




Annual Report

2020-2021

SAN FRANCISCO
CAMPUS FOR JEWISH LIVING

 Jewish Senior Living Group

JEWISH HOME & REHAB CENTER LYNNE & ROY M. FRANK RESIDENCES BYER SQUARE

Age Greatfully.™



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OUR MISSION

Enriching the quality of life
of older adults.

Editors

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www.sfcjl.org

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From the Desk of Daniel Ruth

Dear Family, Friends, and Community Partners,

As we look back on 2021, I am more grateful for our community's trust and support than ever. Your support helped us through some of the toughest challenges we've faced in our 150-year history. And while many things continue to remain uncertain, you can count on us to always care for you, your family, and loved ones with compassion and dignity.

We are humbled by the extent to which you, our generous community, stepped forward to support us during the Covid-19 crisis. Thanks to your commitment, our residents and patients receive exceptional and compassionate care, not only to the body but to the mind and soul.

I am pleased to share some news with you:

- San Francisco Campus for Jewish Living named one of the best nursing homes in the U.S. by *U.S. News & World Report* and *Newsweek Magazine*
- The newest addition to our campus, The Lynne and Roy M. Frank Residences and Byer Square opened its doors last September, welcoming and enriching the lives of assisted living and memory care residents
- An expanded partnership with the Bay Area Jewish Healing Center, that is dedicated to providing spiritual care to our residents through support programs, education, and celebrations
- And last—but not least—99% of staff and 97% of residents are vaccinated and the majority have also received a booster

New this year, we are breaking with the traditional Jewish Senior Living magazine and presenting an abbreviated, digital annual report to maximize efficiency and “go green.” I hope you enjoy reading about the impact your generosity has on others in this new format.

Wishing you and your loved ones a wonderful holiday season. Please take care and stay safe.

Sincerely,



Daniel Ruth

President & CEO, San Francisco Campus for Jewish Living

Resident & Patient Care

We consider it our privilege to provide our older adults with compassionate care while promoting their individual dignity.



FRANK RESIDENCES

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Opened September 2020

115 assisted living apartments

75 memory care & supported assisted living suites

Average age: **83**

45% male

55% female

13 couples



JEWISH HOME & REHAB CENTER

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Largest, private, nonprofit distinct-part skilled nursing facility in California

250 residential skilled nursing suites

21,749 physical therapy hours

100 short-stay rehabilitation suites

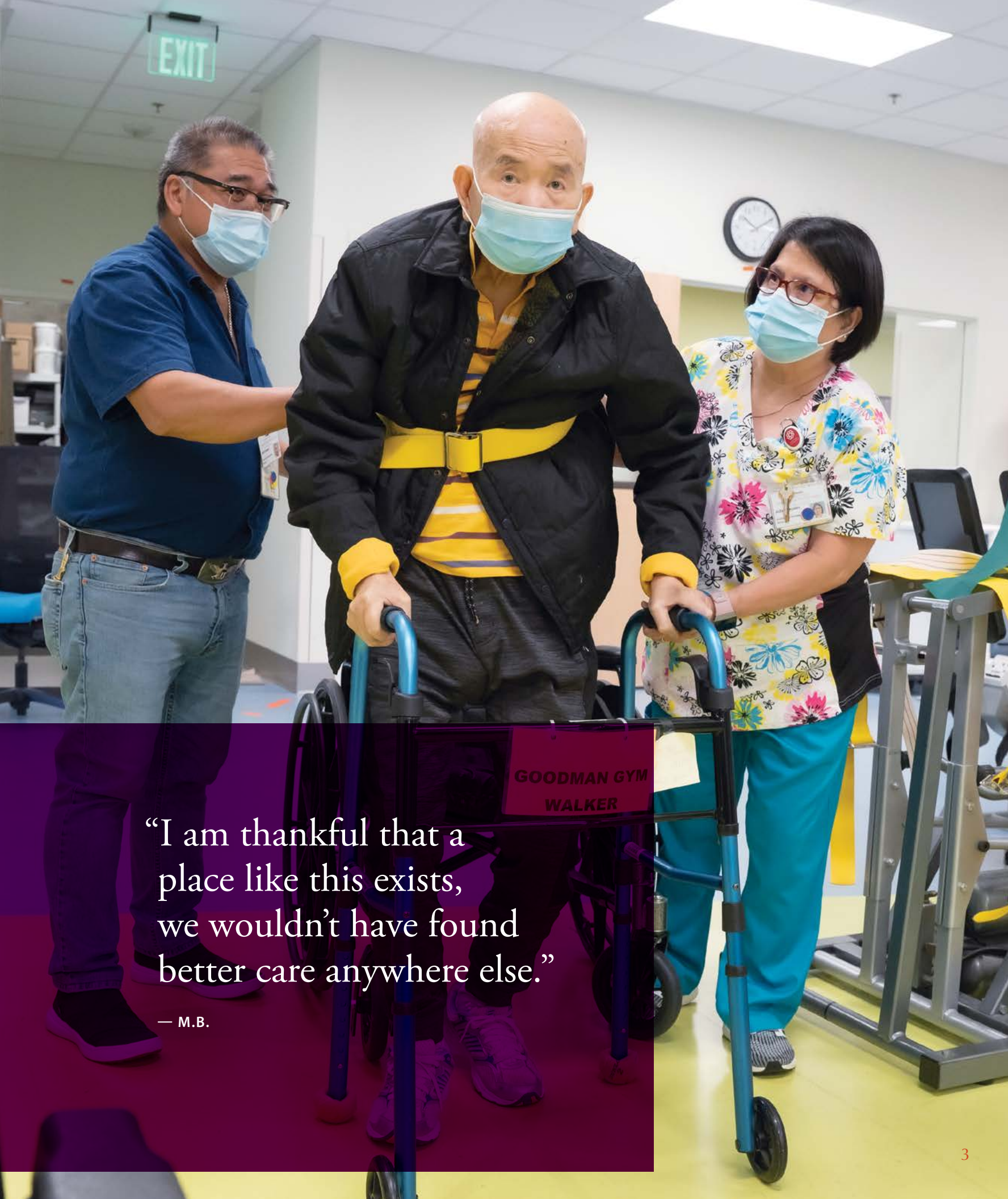
86,920 rehab hours

12 Acute Geriatric Psychiatry Hospital suites

Average age: **83**

96% long-term residents on Medi-Cal





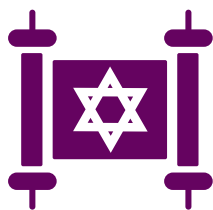
“I am thankful that a place like this exists, we wouldn’t have found better care anywhere else.”

— M.B.

GOODMAN GYM
WALKER

Spiritual Engagement

This past year, we expanded and deepened our relationship with the Bay Area Jewish Healing Center (BAJHC). This partnership supports our continued programmatic efforts to meet the spiritual care needs of the community over the arc of aging.





Innovation



The San Francisco Campus for Jewish Living (SFCJL) is creating a multi-sensory, interactive exhibit for people living with dementia and their caregivers and loved ones, named the Memory Care Experience Station. This project engages residents with themes from everyday life through the integration of technology and real-world elements to immerse and delight. We are working in our on-site memory care community to research, build, and test with our resident users to develop the experiences. The main goal of the Experience Station is to maintain the user's best ability to function through opportunities to interact and engage, and to create an immersive experience that—depending on an individual's needs at the time of use—allows for imagination, creativity, cognitive stimulation, and relaxation.



SFCJL was awarded Honorable Mention in The SCAN Foundation's 2021 Innovation Awards. These awards recognize an organization that has embraced the principles of human-centered design to build and/or modify a product, program, or service to improve the lives of older adults.

Life Enrichment

While the pandemic presented a host of challenges, our dedicated Life Enrichment staff found ever more creative ways to deliver programming to residents, from virtual concerts and outings on view in activity lounges or in resident rooms via our in-house channel, to small-group classes and activities in Byer Square. Below are some of the many programs and activities enjoyed by our residents and patients over the last year.



JEWISH HOME & REHAB CENTER

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Virtual tours and informative talks:

- Miami Beach and Art Deco Architecture
- Naturalism and Landscapes in America

Virtual outings to see/hear:

- Guggenheim Museum
- St. Paul Chamber Orchestra
- Broadway shows
- Lady Gaga presenting Cole Porter standards
- SF Ballet

Creative arts:

- Painting
- Paper crafts

Medical Clown Project:

entertaining 30 residents per month

Jewish Film Festival

Litquake Elder Project



BYER SQUARE

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

The Fromm Institute for Lifelong Learning lectures

- America at a Crossroads
- The Folk-Rock Revolution
- Leonard Bernstein: Musical SuperNova

Fitness by EXOS

- Big Band Workout
- Gentle yoga
- Chair exercises

Creative arts:

- Painting
- Flower Arranging
- Stagecraft

Pride Celebration Drag Queen Bingo:

one of the first live performances in Osher Performance Center

Movies & Virtual Concerts

Litquake Elder Project





**Jewish Home Residents
connecting with loved ones**

5,700+ Zoom/FaceTime calls

4,620 visits

Volunteers

VOLUNTEER-RESIDENT MATCHING PROGRAMS

- Achieve students from Mercy and Riordan High Schools
- Social connection with callers and visitors
- The Brandeis School of San Francisco 8th grade students, through a Better Together grant for intergenerational programming
- Kol Haneshema, our nationally recognized and award-winning end-of-life, palliative care program
- Pen Pals—students from various schools

SFCJL'S YOUTH LEADERSHIP COUNCIL

Made up of high school and university students who are working to strengthen intergenerational relationships and staying connected with residents during Covid by writing letters, sending care packages, and using technology.



“Volunteering has allowed me to utilize my life skills to help others.”

– FRANCES GENSBERG

Thank you

to the following active volunteers between July 1, 2020 and June 30, 2021:

Jaymar Agtang	Natalie Hoang	Adrienne Kho*
Jesus Aguilar	Kyle Huang	John Paul Ortega
Andres Alfaro	Mahkai Hunt	Mario Perez
Felix Alfaro	Jessic Marie Isla	de Leon
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Mia Gonzalez	Vanessa Munoz	Ariadne Zuraek*
Alan Goto	Christopher Murray	
Thin Han*	Holley Newmark	* volunteered
Oscar Hernandez	Bradley Nichols	40+ hours
Lianne Herzberg*	Leslie Nunez	

Over **400** volunteers



Total volunteer hours: **2,067**



Our Staff, Our Superheroes



Our staff make life better with their caregiving. They move peoples' hearts with their dedication. Thank you!

BRAVO!

The Bravo! Awards allow us to celebrate and acknowledge publicly our dedicated and excellent employees. Nominated by peers, each month we acknowledge two Bravo Award winners and annually choose two employees of the year.

2021 STAFF OF THE YEAR:



Raymundo Medina,
Universal EVS Worker



Shiella Santos,
Personal Care Assistant

ACKNOWLEDGING SIGNIFICANT STAFF ANNIVERSARY MILESTONES

25 years

Melody Celedio, Certified Nurse Assistant
Lisa O'Donnell, Director of Recreation Therapy
Josephine Reyna, Certified Nurse Assistant
Irina Zinchik, Certified Nurse Assistant

30 years

Lilia Cook, Certified Nurse Assistant
Raquel Campos, Certified Nurse Assistant
Aida Casipe, Certified Nurse Assistant
Bernadette Junio, Certified Nurse Assistant
Lilia Santos, Certified Nurse Assistant

35 years

Marilyn Minerales, Licensed Vocational Nurse

49 years

Frieda Saenz, Beautician

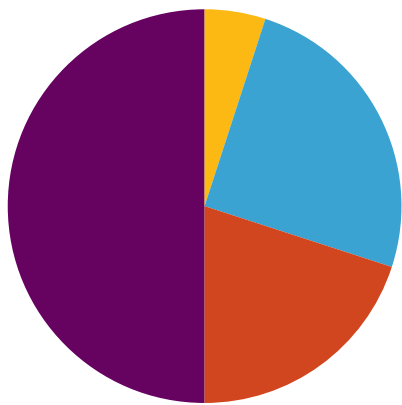


Generosity Has Impact

The Jewish Home & Senior Living Foundation plays a critical role in funding the San Francisco Campus for Jewish Living to help Bay Area seniors live healthier and fuller lives.

Generosity and kindness have never had more impact than right now. We are grateful that you care so deeply about our residents and patients, as well as the community we create together.

As a nonprofit organization, San Francisco Campus for Jewish Living depends on community generosity to maintain the excellent standard of its care, services, and programs. Your contribution helps provide our residents and patients with the highest quality medical care and programs to enrich the body, mind, and soul. SFCJL will continue to be this special place our community has known and trusted for 150 years.



Annual Fund 50%
Special Event 5%
Planned Gifts 25%
Grants 20%
Total Contributed Revenue
\$2,027,762




1,163
gifts



852
donors





“The donors have
done a mitzvah for
me and my wife.”

– ED KAPLAN, FRANK RESIDENT

ANNUAL FUND DONORS

We gratefully recognize the following donors for their generosity in supporting and promoting Jewish senior living services. Names reflect gifts received from July 1, 2020 to June 30, 2021.

Donors who have one asterisk following their name have given five years or more. Two asterisks denote support for 10 years or more.

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SAVE THE DATE!

**27th ANNUAL
 GOLF TOURNAMENT
 COCKTAIL RECEPTION
 & AWARDS CEREMONY**

**MONDAY, MAY 16, 2020
 TPC HARDING PARK**

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“Establishing a planned gift supporting SFCJL is a win-win. SFCJL gets a contribution and, in return, we get an annuity and tax benefits.”

– STEVE GREENWALD

Campus Transformation: Success!

Thanks to your support of our comprehensive campaign, **Live. Grow. Flourish.**, we have transformed and revitalized San Francisco Campus for Jewish Living’s nine-acre campus, offering a broad spectrum of rental living options—from various levels of assisted living to skilled nursing—and supporting a continuum of services that, ultimately, will extend beyond Silver Avenue into homes and communities around the Bay Area.

With a new, modern campus in place—and deeper connections to our neighbors—the additions of The Lynne & Roy M. Frank Residences and Byer Square are absolutely essential to serving our community’s older adults for decades to come.

	Giving Level over 5 Years	# of Gifts	\$ Pledged
PRINCIPAL GIFTS	\$10M+	2	\$22,000,000
	\$5M - \$9.9M	2	\$12,500,000
	\$3M - \$4.9M	1	\$3,000,000
	\$2M - \$2.9M	3	\$6,068,705
	\$1M - \$1.9M	14	\$16,258,935
LEADERSHIP GIFTS	\$500K - \$999K	9	\$5,198,021
	\$250K - \$499K	11	\$3,163,578
MAJOR GIFTS	\$100K - \$249K	20	\$2,746,396
	\$50K - \$99K	12	\$701,613
	\$25K - \$49K	28	\$759,659
SUBTOTAL		102	\$72,396,907
OTHER PLEDGES		33	\$201,400
SUPPORTING GIFTS		many	\$38,140,294
TOTAL RAISED		many	\$110,738,601





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Purchase a leaf on our tree of life that hangs prominently on our campus for a \$1,200 gift.

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Visit sfcjl.org to join our email list to remain up to date on what's happening on campus. To learn more about volunteering, contact volunteer@sfcjl.org. For more information about supporting San Francisco Campus for Jewish Living, please contact us at advancement@sfcjl.org.

In Memoriam

We are deeply saddened by the passing of our residents from July 1, 2020 to June 30, 2021.

We extend our condolences to the families and loved ones of those lost.

May their memory be for a blessing.

We remember our former SFCJL Trustees whom we have lost this year.


Stuart Seiler

AUGUST 2021

Ronald Wornick

JULY 2021

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 Jewish Senior Living Group

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