Advancing the Art of Living.
Dear friends,

As we look at 2021, one of the things that we can see most clearly is that the Jewish Home Family has not only worked to rebuild from our difficult 20 months of COVID but that we are moving swiftly forward.

There is no question that COVID is still not the memory we’d hoped it would be at this point. The virus is still with us but we are much smarter, and better prepared, to fight this continued battle. All of our staff and elders have been vaccinated and received their boosters and even when we have had a breakthrough case of staff, it has been contained to that individual and not spread. That’s a testament to both vaccine and strong infection control practices.

We were very proud to be the first elder care organization in the State to make vaccination mandatory. We took that step in May when the EEOC declared that employers had the right to mandate and we did that as of July 1. Of more than 550 staff, we had five choose to leave rather than be vaccinated and, as we have said many times, that is a small price to pay for the safety of our elders and our staff.

Rebuilding our census on both campuses, post-COVID, has been very successful. Our teams in both buildings have done a stellar job in bringing us not just back to our previous occupancy but taking us beyond. We believe that this growth is a result of the fine care and services we provide and the strong team we have in place to make that happen.

We’ve also watched the future take shape right before our eyes on the Rockleigh campus. Construction on our Second Century Project began in February 2020 and will be complete soon. The new Center for Rehabilitation Excellence features beautiful, and well equipped, inpatient and outpatient therapy gyms and will boast the first and only Aquatic Therapy center in our region. The 60 new private rooms for inpatients are state-of-the-art with amenities that will please not only the patient but their family as well.

Our movement to the Green House, household-based model of care, was on hold for a few months during the pandemic but is back on track. Our first household is now open in Memory Lane at Jewish Home Assisted Living and other units at the Jewish Home at Rockleigh preparing for this important transition, one that will truly enhance the lives of our elders. We had thought that 2020 was going to be our “Year of the Green House” but it looks like that honor will go to 2022. We believe that these small household units, built on the values of real home, meaningful life and empowered staff, will change the shape of long term care for our elders, our staff and our community.

The future continues to be bright for the Jewish Home Family and, as always, we remain dedicated to meeting the needs of our community, to leading the way in elder care and “advancing the art of living.”

Be well and stay strong,

Carol Silver Elliott
It is an exciting time to step into the role of Chair of the board of The Jewish Home Family. Our Second Century project is taking shape before our eyes and should be nearing completion by the time you read these words. We believe that these new and expanded services will position the Jewish Home well for many years to come.

This project was the result of some focused and thoughtful work on the part of our board members and senior management and I think it exemplifies both the importance, and the effectiveness, of our lay and professional leaders working closely together. We gathered a committee that represented board members from all of our entities and in our intensive process had the opportunity to review market research, understand trends and prioritize next steps for the organization.

The result of these efforts is the new Charles P. Berkowitz Center for Rehabilitation Excellence including the Russ Berrie Aquatics Center, and Taub Family Rehabilitation Residence. Both buildings have been carefully and thoughtfully planned to offer both state-of-the-art services and flexibility to meet the changing needs of our community.

The other, equally important, priority that was identified in our planning process was to improve the long term care environment for our elders. Within the next few months renovation and reconfiguration will begin in the Rockleigh building, creating Green House model small households. Even before COVID became a part of our vocabulary, Green House homes were demonstrating better outcomes for elders, preserving both functional and cognitive abilities as well as improving quality of life. During the pandemic, Green House homes proved their worth even more clearly as elders living in these homes experienced far less of this deadly virus. Much of this is attributable to the small setting and consistent staffing. In addition to the new households on the Rockleigh campus, Jewish Home Assisted Living’s Memory Lane is also becoming a Green House home, and that effort is already in progress.

As we look to the future of the Jewish Home Family, our commitment to anticipating and meeting the needs of our community remains unchanged. We look forward to continuing to provide these vital services to older adults and to do so with care, compassion and quality. I’d like to thank the scores of people who have played a role in the shape and development of the future of the Jewish Home Family.

**Peter Martin**
Chair
Jewish Home Family
# BOARDS OF DIRECTORS 2021–2022

## The Jewish Home Family, Inc.

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Peter Martin</td>
</tr>
<tr>
<td>President &amp; CEO</td>
<td>Carol Silver Elliott</td>
</tr>
<tr>
<td>Executive Vice President</td>
<td>Sunni Pollack Herman</td>
</tr>
<tr>
<td>President</td>
<td>Maggie Kaplen *</td>
</tr>
<tr>
<td>Vice Presidents</td>
<td>Robert Hess</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Garret Bedrin</td>
</tr>
<tr>
<td>Secretary</td>
<td>Steven Morey Greenberg</td>
</tr>
<tr>
<td>President Emeritus</td>
<td>Howard Blatt</td>
</tr>
<tr>
<td>Board of Directors</td>
<td>Minh Tran</td>
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## Jewish Home at Rockleigh, Inc.

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>President</td>
<td>Lisa Mactas</td>
</tr>
<tr>
<td>Executive Vice President</td>
<td>Steven Morey Greenberg</td>
</tr>
<tr>
<td>Secretary</td>
<td>Leon Sokol</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Marie Adler-Kravecas</td>
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<tr>
<td>President Emeritus</td>
<td>Howard Blatt</td>
</tr>
<tr>
<td>Board of Directors</td>
<td>Myrna Block</td>
</tr>
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## Jewish Home Assisted Living, Inc.

<table>
<thead>
<tr>
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<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Maggie Kaplen *</td>
</tr>
<tr>
<td>Executive Director</td>
<td>Aryeh Markowitz</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Wilson Aboudi *</td>
</tr>
<tr>
<td>Secretary</td>
<td>Carol Silver Elliott</td>
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## Jewish Home at Home, Inc.

<table>
<thead>
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<th>Name</th>
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<td>President</td>
<td>Carol Silver Elliott</td>
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<tr>
<td>Treasurer</td>
<td>Steven Morey Greenberg</td>
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## Jewish Home Foundation of North Jersey, Inc.

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<tr>
<td>President</td>
<td>Howard Chernin</td>
</tr>
<tr>
<td>Executive Director</td>
<td>Melanie S. Cohen, CFRE</td>
</tr>
<tr>
<td>Vice Presidents</td>
<td>Robert Hess</td>
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<tr>
<td>Treasurer</td>
<td>Jay Levine</td>
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<tr>
<td>Secretary</td>
<td>Garret Bedrin</td>
</tr>
<tr>
<td>Board of Directors</td>
<td>Minh Tran</td>
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* Past President/Chair
WHERE WE ARE TODAY —  
AND WHERE WE WERE A YEAR AGO

As I sit down to write my annual report for this year's Journal, I can’t help but think about where we are today and where we were a year ago. In the fall of 2020 we were still in the midst of our war against the COVID pandemic. We’d come through the terrible days of spring and felt we had a better handle on how to fight and manage the virus, although a smaller fall surge was yet to hit us. We had figured so much out, by ourselves, without the benefit of the resources, guidance or support we normally rely upon. And many of us were hoping and praying for the advent of vaccine.

I will never forget our jubilation when we got the date for our first vaccine clinic, which took place on the Rockleigh campus December 28. That date could not come quickly enough. I spent many hours talking to staff, in small groups, about why vaccination was so vital. We talked openly about loved ones and friends they lost to the virus and we invoked the images of what our life at the Jewish Home was like during the worst days of April as well as memories of those elders we lost. After all of our initial and ongoing vaccine clinics, by May we had close to 100% of the elders vaccinated and more than 80% of the staff across the Jewish Home Family. That was great but it was not enough for us, not enough to feel that we were doing all we could to keep our staff and elders safe.

When we learned in May that the EEOC was allowing employers to mandate vaccination, we took immediate action and became the first senior care organization in New Jersey to make COVID vaccination a condition of employment. The effective date was July 1 and we achieved it, raising our level of comfort and safety despite a virus that still continues to be a grave worldwide concern.

Even with COVID a constant for us, the Jewish Home Family has not stood still this past year. We have worked successfully to rebuild our census on both campuses and are in a very strong position. We have moved forward with our efforts to introduce the Green House philosophy to our staff and elders, knowing with certainty that this transformation of the long term care experience will improve quality of life. We continue to work on new initiatives to add to our care and services. And, of course, we are extremely excited to be opening our new Center for Rehabilitation Excellence. We truly believe that these new and groundbreaking facilities will position us for success, both today and in the future.

Workforce continues to be a source of concentrated focus for us as well. Our work, after all, is caring for people in very personal, and often intimate, ways and that cannot happen effectively without a full staffing complement. Recruitment and retention...
are a top priority for us and we are working on this both organizationally as well as on both state and federal levels.

As 2021 draws to a close so does my two year term as chair of the national board for LeadingAge, the association that represents more than 6000 mission driven and value focused senior service organizations from around the country. It has been extraordinary to be the chair of this board during COVID and it has given me both a unique opportunity to serve and a unique vantage point on our industry. I can say with certainty that the Jewish Home Family is an organization of which we can all be very proud. Our success is due to the support of so many — our staff, management, board, elders, family members and community. We are grateful for each of you.
Like so many in our field, Jewish Home Family experienced unprecedented challenges and financial uncertainty during 2020. With hospitals restricting admissions, our desire to keep our elders safe, even if that meant discharging those who were stable enough to return to the community, state mandated visitation restrictions and a national decline in those seeking medical treatment, the occupancy declined. Jewish Home at Rockleigh, which had been running at 94.5% in 2019, fell to 63.7% in May 2020. Jewish Home Assisted Living dropped from 88.8% in 2019 to 69.5% in June 2020. In March 2020, the Gallen Medical Day Center closed due to Executive Order and private duty homecare experienced a decline in referrals.

Even with our lower occupancy levels, Jewish Home Family maintained staffing throughout the crisis. Last year alone, the Jewish Home provided more than $400,000 in bonus pay to our front line employees. The decision to maintain staffing levels and the security of knowing we had a solid employee foundation enabled us to react quickly when the time was right to increase admissions. As of June 2021, both Jewish Home at Rockleigh and Jewish Home Assisted Living have achieved pre-pandemic occupancy levels.

The Jewish Home Family did not compromise the safety of our staff and elders, regardless of the cost. In 2020, the Jewish Home spent over $650,000 in test kits and lab fees for routine testing. The cost of personal protective equipment exceeded $550,000 and we invested over $200,000 in technology, portable air units and infection control.

The Jewish Home Family was able to access the SBA PPP loan program and received $5.6 million in April 2020. We applied for the SBA loan forgiveness program and received notification in 2021 of 100% forgiveness. In addition, Jewish Home at Rockleigh and Jewish Home Assisted Living received a combined $2 million in Provider Relief Funding through the Federal Government. Jewish Home Foundation raised over $300,000 to provide weekly meals for our staff as well as to assist with the cost of PPE and lab testing.

Jewish Home Family Finance Committee Update
The Committee continues to monitor our operational performance through weekly cash flow and occupancy analysis as well as monthly financial reviews. The steady operational improvement over the past six months has enabled us to shift focus to strategic planning and the completion of the Rockleigh campus expansion.

On behalf of the Finance and Investment Committee, we would like to thank Peter Martin, immediate past Chairman, for his years of dedication, support and insight, without which we would not be where we are today. We also want to wish Peter great success in his new role as Chairman of the Jewish Home Family.
### Consolidated Statement of Operations — Year Ended December 31, 2020

<table>
<thead>
<tr>
<th></th>
<th>Jewish Home at Rockleigh</th>
<th>Jewish Home Assisted Living</th>
<th>Jewish Home at Home</th>
<th>Jewish Home Foundation</th>
<th>1 Pond</th>
<th>Jewish Home Family</th>
<th>JHF Rehab, LLC</th>
<th>Eliminating Entries</th>
<th>Total</th>
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</thead>
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<tr>
<td>Resident service revenue</td>
<td>23,541,424</td>
<td>8,289,403</td>
<td>2,564,864</td>
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<td>34,395,691</td>
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<td>Contributions and fundraising</td>
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<td>802,609</td>
<td>41,945</td>
<td>1,533,688</td>
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<td>4,460,069</td>
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<td>Gain on sale of property</td>
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<td></td>
<td>5,497,623</td>
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<td>Other operating revenue</td>
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<td>952</td>
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<td>252,062</td>
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<td>Net assets released for Op</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>13,700,000</td>
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<tr>
<td>Total operating revenue &amp;</td>
<td>25,774,982</td>
<td>9,092,715</td>
<td>2,606,861</td>
<td>1,965,600</td>
<td>5,563,174</td>
<td>3,122,170</td>
<td>57,000</td>
<td>(3,247,639)</td>
<td>44,925,863</td>
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<tr>
<td>Expenses</td>
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<td>Medical and related functions</td>
<td>14,154,114</td>
<td>3,180,548</td>
<td>2,220,516</td>
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<td>19,558,292</td>
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<td>2,218,863</td>
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<td>Support services</td>
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<td>1,139,944</td>
<td>231,497</td>
<td>652,210</td>
<td>1,016,241</td>
<td>2,653,376</td>
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<td>(153,946)</td>
<td>8,310,013</td>
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<td>Payroll taxes &amp; employee</td>
<td>3,245,362</td>
<td>1,841,528</td>
<td>61,748</td>
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<td>6,258,391</td>
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<td>Management fee</td>
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<td>728,124</td>
<td>224,518</td>
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<td>(3,093,693)</td>
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<td>Depreciation</td>
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<td>818,851</td>
<td>21,211</td>
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<td>2,565,835</td>
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<td>Interest &amp; related expenses</td>
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<td>487,403</td>
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<td>Total Expenses</td>
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<td>3,384,490</td>
<td>1,270,443</td>
<td>1,064,534</td>
<td>3,169,031</td>
<td>(3,247,639)</td>
<td>45,609,290</td>
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<td>Operating (Loss) Income</td>
<td>(4,059,523)</td>
<td>(1,041,211)</td>
<td>(777,629)</td>
<td>686,157</td>
<td>4,498,640</td>
<td>(46,861)</td>
<td>57,000</td>
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<td>(683,427)</td>
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<td>Non-Operating Income</td>
<td>369,440</td>
<td>43,508</td>
<td>366</td>
<td>33,494</td>
<td>251</td>
<td>349</td>
<td>131</td>
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<td>447,539</td>
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<td>Dividends &amp; interest</td>
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<td>19,630</td>
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<td>Net realized &amp; unrealized</td>
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<td>63,138</td>
<td>366</td>
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<td>251</td>
<td>349</td>
<td>131</td>
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<td>458,639</td>
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<tr>
<td>gains on investments</td>
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<tr>
<td>Excess of Revenue Over (Under) Expenses</td>
<td>(3,687,862)</td>
<td>(978,073)</td>
<td>(777,263)</td>
<td>708,990</td>
<td>4,498,891</td>
<td>(46,512)</td>
<td>57,131</td>
<td>(224,788)</td>
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<td>Net Contributions to (from) Affiliates</td>
<td>330,000</td>
<td>195,000</td>
<td>290,000</td>
<td>(815,000)</td>
<td>4,077,635</td>
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<td>Foundation Allocation</td>
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<td>4,077,635</td>
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<td>Capital Transfer</td>
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<td>Net assets released from restriction for Capital</td>
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<tr>
<td>Increase (Decrease) in Unrestricted Net Assets</td>
<td>642,138</td>
<td>783,073</td>
<td>(487,263)</td>
<td>3,971,535</td>
<td>498,891</td>
<td>(46,512)</td>
<td>57,131</td>
<td>3,852,847</td>
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<td>Outstanding Debt</td>
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<td>Second Century Capital</td>
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<td>Pledges Received as of 6/30/21</td>
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<td>Second Century – Transfer</td>
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<tr>
<td>from Sale of 1 Pond</td>
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<td>Fund – Matching Grant</td>
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<td>Payment Received on Capital Pledges</td>
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The Jewish Home Foundation is proud to be the philanthropic arm which brings the resources and generosity of our committed Jewish community to the Jewish Home Family — directly supplementing the Family’s service agencies’ budgets and enabling the delivery of exceptional services and senior programming. This year we are realizing the incredible results of our community’s investment in the future of eldercare.

The Foundation’s primary goal is, of course, fundraising. As 2020 came to a close and we progressed through the 2021 fiscal year it became very apparent that the Foundation’s role of facilitating the community’s support would not only be more important than ever before, but would help to set the Jewish Home Family apart as the absolute leader in eldercare services.

The cornerstone of this effort is our Annual Giving Program, Boneh Olam, literally “Builders of Our World.” The Program currently is in its 19th year, during which time we have raised over $20MM to supplement our operational budgets with specialized eldercare programming. In 2021, the program has over 184 participating families, nine of whom are first timers.

In order to stay connected to our community over the past months of Covid isolation, The Foundation provided two outstanding Zoom programs. Passover Potpourri of Pleasures offered a wonderful glimpse at Passover cooking, and our Charitable Giving Seminar provided a terrific overview of tax law and estate planning revisions in place now, and under the new administration.

On June 7th, 2021, one year after 2020’s remote, but successful, Zoom Golf and Tennis event, we held, in a remarkable comeback, our 27th Annual Golf and Tennis Outing. Over 250 players and dinner guests participated in a Covid-19 Safe environment and saluted Wilson Aboudi for his years of commitment to the Jewish Home. The event was a resounding success.

This year, we celebrate the Foundation’s five year effort to raise the funds required for the transformative Second Century Project. The project has had the support of 305 families, and local and national Foundations who have invested in this transformational project, raising $26.6MM. This new, innovative and state-of-the-art facility will distinguish the Jewish Home Family and its services as relevant, and cutting edge.

The Foundation will continue to build the legacy we have been given, build on our past strengths and successes, and adapt to the changing needs and demands of a leader in eldercare, assuring that the Jewish Home Family has the financial wherewithal to be the go-to venue for excellence in elder care services.

JEWISH HOME FOUNDATION –
A COMMUNITY’S INVESTMENT IN
THE FUTURE OF ELDER CARE

Melanie Cohen, CFRE
Executive Director
Jewish Home Foundation

Howard Chernin
President
Jewish Home Foundation
**Master Builder**
The Russell Berrie Foundation
The Kaplen Foundation

**Designer**
Almar Foundation Trust
Henry & Marilyn Taub Foundation

**Builder**
Joan & Robert Hess
Eva Holzer

**Architect**
Elaine Adler
Kugler Family
William Lippman
Lynne & Martin Zaikov

**Draftsman**
Anonymous

**Engineer**
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Englewood Health
Judy & Ary Freilich
Judy & Jon Furer
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Debbie & Stuart Himmelfarb
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Edith Ginsberg
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Bebe Herman
Homewell Senior Care
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Sydelle Woflin
Zobatskin Owner Representation

*as of 9/25/21*
For more than 106 years, the Jewish Home has distinguished itself as a leader in developing new programs to treat specialized populations, enhance and support wellness, foster aging in community, and much more. Throughout this history, modifications and additional programs and services have been based on understanding and proactively addressing the needs of our older adults and the needs of our community. Always looking to the future, our journey is ongoing, as is our commitment to make aging an enriching and fulfilling experience. The new facilities being dedicated reflect our ongoing and unwavering efforts to accomplish that mission.

In the fall of 2016, as the result of extensive market studies and a strategic planning process, The Jewish Home Family embarked on its Second Century Project. The result will be transformational in terms of the delivery of rehabilitation services for both inpatients and outpatients.

On November 7, 2021 The Jewish Home Family and our community has gathered to celebrate and dedicate a new and vital new facility, one that will meet the needs of the aging population today and far into the future.
Following a lengthy planning phase, a $30 Million Second Century Campaign was launched. As the Campaign has worked toward reaching its final goal, our generous community has once again stepped forward to support the growth and delivery of these eldercare services, enabling the Jewish Home to expand and continue our history of success.

Construction on Phase I, The Charles P. Berkowitz Center for Rehabilitation Excellence as well as the new Taub Family Rehabilitation Residence, began in February 2020 at the outset of the COVID pandemic. Initial work involved the reconfiguration of visitor parking and progressed to extensive site preparation for the two new buildings. Remarkably, construction continued uninterrupted during the peak of COVID and the schedule for fall 2021 completion has been followed.

The Center is being named for the Jewish Home Family’s President Emeritus, Charles P. Berkowitz, who dedicated himself to the Jewish Home for 44 years, demonstrating his life-long commitment to serving the elderly and the vulnerable in our community.

The new Rehabilitation Center and Residence will include state-of-the art features, many of which are not found anywhere else in our region. The centerpiece of the project, the 21,500 sq. ft. Center for Rehabilitation Excellence, features the Russ Berrie Aquatic Center on the first floor. The Aquatic Center includes three warm water pools. The first is a large and accessible salt water pool that will be used for both group therapy and warm water exercise. Two specialty HydroWorx® pools for individual therapy are also part of the Center. The HydroWorx pools feature many key elements, including underwater treadmills, which will expand and enhance the therapeutic experience. The buoyancy of the water...
outdoor therapy courtyard that features a variety of surfaces and inclines, again preparing the individual for a safe and successful discharge.

While not the most high visibility part of the Center, one new and important feature is a dedicated ambulance entrance. Ambulances and other transport vehicles will now enter from King Road and will park in designated, covered bays. Both long term care residents and short term rehab patients will enter through this new and welcoming space.

The Taub Family Rehabilitation Residence completes this expansion. The Residence houses 60 private rooms in four household units of 15 rooms each. Each is equipped with an accessible shower as well as individual medication cabinets in every room. There are dens in each household for family visits and these dens include both laundry facilities that patients or their families can use, as well as guest rooms, with full baths, should a family member need to stay overnight. All of the spacious rooms allows movement that may be more difficult, or even impossible, on dry land and the viscosity adds an element of resistance that can be very beneficial. Aquatic therapy has application for many different diagnoses and the Jewish Home has also developed a specialized program to ensure optimal use of this key therapeutic modality.

The second floor of the Rehab Center includes separate inpatient and outpatient therapy areas as well as a unique Life Skills practice area, ensuring that individuals are ready to resume their life and activities in the community. Other special features include a dedicated space for the Driving Assessment Program as well as a studio area for group therapy and group fitness. The therapy gyms are equipped with state-of-the-art equipment and even boast an indoor walking track. Because walking is key to recovery, the indoor track is complemented by an outdoor therapy courtyard that features a variety of surfaces and inclines, again preparing the individual for a safe and successful discharge.
in the new facility are equipped with medical gases to make administration of oxygen, when needed, easier and more efficient. The Residence also includes bariatric rooms in each unit. These rooms have not just wider doorways but are also equipped with overhead lift tracks to be used, when necessary, to facilitate safe movement of the individual. Seven rooms are equipped with the ability to convert to negative pressure, which changes the direction of the ventilation and is an important safeguard when dealing with infectious disease.

As the Charles P. Berkowitz Center for Rehabilitation Excellence and the Taub Family Rehabilitation Residence open, Phase II of the Second Century project will begin. This will include the renovation of existing Jewish Home at Rockleigh long-term care units into small “Green House” households. These households will incorporate a philosophy of care based on three core values: real home; meaningful life; and empowered staff and we believe that this will create a better quality of life for elders. The Green House education and training are already underway and the concepts are being implemented even prior to the building renovation.

As of September 2021, $26.6 M has been raised from 305 donor families and Foundations. Your help and support has made our success possible. If you have joined us on this journey, you can be very proud. If you have yet to join us, you can still help us to reach our fundraising goal as well as enhance the lives of our elders and their families, allowing the Jewish Home to continue to provide ongoing and meaningful service to our community.

It is often said that a community can be judged by the manner in which it treats its elders. Mazel Tov to the Jewish Home and to the Bergen County community for striving to reach the highest goals.
Thank you to our Boards of Directors, the many members of the community, family members, vendors, management staff, and staff members who have helped us make the Second Century Project a reality!

Second Century Campaign Donors*

$1,000,000 — $5,000,000
Elaine Adler
Lucille Amster
The Jewish Home Family
The Kaplen Foundation
Jean Y. Levine
The Russell Berrie Foundation
Sephardic Home Foundation
Henry & Marilyn Taub Foundation

$500,000 — $999,999
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Wendy Feldstein & Sherwood King
Amie Gartenberg
The Alan Golub Family Foundation
Sunnii Pollack Herman
Alice Helfner & Alan Lieber
Shulie & Daniel Hochstadt
Robin & Robert Jaffin
Howard S. & Deborah Jonas Foundation
Terri & Lawrence Katz

Second Century Campaign
The Jewish Home Family
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<td>Andrea Lurch</td>
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<td>Jordan Maroth</td>
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**WE’RE HERE:**
$26.5 MM

**OUR GOAL:**
$30 MM

*commitments made as of 9/1/21*
What a year it has been! The unprecedented challenges we faced and overcame have made the Jewish Home at Rockleigh a much stronger organization and positioned us well for future growth.

The theme of the past year was rebuilding. Rebuilding our systems. Rebuilding our staff and our occupancy rate. It has taken a lot of hard work but we persevered. Over the course of the year, our team worked cohesively as they stretched in directions they never thought they would or could. They ensured best practices were in place including designating a full time nurse to oversee our infection control processes, offering the latest possible COVID-19 treatment options and maximizing the vaccination rates of staff and elders.

Our nursing and medical teams wrote and rewrote many policies and procedures. Training of the entire staff was ongoing. Our maintenance and housekeeping teams kept things seamless throughout the many room moves and changes that took place to keep our elders healthy and safe. Our dietary team pivoted from delivering food trays to elders in their rooms to reopening the dining rooms and returning to hospitality style dining. When the rehab gym was closed due to the pandemic, the team provided rehab services directly on the units. They turned the TV rooms and lounges into remote gymnasiums. Slowly, we began to add exercise and balance groups. Our speech therapists launched a new telemedicine program to continue to rehabilitate those discharged home from rehab. A new swallowing assessment program also helped decrease the number of elders who must go to the hospital for extensive testing.

Preparing for the opening of the expansion has been very exciting. Over the summer, construction continued at a rapid pace on the new rehabilitation center and rooms for the elders. We are eagerly anticipating the opening in late fall. The facility will feature therapy hydropools, a walking track, therapy garden and is completely state of the art. It will attract people from all parts of the community looking for the ultimate therapy experience. We have been gearing up by hiring a talented therapy team in anticipation of increased numbers of rehab patients.

Our admissions and social work teams have worked together to build both existing and new relationships with referral sources. We are pleased to have welcomed back the Park Medical Group as well as an additional physiatrist and a new wound care specialist. Partnering with a new psychiatry group and psychologist has elevated the provision of mental health services, a critical component of care. We developed ties to case managers who have helped increase referrals from Westchester and Rockland counties. We also identified many family
members who are referral sources including physicians and hospital staff. These efforts, as well as the positive feedback we have been receiving about our staff, have helped return our census to almost 95% occupancy.

The recreation team created new programming including cardio drumming circles using large exercise balls and batons, chair fitness, a room to room traveling bakery and a new science program specially geared for our elders. We identified staff who have different talents and redeployed them as they became makeshift beauticians, DJs and COVID testers. The renovation and reopening of Carl’s Place as a bistro was a highlight and brought together the whole team to celebrate new beginnings. Many volunteers have returned to enjoy together the many wonderful moments we celebrate at the Home.

Spiritual care is very important to those living at the Home. We conducted an extensive search for a new Chaplain to meet the needs of our elders, staff and families. Rabbi Israel Rimler joined us in July and he has already made an impact with our elders and programs.

We are excited to be standing at the brink of a new era in the Jewish Home’s illustrious history. The new Rehabilitation Center and Residence will surely enable us to continue “advancing the art of living”.

These efforts, as well as the positive feedback we have been receiving about our staff, have helped return our census to almost 95% occupancy.
As it has been for all senior care providers, it has been a challenging period for Jewish Home Assisted Living. We worked hard to battle the COVID-19 virus, to care for those who became ill and to maintain the highest possible levels of safety. Across the Jewish Home we all worked as a cohesive team, sharing information and resources and these collective efforts strengthened all of us.

When 2021 began Assisted Living’s census was significantly lower than in previous years, largely due to the freeze on admissions that had been in place during the difficult days of COVID. It was also difficult to attract new admissions when individuals were forced to quarantine for 14 days on admission.

Despite these challenges, our Assisted Living team has made 2021 a year of successful rebuilding. Today our building is at a higher resident population than in several years and we are, once again, focused on quality of life and helping elders to continue to live with purpose and meaning.

The management team at Jewish Home Assisted Living is strong, creative and connected. We’ve had some changes in that team this year. Charlene Vannucci, former Director of the Gallen Day Center, joined us in Marketing and Admissions and has done a great job. Jean Duroseau, our long time Director of Dining Services, passed away and we will soon have his successor in place. Jean was a constant at Assisted Living, there from the day we opened. Bob Bardach, who served as Executive Director for about 18 months, retired in June. Aryeh Markowitz joined us as Executive Director in early August and brings a wealth of experience to this role. The rest of the team—Julie Cochrane, Nancy Ames, Chris Sarvis and Regina Vilsaint—are tremendous and ongoing assets to the organization and the elders we serve.

Our biggest struggle has been in staff recruitment, particularly at the CNA level. It is a challenge we share with others across the State and across the country. We’re working hard to find new ways to help attract, train and retain employees and have begun to see some positive progress but there is still work to be done.

The conversion of our Memory Lane unit to Green House continues and the education of the staff and reconfiguration of that unit into true households is underway. COVID set us back a bit on our schedule but forward motion has, again, been restored as we know that this model is far better for our elders and our staff.

We look forward to another successful year of service at Jewish Home Assisted Living.
Across the Jewish Home we all worked as a cohesive team, sharing information and resources and these collective efforts strengthened all of us.
This is the first year we are reporting on Jewish Home at Home without reporting on the Gallen Medical Day Center. It’s something that saddens us and we know saddens many in our community. As you may know, the Gallen Center was closed by Executive Order of Governor Murphy in March 2020. Recently, day centers have been allowed to reopen but the complexity of the regulations, as well as the challenges of reimbursement, led our board to vote to keep Gallen closed indefinitely.

Medical day services are an under-appreciated and under-recognized part of the healthcare continuum. There are many elders who were able to stay at home in the community because they had both programming and care, available to them during the day. We all hope that, at some point, Medical Day Care will receive the attention and support that it so richly deserves.

The other part of Jewish Home at Home is our @HomeCare program. We provide non-medical home care services for our community, working with individuals in their private homes, residential settings and even hospitals. Our complement of aides can provide assistance with activities of daily living, companion services, meal preparation, light housekeeping and more. We’ve also added skilled services to our menu and can provide nurses to assist with care management and medications.

One of the unique features of the @HomeCare staff is that every one of our aides is fully vaccinated. That gives our clients and their families a higher level of safety and comfort. And it is one more way in which we demonstrate the Jewish Home difference.
CONNECTS WITH THE COMMUNITY

Featuring Avi Feld, 2020 Kashrus Magazine Mashgiach of the Year.

Thursday, March 18th
11am and 7pm

Cooking Demo

Potpourri of Passover Pleasures!

Thursday, March 18th
11am and 7pm

The Jewish Home Family

Avi Feld

Charitable Giving and Estate Planning in an Ever Changing Tax Environment

Tuesday, April 20, 2021 - 12:00
Program Will Begin Shortly

More Charitable Planning Ideas

Qualified Charitable Distribution (QCD)
- Directly transfer funds from an IRA to a charity
- Will satisfy RMDs
- Amount donated is NOT included in taxable income
- Different from regular withdrawal from IRA
- No requirement to itemize deductions
- Can use standard deduction and get a charitable “deduction” without itemizing
- Maximum of $100,000 can qualify as a QCD
- For joint filers, spouse can also make a QCD
- Must come out IRA by RMD deadline (generally 12/31)
- Contributions to an IRA will reduce the QCD an individual can deduct
- Reported as a normal distribution on Form 1099-R (for non-inherited IRAs)

Sidney Kess, CPA, J.D., LL.M., ATP® (Distinguished), New York, NY

Sidney Kess, of Counsel to Kesselworth & Finn, LLP and a Senior Consultant of Chin, Cooperman & Co., is a nationally renowned tax expert and author. Author of hundreds of tax books on financial and estate planning, he has written hundreds of ACPA tax newsletters, audio and video programs, and is the recipient of the ACPA Distinguished Lecturer Award. Mr. Kess is often quoted in The Wall Street Journal, The New York Times and other national publications.

ForSpan Klear, LLP

Key Estate and Charitable Planning Considerations

April 2021

Elizabeth ForSpan, Esq.
(732) 778-7016
info@forspanklear.com
www.forspanklear.com
Philanthropic giving during one's lifetime is a path firmly rooted in our Jewish tradition. The word itself, tzedakah, comes from the root word, tzdech, or righteous. To provide a gift to an organization, and be able to see the benefits of that gift, is most gratifying. However, to assure that these benefits continue to be available beyond one's lifetime is certainly a special mitzvah. Such a deed demonstrates foresight and generosity. It also shows an understanding of how bequests help the Jewish Home guarantee the delivery of many vital services and programs to the frail and elderly.

The most effective form of bequest is an unrestricted one for the benefit of the Jewish Home Foundation. This allows the Foundation to use the funds at its own discretion, as needs change. Bequests may also be designated for capital purposes, with an irrevocable bequest in one's will. An endowment provides that the income be used by The Jewish Home Family in perpetuity, with the principal remaining intact. All bequests carry the name of the benefactor or others as directed in the will.

While through your generosity we continue to provide required funding for both capital and operating needs of our facilities, building an endowment based on planned legacy gifts is the means to secure our future. In 2020, The Jewish Home Foundation successfully conducted a challenge match for the Second Century Campaign which resulted in the allocation of $350,000 from the Charuvim Society to the Campaign.

Many members of our community have used their foresight and beneficence and taken the initiative to name the Jewish Home Foundation in their will. Please join us as we plant the seeds for future generations by making a bequest to the Jewish Home Foundation.

Please contact Melanie Cohen, Executive Director, mcohen@jewishhomefamily.org.

Legacy Gifts Received or Commitments Made* to Charuvim Society

Gloria and Wilson Aboudi*  Roberta Abrams*  Lucille Amster*  Anita Blatt*
Myrna and Yale Block*  Melvin Boyarsky  Melanie and Jeffrey Cohen*  Kay Daniels
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Melanie Simon  Moses Sternlieb  Carrie Stern†  Henry Taub
Yvette and Louis Tekel*  Eli Ungar*  Melvin C. Weiss  Dolph Wettreich
Inge* and Paul Wolff  Lynne and Martin Zaikov*

† 8/15/17 – 8/15/18  * 1/1/11 – 8/15/21
ENDOWMENT PROGRAM
MARKS 29 YEARS OF ELDERCARE FUNDING

The Endowment Fund Program of the Jewish Home was initiated in 1992. In the 29 years since its inception, the endowment has grown to 35 funds totaling $4,141,000 to further enhance the daily lives of our elderly. Endowments can be established with a minimum contribution of $10,000.

Unrestricted endowments can be created for the general benefit of our residents at the Jewish Home, to be utilized at the discretion of the administration of the Home.

Alternatively, a donor may earmark a prospective endowment for a specifically dedicated purpose. The principal investment of these endowments is never touched, but continues to grow through additional commitments, contributions and interest. A perpetual legacy of unbroken financial support for a special activity is thus provided, which would be unavailable otherwise.

The endowment also carries the donor’s name for all time.

Endowments, so generously established, enrich the quality of the lives of our residents at Jewish Home at Rockleigh and Jewish Home Assisted Living, as well as those we serve through Jewish Home at Home and our outreach programs – permanently.

Friends of the Jewish Home are invited to select or design a program and, in the Jewish tradition of tzedakah, establish an endowment that will benefit our elders today and will be there for generations to come. To create your own lasting legacy, contact Melanie Cohen, Executive Director, mcohen@jewishhomefamily.org.

Fritzi and Alton Adler Fund for support of athletic activities
Bea Bendheim Fund for general support of operations
Angelica and Russ Berrie Anniversary Fund for general support of operations
George Clott Fund for library at Rockleigh
Myrna and Alan Cohen Fund for support of the Myrna and Alan Cohen Annual Spring Concert
Marion and Curt de Jonge Fund for computer and Internet service for residents
Harriet and Marvin Eiseman Fund for general support of operations
Mr. and Mrs. Herbert Gallen Fund for The Gallen Day Center and The Gallen Day Center Transportation Program
Sandra & Arnold Gold Humanism Music Therapy Endowment for the JHR music therapy programs
Marilyn Harwood Memorial Chopped Liver Fund for resident kiddishes at JHR
Marion and Albert Hess Fund for support of aging at home services in memory of Rebe and Jack Hyman
Bella and Martin Himmelfarb Memorial Fund for JHR Employee of the Month Award
Henie and Roy Horton Memorial Fund for JHR resident therapeutic art program
David Lapin Memorial Fund for general support of operations
Maurice Levy Memorial Fund for benefit of nursing education
Doris and William Lippman Fund for resident entertainment
Bernice and Milton Luxembourg Fund for Jewish festival celebrations in memory of Dora and Louis Adler
Ethel and Irving Plutzer Fund for dental care
Pauline and Jerome Rose Fund for support of a social service intern
Syril and Leonard Rubin Fund for general support of operations
Hildegard and Sidney Schonfeld Fund for general support of operations
Enid Schwartz Memorial Fund for resident kiddushes at JHR
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Herb Seid Memorial Fund for support of staff fitness
Barbara and Norman Seiden Fund for support of services designated by Jewish Home’s President
Charlotte Simon Memorial Fund for Elder Abuse Prevention
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Karen and Gary Singer Fund for benefit of resident programs and services
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Marilyn and Henry Taub Fund for support of in-patient and out-patient Alzheimer’s services
Dorothy Tuder Fund for Alzheimer’s care in memory of Bertha and William Tuder
Beate and Henry Voremberg Fund for general support of operations
Inge and Paul Wolff Fund for recreational activities
Leane Woller Memorial Library Fund for support of JHR library
Friends of The Jewish Home Family was established to publicly recognize the generosity of donors who, with annual gifts in support of operations to the Jewish Home Foundation totaling $1,000 or more, fulfill the critical and ongoing importance of private philanthropy to the advancement of care for our elders. This list does not include gifts toward the Capital Campaign (see pages 8–9).
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