



# Heroes Among Us— An Extraordinary Year of Caring



## Connections

A publication of the Los Angeles Jewish Home  
SPRING 2021

## TABLE OF CONTENTS

- 3 Board Chair and Chief Executive Officer and President Message
- 4 Fully Vaccinated LAJH Residents See Hope On The Horizon
- 4-7 COVID-19 Timeline
- 6 A Hero In Supporting The Jewish Home's Covid-19 Relief Fund
- 8 Donor Profile: Zane and Michael Koss
- 9 Planned Giving Profile: Doctor Returns To His Roots
- 10-13 LAJH Support Groups
- 14 Key Accomplishments
- 15 Annual Report



### How to Contact Us:

Jewish Home: 818.774.3000  
 Connections to Care: 855.227.3745  
 Fund Development: 818.774.3324  
 Marketing Department: 818.757.4460

Visit us at [lajh.org](http://lajh.org)



## BOARD OF DIRECTORS

Richard Bender	Mark Liberman
Andrew Berman <i>Chair</i>	Arnold Price
Joyce Brandman (Emeritus)	Stephen Reissman
Jeffrey Glassman <i>Past Chair; Vice Chair; Liaison to the Jewish Home Foundation</i>	Danny Rosett <i>Secretary; Vice Chair, Employment &amp; Human Resources Committee; Chair, Board Development Committee</i>
Steven C. Good <i>Past Chair</i>	Michelle Rubin
Les Granow	Pam Rubin
Ira Halpern	Judith Friedman-Rudzki <i>Vice Chair, Budget &amp; Finance Committee</i>
Joseph Held <i>Vice Chair, Building &amp; Facilities; Liaison to Subsidiary Boards</i>	Dr. Edward Schneider
Michael Heslov <i>Past Chair</i>	Joan Seidel
Robert Hirsch <i>Past Chair</i>	David L. Swartz <i>Immediate Past Chair</i>

## CORPORATE OFFICERS

Alyssa Alderman <i>Chief Human Resources Officer</i>	Noah Marco, MD <i>Chief Medical Officer</i>
Timothy Carlson, RN <i>Chief Nursing Officer</i>	Arnold Possick <i>Chief Strategy Officer</i>
Molly Forrest <i>President, Jewish Home Foundation</i>	Larissa Stepanians <i>Chief Operating Officer</i>
Gilad Goldenberg <i>Chief Financial Officer</i>	Dale Surowitz <i>Chief Executive Officer and President</i>
Steven Klappholz <i>Chief Philanthropy Officer</i>	

## JEWISH HOME FOUNDATION

Harvey Alpert	Dale Surowitz <i>Chief Executive Office and President (LAJH)</i>
Andrew Berman <i>LAJH Board Chair</i>	Richard Ziman <i>Chair</i>
Jeffrey Glassman	Molly Forrest <i>President, JH Foundation</i>
Steven C. Good	Steven Klappholz <i>Chief Philanthropy Officer and Secretary, JH Foundation</i>
Chuck Hershson	Gilad Goldenberg <i>CFO &amp; Treasurer</i>
Fred Kayne	
Michael Koss	
Dr. Gerald Niznick	
Jeff Polak	
David L. Swartz	

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 Chair and Chief Executive Officer and President HEROES AMONG US



A year ago, the world changed.

There is no dispute that shortly after we began hearing of COVID-19, it quickly and dramatically impacted the Los Angeles Jewish Home. During the initial weeks, there was little known about this mysterious new disease. Facts were few, and the path forward for the country and the world was uncertain.

Here at the Home, together with our outstanding medical leadership, we took quick and decisive action to protect the health and safety of the seniors in our care, as well as our dedicated staff.



Social distancing requirements meant ceasing community excursions, group activities, and even cherished family visits. While much of the world hunkered down, our staff pushed aside any uncertainty they may have been feeling about their own health and safety and reported to work each day. They not only continued providing compassionate care, they also found creative ways to keep seniors safe, healthy, and engaged, while calmly assuring them things would be alright.

In other words, everyone at the Home kept doing what we always do, thoughtfully carrying out our mission, regardless of any challenges we may face, always putting resident care at the center. While we rightly hear a great

deal about the amazing nurses, physicians, and caregivers, *each* person at the Jewish Home earned the badge of “hero” this past year. Our transportation teams; dietary staff; housekeeping staff; those working in laundry services; our maintenance staff; security personnel; activities staff; social services professionals; therapeutic services staff – the list of departments goes on and on, and heroes were actively among us each day.

This annual report puts a spotlight on just a few of the unsung heroes at the Home, those whose efforts made sure the quality of our care never wavered and that care was on full display. Therefore, while typically an annual report covers a fiscal calendar (and our financial reporting does here as well), we have taken the liberty of expanding the timeframe of this report. This was not a typical year. The events we want to share with you did not have a firm start date, and the extraordinary story continues.

We would be remiss if we did not extend immense gratitude to those who made our care possible through their generous financial support. Families of residents, corporations, foundations, individuals, and even representatives of the entertainment industry stepped up to support our COVID-19 relief efforts. To all of you, we say thank you.

In addition, let us not forget our residents, as well as the senior members of the community we care for each day. We have been struck by their strength, patience, and perseverance as they endured separation from their fellow residents and other loved ones for far too long. Each has demonstrated endless grace and dignity in the face of adversity.

Finally, when the vaccines became available, we moved aggressively to secure them for our residents, participants, staff, and others directly connected with the work of the Home. As a result, we were among the first senior care facilities to reach 99% resident vaccination rates.

Thankfully, routines are starting to return, but we will never forget the extraordinary efforts of everyone at the Los Angeles Jewish Home who continued to persevere throughout these unprecedented circumstances. Their efforts demonstrated, perhaps like never before, what distinguishes the Home from all others.

Warm Regards,

Andrew Berman  
Chair, Board of Directors  
Los Angeles Jewish Home

Dale Surowitz  
Chief Executive Officer and President  
Los Angeles Jewish Home





## Fully Vaccinated Los Angeles Jewish Home Residents See Hope on the Horizon

Across the country, people are receiving the COVID-19 vaccine, hoping it brings with it the beginning of a return to normalcy. Residents of the Los Angeles Jewish Home are optimistic, buoyed by having received both doses of the Moderna vaccine. All are eager to resume activities that bring them into closer contact once again with their families, loved ones, and friends at the Home.

“Ninety-nine percent of our residents, and approximately 80 percent of our staff, have now been vaccinated,” says Noah Marco, MD, chief medical officer of the Jewish Home. “We did it efficiently and safely, which is a hallmark of how we operate here at the Jewish Home.”

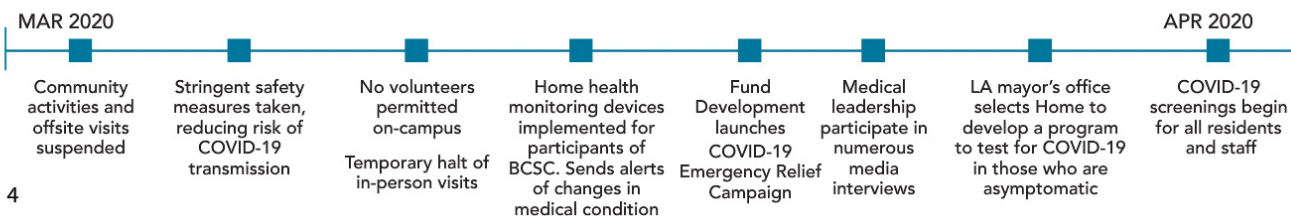
The speed with which the Jewish Home secured sufficient quantities of the vaccine is testament to the organization’s skill, experience, and track record of success, Dr. Marco

says. “We were very confident, based on our pre-planning and our relationships with the state and the county, that we would have enough vaccines for everyone. It took the average person at the Jewish Home less than 15 minutes from the time they showed up to receive the second dose, whereas many people across the city and around the country have needed to give up several hours of their day, if they can even obtain a vaccine in the first place.”

Of course, even with the vaccine, the Jewish Home is treading carefully and thoughtfully, following all health and safety guidelines to ensure resident and staff well-being, as the pandemic stretches into its second year. But, many residents say, inoculation has definitely helped lift their spirits.

*(article continues on next page)*

### KEY MILESTONES OF THE JEWISH HOME DURING AN EXTRAORDINARY YEAR OF CARE





**"I feel like there is a light at the end of the dark tunnel," says Elaine Cohen, a resident of Joyce Eisenberg-Keefer (JEK) Medical Center on the Jewish Home's Grancell Village campus. "I will someday be able to reunite with family."**

Elaine's fellow JEK residents share her positive outlook. "I have a sense of relief and feel honored to have received the vaccine," says Indrani Mahindra. "This is the beginning of the end of this horrible pandemic." Hersz Alterman notes how thankful he is that a vaccine was developed in such a record-breaking amount of time.

**"I'm grateful and appreciate science for creating the vaccine," he says. "Thanks to these incredible researchers, I will someday be able to hug my only granddaughter."**

On the Eisenberg Village (EV) campus, residents are also starting to breathe a sigh of relief. "Our last two Town Hall call-in meetings with Jewish Home staff have been even more upbeat and positive, giving everyone a glimmer of hope," says Judith Karon, president of the EV Resident Council. "Residents are thrilled to see things beginning to reopen, like physical therapy and the campus beauty salon."

Sandy Fine, who has taken on a leadership role with EV's resident-run post office, says the response to the planned reopening has been phenomenal. "People really want to be part of it," she says.

Those people include residents Howard Krupnick and Norma Garber. Howard, a new post office volunteer, says he is "happy to have a job and to be helping out at the Jewish Home." As for Norma, she is delighted about finally being able to return to the arts & crafts room. "I was so ready for it," she says. "This is my happy place!"

Page 4: A resident receives her COVID-19 vaccine.

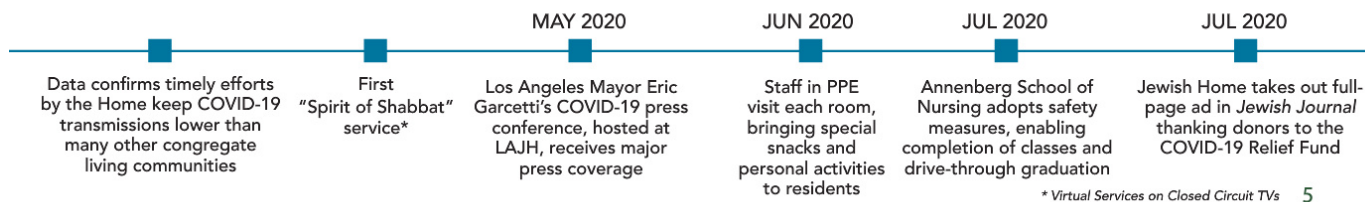
Top: Arrival of first vaccines at the Jewish Home.

Middle: A healthcare worker receives her vaccine.

Bottom: Chief Executive Office and President Dale Surowitz receives COVID-19 vaccine, while encouraging others to do the same.



timeline continued on next page



\* Virtual Services on Closed Circuit TVs 5



# The Jewish Community Foundation of Los Angeles

## A HERO IN SUPPORTING THE JEWISH HOME'S COVID-19 RELIEF FUND

The Jewish Community Foundation of Los Angeles (The Foundation) and the Los Angeles Jewish Home have a long history of cooperation in addressing elder care. The Home has received vital Foundation funding over the years for numerous programs and capital projects, and this partnership greatly benefits the growing senior population of Los Angeles. The Foundation is the largest manager of charitable assets and a leader in planned giving solutions for Greater Los Angeles Jewish philanthropists.

In March, as part of their COVID-19 relief efforts, The Foundation generously awarded \$1.3 million to five local organizations to address urgent healthcare needs in the community brought on by the pandemic. The Los Angeles Jewish Home was honored to be one of the five. The Jewish Community Foundation's grant to the Jewish Home was in support of The Brandman Centers for Senior Care—Program of All-inclusive Care for the Elderly (PACE), as well as COVID-19-related expenses incurred in the Max Factor Family Foundation Nursing Building.

The Brandman Centers at LA Jewish Home provides a complete range of health, social, and nutritional services for nursing home-eligible seniors. This grant enabled staff to take resources to the homes of PACE seniors—more than 250 are enrolled—many of whom, due to COVID, were unable to come into the facility for services.

Through their ongoing outreach with local nonprofits and other funders, The Foundation zeroed in on helping the elderly, small businesses, and minority communities to ensure they were receiving everything they needed during the pandemic. President and CEO Marvin I. Schotland shared his thoughts that the pandemic resulted in greater isolation of many seniors who lacked the technology or

### THE FOUNDATION

#### JEWISH COMMUNITY FOUNDATION LOS ANGELES

knowledge to access essential care. Support of the Jewish Home at this time addresses these critical issues.

"This a global health crisis of a magnitude never experienced in our lifetimes. Vast needs continue to emerge that require support," Schotland, said. "Because The Foundation is in regular contact with non-profits including the Jewish Home, we are able to respond quickly as critical needs are identified, including funding for urgent physical and mental healthcare disparities and businesses that are struggling. With these significant grants to five organizations, our dollars will favorably impact thousands of individuals in need in the Jewish and larger community."

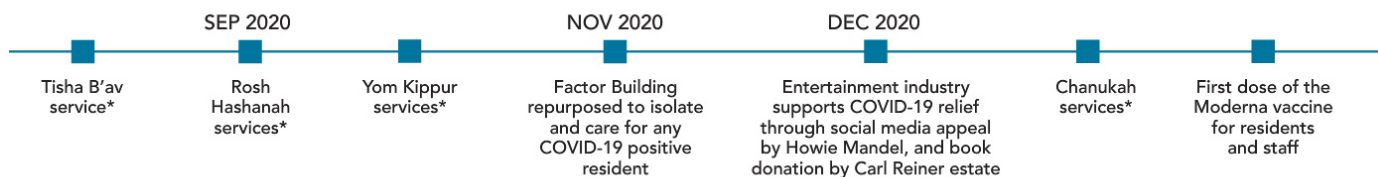
**"I would like to express our deep appreciation to the leadership of The Foundation for their generous grant. This award to the Jewish Home ensured we could continue providing the highest quality of medical care during very challenging times. We are all very grateful to the leadership of The Foundation for their ongoing support," explained Dale Surowitz, chief executive officer and president of the Los Angeles Jewish Home.**

*Praise for Goldenberg-Ziman staff, from a resident's family member:*

**"Your handling of the pandemic is exemplary and stellar."**

timeline continued from previous page

### KEY MILESTONES OF THE JEWISH HOME DURING AN EXTRAORDINARY YEAR OF CARE



6 \* Virtual Services on Closed Circuit TVs



# LEADING THE WAY AT THE LOS ANGELES JEWISH HOME

Even in the midst of providing care throughout an unprecedented pandemic, our medical leadership here at the Los Angeles Jewish Home continued to pursue and achieve excellence, making important contributions that called on their experience and expertise. LeadingAge, a national organization representing more than 5,000 nonprofit service providers in the field of aging, asked Noah Marco, MD, the Home's chief medical officer, to serve as a founding member of its new Clinical Advisory Group. The group plays an important role offering guidance on a broad range of issues to the Centers for Disease Control (CDC), the Centers for Medicare and Medicaid Services (CMS), and other influential policymakers. Dr. Marco and his colleagues provided key recommendations to the CDC around vaccine access and distribution in senior communities.

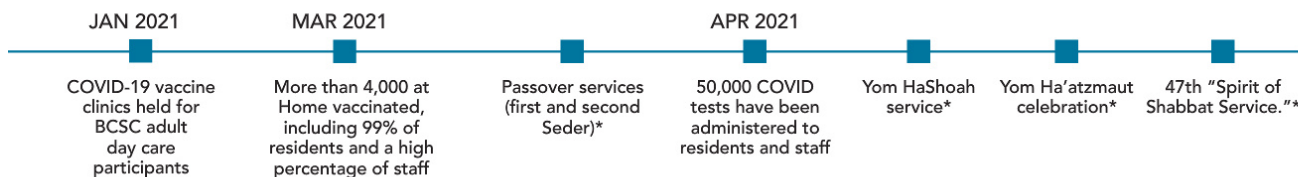
Dr. Marco also shared his knowledge as he participated on a panel on healthcare trends in the senior care industry at "Inspire," MatrixCare's virtual national conference (MatrixCare provides post-acute electronic health records to thousands of facilities and organizations across the country). The gathering brought together a broad range of post-acute care providers to foster dialogue, collaboration, and innovation. In Dr. Marco's panel, titled "New and Emerging Technologies to Support Preventative Care," he spoke about emerging technology trends and how the Jewish Home is using technology to support caring for its patients and residents. One of the many examples Dr. Marco discussed was the integration of a new electronic health record at the Jewish Home's Levy-Kime Geriatric Community Clinic. This undertaking is maximizing the quality of care the Home provides by giving care professionals state-of-the-art tools to help them monitor the health of participating seniors in our community.



Dr. Noah Marco

## *Appreciation for the entire nursing staff at Taper:*

"With our endless gratitude for the amazing care and compassion bestowed upon my mother and our family, before and during the pandemic. The entire nursing staff at Taper have been nothing short of family to us, and we're so thankful!"



\* Virtual Services on Closed Circuit TVs

7



## Donor Profile

# Michael and Zane Koss

Michael and Zane Koss are linked together by more than just DNA. The dynamic father-son duo are both successful entrepreneurs and real estate professionals. Dedicated family men, they each have three children (two daughters and a son) and are married to highly accomplished wives. Also, as passionate advocates for the Los Angeles Jewish Home and other vital causes, each feels a responsibility to help strengthen and sustain their community.

As a father, Michael led by example. His passionate commitment to Jewish continuity, and his focus on providing necessary services to people in need, have touched nearly every aspect of American Jewish life. He is a former chair of the Jewish Federation of Greater Los Angeles, past chair of the American Israel Public Affairs Committee (AIPAC) Western Region, and he recently completed a five-year term on the Board of Regents of Brandeis University. Yet, he says, among the many organizations he has supported, the Jewish Home stands out.

**"I believe it's vital we take care of Jewish people throughout their lifetime, and the Home does such meaningful work that makes a difference every day," Michael says.**

Michael's son Zane's introduction to the Jewish Home came early. "When I was around 19, my dad took me to an event for The Guardians, one of the Home's volunteer support groups. There were probably about 800-1,000 people there. It was very impactful to see so many people like me, caring about a community and wanting to give back," he says. "I've been a Guardian ever since."

As he grew into adulthood, Zane continued to find inspiration at the Jewish Home. "About 15 years ago, my grandmother was ailing and needed a place to live. She moved into the Home, and I would visit her frequently. The level of care I witnessed was just incredible, and I felt so comfortable knowing she was in good hands," he says.

At about the same time, Zane met his future wife, Elisa. As it turned out, her grandmother was also at the Jewish Home – on the floor directly above his grandmother's room. "When we started dating, we would often go visit the Home together. I guess you could say the Jewish Home was a central part of our relationship!" he laughs.



Michael and Zane Koss Photo taken prior to COVID-19 pandemic.

Today, Zane is co-president (alongside Peter Steigleder) of The Guardians, and Elisa is a past chair of the Women's Division. "The Guardians is extremely special. We all look out for one another and love each other like family," Zane says.

Michael sees a focus on care and comfort as being at the heart of life at the Jewish Home. "The staff are so warm, friendly, and hard-working," he says. "They give residents the kind of personal attention that really enables them to enjoy their days and make the most of this time in their lives."

With more people living longer, thanks to ongoing medical breakthroughs, Michael notes that the Home's expertise in maximizing seniors' health and fulfillment is increasingly important. "My father is 99; his brother just passed away at 94. Hopefully we'll all have the good fortune to reach those ages – and when we do, we'll want to know the Jewish Home is there for us," he says.

In Zane's view, that is precisely why donating to the Home is so essential. "The Guardians and other support groups try to do as much as they can to provide robust financial backing," he says, "but it will take help from the entire community to make sure the Jewish Home is available as a resource for everyone who needs it."

## Planned Giving Profile

# Doctor Returns to His Roots

Jeffrey Lauber, MD, remembers growing up three blocks from the Los Angeles Jewish Home's Grancell Village. As a child, he would ride his bike past the campus as he explored the neighborhood. Today Jeffrey is a resident of Newport Beach, and driving through Reseda all these decades later, everything looks much smaller than he remembers. But the Jewish Home is one thing that has always stayed in his memory. He has been a generous donor for many years, which he attributes to a sense of common roots. "I'm Jewish, and I'm from Reseda, and so is the Jewish Home. And that's good enough for me!" he says.

As a physician, Jeffrey takes the Hippocratic Oath very seriously. **"Everyone knows the part about healing the sick," Jeffrey says. "But the oath also talks about comforting the dying and those at the end of their life. People forget about that part. And the Jewish Home does that so well."**

Jeffrey is also a big believer in hospice care. During his residency at Tulane University, he spent a year caring for patients near the end of their lives. He wanted to provide dignity and respect to those patients, just as he sees the Jewish Home doing it for residents today.

Jeffrey says the Jewish Home's impressive statistics – average age of residents, 90; average length of stay, approximately three times longer than at most other facilities – are a testament to the organization's incredible expertise. He notes that the Jewish Home provides better care, more nursing hours, and a greater number of social workers than the state's minimum requirements. He also points to the many enjoyable activities at the Home, which give residents something to look forward to every day.

When it came time to plan his legacy, Jeffrey knew the Jewish Home was an organization he wanted to support. He recently included the Home as a beneficiary of his IRA, confident the Home would put the funds to good use. Another factor in his decision was knowing the Home will not be taxed on his contribution, whereas individual beneficiaries would potentially face significant tax implications.



Jeffrey Lauber, MD

Photo taken prior to COVID-19 pandemic.

Jeffrey is now a proud member of the Jewish Home's Legacy Circle, a group of donors who have included the Home in their estate plans. "Remember your roots," he says. He encourages other supporters to do the same.



To learn more, please contact Aaron Levinson at 818.757.4416 or [aaron.levinson@jha.org](mailto:aaron.levinson@jha.org).



## SUPPORTING THE JEWISH HOME

## The Century Club

## The Century Club's Support of the Home Never Wavers

The Los Angeles Home is very fortunate to have the unwavering support and dedication of the Century Club, its premier donor society for supporters who contribute \$25,000 or more annually to the Jewish Home. Prior to the COVID-19 pandemic, members would gather two times a year for a special dinner and to hear an insider's update on the Jewish Home.



Instead, this past year Century Club members were sent unique one-of-a-kind gifts made by the residents that included facemasks and challah covers. Members also had the opportunity to hear from Dale Surowitz, chief executive officer and president of the Home, via a Zoom

reception. Dale was greeted warmly by the members and introduced by Bob Waldorf, the Century Club's chair.

To meet the challenges of the pandemic, members of the Century Club contributed more than \$2,000,000 this past year to provide support for the Home's residents, along with necessary personal protective equipment and supplies. The Jewish Home is grateful to the Century Club for its devotion and commitment to the Home's residents and staff. The group looks forward to gathering together in the future, as the city opens up more and the Home is able to host in-person gatherings.

For more information, please contact Corey Slavin, at [corey.slavin@jha.org](mailto:corey.slavin@jha.org) or 818.774.3031.

Marilyn & Monty Hall Statesman's Society  
How Times Flies

Typically, when we refer to something that happened a year ago, we comment that "it seems like only yesterday" and we wonder how the time flew by so quickly. Yet, given all that has transpired this year, the Marilyn & Monty Hall Statesman's Society's "Evening of Intrigue, Murder Mystery Dinner," held at the end of February 2020, seems like a lifetime ago.



In those last days prior to our lives changing due to the pandemic, nearly 60 Statesman's Society members gathered at the Kimpton La Peer Hotel in West Hollywood. Members enjoyed being in one another's company, worked together to solve a murder mystery (complete with actors and costumes) and enjoyed a delicious dinner.

While we were unable to have another in-person event in 2020, this past August members were mailed masks, made by Jewish Home residents. They also enjoyed an intimate conversation on Zoom with Jewish Home Chief Executive Officer and President Dale Surowitz.

Event plans are being made for the remainder of the year, and we hope to be able to meet again in person.

The Marilyn & Monty Hall Statesman's Society (MMHSS) recognizes donors who contribute \$10,000 or more annually to the Los Angeles Jewish Home to help fulfill the promise to care for our community's most vulnerable seniors. MMHSS is co-chaired by Harvey Alpert and Marilyn Freeman.

For more information, please contact Lesley Plachta at 818.774.3282 or [lesley.plachta@jha.org](mailto:lesley.plachta@jha.org).



Statesman's Society members enjoying an "Evening of Intrigue, Murder Mystery Dinner."

*Photos taken prior to COVID-19 pandemic.*

## SUPPORTING THE JEWISH HOME

## The Associates

## Inspiration, Determination, and Perspiration Make an Unbeatable Combination for Success

The Associates of the Los Angeles Jewish Home (LAJH) has been a women's fundraising auxiliary for nearly 100 years, successfully raising money and stewarding valuable relationships to benefit the LAJH.

Every year, the organization's annual major fundraising event has been a spectacular "Tree of Life Luncheon," honoring one or more individuals who have had a meaningful relationship with the Home through their leadership or support.

This past year, due to the COVID-19 pandemic, an in-person event was, of course, not possible. However, these dedicated women wanted the tradition to continue, especially given their understanding of how much money was needed to provide care for the Home's seniors throughout the pandemic. After much discussion and many ideas, Susan Richter, president of The Associates, championed the decision to raise funds by creating a virtual "Tree of Life" journal honoring the Jewish Home's frontline heroes. These heroes faced many extraordinary challenges to keep the residents and staff healthy and safe during this pandemic crisis. Because of their tireless efforts, the LA Jewish Home is still successfully succeeding in this very costly and challenging mission.

With the members' creativity and the hard work of the board, The Associates succeeded in raising nearly \$100,000 and created an amazing and inspiring virtual "Tree of Life" journal.

The Associates' board of directors is appreciative of its members and friends who supported the endeavor by stepping up to the challenge through their active participation. The 2020 virtual "Tree of Life"



journal represents the outpouring of love expressed by the community for the Los Angeles Jewish Home.

Tough times never last, but tough women do. The Associates: We truly are the "women who care."

For more information, please contact Debbie Fishel at 818.774.3375 or [debbie.fishel@jha.org](mailto:debbie.fishel@jha.org).

"Everyone, who lives and works at the Jewish Home is deeply appreciative of the amazing generosity demonstrated over this past extremely challenging year. The tremendous outpouring of time, talent, and donations to the Home has had a direct impact on our ability to provide safe, compassionate, and quality care to all those we are honored and privileged to serve each and every day."

**Andrew Berman**  
Chair, Board of Directors



## SUPPORTING THE JEWISH HOME

The Guardians

## Protectors and Champions of the Jewish Home

Faced with changes to our normal life beyond what we could ever have imagined, The Guardians has continued to persevere. The Guardians was fortunate enough to hold an in-person event right before the pandemic lockdown – its annual “Real Estate Dinner” – on March 5<sup>th</sup>, 2020. There, the group honored Morton La Kretz, real estate developer and founder of Crossroads Management. More than 500 people were in attendance, and together they raised over \$475,000 for the Los Angeles Jewish Home. Since then, much has changed, but even with restrictions, members have continued to join together virtually to support and connect with one another and to contribute generously. Their creative fundraising efforts and virtual events have been incredibly successful and have included wine and scotch tastings, a virtual poker tournament, and virtual Shabbat events. With the leadership of Co-Presidents Zane Koss and Peter Steigleder and their board, The Guardians launched a GoFundMe campaign. Through a generous \$100,000 matching gift offered by Hal Foonberg, they were able to raise more than \$200,000, as well as an additional \$250,000 toward the Jewish Home’s COVID-19 Emergency Relief Fund.

Founded in 1938, The Guardians has been the Jewish Home’s stalwart philanthropic partner for more than 82 years. With over 500 members, the group is comprised of men and women of all ages who are committed to ensuring excellent care for all seniors. Membership includes general members (those who are over 40), the

# the GUARDIANS

of the Los Angeles Jewish Home



Top left: “Real Estate Dinner” Chairs Andrew Westling, Anthony Behar & Kenny Stevens

Top right: Peter Bocian & Jewish Home resident at 2019 Hanukkah Party

Bottom left: Presidents Zane Koss & Peter Steigleder at Annual Scotch Tasting Event 2019

Bottom right: Gregg Bernstein, Chuck Hershson, Jerry Agam & Michael King at Guardians January 2020 Board Meeting

Photos taken prior to COVID-19 pandemic.

Young Men’s Division (those 39 and younger), and The Guardians Women’s Division (women of all ages). The Guardians has raised more than \$30 million for the Home while providing engaging social, professional, and volunteer programming.

For more information, please contact Brittany Friedman at 310.479.2468 or [Brittany@laguardians.org](mailto:Brittany@laguardians.org).

### *Praise for Brandman Centers for Senior Care (BCSC) staff:*

“BCSC has everything. It is a one-stop shop for every medical need my mother has. Prior to COVID, my mother fully enjoyed her attendance at BCSC. She loved the kindness shown to her. The activities and exercises held at BCSC kept her busy throughout the day. It was therapeutic for her. I am looking forward for BCSC to be fully open for activities and exercises. My mother misses it greatly.”

## SUPPORTING THE JEWISH HOME

## The Executives

## Raising Funds and Fostering Community During COVID

The year 2020 was a challenging one for fundraising support group The Executives of the Los Angeles Jewish Home and for all who were impacted by the pandemic. Yet, despite limitations such as social distancing, The Executives raised nearly \$700,000 for the seniors of the Jewish Home.

**Golf for COVID-19 Relief** was held on Monday, August 31<sup>st</sup>, 2020 at North Ranch Country Club. With a pared down, socially distanced event, we were able to raise \$167,000 for the Home. A very special thank you to our title sponsor Accredited Home Care; our co-chairs David Jacobs, David Feldman, and Michael Resnik; dedicated golf committee; generous sponsors; golfers; and donors for making the day of golf an astounding success! We are already looking forward to our next golf classic, scheduled for Monday, August 30<sup>th</sup>, 2021 at North Ranch Country Club.

The Executives also successfully connected virtually for various programs throughout the year, from the “G2G/Generation to Generation Society Film Series” and “Zoomtogethers,” to our “WHS/Women’s Health Series,” our monthly “ENG/Executives Networking Group” program, and our “REE/Real Estate Executives Zoom” programs.

“The Executives Monthly Speaker Programs” were reinstated last fall under the leadership of Executive Vice President/VP of Programming Jeff Kobulnick. Complimentary virtual programs feature prominent speakers, foster camaraderie, and raise money through sponsorships and memberships for the Jewish Home’s COVID-19 Emergency Relief Fund.

THE **EXECUTIVES**  
SUPPORTING THE LOS ANGELES JEWISH HOME



Participants at The Executives Golf for COVID-19 Relief event.

We look forward to The Executives continuing to prosper under the leadership of Michelle Weisman, 2021–2022 president and chair of the “Women’s Health Series.” We thank The Executives board, committees, and members for their ongoing support and commitment to the Jewish Home.

The Executives is a 400 plus-member strong organization of men and women who are dedicated to creating a community that supports and raises funds for the Home.

For more information, please contact Cheryl Kater at 818.774.3331 or [cheryl.kater@jha.org](mailto:cheryl.kater@jha.org).

## The Benefactors of the Jewish Club of 1933

## Serving the Los Angeles Jewish Home

The Benefactors of the Jewish Club of 1933 was established by German immigrants fleeing the rise of Nazism. The group, whose members have generously contributed more than \$20 million to support the Jewish Home, continues to provide assistance through a variety of philanthropic activities. Every year, the Benefactors hold an annual brunch, giving members an opportunity to learn about the Home’s diverse programs and services and to continue their vital work on its behalf.

For more information, please contact Linda Cohen at 818.774.3337 or [linda.cohen@jha.org](mailto:linda.cohen@jha.org).



The Benefactors of the  
Jewish Club of 1933



# KEY ACCOMPLISHMENTS of the Jewish Home

The Jewish Home provides exemplary service to our community's growing senior population, always staying firmly focused on our mission. Throughout COVID-19, our goals never wavered from delivering excellent quality and compassionate care reflective of Jewish values. While the primary focus of our collective efforts this past year centered around keeping our residents, program participants, and staff safe and healthy, we are also proud of the many other accomplishments that should be celebrated including:

- **Brandman Health Plan launched January 1, 2021.** This Medicare Advantage Chronic Condition Special Needs Plan offers benefits to anyone in Los Angeles County who is Medicare-eligible and has at least one of the following chronic conditions: diabetes, chronic heart failure, cardiovascular disorders or dementia.
- More than **3,000 volunteers** wrote notes and shared artwork with residents, sewed masks and gowns, participated in Zoom calls, created gifts for residents, and participated as pen pals.
- The Jewish Home was selected by the Los Angeles Mayor's office to **develop a program to test for COVID-19 asymptomatic residents and staff.** This program, developed by the Jewish Home, led to an LA County-wide initiative that, by June 30, 2020 had tested 60,000 individuals.
- October marked the **successful transition of leadership from Molly Forrest, who steadfastly led the Home for more than two decades, to Dale Surowitz**, who after 20 years of volunteer leadership joined the Home as chief executive officer and president. Molly assumed the role of president of the Jewish Home Foundation.
- The Home started **administering vaccines to staff and residents December 30, 2020.** As of March, more than 4,000 vaccines were given.
- Jewish Home staff administered **more than 50,000 COVID-19 tests** to staff and residents.
- The Home **raised over \$13.3 million in unrestricted donations**, as well as **\$3.9 million in restricted donations.**
- **Brandman Centers for Senior Care (BCSC)**, a Program of All-inclusive Care for the Elderly (PACE), **expanded services to 15 additional zip codes** in the East San Fernando Valley of Los Angeles.
- Membership in the Legacy Society, the Home's planned giving support group, **grew by 15%.**
- **More than 2,500 people participated in virtual special events and programs** sponsored by The Associates, Executives, and Guardians support groups.



## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

	amounts in thousands		
	8/31/2018	8/31/2019	8/31/2020
<b>ASSETS</b>			
Current assets	\$80,009	\$57,725	\$80,674
Contributions receivable	24,901	23,751	21,696
Property, plant & equipment, net	292,351	291,040	288,729
Assets held in trust for residents	355	468	443
Assets limited as to use	10,928	12,046	7,771
Other long-term assets	13,256	39,551	17,937
<b>TOTAL ASSETS</b>	<b>\$421,800</b>	<b>\$424,581</b>	<b>\$417,250</b>
<b>LIABILITIES</b>			
Current liabilities	\$26,078	\$38,807	\$48,416
Refundable advance fees and deferred revenue	184,414	191,547	189,658
Asset retirement obligation	577	585	584
Resident funds	355	468	443
Fountainview deposits	363	51	5,098
Long-term debt	107,637	102,858	100,998
Other long-term liabilities	16,681	15,692	19,582
<b>TOTAL LIABILITIES</b>	<b>\$336,105</b>	<b>\$350,008</b>	<b>\$364,779</b>
<b>NET ASSETS</b>			
Without donor restrictions	\$27,259	\$13,028	\$(5,188)
With donor restrictions	58,436	61,545	57,659
<b>TOTAL NET ASSETS</b>	<b>85,695</b>	<b>74,573</b>	<b>52,471</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$421,800</b>	<b>\$424,581</b>	<b>\$417,250</b>

## STATEMENT OF ACTIVITIES

	amounts in thousands		
	8/31/2018	8/31/2019	8/31/2020
<b>REVENUE</b>			
Patient service revenue	\$123,639	\$131,296	\$137,360
Unrestricted contributions and net assets released from restriction and used for operations	25,180	15,063	16,927
Temporarily & permanently restricted contributions, net of net assets released from restriction and used for operations	22,728	3,109	(3,886)
<b>TOTAL REVENUE</b>	<b>\$171,547</b>	<b>\$149,468</b>	<b>\$150,401</b>
<b>EXPENSES</b>			
Nursing, medical and dietary	\$70,703	\$76,484	\$77,282
Other general operating	62,571	64,946	72,302
Fundraising	2,693	3,204	2,660
Debt financing costs	7,740	5,386	9,609
Depreciation and amortization	10,694	10,570	10,650
<b>TOTAL EXPENSES</b>	<b>\$154,401</b>	<b>\$160,590</b>	<b>\$172,503</b>
<b>Revenue in excess of (less than) expenses</b>	<b>\$17,146</b>	<b>\$(11,122)</b>	<b>\$(22,102)</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$17,146</b>	<b>\$(11,122)</b>	<b>\$(22,102)</b>





Los Angeles Jewish Home for the Aging  
Fund Development  
7150 Tampa Avenue, Reseda, CA 91335

Non-Profit  
U.S. Postage  
**PAID**  
Oxnard, CA  
Permit No. 1215

Send change of address information to: Fund Development Dept., 7150 Tampa Ave., Reseda, CA 91335.

