



Fundamental Connections

A publication of the Los Angeles Jewish Home Foundation

PREMIER ISSUE
SUMMER 2018



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The mission of the Jewish Home Foundation is to engage the community in charitable and/or educational activities in support of the Los Angeles Jewish Home.

A MESSAGE FROM OUR CEO-PRESIDENT AND CHAIR



Welcome to *Fundamental Connections*, the Jewish Home's new bulletin highlighting recent fundraising achievements and featuring updates on the Home's key strategic goals. It is our pleasure to have you join us in exploring ways to serve an ever-growing number of seniors in need.

Over the past several years, we have continued to advance **Keeping the Vision: *Expand, Extend, Sustain***. This ambitious \$265 million campaign secures the Home's quality senior care for future generations. With dedicated assistance from our extraordinary support groups, our generous contributors, and the valued friends who make the Jewish Home unique,

we have accomplished a great deal. Critical campaign milestones include opening the Gonda Healthy Aging Westside Campus in West LA. This campaign renovated the Annenberg School of Nursing building on our new Hirsch Family Campus. In addition, we expanded our renowned community-based programs such as the Ida Kayne Transitional Care Unit, Skirball Hospice, Brandman Centers for Senior Care, and Jewish Home Care Services.

These developments have made a tangible difference in thousands of seniors' lives and have further distinguished the Jewish Home as one of the nation's preeminent senior care providers. The campaign's accomplishments illustrate the age-old adage, "Many hands make work light." The effort required to meet these objectives was great; the collective power of our community partners to effect meaningful change was greater.

We hope you enjoy perusing the following pages and learning about the Home's ongoing innovations. Thank you for making them possible with your ongoing generosity and support – and for being the very best part of our incredible Jewish Home family.

Sincerely,

Molly Forrest
CEO-President

Andrew Berman
Chair, Board of Directors



STEVEN KLAPPHOLZ, NEW V.P., JEWISH HOME FOUNDATION

In early 2018, Steven Klappholz joined the Los Angeles Jewish Home as Vice President of the Jewish Home Foundation. In this role, Steven provides leadership in the Home's fundraising efforts, including the ongoing **Keeping the Vision: *Expand, Extend, Sustain*** campaign. He also supports board and leadership development and training.

Prior to his arrival at the Home, Steven served as director of the U.S. Holocaust Memorial Museum's Western Regional Office. In this position, he oversaw fundraising efforts and educational activities for major gifts, annual campaigns, endowment, restricted giving, and planned giving from across the region. Steven was also Vice President of Development at Survivors of the Shoah Visual History Foundation; after its merger with the University of Southern California, Executive Director of Development for the newly formed USC Shoah Foundation's Institute for Visual History and Education.

Steven's experience also includes collaborating with volunteer leadership to plan, organize, coordinate, and implement fundraising efforts for organizations like the Academy of Television Arts & Sciences Foundation, Cedars-Sinai Medical Center, and the United Jewish Federation of San Diego County.

Steven received his Bachelor of Science in political science/urban affairs at The American University in Washington, D.C., and a Master of Social Work from Yeshiva University in New York.



Keeping the Vision: *Expand, Extend, Sustain* is the Home's bold \$265 million campaign to provide quality senior care today and for future generations. The Jewish Home has always pursued an ambitious vision to meet the needs of our community's seniors. Currently, the U.S. Department of the Treasury projects L.A. County's senior population will double by 2030. **Keeping the Vision** enables us to continue growing our programs and services so we are equipped to provide these seniors with high-quality care. To date, we have raised \$224 million; our current focus is on raising funds to renovate Grancell Village.

The Grancell Village campus transformation will add two five-story buildings. The new buildings



will add a total of 188 apartments, offering a variety of state-of-the-art amenities and services.

The Polak Family Building will feature a lobby, community geriatric medical clinic, intergenerational center and playground, cyber internet café, outdoor dining and garden, and street-accessible parking.

The Harriet & Benjamin D. Bagno Towers will offer dining rooms, meeting rooms, the Performing Arts Center with the Goldstine Chapel, Enrichment Hub, and Scholar's Study. Innovative areas will include Creative Expressions Center, the Game Room, Fireplace Lounge, Bistro, and Wellness Center. The Ted Slavin Family Aquatics and Fitness Center with the Berman-Rutenberg Pool and Spa will



offer aquatic programs. The newly renovated Grancell Campus will be connected by beautiful landscaped gardens, a putting green, and outdoor areas with gardens for programs such as T'ai Chi. All this is planned for the Grancell Village transformation which will strengthen minds and foster creative and spiritual expression.

For more information please contact Steven Klappholz at (818) 774-3045 or at Steven.Klappholz@jha.org



GONDA FAMILY DEDICATION

In February, the Jewish Home dedicated Fountainview at Gonda Westside in honor of the Leslie & Susan Goldschmied (Gonda) Foundation. We were fortunate to have Leslie Gonda (of blessed memory) join in celebrating this campus. He was accompanied by his son Lou Gonda and daughters Lucy Gonda and Lorena Gonda Kiralla. The private ceremony honored the family for its role in helping us build our first facility on the Westside.

Leslie was a successful entrepreneur, and his family is well known for its philanthropy on behalf of nonprofits across Los Angeles. The Gondas made a generous contribution to the Home in support of acquiring a westside location. We mourn the passing of Leslie which occurred one month after the event.

The Fountainview at Gonda campus is the Jewish Home's newest addition to our family of programs and services. It holds the Brandman Residences for independent living with assistance available if needed. This is the only luxury senior living community in West L.A. that operates as a Continuing Care Retirement Community (CCRC).



The first residents moved into Fountainview at Gonda in early 2017. Designed to inspire lifelong health and wellness, the facility offers cutting-edge programming and accommodations. Amenities include a fitness center, a pool, casual and upscale dining services, the Ann and Simon Friedman Game Room, an art studio, activity center, and a state-of-the-art theater for movies and live performances.

For more information about Fountainview at Gonda please call (424) 216-7788 or visit our website at fountainviewgonda.com.



SONDRA AND MARVIN SMALLEY NURSE'S STATION IN THE BRANDMAN RESIDENCES OF THE GONDA HEALTHY AGING WESTSIDE CAMPUS

Sondra and Marvin Smalley recently gathered their family on a Sunday morning at the Gonda Healthy Aging Westside Campus. They dedicated the Sondra and Marvin Smalley and Family Nurse's Station on the first floor of the Memory Care Unit.

Jewish Home CEO-President Molly Forrest spoke eloquently about the Smalleys' longtime involvement and commitment to the Home. This was followed by a personal tour for the family. "By naming this nurse's station, your compassion and dedication to the Home will be shared with the residents and their families here. We are so grateful for your involvement," Molly said. The afternoon concluded with the Smalley family enjoying brunch in Fountainview at Gonda's private dining room.

The Smalley's gift is part of the Home's **Keeping the Vision: Expand, Extend, Sustain** campaign. The \$265 million fundraising effort will provide quality senior care for future generations.



There are many ways to get involved in the **Keeping the Vision** Campaign. For more information, please contact Steven Klappholz, Vice President of the Jewish Home Foundation at (818) 774-3045 or Steven.Klappholz@jha.org.

Gala Celebration of Life: Reflections 2018

On January 23, 2018, the Jewish Home hosted its annual premier fundraising gala, Celebration of Life: Reflections 2018 at the elegant Beverly Wilshire Hotel. The event celebrated the philanthropy that makes the Home's Connections to Care® programs possible and honored the Home's partners and friends.

The event honored two leaders in the Home's important work, Michael Heslov, co-partner of Soboroff Partners, and Dana Roberts, CEO at C.W. Driver. This evening celebrated Michael and Dana's continued support and significant contribution to the Home.

Kudos to the extraordinary efforts of the event's co-chairs, Lenore and Fred Kayne, Pam and Mark Rubin, Karl Kreutziger, and Steve Soboroff. Their hard work resulted in a successful evening with hundreds of Jewish Home supporters and friends in attendance. Preeminent members of the Los Angeles construction and real estate development communities also joined the party.

Videos highlighting Michael and Dana's contributions to the Home emphasized how grateful the Home is for their generous work. In his acceptance speech, Michael shared his personal connection with the Home, his time as board chair, and his leadership in securing land in Playa Vista for Fountainview at Gonda Westside. Dana emphasized his efforts to bring the vision of the Home to life in creating an innovative senior living community when his company constructed the new Fountainview at Gonda.

As CEO-President, Molly Forrest spoke about the Home's accomplishments and future plans. Celebrated Israeli-American entertainer Mike Burstyn served as emcee. Attendees enjoyed musical entertainment provided by Skye Michaels Orchestra.

The Celebration of Life: Reflections 2018 gala was an excellent opportunity to honor the Home's leaders and celebrate its recent achievements and its renowned history of caring for our seniors.



Top (L to R): Marcie & Dave Swartz, Joyce Brandman, Annette Shapiro; Michael & Lynne Heslov and Bessie & Dana Roberts
Bottom (L to R): Arnold & Barbara Price; Marvin & Sondra Smalley; Chuck & Hella Hershson



Top (L to R): Co-Chairs Karl Kreutziger and Steve Soboroff; Co-Chairs Fred & Lenore Kayne and Pam & Mark Rubin; Marilyn & Izzy Freeman
 Second Row (L to R): Steve & Bari Good; Arnold & Joan Seidel; Stanley Black and Joan Ashton
 Third Row (L to R): Cecilia & Jeffrey Glassman; Susan & Alan Wohl; Renee Kumetz, Bob Hirsch, Betty Kabaker
 Bottom Row (L to R): Howard & Irene Levine and Molly Forrest; Danny Rosett, Tracy Kooy, Marci & Andy Berman



Eisenberg Village Dedicates Café Rendezvous, A Cyber Café

For years, the residents at Eisenberg Village requested a deli (à la Gerald's Deli at Grancell Village) and a cyber café – a place where they could visit, use computers, and have a nosh! Café Rendezvous, located in the Pepp Center, meets their request thanks to the generosity of Annette and Leonard Shapiro.

The Jewish Home dedicated Café Rendezvous in a ceremony with Annette and Leonard and their family. Emceed by Sheldon Steier, co-chair of the Home's board of governors, the special occasion celebrated the Shapiros' philanthropic dedication. Molly Forrest spoke about Café Rendezvous' significance and the Shapiros' distinguished history of partnering with the Home to make a difference for our seniors. Annette also offered brief remarks, noting, "Leonard and I are very proud to help the residents live their lives to the fullest."



Since the dedication, residents have spent countless hours using the computers, emailing, viewing photos of their families, and playing games that improve motor skills and cognitive fitness. Just as important, they now enjoy it for schmoozing and spending time in the company of friends and family.

We are tremendously grateful to the Shapiros for their thoughtfulness and loving support.

Donor Profile

Danny Rosett and Tracy Kooy

Since 2011, the Jewish Home has been fortunate to count Danny Rosett and Tracy Kooy among its most dedicated supporters. Rosett's introduction to the Home came via Skirball Hospice, which was a critical resource for his father as he approached his end-of-life transition. "It was obviously a very sad time, but we were comforted knowing he received excellent care from a highly competent and compassionate organization," Rosett recalls. "It was only after the fact that I realized Skirball Hospice was just one of many services provided by the Jewish Home. I reached out to thank them for their support in our time of need, met [CEO-President] Molly Forrest, and was hooked." As they say, the rest is history!

Rosett and Kooy are passionate believers in the power of philanthropy to achieve positive impact. "We're an aging population, and fewer and fewer of us are going to have the financial resources or access to quality healthcare we are going to need," Rosett says. But through support of the Home, he continues, "we can help maintain its place at the forefront of innovation in providing state-of-the-art senior care, as well as enabling it to expand its vital community-based services." The bottom line, Kooy points out, is that partnering with the Home will allow it to "continue to grow and flourish so it can serve as a crucial safety net for seniors well into the future."

In addition to her contributions to the Jewish Home, Kooy, a fifth grade teacher in Santa Monica, has a long track record of giving back to the community. As a board member of Teachers Across Borders, an international organization that empowers teachers through professional development, she made several trips to Southeast Asia, where she experienced first-hand the joy of helping at the grassroots level.

Rosett, a successful entertainment executive who formerly served as President of United Artists (MGM's specialty film division), is similarly moved to activism, which he attributes in part to his Jewish heritage. "Our tradition



Danny Rosett and Tracy Kooy

"The Home affords me a meaningful opportunity to get involved in making a difference right here and right now – improving people's lives in a tangible way," Danny says.

teaches us that *tzedakah* is both a responsibility and a pleasure," he says. At the Home, he is able to put those teachings to work. "The Home affords me a meaningful opportunity to get involved in making a difference right here and right now – improving people's lives in a tangible way," he says. "Doing that is a *mitzvah*, a commandment, and it also feels really wonderful."

Planned Giving Profile

Dr. Rosalyn Heyman: "A Poor Girl Rises and Creates Her Own Legacy"

Rosalyn Heyman spent her career in education, beginning as a school teacher in the Los Angeles Unified School District. She rose through the ranks and was appointed Principal of Berendo Junior High, which Roz describes as the "worst" school in the district in an impoverished neighborhood. "Two police officers patrolled the campus, but I walked alone," Roz says. After she took over Berendo, the school turned around. With Roz's innovations, Berendo reached new heights such as introducing the first school computer lab in the United States.

Roz says she spent her time driving to work each day thinking about how she was going to trick people into doing what she wanted. One of her ideas: Over summer break, she threw out the old lesson plans of stubborn teachers who refused to update them, and then blamed the custodians for their "carelessness." She also had lockers opened each morning and confiscated contraband. She figured students couldn't complain that someone had stolen their knife or gun!

Eventually Roz became Assistant Superintendent for Secondary Instruction of LAUSD – quite a rise for someone who grew up poor and without a father! Now Roz holds an honorary doctorate from Pepperdine University, supports the Jewish Home, and is a philanthropist. She moved into Fountainview in 2017. When she needed more



Dr. Rosalyn Heyman

assistance, she moved into the Joyce Eisenberg-Kefer Medical Center for several months, where she received numerous visitors including teachers she hired more than 30 years ago!

Roz says the Jewish Home will be a big part of her legacy as it is one of her major beneficiaries. She believes in the importance of helping others, and she thinks the Home does an excellent job of caring for thousands of seniors each year.

What is a Charitable Gift Annuity?

- An investment and partially tax-deductible donation to the Jewish Home
- Creates a steady revenue stream during life to the investor and a generous donation to the Los Angeles Jewish Home upon the passing of the investor
- Pays a significantly higher rate of return than a Bond, CD, or Money Market
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- Backed by the good faith, assets and solid financial standing of the Los Angeles Jewish Home

An investment for yourself is a donation for our future.

Aaron Levinson, Planned Giving Director
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The Century Club Safeguarding The Home's Future

The Century Club is an invaluable support group providing the Jewish Home over \$1.25 million to care for our seniors. Our nearly 60 members make an annual gift of at least \$25,000 to keep the Home vibrant and dynamic for seniors across our community.



Century Club members recently enjoyed dinner and schmoozing at Mastro's Steakhouse in Beverly Hills. Century Club chair Bob Waldorf welcomed everyone and spoke about the group's significance, and Molly Forrest, CEO-President, gave an insider's update about the Home's programs, activities, growth, and successes.

The Home is proud to partner with Century Club members, and is grateful for their leadership gifts. We welcome your involvement in the club! As a special thank you, Century Club members receive invitations to exclusive events and programs. To learn more, contact Corey Slavin at (818) 774-3031 or Corey.Slavin@jha.org.



Reesa & Gerald Niznick
Founding Chairs of Century Club



Bob Waldorf, Century Club Chair with his wife Toby

Marilyn & Monty Hall Statesman's Society Cooking Up a Good Time!

Members of the Marilyn & Monty Hall Statesman's Society (MMHSS) enjoyed a Tuscan



Italian cooking class at Santa Monica's Gourmandise Cooking School in February. The event was one of the group's biannual gatherings to thank the Home's generous donors.

The society recognizes donors who contribute \$10,000 or more annually to the Jewish Home to help care for our community's most vulnerable seniors.

For more information on joining the Home's Statesman's Society, contact Lesley Plachta at (818) 774-3282 or Lesley.Plachta@jha.org.

Top L to R: Peter Steigleder, Dick Schulman, David Bloomgarten, Sidney Rishe, Norm Nadel

Bottom L to R: Lynn Kaufman, Rick Katz



The Associates

The Women Who Care Celebrate Operation Friendship

On the first day of spring, Operation Friendship Vice President Regina Scheer and the board of The Associates welcomed Eisenberg Village and Fountainview residents, with community members, to enjoy an afternoon of food, song, and delightful camaraderie as we celebrated our annual “Spring Fling.”



Singer Lee Hahn energized the crowd with a wide variety of songs that encouraged audience participation. The event was a great way to break bread with the residents and to get to know them better!

The Associates welcome new involvement of both men and women in the Operation Friendship program. Membership in The Associates is not required to belong – just a desire to be partnered with a Jewish Home resident. Having a “buddy” not only enriches our volunteers’ lives, but also brings pleasure to residents by connecting them with a friend from the community.

To learn more about Operation Friendship, please call Debbie Fishel at The Associates office at (818) 774-3375.



L to R: Sue Richter, Lee Hahn, Sandy Stackler



The Guardians Celebrating 80 Years

Two thousand eighteen marks The Guardians of the Los Angeles Jewish Home’s 80th anniversary. We started this milestone year off strong by welcoming our new presidents, Larry M. Schnaid and Jeff Schlesinger. In March, we hosted our 23rd annual poker tournament at Hollywood Park Casino, with 200 attendees and over \$115,000 raised! Our speaker series on May 2 featured the legendary Sherry Lansing and the iconoclastic Andrea Savage. The celebration continues with our annual summer party and our golf open on August 13, and culminates with an 80th anniversary extravaganza later this fall!



Since 1938, The Guardians has been a stalwart philanthropic partner with the Jewish Home. With more than 400 members, the group is comprised of men and women of all ages who are committed to ensuring excellent care for our seniors, now and in the future. Membership includes general members (those who are over 40), our Young Men’s Division (for those 39 or younger), and our Women’s Division (for women of all ages). The Guardians has raised millions of dollars for the Home and provides engaging social, professional, and volunteer programming. Our yearly events include our poker tournament, golf tournament, speaker series, comedy night, real estate dinner and much, much more.

For more information about The Guardians and how you can join, please visit www.laguardians.org, or contact Jessi Cazary at (310) 479-2468 or Jessi@LAGuardians.org

Top L to R: Joshua P. Binder, Jonathan Drubner, Tony Berns, Zane Koss
Center L to R: Zach Zalben, Deborah Medway, Stanley Black
Bottom L to R: Larry M. Schnaid, Jeff Schlesinger, Presidents



The Executives

The Executives Raise over \$1 Million & Recognize Arthur A. Greenberg

Over the past several years, The Executives has built an amazing track record of success in supporting the Jewish Home. Between 2014 and 2017, the group increased its fundraising from \$396,000 to \$1.1 million – a truly remarkable achievement. While the strengthening economy has played a role in this growth, the most essential element is The Executives' dedicated lay leadership. Their support has made the group a key ally in establishing the Home as a national leader in excellent senior care.

The Executives is fortunate to count among its members some of our community's most talented and devoted individuals. In 2017, the group was led by Todd Rubenstein (President), David Feldman and Michael Resnick (golf tournament chairs), Lynn and Bruce Kaufman and Doreen and Fred Solomon (2017 Circle of Life gala honorees), Gary Kendall (Executives Networking Group chair), and Arthur A. Greenberg and Rick Katz (Generation to Generation co-chairs).

This past February, in recognition of decades of leadership to the Home, The Executives proudly presented Arthur A. Greenberg with the inaugural Arthur A. Greenburg award at its Million Dollar Milestone event. Arthur, who started the Generation to Generation Society (G2G) in 2015, has contributed significantly to The Executives' fundraising accomplishments. The award was named in honor of his leadership and dedication to The Executives and the Home.

For more information about The Executives, contact Cheryl Kater at Cheryl.Kater@jha.org or Lesley Plachta (for G2G) at Lesley.Plachta@jha.org

THE EXECUTIVES
SUPPORTING THE LOS ANGELES JEWISH HOME



Arthur A. Greenberg, Rick Katz

The Benefactors of the Jewish Club Annual Membership Brunch

The Benefactors of the Jewish Club held its annual Membership Brunch at the Eisenberg Village campus on Sunday, April 8th. An enthusiastic crowd gathered at the newly renovated boardroom to honor Sidonia Lax and Monise Neumann with the Heritage Award.



The Benefactors of the
Jewish Club of 1933

Sidonia Lax, a Holocaust survivor, was born in Przemyls, Poland. In 1939 her hometown was turned into a ghetto. Her parents were eventually killed, and she was transported to Auschwitz in April 1944; two weeks later, she was transferred to Bergen-Belsen. Sidonia moved to four other labor camps before being liberated by the Russian army on May 5, 1945. She arrived in the United States in 1947.

Monise Neumann is a senior consultant for the Builders of Jewish Education (BJE) March of the Living programs for teens and adults. Her work in Jewish education over the past 30 years includes serving as director of BJE high school programs, Halutz, and Yad b'Yad, as well as staffing the BJE Summer Ulpan program in Israel and the March of the Living program. In fact, Monise was unable to attend the Benefactors' brunch, as she was leading L.A.-area youth on the March of the Living through Poland and Israel.

If you would like more information about the Benefactors of the Jewish Club of 1933, please contact Linda Cohen at (818) 774-3337 or Linda.Cohen@jha.org.



Sidonia Lax (seated) with Hedy Safren, 2nd V.P. of The Benefactors, and Susan Prinz



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CALENDAR OF EVENTS

AUGUST

- 6 The Executives Golf Classic, North Ranch Country Club
- 13 The Guardians 20th Annual Golf Open, MountainGate Country Club
- 22 The Associates Tree of Life Luncheon honoring Harriet Rossetto, Beverly Hilton Hotel

SEPTEMBER

- 27 Executives Speaker Series: Evening with City Attorney Mike Feuer, El Caballero Country Club

OCTOBER

- 14 MMHSS movie screening and dinner, Beverly Hills
- 16 21st Annual Sarnat Symposium, Valley Beth Shalom
- 21 The Executives Circle of Life Gala Honoring Martin M. Cooper, Skirball Cultural Center

NOVEMBER

- 19 The Associates Play Day, El Caballero Country Club

