Forming a group isn't easy," says clinical psychologist Beth Krackov, who has worked with the method in the past and volunteers at TimeSlips' sessions at the Home. "We look for

"When someone's name is read, he or she perks up," says Olga. "It's also very important to mention their name because that's a way of honoring their contribution."

Often a third helper operates within the group. That person's role includes providing human contact, reassurance, and repeating the responses for those who have trouble hearing.

There is an art to choosing the pictures and asking questions, Olga says. The image must be large enough for those who have problems with their vision. It should include several people and something should be going on that can elicit



Participants can also talk about emotions. "That's actually where we try to lead them," recreation therapist Olga Lavault says. "Their language is diminished and they 'read' images better than we do."

participants who enjoy group activity and who are willing to be a little bit playful." The ability to verbalize, to respond and be aware of other people, plus ability and willingness to attend, are primary.

Most of the members have been with the group from the beginning. They meet weekly, at the same time and in the same place. While the participants exchange ideas, another helper – it may be Beth – records the dialogue. She includes the name of the speaker, and then at intervals reads the exchange, the developing story, back to the group, being sure to attribute each comment to the appropriate person.

answers. Questions should be short and open-ended. "We ask who, what, when, where, but not why. That's too complicated," she notes.

Participants can also talk about emotions. "That's actually where we try to lead them," Olga says. "Their language is diminished and they 'read' images better than we do. They have visual acuity that we don't because we filter. They don't."

Observes Beth: "When things are working right and the participants are listening and contributing, something really nice happens. I think it's a wonderful process." ■



Opposite page: Ricarda Griffin (left) pays attention to the unfolding of the tale.

Left: Clinical psychologist Beth Krackov helps run the storytelling sessions.

Below, clockwise:
Mollie Spirn (right) stays connected – physically and emotionally.

Storyteller Louise Beasley studies the image, while fellow participant Edward Ben-Eliezer delivers his interpretation of the picture.





CALIBER OF HER CHARACTER

Phyllis Donner Wolf used to go to the gym every day. She did yoga for 49 years. “I did the splits!” exclaims this 82-year-old. “Then in March 2013 I had this horrendous fall. I woke up at 1:00 a.m., as I often do, stood up out of bed, and the next thing I knew I was on the floor and couldn’t move. I knew something catastrophic had happened.”

Phyllis had suffered a spinal cord injury that left her paralyzed from the chest down. After surgery at Stanford Hospital, she was moved to San Jose’s Santa Clara Valley Medical Center, where she spent at least four hours each day in what she describes as heavy-duty physical therapy. Learning that she might regain some of her movement but would never walk again, Phyllis says philosophically, “You have two choices: You can go into your room and lie there, and that’s your life. Or you can try to do and function as much as you can while you’re on this earth.” →





There's no keeping a determined woman down. Phyllis Wolf is staying connected via her computer, keeping limber with chair yoga, and expanding her range of activities at the Jewish Home, and beyond.

"You have two choices: You can go into your room and lie there, and that's your life. Or you can try to do and function as much as you can while you're on this earth." Not surprisingly, this vivacious, outgoing and engaging woman opted for the second choice.



Mediatix Valera treats Phyllis to a session of Healing Touch™, an energy-based therapeutic approach that uses non-invasive touch and techniques to balance and align the human energy field.

Not surprisingly, this vivacious, outgoing and engaging woman – whose lifestyle had included a large circle of friends, the symphony and games of bridge – opted for the second choice.

About six weeks after her fall, Phyllis took up residency in the Jewish Home's Friedman Pavilion. Her daughter, Melanie Wolf-Greenberg, took time from her teaching job in Pennsylvania to be with her mother, get her settled, and decorate her bright, garden-facing room with family photographs and other familiar items.

"There were lots of different options for Mom," Melanie says, "but the Jewish Home was wonderful. The transition was easy."

Phyllis is now once again immersed in multiple activities and healthful practices. These encompass exercise (she is on the omnicycle for 25 minutes a day); watercolor painting (a new venture for her); physical and occupational therapy; Healing Touch™ energy therapy with the Home's certified practitioner Mediatix Valera ("I relax and Mediatix uses her hands in some kind of magical way"); the rabbi's weekly learning sessions covering Jewish art and literature ("I wouldn't miss them; they're so interesting"); poker three days a week; an improv comedy workshop; socializing at the Home's garden café; and entertaining friends who visit frequently.

She also continues discovering connections among the Home's volunteers. "The circle keeps enlarging," she comments about finding that a volunteer was close friends with her cousin.

Her off-campus reach is growing, too. She recently joined a group of residents on a field trip to the Legion of Honor museum's exhibit, *Impressionists on the Water*. When her son, Doug Wolf, visited from Southern California, "We went to a restaurant across the street from the Home for a hamburger, at her request," he says, noting that "my mother makes the best of whatever she can."

Phyllis grew up in San Francisco's Marina district. She taught school for 30 years in Redwood City, retiring in 1992, and says she is proud to have been a trailblazer for women re-entering the work force. After Stan Wolf, her husband of 54 years, died, she met Lewis Weil, and was with him until his passing. "I was very lucky," she believes. "I had two wonderful men in my life."

Melanie and Doug are pleased that their mother is adjusting so well. "I'm very comfortable having her live at the Jewish Home," Melanie vouches.

"She's very happy there," adds Doug, "and that's what is important." ■

SINKING THE SHOTS, RAISING THE BAR, BRINGING IT HOME

Our 19th Annual Golf Tournament, Dinner and Auction on May 13, 2013 certainly lived up to its theme, "Bringing it Home."

With thanks to the level of participation, generosity and commitment, we 'brought' more than \$290,000 to the Jewish Home – including over \$63,000 for the event's fund-a-need, supporting the provision of charitable care.

Months of planning and preparation culminated in a great day of play, an evening of celebration and fundraising, and the achievement of this record-setting outcome. This is the stuff that sport is made of: support that greatly assists our elders receive the skilled and dignified care they need in a welcoming, enriching place that so many are fortunate to also call "home."



"We on the Tournament Committee have devoted our efforts to this promise to our elders: a life of quality and dignity in a place that is caring and warm – a place that is their home. We're so grateful you share this vision."

Peter A. Pollat, M.D., 2013 *Tournament Chair*
Bonnie Pearlman, 2013 *Dinner Chair*

Tom Adams
Michael Adler
Benjamin Anixter
Joanne Bernstein
Roxy Bernstein
Marian and Allan Byer
Shirley and Benjamin Eisler
Marcia Eisner
Benjamin Friend
Donald A. Friend
Jason Goldman

Milt Greenfield
Drew Greenspan
William Greenspan
Steve Mittel
Scott Montgomery
Don Pearlman
Alan Schneider
Steven Shakin
Jason Sills
Loren Ward



The ladies give it a leg up. (They gave their male counterparts a good swing for their money, too!) From left to right: Vicki Klapper, Bonnie Pearlman, Linda Podolsky and Jan Berliner.



SAVE THE DATE

20th Annual Golf Tournament, Dinner & Auction
benefiting Jewish Home of San Francisco

Score!

STAYING ON COURSE FOR 20 YEARS

Monday, May 5, 2014
Peninsula Golf & Country Club



"Keep going, just another inch," groans David Friedman. Douglas Berl (left) appears a tad underwhelmed.



Book-ending the golf tournament sign are the pairings of (left) Joseph and Marcus Chait, and Donald and Benjamin Friend.



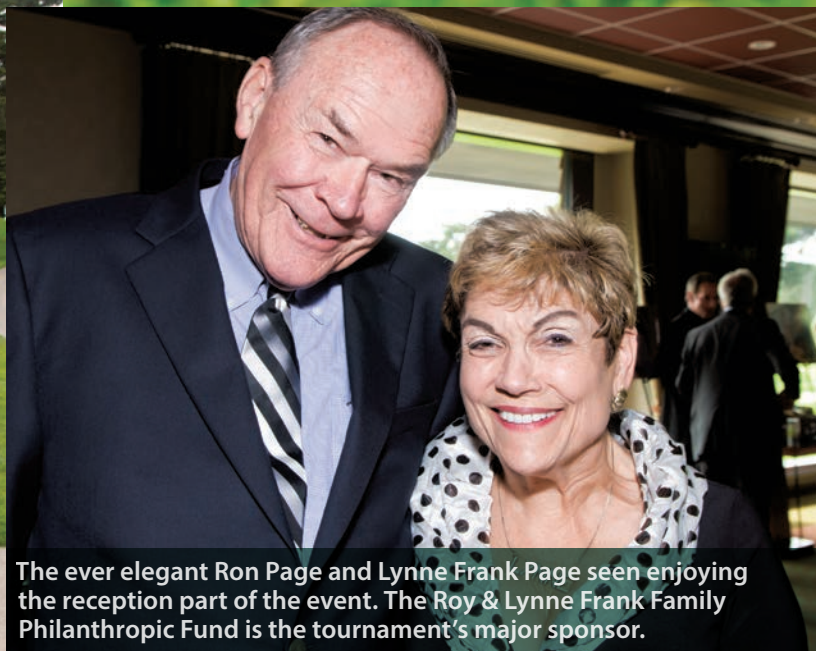
From generation to generation. Pictured, left to right, are Douglas and Lisa Goldman, Eleanor Myers, and Matthew and Jason Goldman.



Dinner sponsors Joan and Charlie Davis grace the happening.



Jason and Jennifer Sills make a delightful duo – and formidable players: Jennifer ensured her foursome took 1st place gross.



The ever elegant Ron Page and Lynne Frank Page seen enjoying the reception part of the event. The Roy & Lynne Frank Family Philanthropic Fund is the tournament's major sponsor.



Auctioneer Don Pearlman kicks off the auction with a tasty offering. Items on the block ran the gamut – from this sweet toffee tower to a S.F. Giants luxury suite package.



Thanks to the generosity of sponsors Marian and Allan Byer, the day on the green was followed by a reception. (The delicious dinner and exciting auction were still to come.)



AS GOOD AS GOLDMAN

Eleanor Myers was the first person Jason Goldman called when he and his team from G2 Insurance won the Chartis Private Client Group Invitational golf tournament – and a prize of \$54,000 that they directed to Jewish Home & Senior Living Foundation, which supports the mission and activities associated with the Jewish Home.

Eleanor is Jason's grandmother, and it was her late husband and Jason's grandfather, Larry Myers, who he credits with introducing him to the Jewish Home. (Larry served as president of the Home's board of directors from 1973 to 1975.)

Jason's team, comprised of his father, Douglas Goldman, Peter Pollat and Stephen Dascole, first won the tournament's regional qualifier in Half Moon Bay, Calif., and then went on to the finals in Chicago. "There we handily won the national tournament by four strokes," Jason says.

Jason presented the check to Arlene Krieger, chair of Jewish Home & Senior Living Foundation, in January 2013, at the Jewish Home's monthly luncheon celebrating residents' birthdays.

"The residents and I had a delightful lunch with Jason," Arlene recalls. "He's a charming, gracious young man who is very dedicated to the Home. We so appreciate that he and G2 made us the beneficiary of their golfing prowess. The Home can definitely use this generous contribution."

The G2 team chose the Jewish Home as the group they were playing for in this charity tournament. When G2 won, each of the other teams kicked in a \$1,000 donation and Chartis, the tournament's sponsor, matched it. "We had to win," Jason laughs. "Matthew [Jason's twin brother] and Larry [Colton, G2 Insurance's CEO] put pressure on us to come home victorious."

Insurance runs in Jason's family. The twins' paternal grandfather, the late Richard Goldman, founded Goldman Insurance Services more than 50 years ago. Philanthropy and the Jewish Home are in the family genes as well – on both sides. For some 25 years, Goldman Insurance and the Richard and Rhoda Goldman Fund sponsored weekly ads in *j.*, the Jewish news bulletin of Northern California, featuring art by the Home's residents. Thanks to Jason's parents, the ad series continues today, through the Lisa & Douglas Goldman Fund. "This is a wonderful way to showcase the Jewish Home in the media," believes Jason. On the other side of the family, Jason's uncle, Mark Myers, followed in his father's footsteps when he served as chair of the Home's board of trustees.

"I couldn't be happier that we could donate the money to benefit the Jewish Home," Jason says. He feels the Home is a vital component of our society and part of the fabric of our Jewish community. "I think about my parents' generation. Baby boomers are living longer and will need more services. It's now my generation's responsibility to take on the legacy and challenges. It's coming full circle." ■



THE GIFT OF A GENERATION

"I wish I could give more."

Most of us have probably said this at one point or another.

Our desire to support the Jewish Home and other worthy causes, especially when the need is great, may come at the same time we are thinking about our own future concerns and the needs of those we love.

The good news is that you can accomplish more than you ever thought possible. You can make the gift of a generation. →





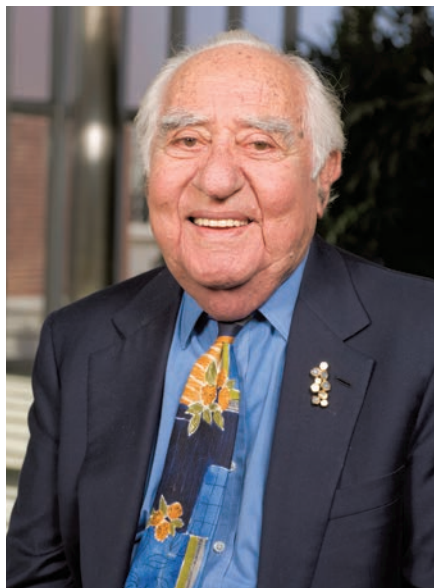
A properly drafted will or trust enables us to plan for the future in much the same way that we plan now, by setting priorities: What we and/or our significant others need currently; what will provide us/others with security in five years' time; what is our ultimate goal for all our assets.

Priorities generally go in this order:

1. Providing for a spouse or partner
2. Setting up a trust for the living needs and higher education expenses of children and grandchildren

These priorities reflect obligations we have taken upon ourselves. With a well-drafted will or trust, there is often money left after our obligations have been met.

Let us say you make average annual gifts to the Jewish Home of \$500. A gift of \$10,000 in your will is the equivalent of twenty \$500 gifts. It is, in effect, the gift of a generation. Perhaps you are honoring the memory of a past generation. Or you wish to help the Jewish Home serve generations to come.



The chart below illustrates how meaningful this can be.

Your gift through a will or trust of:	is like making 20 annual gifts of:
\$ 2,000	\$ 100
\$ 5,000	\$ 250
\$ 10,000	\$ 500
\$ 25,000	\$ 1,250
\$ 50,000	\$ 2,500
\$ 100,000	\$ 5,000

Your gift of a generation creates a lasting legacy and can serve as an inspiration for others to do likewise.

For seven generations, the Jewish Home has been committed to helping our most vulnerable elders live with dignity. Whether they are skilled nursing residents, short-term rehabilitation or acute geriatric psychiatry patients, we have been here to answer their question: Who will take care of me when I am not able to care for myself?





Your gift of a generation to the Jewish Home is more than a gift to us. It is the gift of life for older adults at a time they need it most.

By including us now in your plans for the future, you also become a permanent part of the Jewish Home's Carob Tree Circle, which honors those who have enabled the Jewish Home to serve our most vulnerable elderly for more than seven generations. ■

For more information about making the gift of a generation, please contact Daniel Hoebeke, Jewish Home senior development and gift planning officer, at 415.406.1434 or dhoebeke@jhsf.org.

Opposite page, left to right: The foresight of visionaries such as Susie Julius, George Saxe (of blessed memory), and Diane and William Ehrlich helps to ensure that the Jewish Home will continue to be here for our elders.



EFFECTIVE ESTATE PLANNING

Accomplishing more than you ever thought possible may necessitate rethinking the purpose of a will or trust. These documents could be the culmination of your present goals. Here are some basic guidelines.

Begin by thinking about yourself.

For most people as they age, two questions become paramount:

1. Will I have enough money to last me the rest of my life?
2. Who will take care of me when I can no longer care for myself?

Although no two situations are the same, there is something everyone can do: appoint a person who can make financial and healthcare decisions for you when you are unable to do so.

Then think about the people and charities you support now. If more money became available, as it may in your estate, how much would be beneficial for them, and when should they receive it.

Following these guidelines and giving these matters some prior thought will make your time with the attorney much more productive.

SECURITY NOW WHILE PLANNING FOR THE FUTURE

Do you recall the years when interest rates were 15 percent and higher? We figured we would be able to retire and live off our interest income. But those days are long gone.

With CDs and other secure investments at historic lows, some philanthropically minded people are saying, "I wish I could do more."

Yet you can – and while meeting some of your current financial needs. The vehicle to achieve this is a charitable gift annuity.

A charitable gift annuity accomplishes three goals:

1. It provides you with an annual annuity for life (much of which is tax free)
2. It gives you an immediate charitable deduction
3. Upon your passing, the remainder passes to charity

Annuity rates are based on your age and payouts will never change. The chart to the right shows those current rates.



EXAMPLE. Nora is an 80-year-old widow. She has practiced *tzedakah* (righteous giving) her entire life and is frustrated that she cannot gift more now because she is on a fixed income. She decides to transfer \$10,000 to the Jewish Home for a charitable gift annuity.

As a result, Nora receives an annual annuity of \$680 for the rest of her life. Of that \$680, only \$138 is taxed. She receives a current income tax deduction of \$4,900.

Upon her passing, whatever remains of the original \$10,000 contribution passes to the Jewish Home.

CHARITABLE GIFT ANNUITY RATES

Effective January 1, 2013

SINGLE LIFE

AGE	RATE %	AGE	RATE %
55	4.0	75	5.8
56-57	4.1	76	6.0
58	4.2	77	6.2
59	4.3	78	6.4
60-61	4.4	79	6.6
62-63	4.5	80	6.8
64	4.6	81	7.0
65	4.7	82	7.2
66-67	4.8	83	7.4
68	4.9	84	7.6
69	5.0	85	7.8
70	5.1	86	8.0
71	5.3	87	8.2
72	5.4	88	8.4
73	5.5	89	8.7
74	5.7	90+	9.0

TWO LIVES

AGES	RATE %
60/60	3.9
65/65	4.2
70/70	4.6
75/75	5.0
80/80	5.7
85/85	6.7
90/90	8.2

Rates are subject to change due to economic circumstances. Once a gift annuity has been issued, however, the rate for that annuity is permanently locked in.

PLANT, NURTURE, HARVEST

The Jewish Home has long been a haven for our elders. One reason for its longevity is the vision of many in each generation to plant “seeds” so that others may reap the benefits.

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 elders for generations to come.

Your current gifts are most meaningful today. Your future planning helps to ensure that we will continue to provide a place and security for our elderly.

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 and 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 jhsf.org/legacy.

FROM GENERATION TO GENERATION

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 foresight and consideration, appreciating those who are with us now and honoring those of blessed memory.

Bernard Aarons	David Marcus Campbell
Ernest Abel	Galina and Alexander Capelson
Katherine and Nathaniel Abel	Irving Caplan
Goldie and Jacob Abers	Rita Horn and Dennis Cassan
Harriet Abrams	Edith I. Cassmir
Helen M. Adler	Shari Chamitoff
Maureen E. Adler	Melody and Richard Chasen
Lelo Crawford Alberts	Albert Cohen
Emmy Altman	Belle and Jeffrey Cohen
Lucille Appel	Milton Cohn
Millie and Aron Aronovsky	Muriel R. Cohn
Norman Ascherman	Rena T. Colombo
Jakob A. Atlas	Leah Colton
Marion Marx Baer	Harold Combs
Irmgard Ballin	Fannie A. Cooper
Judy and Bret Bantz	Esther Wollner Daniel
Worth W. Barton	Leonie Darwin
Benjamin J. Baum	Joan and Charles Davis
Patricia and Ernest Belden	Roslyn R. Dienstein
Randi and Robert Belot	Linda Diller
Jeanne and Daniel Benatar	Selma Dykhuis
Curtis F. Bergen	Diane and William Ehrlich
Helle and David Berger	Sara and Harold Epstein
Bellah Berkner	Irene K. Epstein
Janice and Dennis Berkowitz	Marge Falk
Charlotte Bernhard	Miriam C. Faverman
Joan and Burton Berry	Laurel and Elliott Feigenbaum
Ann Best	Rhoda Feldman
Cecilia Bieber	Barbara and George Finck
Bernice Biederman	Abrea and Lloyd Firestone
Khanuma Blake	Alfred P. Fisher
Sheila Audrey Blecher	Rosetta P. Fisher
May L. Bloom	Doris Flamm
Harry Blumenthal	Helene Fleck
Leonore Blumenthal	Ana C. Florez
Rose Border	Pauline Forman
Samuel S. Borman	Sol Fractenberg
Margot E. Braun	Max Frank
Joseph Bright	Leah Fred
Charlie and Herbert Brown	S.K. Friedland
Iris Bulasky	Mark Friedlander
Ann Burger	Emanuel Friedman
Maurice Burnham	Captain Julius Friedman



Pauline Friedman
 Kathryn and Richard Friedman
 Sidney Friedman
 Walter Fuchs
 Lya Galperin
 Mary Gamburg
 Rowena and Simon "Bud" Gansel
 Ann Ginsburg
 Emalie and Robert Glassman
 Gay O. Glikman
 Devorah I. Goldberg
 Walter Goldenrath
 Judy Golding
 Jeannette Goldner
 Claude A. Goldsmith
 Eva M. Goldsmith
 Florence Goldsmith
 Marie H. Goldsmith
 Annette Goodman
 Deborah and Ronald Gordon
 Svetlana Polishchuk and
 Arkady Gozberg
 Robert L. Greenberg
 Phyllis and Jerry Greenblatt
 Patricia P. Greenhood
 Rochelle Alpert and
 Steven Greenwald
 Richard P. Gross
 Gail S. Grossman
 Louisa Grunwald
 Leslie Guggenheim
 Hyman Gurman
 Betty Guttman
 Liane M. Ofenham-Hall and John Hall
 Irene and Stephen Halpern
 Margaret L. Hardy
 Mae J. Hartman
 Craig Headman
 Lotte B. and Kurt H. Heckscher
 Mary and Douglas Heller
 Edith P. Hersch
 Helene Hochheimer
 Sheila Hochman
 Stephen R. Holman
 Margo Horn
 Felicia Hyman
 Charlotte and Jerome Hyman
 Evelyn Hymans
 Leona Inger
 Roselynn and Steve Itelson
 Relda R. Johnson
 Thomas Lovell Johnson
 Ahuva and Emanuel Jolish
 Ruth J. Jonah
 Stephanie A. Jonas
 Margaret Jordan
 Susie Julius
 Svetlana and Bob Kaff
 Richard Kahan
 Evelyn R. Kahn
 Ronald Kahn
 Barbara and Donald Kamler
 Rima Kantorov
 Walter Kaplan
 Yuri Kaplun
 Ellen L. Katske
 Freda Katz
 Linda Katz
 Golda Kaufman
 Joan (Inge) Kaufman
 Nancy and Kenneth Kaye
 Ida and Oleg Kipnis
 Helen Landsman and Robert Kirby
 Mikhail Klorin
 Eve Valerie Koch
 Sidney S. Konigsberg
 Elena and Alexander Korot
 Esther and Isadore Korz
 Miriam Koschmieder

Nadine and Roy Koss
 Alfred P. Krieger
 June T. Krieger
 Arlene and Steve Krieger
 Beatrice and Henry Krivetsky
 Isabelle and Emerich Kun
 Valentina Kuznetsova and
 Viktor Kuznetsov
 Burton Ladensohn
 Susan Lambert
 Margit Landesmann
 Natalie Lando
 Hedi Langfelder
 Jack Langsam
 Rose Leah Langsam
 Matilda Lasus
 Ann and James Lazarus
 Manya Leibner
 Claire Leibowitz
 Larry M. Letofsky
 Dorothy and Lewis Levin
 Barbara and Morton Levinson
 Shanna Levinson
 Rosanne and Alvin Levitt
 Phyllis and Harold Levy
 Jacquelyn Levy
 Raymond Levy
 Helen and Herman Lewin
 Eugenia Liberman
 Fred Liebscher

Peter Neubauer
 Jan and Robert Newman
 Jeremiah (Jerry) Nissim
 Beverly Norman
 Kent D. Owen
 Doris and Sidney Pearlman
 Sallie Ann and Robert Perliss
 Julius Phillips
 Leighton G. Phillips
 Melvin S. Pincus
 Samuel M. Pincus
 Helen M. Pollack
 Heinz Pollak
 Bernice Polonsky
 Roza Polovinchik
 Minna C. Popkins
 Vera Kostiouk and Sergey Pushnof
 Mary and David Rabb
 Stella Rakonitz
 Shirley and Mitchell Raskin
 Shirley Reich
 Joyce and William Remak
 Jean Resnick
 Hilda Richards
 Janis Riney
 Walter Riney
 Barbara and Saul Rockman
 Samuel Rodetsky
 Rochelle and Jeff Rondinone
 Blanche and Charles Rosen

Katherine Lautz and Sol Schwartz
 Ada E. Schwarz
 Sylvia Selim
 Leah Selix
 Lynne Semi-Ueligitone
 Larry J. Shaw
 Rita Sheidgant
 Lois Shenker
 Marina and Danil Shnaydman
 Barbara Bakar Shupin
 Margaret Munzika and Henry Shweid
 Jordan R. Sills
 Alan Silverman
 Pauline E. Forman and
 Albert E. Silverstein
 Bette A. Simon
 Laurie H. Sizemore
 Leo S. Sloss
 Roberta Agre and Allan Sluizer
 Ernest Smetana
 Florine M. Smith
 Roselyn Catz Sommer
 Daisy Hansi Sommers
 Paul Spitz
 Susan and John Stapp
 Beverly and Roman Starno
 Anne M. Stein
 Paul May and Frank Stein
 Marlene and Martin Stein
 Margot Stern
 Nelson Stone
 Marianne Strassman
 Gladys F. Straus
 Lila Stridiron
 Greta S. Stuehler
 Cora and Samuel Susselman
 Selma and Sanford Tandowsky
 Sidney Tanner
 Mikhail A. Tayts
 Richard Toker
 Lawrence Tomsy
 Betty A. Toole
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As a nonprofit organization, the Jewish Home of San Francisco relies on community generosity to maintain the high standard of its care, services, and programs.

Your contribution helps us provide our residents with the highest quality medical care; nurtures their spiritual needs; and supports 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 elders, and responds to one of the basic tenets of Judaism, *tzedakah* or righteous giving.

Each of our residents have their own significant life stories, but they 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 continue to be this special place our community has known and trusted for over 142 years. The place that provides our residents with the best in loving care and the utmost in human dignity.

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

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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 may attend to celebrate with the residents. There is live music, some dancing and, naturally, an opportunity to join in the singing of “Happy Birthday.”



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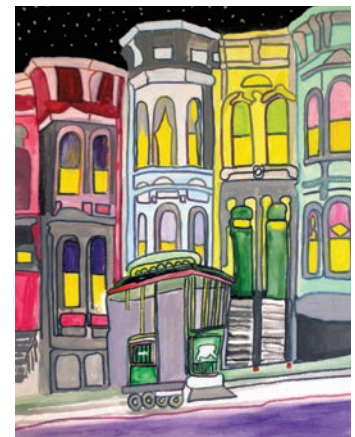
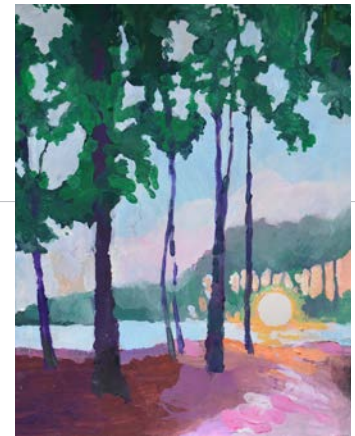
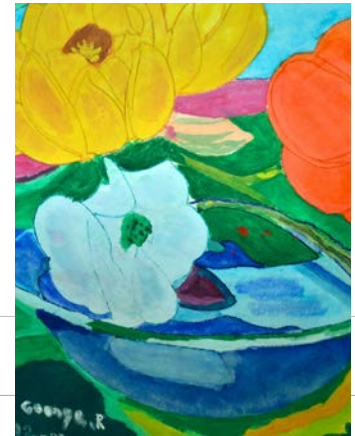
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WAYS OF GIVING

TRIBUTES 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. The Home sends a beautiful card, created from art produced by our residents (see some samples at right; p. 51 for more), 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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We have made every effort to ensure that our lists of supporters are up to date. It is possible that a name may be misspelled or omitted. If so, please accept our sincere apology, and kindly notify our Organizational Advancement department at 415.406.1107 so that we can make the appropriate change to our records.

*"I love volunteering
in the gift shop."*

CAROL HICKS

"It's very gratifying."

SUE ROSENBERG



TCHOTCHKES, TOOTHPASTE,

"I was so impressed that I asked if I could volunteer here."

HELENE LEVY

"It feels good to help the residents find what they need."

ADRIENNE JONAS

"It's what I do to give back."

JANIS SEEMAN



AND LOVE

How we value our hundreds of volunteers! They play a host of roles at the Jewish Home and we could not do what we do without them.

Following are brief profiles about five wonderful women who have been helping our residents, patients, family members, staff and visitors find what they need at our on-site gift shop. And it is a service they deliver with attention, affection, and friendship.



CAROL HICKS

As a computer programmer with Pan American Airlines, Carol Hicks was part of the team that designed one of the earliest online reservation systems. Later on, she found herself arriving in Vietnam for a job with a construction company just before the Tet Offensive. "My parents weren't thrilled," she muses.

Carol has volunteered in the Home's gift shop for nine years. "I love it," she says. She also works part-time selling cruises and takes several herself each year. And always amongst her travel apparel are scarves and shawls she has purchased from the Home's gift shop. They add that special touch to her basic black.



HELENE LEVY

A third generation Californian, Helene Levy was born and raised in Merced, Calif., and moved to San Francisco some 70 years ago. She did not know anything about the Jewish Home until she sought out its gift shop to purchase a particular watch with two faces and two time zones for her traveling cousin. She was sold on the product – and the Home.

SUE ROSENBERG

Sue Rosenberg began volunteering in the Jewish Home's gift shop to show her appreciation for the compassionate care her aunt received as a resident. "It's very gratifying," she says of the service she has been delivering for about seven years. She has even brought her granddaughters along to some of her shifts. "They loved it," she notes. "They had great rapport with the residents."

Formerly a travel agent, Sue says, "It was fun while it lasted, but when the Internet came along, I decided it was enough." Active in the Jewish community, she has also volunteered at Congregation Sherith Israel and the Jewish Community Federation.

"I was so impressed that I asked if I could volunteer here," Helene says. That was 20-plus years ago. Now at the age of 90, she feels fortunate to be in good health and able to continue volunteering and chatting with residents.

ADRIENNE JONAS

When Adrienne Jonas was looking for a volunteer job, she was not sure the Jewish Home was right for her. "I think I was afraid to get to know people who were going to pass on," she admits. Twenty years later, she knows that, despite the sadness when she loses a friend, the Jewish Home is the perfect place. "It feels good to chat with the residents and help them find what they need."

Born in London, England, Adrienne moved to Los Angeles in 1957. An animal lover (she has two senior cats), she also volunteers with PAWS (Pets Are Wonderful Support).



JANIS SEEMAN

Between her activities at the Jewish Home and her synagogue congregation, B'nai Emunah, Janis Seeman is quite busy.

The Seemans moved to the Bay Area from Richmond, Va., when their now college-age granddaughter was a toddler. "We found ourselves visiting the city every few months," Janis recalls, so instead they made the decision to relocate to San Francisco. "It was the best move we could have made," is how she describes it.

As a former librarian, Janis offered her skills to the Jewish Home and helped organize its library. Soon she was asked if she would also work in the gift shop. Some 10 years later, she is still doing both, and fully enjoying it. "It's what I do to give back," she says.

Discover 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

We gratefully recognize the following individuals and the generous donation of their time, talents, and abilities to enriching the lives of our older adults. Names reflect involvement from July 1, 2012 through June 30, 2013.

Pamela Abramson
Linda Ackerman
Michael Adler
Sarah Adler
Christian Advincula
Ruben Aguayo
Camilla Ahmed
Kathleen Aladin
Jocelyn Aldana
Maopeli Martin Ali
Mark Alvarez
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We gratefully acknowledge the following community organizations, agencies, and facilities whose active involvement and collaboration from July 1, 2012 through June 30, 2013 have greatly enhanced the care, programs, and services offered by the Jewish Home of San Francisco.

Acclaim Homecare achieve
Aging Services of California
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Stanford Medical Center
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Taube Koret Campus for Jewish Life
Temple Sinai Brotherhood
The Volunteer Center
Touro University School of Pharmacy
Union for Reform Judaism
Unite Here Local 2
United Synagogue Youth
United Way of the Bay Area
Unitek College
University Mound Ladies Home
University of California at Berkeley
University of California at Davis
University of California at San Francisco
University of California at San Francisco Medical Center
University of San Francisco
U.S. Healthworks
Veterans Administration
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, 2012 through June 30, 2013. We sincerely appreciate their support.

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Peninsula Temple Sholom Blankets of Kindness Committee
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Greg Perieff
Peter A. Pollat, M.D.
Susanna Polonsky
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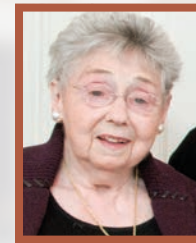
Helene Rappaport
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Irina Shafer
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St. Jude Children's Research Hospital
Judith Szpiro
Matt Thomson and Mary Thomson
Paul Tovbin
Kinson Wong, R&G Lounge
Anonymous (1)

LEGACY AND LEADERSHIP

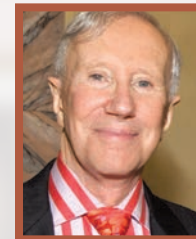
Jewish Home presidents
and chairs of the board,
and their years of office.

Steve Krieger 2011 →
 Michael Adler 2009 – 2011
 Mark L. Myers 2007 – 2009
 David A. Friedman 2004 – 2007
 James A. Davis 2002 – 2004
 Arlene E. Krieger 1999 – 2002
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 Barbara C. Rosenberg 1995 – 1997
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 Douglas M. Heller 1991 – 1993
 Emanuel Friedman 1989 – 1991
 Frances D. Green 1987 – 1989
 Jim Joseph 1985 – 1987
 Julian S. Davis 1983 – 1985
 Bernard Reiner 1981 – 1983
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 Sanford J. Leland 1977 – 1979
 Victor L. Marcus 1975 – 1977
 Laurence E. Myers 1973 – 1975
 Samuel L. Fendel 1971 – 1973
 William J. Lowenberg 1970 – 1971
 Clarence Krieger 1967 – 1970
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 Emile E. Kahn 1921 – 1930
 Louis S. Haas 1921 – 1922
 Alfred I. Esberg 1920 – 1922
 Emile Levy 1921
 Alexander Goldstein 1919 – 1920
 Joseph Hyman 1917 – 1920
 Abraham Haas 1910 – 1919
 Max C. Sloss 1910 – 1919
 Sigmund Greenebaum 1902 – 1908
 Samuel W. Rosenstock 1900 – 1902
 Samuel Polack 1895 – 1916
 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*.



Estelle Bardoff
October 2012



Paul S. May
September 2013

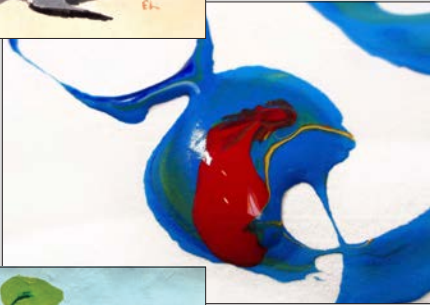
May their memories
be for a blessing.

140-plus years of leading
and enriching the lives of
older adults ... and we're
just getting started.

TRIBUTE CARDS FOR FAMILY AND FRIENDS

Let us help you remember the special people in your life at those special times of the year. Send your love, season's greetings, birthday wishes, *chag sameachs* and *gut yontifs* on one of our beautiful cards, featuring artwork created by Jewish Home residents.

To order, call 415.406.1107 or go online jhsf.org/cards



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ADDRESS SERVICE REQUESTED

ON THE WEB

JEWISH SENIOR LIVING GROUP

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. jewishseniorlivinggroup.org

STARS

Short-term specialized medical and rehabilitation services help older adults regain strength and capability after illness or injury, usually following their stay in an acute hospital and with the goal of returning to the general community. Learn more about STARS, a Jewish Home center of excellence, at jhsf.org/stars

ACUTE GERIATRIC PSYCHIATRY HOSPITAL

As one of the only enterprises in 14 Bay Area counties that ensures the emotional and mental health of seniors through our on-site acute geriatric psychiatry hospital, the Jewish Home is filling a significant gap. 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 jhsf.org/psych



Ahuva Gershater, who passed away in September 2013, loved performing in the Home's annual Chanukah show. Her solo rendition of the chanson *Ah! Le petit vin blanc* was a charming ooh la la.

JEWISH HOME

Take a visual tour through our campus. Read about our comprehensive services for seniors, including exceptional extended care for some of our community's most vulnerable elders. 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. jhsf.org

MOLDAW RESIDENCES

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, 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 the Jewish Home of San Francisco, and network affiliates. The Foundation provides seed funding and makes grants to the Jewish Home, to assist 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. jhsf.org

E-COMMUNICATIONS – JEWISH HOME

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

COMING UP

CHANUKAH FEST. JOIN US!

Sunday, December 1, 2013 – Jewish Home of San Francisco

10:00 a.m. Give vent to your artistic bent. Family members and friends join resident "meidels" and "mensches" to create and decorate menorahs and dreidels. Eugene Friend & Julian Davis Creative Arts Center

2:00 p.m. Gather in the Home's lounge for a holiday concert. *Giving Thanks* features Chanukah songs, popular tunes, and comedic turns. Lynne & Roy Frank Family Lounge

3:30 p.m. Shop for that special holiday prop and other delightful items. Gift shop and lobby of the Edward & Marion Goodman Building

3:30 p.m. Spread the love with latkes, and share the laughter and cheer at the family holiday photo booth. Lobby of the Barbara & Richard Rosenberg Family Center

Call 415.469.2248 for additional information.