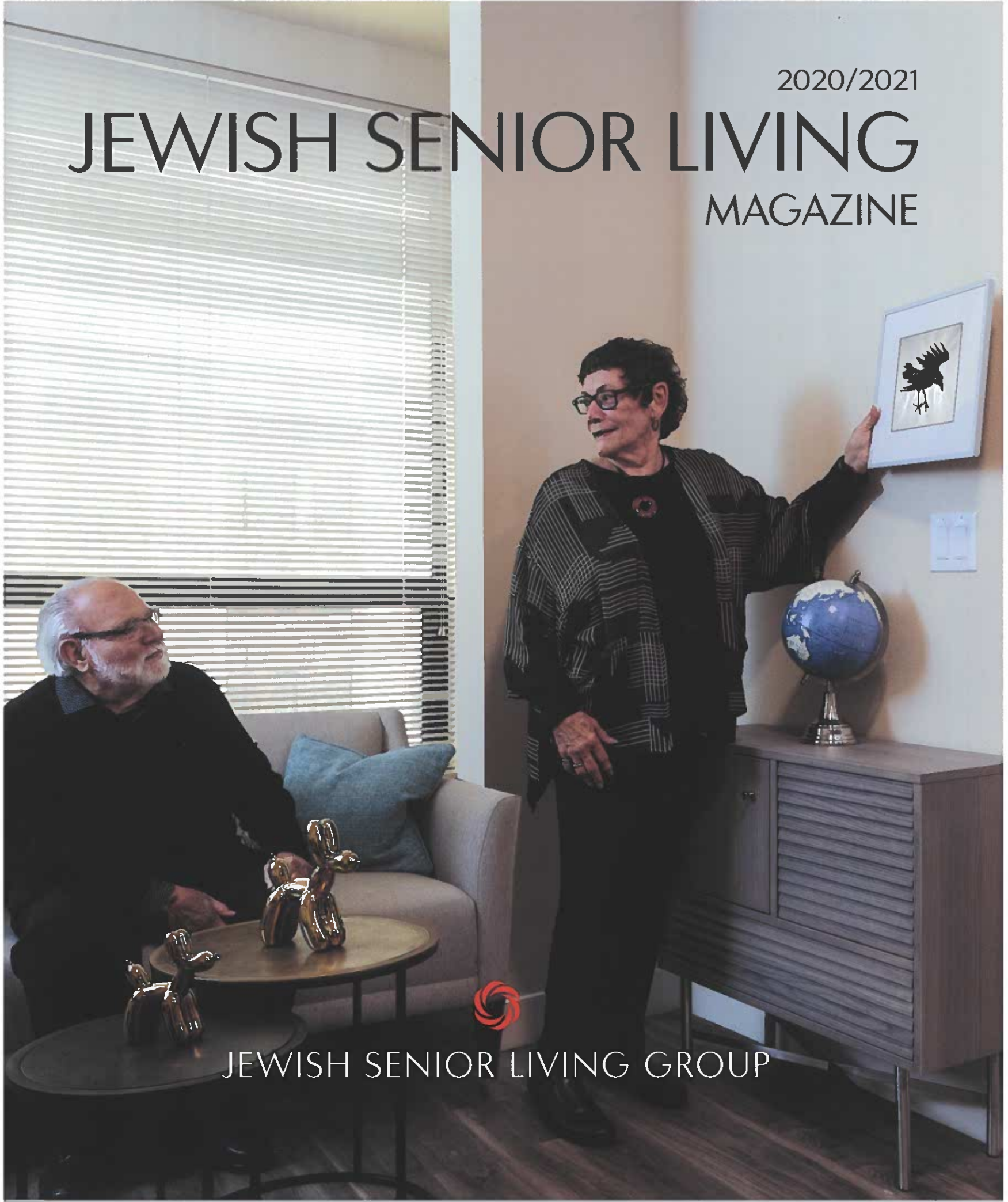


2020/2021

# JEWISH SENIOR LIVING

MAGAZINE



JEWISH SENIOR LIVING GROUP

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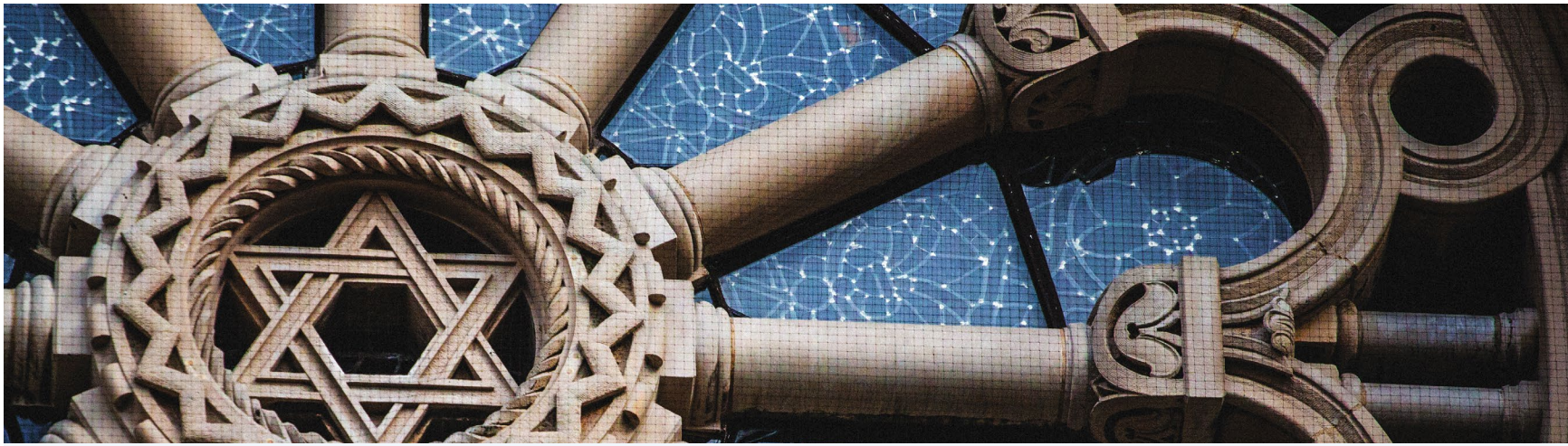
When our dedicated donors demonstrate acts of loving kindness and support our provision of senior living services, they truly make a difference in the lives of so many.

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# Jewish Senior Living Magazine

2020/2021

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*A Publication of  
Jewish Senior Living Group*

## ON THE COVER

Joan and Manny Miro are one of the first residents to move into Frank Residences, our new and exciting addition to the San Francisco Campus for Jewish Living. At last, we can say “Welcome home!”.

San Francisco Campus for Jewish Living 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.

## Age Greatfully.™

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*From the desk of*  
**DANIEL RUTH,**  
**PRESIDENT & CEO**

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Dear Friends,

Approximately 10 years ago, our leadership had a vision of transitioning the Jewish Home, a skilled nursing facility that had ably served the Bay Area Jewish community for almost 150 years, into a campus that would offer an expanded range of services, housing, and care to meet the evolving needs of older adults and their families. I am thrilled and gratified to tell you that the new San Francisco Campus for Jewish Living is open for business!

Our Silver Avenue site has been transformed into multiple addresses that serve seniors throughout the aging continuum. The two live-in complexes comprise Jewish Home & Rehab Center (JH&RC), which delivers acute psychiatric services, post-acute care, and continuing skilled nursing; and The Lynne & Roy M. Frank Residences, providing independent living, assisted living, and memory care. Byer Square, a unique and dynamic community resource, supplements the abovementioned offerings with innovative cultural programs, health and wellness services, and connections for older adults and their families, whether they live on or off the campus.

All of this has been made possible through the love, labor, foresight, and generous philanthropic support of our remarkable Jewish community.

In these pages, there is a snapshot review of Frank Residences and Byer Square, just to give you a tantalizing glimpse. We hope you will come visit as soon as conditions allow, to get a full picture of the extraordinary and one-of-a-kind resource. I am sure you will agree that we have truly turned a corner into providing innovative and engaging opportunities for seniors and for our whole community.

This issue of *Jewish Senior Living* is about transitions. You will read about the retirement of our beloved Rabbi Sheldon Marder, whose impact on JH&RC has been profound. A few of the programs he has started, as well as some of his thoughts on his 21 years with us, are inside.

Furthermore, David Lowi is the new chair of San Francisco Campus for Jewish Living's board of trustees, Dr. Stephen Hall is heading our acute geriatric psychiatry hospital, and Elyse Gerson has assumed the position of executive director of Moldaw Residences in Palo Alto. All three are profiled herein.

COVID-19 has dramatically affected us. Besides keeping our residents and staff safe, we began receiving COVID patients in an on-campus wing reconfigured to attend to them. Our staff – our heroes – continue to show true courage as they care for these community members, and I want to express my thanks and deep admiration to them. You will read about what they do, the emergency fundraising campaign that has made it possible, and how residents at JH&RC and Moldaw have adapted.

There is lots more in this edition of the magazine, including a heartwarming story about Moldaw residents Ben Krane, Jo Alyce Frumkin and Paul Kent celebrating very special birthdays.

I hope you will enjoy reading all about our organization and the special people who make up our respective communities. Please do not hesitate to tell us what you think or contact us with any questions.

As always, we are extremely grateful for your support.

Wishing you and your family members well-being and safe-keeping during this most difficult period.



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



## ASSISTED LIVING

Modern, bright with state-of-the-art amenities, our apartments are designed for you and your loved ones who are independent or who may require some assistance to enjoy daily life. With high ceilings, tall windows, kitchens and bathrooms designed with safety and comfort in mind, each apartment comes in a unique layout paired with unique views.




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## MEMORY CARE

We have rethought everything about memory care. With no detail spared, Frank Residences is unlike any other memory care facility in San Francisco. From the thoughtful design of the private suites and baths, to the living and dining areas, and extending to the beautiful outdoor terraces, residents will enjoy innovative programs led by experienced and knowledgeable memory care experts.





# FRANK RESIDENCES

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

ONE PLACE. ONE PURPOSE. ONE BEAUTIFUL LIFE.

[frankresidences.org](http://frankresidences.org)





## INTRODUCING BYER SQUARE

Welcome to the multifaceted Byer Square, an onsite and online community center in the Bay Area for adults, residents, and their family members and caregivers – including the broader community.



Byer Square is a place for people to build relationships and create community, as they seek their meaningful and relevant paths while exploring our four corners:

- Fitness + Wellness
- Engagement + Connection
- Care + Support
- Outpatient Services

This is what Byer Square is all about. Community and belonging – on campus and virtually. Filling your days with fitness and wellness, lifelong experiences, arts and culture, inviting green spaces, and endless possibilities. It is all here – for you, for your family, for the community. And you will not find it anywhere else.







# BYER SQUARE

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

HEART. BODY. SOUL.  
CONNECTING WITH ALL OF YOU.

[byersquare.org](http://byersquare.org)





*Left to right: Cary Cole, Staci Eisler Cole, Shirley Eisler, Ben Eisler, Jessica Eisler, and Michael Eisler.*

## ALL IN THE FAMILY

Michael Eisler was about four years old when his father, Ben Eisler, took him to visit his grandfather at the then-called Jewish Home.

“I remember how kind everyone was to my grandfather,” Michael says. “I recognized it even at that young age.”

That good memory stuck. Today, more than 40 years later, and having completed a stint on the board of trustees of the renamed San Francisco Campus for Jewish Living (SFCJL), Michael is a board member of Jewish Senior Living Group (the organization’s innovative network serving senior adults and their families across the Bay Area), while his wife, Jessica, is a SFCJL board trustee.

The couple is following in the footsteps of the older generation: Ben was a board member of the aforementioned Jewish Home; Shirley Eisler, Ben’s wife and Michael’s mother, has chaired the dinner component of SFCJL’s annual fundraising golf tournament, dinner & auction.

“SFCJL is a wonderful, wonderful place,” Shirley declares.

“As a family, we’ve always recognized SFCJL as an important cornerstone that supports Jewish life in the Bay Area,” says Ben. Transitioning and redeveloping to a campus that offers a much wider range of living, care, and support options to older adults was the right thing to do, he notes. “I had a hard hat tour of the new campus and I was blown away.”

Ben and Shirley say that *tzedakah* (righteous giving) and their role in helping those less fortunate has always been a priority. They taught Michael and his sister, Staci Eisler Cole, by example, although, Shirley jokes, “Sometimes we did have to remind them.”

Jessica Eisler got to know the then-named Jewish Home when she was in her 20’s, through her involvement in a volunteer program at Congregation Emanu-El. “We visited with the residents. It was a bit out of my comfort zone,” she admits. But now it is exactly in her comfort zone: Besides serving on SFCJL’s board, Jessica has a consulting firm that assists people who are aging in place.

When COVID-19 struck, Jessica organized a delivery of masks and baked goods for the essential workers at SFCJL’s Jewish Home & Rehab Center. The delivery

came with thank-you notes written by the Eisler’s three children. “It’s an important institution in our life and our children know it,” Jessica says.

Michael and Jessica hope their involvement is setting a model not only for their children but for others of their generation. “Caring for the frail and is an incredibly important part of what the Jewish community is about,” Michael affirms. “We’re blessed to be able to do it.”

As for Shirley and Ben, they could not be prouder.

“

*As a family, we’ve always recognized SFCJL as an important cornerstone that supports Jewish life in the Bay Area.*

*Left to right: Alexandra Eisler, Phoebe Cole, Sophia Cole, Sam Eisler, and Nathaniel Eisler.*



# SFCJL's BOARD CHAIR PASSES THE GAVEL

It would be difficult to overstate the level of commitment demonstrated by the members of SFCJL's board of trustees. Faced with numerous and sometimes unexpected challenges, the trustees have worked tirelessly in partnership with our leadership. They deserve our admiration and appreciation.

I wish David Lowi, our new board chair, tremendous success. I know his dedication and expertise will serve us well. I would also like to give special recognition to the project finance team, chaired by Steve Fayne, which has led us to the successful opening of The Lynne and Roy M. Frank Residences and Byer Square. Hats off to David Friedman and his fundraising colleagues, who have time and again surpassed our campaign goals. With thanks to this help, we continue to thrive, even during challenging economic times. I would also like to tip my hat to Alex Mann and the Governance

Committee, which has kept us on a direct path toward improving the board's functionality and experience.

I realize I am not able to give a deserving callout to everyone, so suffice to say that the tremendous endeavors and hard work of our staff and board demonstrate *rachmones*, compassion, for the people entrusted to our care. Serving alongside all of you has been my privilege.



Howard F. Fine  
Chair, San Francisco Campus for Jewish Living  
Board of Trustees  
2017-2020



*David Lowi, chair of SFCJL's board of trustees.*

## HEADING THE BOARD IS A MEASURE FOR MEASURE

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able to die with dignity at a Jewish nursing home in New Jersey, where I grew up,” he explains.

David succeeded Howard Fine as chair in July 2020, after serving on the board since 2012 and chairing the Finance Committee. “We began work on the redevelopment of the campus shortly after I joined the board,” he recalls. “I found that the more time I spent with the organization and the more work I did, the more gratifying it was.”

An investment advisor at Stifel, a brokerage and investment banking firm, David initially moved to San Francisco for a couple years “to try something new,”

David Lowi considers his transition to chair of San Francisco Campus for Jewish Living’s board of trustees an opportunity to repay a debt. “It was through the generosity of others that my beloved grandmother was

he relates. “Twenty-four years later, I’m still here. It’s a difficult city to leave.” He and his wife, Amber, are passionate about travel and have created a second life in Barcelona, Spain, where he is an ardent fan of FC Barcelona, a Spanish *futbol* (soccer) club.

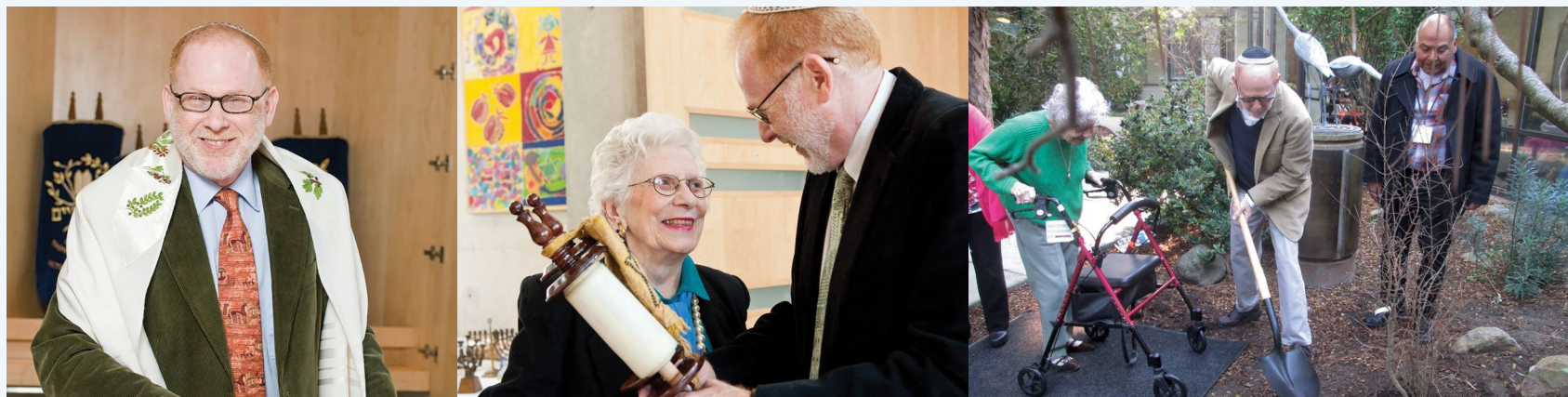
The COVID-19 pandemic has put David’s vision of expanding the reach and services of SFCJL to Bay Area seniors on a temporary hold. “Things have changed dramatically,” he acknowledges. “Right now our focus is on getting through this crisis, keeping our residents and staff safe, along with completing the construction of the on-campus Lynne & Roy M. Frank Residences and Byer Square, the independent living, assisted living and memory care, and cultural, educational and wellness opportunities that comprise this community.”

“The responsibility of caring for our community goes from one generation to the next,” David says about his personal motives for involvement. “Each person needs to play their role, whatever that might be. The more effort I put in, the more satisfied I feel about being a part of this wonderful organization.”

# RABBINATE RESULTED IN RECIPROCAL RELATIONSHIPS & JOY

“

*Collaboration is a key part of what my rabbinate became at SFCJL.*



*Rabbi Sheldon Marder did it all, from synagogue services to tree planting.*

Looking back at 21 years as the spiritual leader at San Francisco Campus for Jewish Living (SFCJL), one thing (among the many) that stands out for Rabbi Sheldon Marder is the value of collaborating, and more importantly, the profound programs and relationships that grew out of it.

“Collaboration is a key part of what my rabbinate became at SFCJL,” comments the beloved-by-all rabbi, who retired in June 2020. “It’s hard, though. It means giving up some of oneself. But there’s so much joy in doing it.”

“Psalms, Songs and Stories” was one such joy. Working with songwriter and performer Judith-Kate Friedman, Rabbi Marder would engage SFCJL’s Jewish Home & Rehab Center’s residents in the discussion of a psalm. Then, along with Judith-Kate, they would compose music and words inspired by that psalm. The remarkable benefits emanating from this collaboration? Residents – even those with dementia – discovered a wellspring of creativity, and “Judith-Kate became more involved in Jewish life through me, and I became more involved in music through her,” he observes.

When Rabbi Marder first joined the organization, “‘Spiritual’ wasn’t a word you’d hear a lot, but now

it’s a part of the campus,” he notes. A department of Jewish Life did not exist. Now there is; the rabbi named it at the request of former administrator Sandra Epstein. And in another collaborative effort, the campus’s synagogue and its congregation of older adults became known as Congregation L’Dor VaDor – from generation to generation.

“The giving of a name is a way of talking about values, about making something part of the culture,” the rabbi believes.

What is next for Rabbi Marder? “I’ve been making great progress cleaning out my garage,” he jests, then responds further in his thoughtful way.

“I told the residents as I was leaving that they inspired me to make art.” He has therefore started taking watercolor lessons via Zoom with his six-year-old granddaughter. On the scholarly front, he is working on a project that involves research and translation – his way of giving back to the Jewish community. And when travel is safe again, he plans a visit to New Jersey to see children and grandchildren in person; Paris, where his brother lives; Bilbao, Spain, for its wealth of art; and finally, Israel, because “I always want to go to Israel.”

Mediatrix Valera is an observant Catholic, but her work with Rabbi Sheldon Marder at San Francisco Campus for Jewish Living (SFCJL) has helped in her own spiritual journey.

“I see so many relationships between Catholicism and Judaism,” she says. “Thus, my involvement in my church became more meaningful and my faith deeper.”

As the director of SFCJL’s Life Enrichment department for 25 years, Mediatrix saw Rabbi Marder change the way Shabbat and holiday services were held. “He put together a special prayer book and introduced paintings, poems, and stories to the services. The residents were encouraged to participate and so became a vital part of the service.”

Mediatrix, too, became an active participant, and even led Shabbat services when Rabbi Marder was not there. “I felt so honored and so elated to do it,” she remembers. “The residents and I did the prayers together, singing the *Shema*, *Aleinu*, *Mishebeirach*, *Kaddish*. They would kid me, saying, ‘You’re more Jewish than we are.’”

Mediatrix, who retired in November 2020, has also worked with Rabbi Marder on numerous cultural and spiritual programs run for the residents. “Torah Talk, This Week in Israel, Jewish art and literature courses – I assisted in all of them,” she says.

“I learned so much from Rabbi Marder,” she attests. “When I lived in the Philippines, I had the privilege of going to Israel to study, but I didn’t learn about Judaism until I came to SFCJL. The rabbi wasn’t just someone leading services. His holy presence and inspiring personality have been a support to residents and staff alike. He’s been our spiritual guide.”



Mediatrix Valera

## GUIDING TO A DEEPER FAITH

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*The rabbi’s holy presence and inspiring personality have been a support to residents and staff alike.*



Jo Stein, *Kol Haneshama* volunteer.

## TOGETHERNESS

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When Jo Stein and Judith Birnbaum get together each week, they might explore the New Mexico city of Santa Fe through Jo's photographs, or Judith may teach Jo words in one of the eight or nine languages she speaks. But whatever they do, the important thing is that they are doing it together.

Judith, who lives at San Francisco Campus for Jewish Living's Jewish Home & Rehab Center, and Jo, who lives in San Francisco, meet under the auspices of

“

*Kol Haneshama:*

*Let all that breathes give praise  
to the Source of life.*

- Psalm 150:6

*Kol Haneshama*, the nationally recognized end-of-life/hospice volunteer program created through a collaboration of SFCJL's Rabbi Sheldon Marder and the Bay Area Jewish Healing Center. *Kol Haneshama* brings together trained volunteers, or spiritual care partners, and JH&RC residents in the last part of their lives.

Judith, who has been a resident at JH&RC for about 18 months, agreed to take part in the program on the recommendation of Rabbi Marder. "He said it was a good thing to do," she reports. It was excellent advice and she found a perfect match. "Jo is an upbeat, happy person. She's teaching me to be more positive."

"We're doing it together," Jo insists.

Judith and Jo have been meeting for a year now. Their visits began in person, and when COVID-19 restrictions came into effect, they began meeting virtually via Zoom.

Jo's involvement with *Kol Haneshama* began after her mother died. Her mother had lived in another city and Jo was grateful that volunteers there had visited her parent when she was unable to do so.

"Judith's family is far away," Jo tells. "I'm able to do for them and Judith what someone did for me and my mother."



A long history of collaboration between San Francisco Campus for Jewish Living (SFCJL) and the Bay Area Jewish Healing Center (BAJHC) has expanded this year into a new relationship and a reimagined department of Spiritual & Jewish Life. The two organizations have worked together most notably on *Kol Haneshama*, the nationally recognized and longstanding end-of-life spiritual support program at SFCJL's Jewish Home & Rehab Center.

“With the retirement of SFCJL's Rabbi Sheldon Marder, we're re-envisioning what Jewish and spiritual life looks like on the campus,” explains Jan Reicher, executive director of Byer Square. “It made sense to deepen our relationship with BAJHC.”

Jan says the new department, which she directs, will have a key role in spiritual care at The Lynne & Roy M. Frank Residences and SFCJL's Jewish Home & Rehab Center, as well as Byer Square. “With four rabbis with different areas of expertise at BAJHC, we'll be able to provide an even greater array of programs, support, and spiritual guidance.”

“This is the first year of many in which spiritual care is developed as a site-specific focus at SFCJL's campus,” says Rabbi Eric Weiss, CEO and president of BAJHC. “It's also an extension of the community-based spiritual care efforts of the Healing Center.”

The first priority of the Healing Center's rabbis will be to provide spiritual guidance, care, and support to campus residents, patients, and their families. In addition to continuing their supervision of *Kol Haneshama*, BAJHC will lead Shabbat and holiday services, provide spiritual classes and programs, officiate at funerals and memorial services, and educate staff on Jewish and spiritual care, along with providing spiritual support to them when needed. The rabbis will also serve as liaison with clergy of other faiths, so that non-Jewish residents and patients can receive the support they need.

“We anticipate that this deeper level of collaborative effort will offer the community an example of mission-driven cooperation for the common good of all,” Rabbi Weiss says.

Jan concurs. “This is great news for our whole community.”



*Rabbi Eric Weiss, CEO and president of BAJHC.*

## IN THE SPIRIT OF MISSION-DRIVEN COLLABORATION, CAMPUS SPIRITUAL LIFE IS STRENGTHENED

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*Dr. Stephen Hall, medical director, acute geriatric psychiatry hospital.*

## HALLMARK OF A COMMITMENT TO WELL-BEING

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Humor, pathos, sadness, along with problem solving, teamwork, and a sense of accomplishment. These are some of what Dr. Stephen Hall experiences each working day at Jewish Home & Rehab Center's acute psychiatry hospital, located at San Francisco Campus for Jewish Living (SFCJL).

Dr. Hall, who recently assumed the hospital's helm of medical director, joined the facility six years ago as associate medical director of psychiatric program development.

"It's a very appealing place to work," he feels, noting that the hospital is one of only two Bay Area psychiatric

hospitals that serves a specialized population of individuals 55 years of age or older. "We work as a team, treating patients through multiple professional disciplines. The nursing care is downright loving. The recreation and occupational therapists are gentle, and everyone is endlessly patient and tolerant of the problems of the elderly."

As Dr. Hall relates, he made a gradual transition into treating older adult patients during his more than 30 years' association with University of California, San Francisco Medical Center. "I find the elderly beautiful people to work with," he says. "They're like aged trees. Some have been bent by the wind, they have certain habits, and they're all unique."

Dr. Hall's goal is to extend the hospital's services throughout SFCJL's campus. "SFCJL has the kind of values in a healthcare institution that I identify with. The staff and leadership have consistent levels of respect for the history of the organization. I'd like to help continue and further that."

# FROM ZOOM TO ONE-ON-ONES, CONNECTION IS KEY

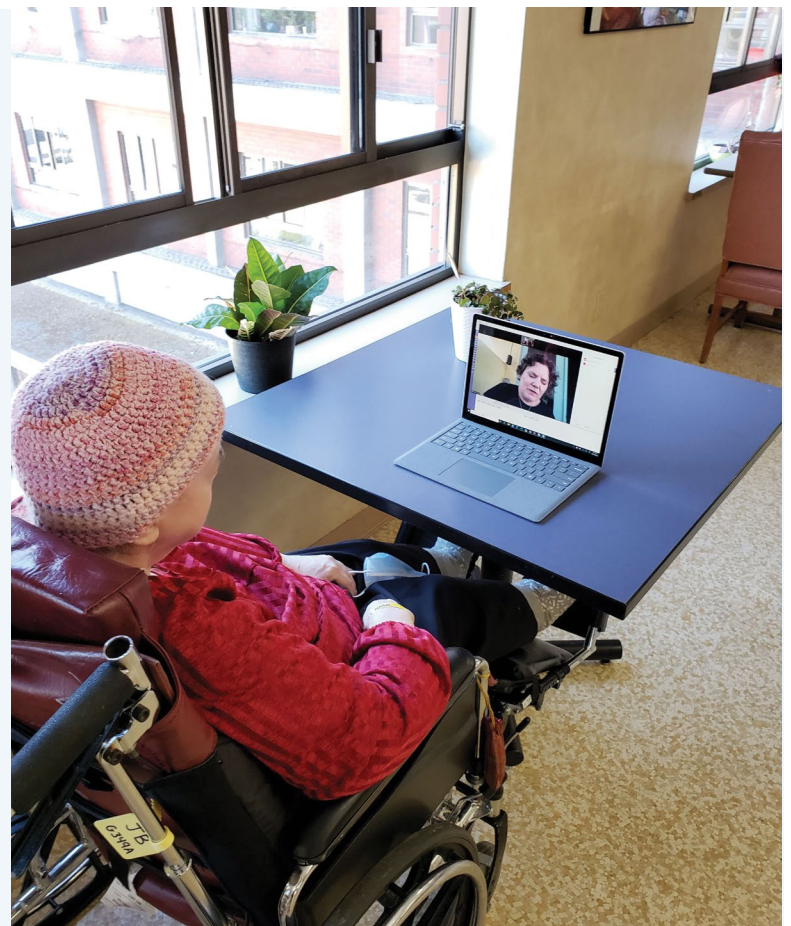
Even with COVID-19 restrictions in place, Janice Pablo still enjoys weekly visits with her nieces and nephews. But as with people everywhere nowadays, Janice is meeting and greeting her family virtually. Nevertheless, “It’s very nice to see them,” she maintains.

Janice, 82, and Elizabeth Tonsky, 89, are among the 300-plus long-term care residents of San Francisco Campus for Jewish Living’s Jewish Home & Rehab Center (JH&RC) who are Zooming, Skyping, or FaceTiming, says Rob Sarison, SFCJL’s director of campus programs. Each week, the JH&RC Life Enrichment staff facilitates some 150 calls, reaching out to families and connecting residents to their loved ones through iPads, newly purchased with thanks to funds from a grant.

“Keeping residents engaged with their families is a primary goal,” Rob says. “We want to be sure they know their families are still there and still love them.”

Video technology has been key to providing enriching and rewarding activities for JH&RC residents in this new reality under COVID. Janice says she particularly enjoys a clown duo, Brenda and Josh, who now juggle and entertain on a big screen instead of before a live audience. She also delights in sing-alongs, led virtually for small groups of four or five. ‘You Are My Sunshine’ is one of my favorites,” she says.

Since the majority of residents are not tech savvy, helping them take part in activities is quite time-intensive for the Life Enrichment staff. “We’ve pivoted to more one-on-one interactions than in the past,” Rob shares. “It’s challenging, but very rewarding, as this way we’re able to get to know our residents even better. That’s the silver lining.”



*Residents connect virtually with family and friends.*



*Even behind personal protective equipment and masks, smiles and hearts are still in all the right places.*

## RISING TO THE CHALLENGES OF COVID

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When leadership of San Francisco Campus for Jewish Living (SFCJL) learned from the state of California that its Jewish Home & Rehab Center (JH&RC) would need to accept post-acute COVID-19 patients, the first thought was, “How can we make this work and still keep our JH&RC residents safe?” recalls Peggy Cmiel, director of Nursing and Clinical Operations.

“We’re part of the healthcare system. We wanted to be part of the solution,” she maintains.

The patients to be admitted would be coming directly from a hospital stay. Some would be feeling well, but completing a mandated two-week isolation; others would still be quite ill.

“It was a scary undertaking because so little about COVID was known,” Peggy says. Nursing and other staff were called together, and each person was given the opportunity to opt in or out of working on the designated unit.

The response was overwhelmingly positive. “Everyone volunteered,” Peggy tells. “In fact, we had more staff than we needed.”

The third floor of the campus’s Friedman Pavilion was converted for COVID care. The ventilation was redone, an elevator was assigned solely for COVID patients, and a special shower room was set up for staff. “We did everything we could to provide safety for our staff and the patients who’d be depending on us,” says Peggy.

With support and encouragement from the organization’s president and CEO Daniel Ruth, the nursing department ordered all the gowns, N95 masks, face shields, goggles, and other personal protective equipment (PPE) that would be needed. From housekeeping to medical staff, everyone practiced donning and doffing the PPE. “You have to do it in the right order so that everything fits,” Peggy explains.

As the patients arrived, nursing staff worked in a buddy system, minimizing contact with their patients while ensuring each had everything that was required. “These were sick people,” Peggy says. “They needed us to help them get better. For our staff, it was an honor to take care of them.”

During the time the city of San Francisco – and the entire country, in fact – was on high alert with respect to Coronavirus, San Francisco Campus for Jewish Living’s Jewish Home & Rehab Center (JH&RC) cared for more than 15 COVID-19 patients. As one of the largest skilled nursing facilities in the area, JH&RC was one of the first to be tapped by the Department of Public Health to prepare for receiving COVID patients in need of rehabilitation upon their discharge from an acute hospital stay.

Given its physical layout and design – a separate building on the campus, the wherewithal to isolate by floors and pods, private rooms and bathrooms – JH&RC’s Friedman Pavilion was ideally positioned to respond to this urgent need.

Wilbur Morris, 80, was one of the earliest patients to be transferred to JH&RC back in April 2020. He arrived in an ambulance, unable to walk on his own. During his three-week stay at JH&RC, and through his own hard work and the 24/7 care he received from the dedicated nursing staff and expert therapists, he learned to walk again, first with the aid of a walker, then graduating to a cane.

“I felt like I was staying at a resort,” Wilbur told his family as he prepared to leave JH&RC for home. “My compliments to the chef for the very good food. All said, I had a nice stay.”

“Yeah, we got him!” his wife exclaimed, while his daughters chanted, “Beautiful, beautiful, beautiful.”

Wilbur concluded the chorus of gratitude with, “I don’t know how I got so lucky to walk out of here.”

Everyone at JH&RC could not have wished for a better outcome.



*Wilbur Morris*

## TESTIMONY TO EXCELLENT AND TENDER LOVING CARE

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“

*As one of the largest skilled nursing facilities in the area, JH&RC was one of the first to be tapped by the Department of Public Health to prepare for receiving COVID patients in need of rehabilitation upon their discharge from an acute hospital stay.*



*David Friedman*

## LOYAL SUPPORTERS SURGE FORTH FOR EMERGENCY CAMPAIGN

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“

*We were going back to the same people who'd been our steady supporters, but now with a strong sense of urgency.*

From the first moment it became clear that the city of San Francisco was effectively shutting down due to the COVID-19 pandemic, it was also clear that San Francisco Campus for Jewish Living would need an influx of funds to deal with the ramifications thereof.

“David Friedman stepped up immediately to run an emergency campaign,” says Sherie Koslover, former Jewish Senior Living Group’s chief advancement officer and currently executive advisor of Public Affairs & Legacy Relations. “David was just coming out of a major comprehensive campaign for the campus, and without taking a breath, he continued his exceptional leadership.”

“We knew there’d be an impact at many levels, financial and otherwise,” David recounts. “Jewish Home & Rehab Center residents were at risk because of their age and frailty, while personal protective equipment needed to be purchased for personnel.” Additionally, the campus’s short-term and rehabilitation center, a revenue-producing entity, would have to shut down during this period, negatively impacting its budget.

David created a campaign cabinet comprised of the board chairs of all the entities in the Jewish Senior Living Group network and together they began fundraising. “We were going back to the same people who’d been our steady supporters, but now with a strong sense of urgency,” he says.

In just a few weeks, the emergency campaign raised more than \$1 million. “It was wildly successful,” proclaims David. “Our loyal supporters are people who care about so many things, and they were happy to give once again in this emergency.”

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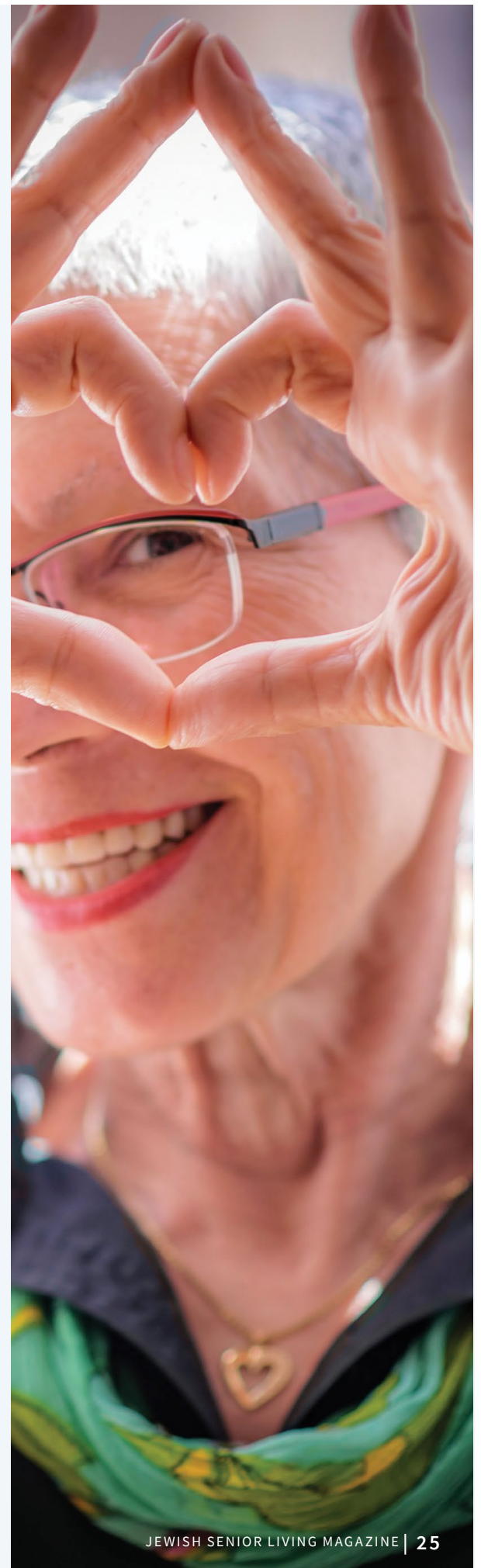
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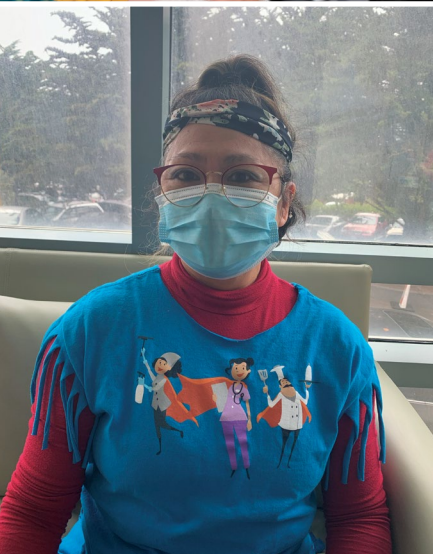
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**Thanking all our superheroes!**

Where would the world be without you? You make lives better with your caregiving. You move people's hearts with your dedication. Thank you for being here and thank you for being you!





Gerson Rosenberg

## BEQUEST BEGETS ONGOING ENRICHMENT

“

*It's the philanthropy of our caring community members such as Gerson that enables our residents to enjoy beautiful music, outstanding lectures, and meaningful spiritual and cultural programming.*

During his lifetime, Gerson Rosenberg was dedicated to children, but on his death in 2002, he left a generous legacy for seniors.

A San Francisco native, Gerson had a home in the outer Sunset area that he shared with his life partner, Virginia Quigley, and his disabled sister, for whom the couple cared. Professionally, he was a teacher and principal in the San Francisco public school system.

“He was a sweetheart, a very kind person,” says Shirley Levy, a good friend and trustee of Gerson’s estate.

With the help of his best friend and attorney Raymond Levy (Shirley’s late husband), Gerson arranged for proceeds from his home, as well as other funds, to go to San Francisco Campus for Jewish Living (SFCJL) once both his sister and Virginia were deceased. With thanks to his significant, seven-figure bequest, seniors at SFCJL-based Jewish Home & Rehab Center (JH&RC) will benefit from a wide range of life-enrichment activities.

“It’s the philanthropy of our caring community members such as Gerson that enables our residents to enjoy beautiful music, outstanding lectures, and meaningful spiritual and cultural programming, plus a variety of excursions,” says Sherie Koshover, Jewish Senior Living Group’s executive advisor of Public Affairs & Legacy Relations.

“Gerson was very philanthropic and gave to many charities during his lifetime,” Shirley Levy says, “but he wanted to leave his estate to JH&RC.”

Although Shirley is not aware of any relatives of Gerson having lived at JH&RC, both her mother and her late husband’s aunt did indeed do so. “JH&RC is a great place,” she says. “They treated my mother wonderfully.”

# CAROB TREE CIRCLE

*San Francisco Campus for Jewish Living gratefully acknowledges the members of our Carob Tree Circle, appreciating those who are with us now and honoring those of blessed memory.*

*We thank these members for their foresight, appreciating those who are with us now and honoring those of blessed memory.*

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When Palo Alto's Moldaw Residences came into being more than 10 years ago, Elyse Gerson paid attention. Having grown up in nearby Mountain View and built a career in senior care, heading this lifestyle community would be a dream job, she imagined. Now that dream is a reality; Elyse is Moldaw's new executive director.

"This feels like coming full circle, like coming home, returning to my roots," she describes.

Elyse's roots are firmly planted in the local community, extending from Palo Alto's Congregation Kol Emeth, where she went to Hebrew school, to the Oshman Family Jewish Community Center (part of the Taube Koret Campus for Jewish Life, upon which Moldaw is also situated), where she took her grandfather to attend current events discussions.

"My Hebrew school friends are still some of my best friends. We're like the Ya-Ya Sisterhood," she says, referencing the novelized name of a group of women and their enduring bonds.

A licensed nursing home administrator, Elyse has worked in older adult services since 2005, when she was senior services director of the Los Gatos JCC. Prior positions include executive director of Vintage Senior Living and Sunnyside Gardens, and associate executive director of The Forum at Rancho San Antonio. She is the mother of two adult children.

She joined Moldaw in late August 2020 when isolation due to the Coronavirus was in full force. Nevertheless, she found a community which embraced her. "Moldaw is like a giant family," she says.

For Elyse personally, it is almost an extended family. "There are 30 or 40 residents who've known me since I was growing up. They still call me Leesy, my nickname as a child."

When life allows and she has free time again, Elyse hopes to resume her fun goal of "putting a destination stamp on my passport once a year." But at present she is not even missing having a vacation. "My job is so satisfying. It feeds my soul."



*Elyse Gerson, executive director, Moldaw Residences.*

## NEW EXECUTIVE DIRECTOR REALIZES HER DREAM JOB

# CAUSE FOR CELEBRATION



*Malvina and Ben Krane make a point of staying physically and mentally active.*



*Jo- Alyce Frumkin looks forward to her century.*

For three members of Moldaw Residences' community, festivities and virtual celebrations with family members around the world both marked – and will be marking – their momentous milestones. In essence, Ben Krane, Jo Alyce Frumkin, and Paul Kent each are 100 years of age.

Ben Krane says the best thing about being 100 is that he and his wife, Malvina, 97, are still actively enjoying life. The couple (they have been married for 73 years) moved to Moldaw in November 2019, where they are determined to stay involved mentally and physically. The Coronavirus pandemic “has thrown us for a loop,” Ben admits, but he takes advantage of Moldaw’s outdoor exercise program, as well as other welcome offerings, during these stay-at-home months.

A “New York guy,” Ben was born in Brooklyn on November 11, 1920, and spent most of his life either there or in New Jersey. He began his career as a teacher, then changed direction to work for a company that made women’s hair products. He retired from the business in 1987 as vice president in charge of sales. Retired life included wintering in Tucson, Ariz., playing golf, and taking numerous courses in world affairs, Greek history, or whatever else piqued his interest.

Today, Ben is happy to be in the Bay Area where his two sons and grandchildren live. “We do the very best we can here,” he affirms.

Jo Alyce Frumkin spends a part of each day painting. “There’s always a way to do it better,” she says about her art. “You just have to throw yourself into it to make it so.”

Jo Alyce, who will be 100 on December 5, was born and raised in Pittsburgh, Penn. Following her marriage to Manuel Frumkin in 1954, they moved to Mexico City, where Manuel’s Ukrainian Jewish family had immigrated. The Frumkin family lived in Club de Golf Bellavista, an area north of Mexico City developed by Mexican Jewish investors. A serious golfer, Jo Alyce was captain of the club’s golf team, and ran local and international golf tournaments for many years.

She lived in Mexico until her husband's death in 2011, then moved to Moldaw to be closer to her daughter. A keen participant in Moldaw's myriad activities, she favors music programs, chair yoga, and art. "I always enjoy a walk, too," she adds.

Paul Kent is a yoga enthusiast. It is a pastime he has acquired since moving to Moldaw some 11 years ago, when he was 89. "I've grown so used to it that I can't live without it," he remarks.

He and his wife, who died three years ago, were among the first people to move into Moldaw. Since then, he has made full use of the activities offered by Moldaw's vibrant lifestyle, and until just five years ago led weekly hikes in the surrounding hills for a group of residents.

Vienna-born Paul arrived in San Francisco in 1948, after stops in London and Australia. He settled in Palo Alto and began a career in custom tailoring, the profession that enabled him to, as he says, "live the American dream."

On his birthday in July 2020, he received cards from more than 60 of his fellow residents, beautifully presented in a celebratory gift box, and, compliments of residents gathered in the courtyard below his balcony, was treated to a rousing rendition of "Happy Birthday." On the personal front, he celebrated virtually via Zoom with his four children and 11 grandchildren, plus friends and relatives from around the world, many of whom he had not seen for decades. "I'm surrounded by a loving family," he says. "It's the best payoff."



*Yoga enthusiast Paul Kent takes a break.*

*Are you looking to be inspired  
and connected in your  
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*Visit online at [moldaw.org](http://moldaw.org),  
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*Linda Mankin is a keen participant in the evening sing-alongs.*

## SIP TRANSLATES TO SIPS AND SONGS

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“

*When COVID-19 forced everyone to stay in their own spaces, people took to their balconies to chat with neighbors, exercise, and yes, to sing.*

Should you walk by Moldaw Residences (Jewish Senior Living Group's life plan community, on the Taube Koret Campus for Jewish Life in Palo Alto, Calif.) at 5:00 p.m. on certain days, do not be surprised to hear tunes such as "Oklahoma" or "If I Had a Hammer" resounding from the balconies. The musical interlude, says Linda Mankin, is one of the ways her fellow residents have adapted to life during shelter-in-place (SIP).

Linda, who has lived at Moldaw since its opening in 2009, led the Moldaw chorus for 10 years. When COVID-19 forced everyone to stay in their own spaces, people took to their balconies to chat with neighbors, exercise, and yes, to sing.

"The acoustics are great," laughs Kitty Haag, Moldaw's senior director of Sales and Marketing. She tells that a number of new features have been implemented to make the shelter-in-place order more comfortable and more fun. On the fun side: "We're delivering happy hour treats, including snacks and drinks, to residents' apartments."

"We go door-to-door with a cart. I feel like a flight attendant," quips Lifestyle director Gena Brigham.

Gena is taking advantage of the area's mild weather to continue holding both exercise and art classes outside. Residents follow her lead from their balconies as she goes through a full-body workout from the courtyard, while for those who wish to go out into the courtyard itself, they can enjoy socially distant exercise sessions, as well as plein air painting classes.

For residents missing the multigenerational aspect of Moldaw's campus location, a partnership with Palo Alto's Gideon Hausner Jewish Day School is bringing students and senior residents together virtually via Zoom. "It's super cool," Gena concludes.



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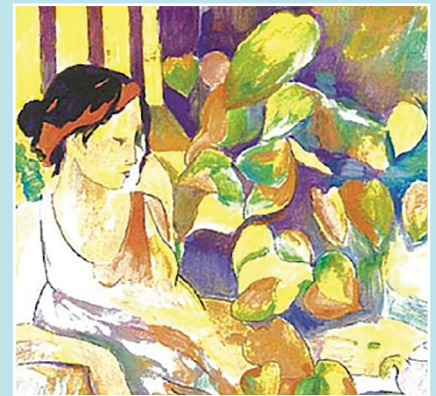
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## Ways of Giving

### Paying Tribute to Family and Friends

Honor an important occasion or the memory of a loved one by using our tribute card services. We send a beautiful card, designed with art by our residents, to the individual who should know of your generosity and caring. With a \$100 donation or more, the loved ones and the donor's names are inscribed in our Tribute Book.



## Ways of Giving

### Greening the Tree of Life

The Tree of Life is a striking wooden sculpture that hangs prominently on our campus. Each leaf on the tree bears an inscription as a tribute or memorial to a loved one. Leaves may be purchased for a \$1,200 gift.

### Increasing the Impact of your Gift

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

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*The following individuals and organizations have contributed goods and services to the San Francisco Campus for Jewish Living from July 1, 2019 through June 30, 2020. We sincerely appreciate their support.*

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

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*We gratefully recognize the following individuals and organizations for the generous giving of their time, talents, and abilities to enrich the lives of our older adults. Names reflect involvement from July 1, 2019 through June 30, 2020.*

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2019/2020

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