

Forgoake Me Not

A GIVING PROGRAM
FOR THE BENEFIT OF THE JEWISH HOME



Zina Lofelva

Dina's Story

In the final year of her life, Dina Loeva, a resident of the Jewish Home, painted the beautiful image on the cover. This is Dina's story.

She lived a full life. Born in Kiev just prior to World War II, Dina fled with her family to the Ukrainian

countryside to escape the Nazis and the tragic fate of those Jews who remained in the city.

After the war she returned to Kiev, where she studied art and photography. In the late 1970s Dina, her husband, and their son, Robert, were permitted to immigrate to the United States, and the family settled in New York.

Eventually Robert, (now an engineer at Hewlett Packard), moved Dina to California. Although Dina valued her independence, it was diminishing because of declining health. Still, she continued to live alone, refusing to move into an assisted living facility or a nursing home. A diagnosis of severe congestive heart failure changed that.



Dina's son, Robert

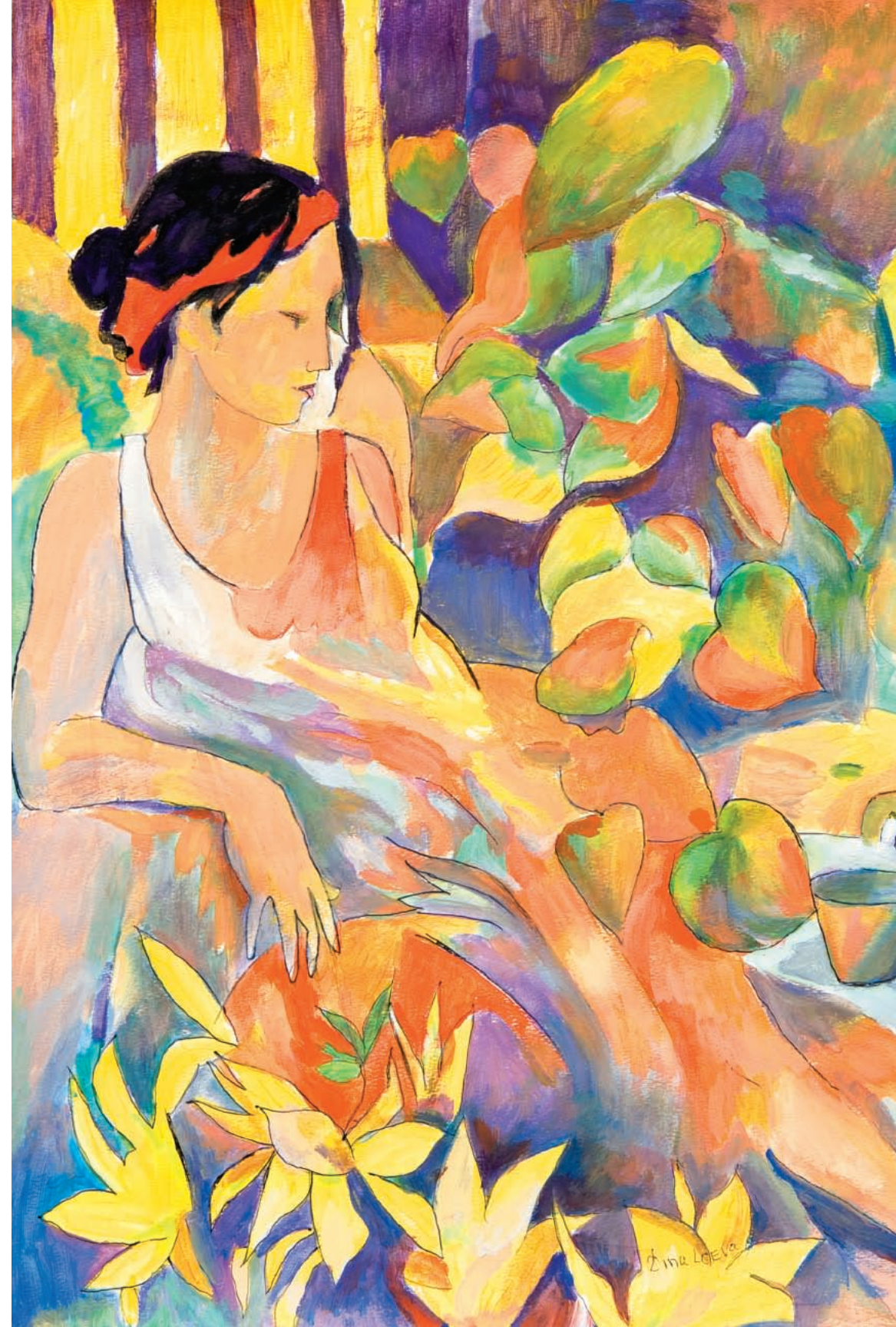
"I wish I could have convinced her to move to the Jewish Home earlier," Robert says. "She was so happy there."

When Dina finally did move to the Jewish Home in 2005, her life took a new course. This is what Robert wrote about her:

"She became very active artistically and made many friends among the residents and the staff. Thanks to the friendly and professional staff, and the unique facilities, she painted several dozen reproductions and portraits. Every day was a gift. It was as if she found a new extended family once again after many years of isolation.

"My mother got to see her granddaughter, Rachel, grow from a toddler to become a cheerful and intelligent little girl who loved her grandma and her paintings. Many of my mother's paintings still hang in Rachel's room.

"Life can truly be a sacred and beautiful thing, with help from the Almighty, hard work, and the love of people."



CARE. COMPASSION. EXCELLENCE.

The Jewish Home Difference

For more than 135 years the Jewish Home of San Francisco has served the Bay Area's elderly.

Dina Loeva's story—that of a proud, independent, creative woman—is typical of the life stories of so many of the people from widely diverse backgrounds who have made the Home their *home* over the years.

The Jewish Home is a place where excellence and compassionate care are the rule. Regardless of the financial resources of a resident, the Jewish Home provides both unparalleled medical care and a high quality of life in an environment that promotes personal dignity.

The Jewish Home Difference

An in-house team of five physicians works at the Home six days a week, attending to the residents and meeting individual needs for medical care. Older adults in other care facilities must travel to see a doctor, and even then they are fortunate if they see a physician once a month.

Three of the five physicians at the Home are fellowship-trained geriatricians. While all doctors attempt to free patients from the ravages of disease, geriatricians are trained differently, in that they also work to support elderly patients by helping them remain actively engaged in the world.

The Jewish Home also is blessed with a large core staff of long-term caregivers. While many facilities have a high employee turnover rate—some as high as 50% or more a year—the average length of tenure among nurses and other caregivers at the Jewish Home is nine years.



“Both my husband Dick and I have had parents who lived at the Jewish Home. We chose the Home because quite simply it offers the best care available, and because it met our parents’ need for being part of a vital, Jewish community.”

Barbara C. Rosenberg,
Past Chair,
Board of Trustees



“Geriatricians bolster our resilience in old age and our capacity to weather what comes...[They] focus on the part of illness that other doctors often overlook—the retention of function for engagement in the world...They simplify medications. They see [that] arthritis is controlled. They make sure toenails are trimmed and meals are square. They look for worrisome signs of isolation...Patients who see geriatricians are one-third less likely to become disabled and half as likely to develop depression.”

Atul Gawande, M.D.

From “The Way We Age Now,” *The New Yorker*, April 30, 2007, with author’s permission

Very few California nursing homes provide onsite clinics like those at the Jewish Home that offer eye care, dentistry, physical therapy, cardiology, podiatry, acupuncture and therapeutic massage, as well as many other services. This means residents stay at the Home for treatment rather than traveling and waiting to be seen and cared for by strangers.

It would be difficult to find another facility offering residents the range of life-enhancing programs centered on the arts, Jewish culture (including kosher food), and even

an on-site beauty salon. The goal is to keep residents busy and involved in life. The positive results of these programs are heard in the constant buzz of conversation and laughter that fill the air at the Jewish Home and evident in the ever-changing displays of residents’ artwork.

These are the things that make the difference at the Jewish Home of San Francisco. In these ways and in so many others, the Jewish Home sets the standard for excellence in the care of seniors.

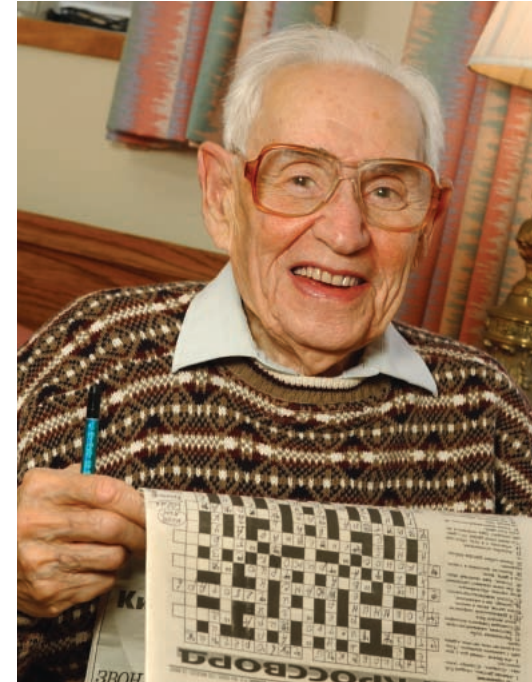
Ensuring Compassionate Care — Today and Tomorrow

As a non-profit organization, the Jewish Home relies on community generosity to maintain high standards. Contributions ensure that the Jewish Home will be able to continue serving the body and the soul of our community’s elderly.

Today’s residents face medical challenges more complex than at any other time in history. Care requires a broader range of treatment, including clinical and psychological services. The cost of a resident’s care at the Jewish Home exceeds \$100,000 annually. While some residents are able to afford this, nearly 90% of the

Home’s 430 residents receive some form of assistance—assistance that has become increasingly unreliable and difficult to predict. In recent years, the unfunded cost of care—the amount not covered by any form of reimbursement—has ranged from \$7,500 to \$15,000 per resident, per year.

That is why the Jewish Home has launched *Forsake Me Not*, a major gifts initiative to underwrite that portion of care not covered by other funding sources. *Forsake*



Me Not is a new element of the Home’s Annual Fund. The goal is to raise at least \$1 million from generous individuals committed to providing our seniors with uncompromising care—day in and day out, for as long as the need exists.

“I’m proud that our family has been actively involved in supporting the Jewish Home over the years. As I get older, my children know that I want to become a resident of the Home when the time is right. It’s the only place I would consider.”

Phyllis K. Friedman

Your gift serves the tenets of *tzedakah*

Financial contributions to the Jewish Home fuel the heart and soul of our community's promise to honor our elders and respond to one of the basic tenets of Judaism, *tzedakah* or righteous giving.

Your charitable gift to the *Forsake Me Not* campaign will enable our residents to continue a

life comforted by compassion and lived with dignity. It will give them a secure home, help them hear better, move more easily, and nurture their spiritual needs. Your gift is truly *g'milut chasadim*—an act of loving kindness.

So please, give generously. Your kindness and generosity will be returned in so many different ways.

“This gift is given in honor of the staff who have shown much in the way of compassion, commitment and even courage in helping my mom find her place in your delightful community. There are so many who go beyond a job description to look into my mom's eyes and the eyes of others to see not only the person in front of them, but to realize that a whole life story is hidden. My *yarmulke* is off to them all. To the social worker who has helped my family come to terms with many issues and concerns. To the activities team who put dignity and heart into everything they do. And to all of the nurses, certified nursing assistants, dietary staff and housekeepers, you are healing and repairing the world, and I can't say 'thank you' enough.”

Bobbie Horowitz





“Both my husband Mervin and I have had family members at the Home over the years. Most recently, my brother Arnold spent several months recuperating there while regaining his independence following surgery. Arnold is an artist, and access to the Home’s art studio greatly enhanced his stay. The Jewish Home offers a very nurturing environment, and that’s why we remain committed supporters of the Jewish Home.”

Roslyn Morris



**The mission of the Jewish Home of San Francisco
is to enrich the quality of life of older adults.**

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