

Inspirations

WINTER EDITION 2014



Jewish Senior Housing
and Healthcare Service

Dubin House | Geshur House | Saltzman House | Lions Gate

www.jshhs.org
(856) 667-6826



LIONS GATE

Lifestyle. Care. Community. Tradition.

www.lionsgateccrc.org
(856) 782-1200

*Inspiring
Wellness!*

Coming Soon . . . The Enhanced Lions Gate It's What Retirement Living Should Be.

"We walk in the shoes of our residents, imagining what they might expect and using all of our energy and expertise to deliver what is needed," says Jewish Senior Housing and Healthcare Service and Lions Gate Chief Executive Officer Morris "Mo" Funk about the renovation project planned at Lions Gate.

"Our residents are very excited about the changes at Lions Gate. These re-envisioned spaces were designed with their ultimate comfort and enjoyment in mind," says Mo. "The updates will provide new warmth and elegance to their home while reaffirming our commitment to ensuring value for our residents and providing quality senior living services to our community."

Construction is expected to begin in the spring. Upon completion, residents will enjoy a completely refreshed community featuring an enhanced emphasis on wellness and new areas designed to provide them with inviting places to relax, dine and converse in the style and sophistication they deserve.



*"The completion of these renovations will position us
to be the area's retirement community of choice for many years to come."*

– Susan Love, Lions Gate Executive Director of Operations

"Recognizing the benefits that a focus on wellness has on seniors in terms of enhanced quality of life, personal growth and better overall health, many of the improvements we are making will make it easier for residents to experience a healthier lifestyle," says Ed Toy, Lions Gate Director of Sales and Marketing.

Dining at Lions Gate will be an entirely new experience, rivaling the area's finest establishments. Our new café will feature casual dining options and a modern bar. A new display cooking area in the main dining room will allow residents to participate in live cooking demonstrations. We are also adding a convenience store, so residents won't have to travel far to purchase necessities.

Our resident swimmers will dive into a refreshed pool area, complete with refinished locker rooms. A welcoming, new

lobby is going to be the focal point for guests entering our community. For socializing, residents and their guests can converse and compete in a new Club Room and dedicated Card Room. For quieter times, residents can read and reflect in our refurbished Library or new Chapel.

Renovation is only half of the story. Expansions will also enhance life at Lions Gate. New areas include a multi-purpose suite to serve as a new Lions Gate University classroom, an Art Studio and an additional walkway that connects the common spaces to the Independent Living apartment wing. In keeping with our commitment to wellness, we are doubling the size of our current fitness center and adding an aerobics room.

Additionally, large improvements are being made to our Assisted Living community, including new carpets and furniture, along with a refurbished kitchen and dining room.



A Message

FROM THE
BOARD PRESIDENT
NEAL A. CUPERSMITH

One of our most significant achievements this year was completing our second successful bond offering for Lions Gate. Our team brought the fiscal discipline, market analysis and senior living expertise that allowed us to financially position and grow our organization while remaining competitive. Below is an account of how we exceeded even our own goals and how refinancing provided us with \$4.1 million in capital that we are now using to renovate Lions Gate.

THE ISSUE

We needed flexibility in strategic planning to fulfill our mission that wasn't provided in its bond mortgage. A refinancing solved the problem.

Our original development plan called for additional Independent Living cottages to be constructed in future phases. A changing market resulted in a different approach to developing the remaining 12 acres of land.

Our Board of Trustees and management team remains committed to using the undeveloped parcel to provide services to seniors, but we determined that we needed flexibility in the strategic planning process that was not provided in the current bond mortgage.

We also identified various capital projects as part of ongoing efforts to maintain our status as the premier Continuing Care Retirement Community (CCRC) in the area, but we did not want to materially increase the annual debt service expense.

How Refinancing Generated Savings and Flexibility

THE SOLUTION

Over \$60 million in Series 2014 bonds issued through the New Jersey Economic Development Authority were sold. Interest rates ranged from 4.375% to 5.25%, down from rates as high as 6.75%. Refinancing accomplished the following in keeping with the original objectives:

- *Over \$4 million in funds for capital improvements such as a new fitness center, renovated dining rooms, updated lobby areas, new multi-purpose Commons Hall and more*
- *Annual debt service savings of \$500,000, despite additional borrowing*
- *Relaxation of covenants*
- *\$4 million in an operating reserve that was required under the 2005 bond issue no longer required and funds released to Lions Gate*
- *Lions Gate now has the option of releasing the undeveloped land parcel from the mortgage without bondholder approval*

Our Board and management team will continue to seize opportunities while remaining intently focused on our mission of enriching the lives of those we serve. As we plan for the future, we will continue to explore opportunities that will further enhance our community and impact our residents' lives.



A MESSAGE FROM CEO MORRIS “MO” FUNK

Welcome to the inaugural edition of *Inspirations*, the official newsletter of Jewish Senior Housing and Healthcare Service (JSHHS) and Lions Gate.

For those not familiar with us, Lions Gate is South Jersey’s premier not-for-profit continuing care retirement community, rooted in Jewish traditions and values. We offer a full spectrum of senior living options, including Independent Living, Assisted Living, Skilled Nursing and Long-Term Care, Short-Term and Outpatient Rehabilitation, Memory Care and Home Care.

JSHHS, a not-for-profit agency committed to providing quality housing and compassionate healthcare services to limited-income seniors, offers several affordable senior rental housing options. Our three communities are the Dubin House, Geshar House and Saltzman House.

Both JSHHS and Lions Gate are widely recognized for the quality of our communities and for the excellence of the services we provide to our residents. Through collaborative partnerships, we honor seniors and strive to offer a variety of programs to enhance their social, cultural and spiritual well-being.

It is a very exciting time for our organization and the perfect time to launch this quarterly newsletter. You’ll read about renovations, upgrades, initiatives, our wonderful residents and team, and how we strive to offer unparalleled lifestyles and compassionate community services to seniors throughout Southern New Jersey. Most importantly, you’ll get a glimpse of the inspiring lifestyle our residents enjoy.

We are also available through social networks, in particular [Twitter@LionsGateNJ](#) and [Facebook.com/LionsGateNJ](#). Like us, join us, follow us and enjoy learning about our organization and the residents within.



Building a Solid Community . . . THE RAYMOND AND GERTRUDE R. SALTZMAN FOUNDATION

For decades, The Raymond and Gertrude R. Saltzman Foundation has been the principal source of funding for many significant projects and programs in the South Jersey Jewish community, including Lions Gate and the Dubin, Geshar and Saltzman Houses.

Alan Wechsler is the Foundation’s second president, a position he has held since the early 1980s. Alan says he takes great pride in helping to promote Gertrude “Ruth” Saltzman’s vision of creating vibrant and healthy housing that provides security and peace of mind for the future.

The Saltzman Foundation provides philanthropic support that addresses needs vital to the health of the community by focusing on helping seniors and disadvantaged children. “Our hope,” says Alan, “is that our efforts help create a ripple effect of positive change and stability in the communities we serve.”

Under Alan’s leadership, the Foundation has had immeasurable impact on the tri-county area. In addition to supporting the JSHHS organization, the Foundation has:

- *Sponsored numerous programs for the elderly*
- *Assisted with the development of Federation projects*
- *Provided significant support to Jewish Family and Children’s Services*
- *Supported the Jewish Community Center and its wide variety of services and programs*

“I’ve been involved for so long, it has become an important part of my life,” says Alan. “I get great satisfaction knowing how many people and organizations have benefitted from our support, and I look forward to making sure funds continue to be used to further our mission and to get value for the money we distribute.”

Jewish Senior Housing and Healthcare Service and Lions Gate CEO Mo Funk says, “Alan has exceptional foresight and adaptability. Most importantly, he has a very strong ability to inspire others to fulfill the Foundation’s vision. His dedication is a key reason The Saltzman Foundation has successfully supported Ruth Saltzman’s mission and passion for so long.”



A Musical **Legacy**

The Jeannette Mason Music Fund

The Mason Family is passionate about music . . . especially the family matriarch, Dr. Jeannette Mason. “Not a day went by that my mother did not play the piano,” says her youngest daughter, Dr. Tina Josephson. “Whether it was in the privacy of her own Lions Gate apartment, or for other residents in the common areas, she was happiest at the piano.”

Jeannette was a talented pianist who at a young age was accepted into the prestigious Curtis Institute in Philadelphia. While she decided to become a physician instead (pediatric neurologist), she played the piano daily her entire life.

Tina says music was always an important part of the family’s life. From a very young age, the four Mason daughters were exposed to the classics and piano. One daughter, Melanie, became a professional cellist (the other three daughters became doctors).

After their mother passed, Tina and her three sisters, Dr. Fran Mason, Cellist Melanie Mason and Dr. Cynthia Reichman, wanted to honor their mother and her passion for music by establishing The Jeannette Mason Music Fund at Lions Gate.

“Our mother loved the entertainment and programs at Lions Gate,” says Tina. “We established this fund in her honor and memory, to help ensure Lions Gate could continue to provide quality music-focused programs and to hopefully encourage other music lovers to contribute, as well.”

Tina says her parents were exceedingly happy at Lions Gate, and to their surprise, the lifestyle was not much different than the one they had at their home – only it was better. “They could still go to the orchestra and the opera, but instead of driving, Lions Gate provided the transportation,” says Tina. “They no



longer had to worry about maintaining a large home. They were surrounded by friends, and they grew to love the staff. My dad said moving to Lions Gate was one of the best decisions they ever made.”

“I can’t say enough good things about the people of Lions Gate,” adds Tina. “The kindness, warmth and care my parents received . . . every single one of my expectations was exceeded.”

To contribute to The Jeannette Mason Music Fund, contact Dawn Harvey, Director of Development at **(856) 679-2189** or dh Harvey@lionsgateccrc.org.



Wish List

Are you interested in making a tax-deductible gift this holiday season? Your donation to Lions Gate or JSHHS will provide a direct impact on the day-to-day lives of the seniors in your community. A variety of opportunities exist throughout the organization, including:

\$75 – 45-Minute massage therapy session for Healthcare Center Residents

\$200 – Wheelchair for the Healthcare Center

\$360 – Lunch trip for 20 Healthcare Center Residents

\$750 – Laptop for nursing electronic medication administration

\$800 – Trip to the Barnes Foundation for 20 Healthcare Center Residents

\$1,000 – Large-print prayer books for services

\$1,800 – New Assisted Living lobby chair

\$2,000 – New electric piano for Jewish Senior Housing's Dubin and Gesher Houses

\$2,000 – Sponsor a *LIONS GATE University* lecture

\$3,000 – New patio furniture for the Healthcare Center

\$4,500 – New frozen yogurt machine for the Healthcare Center

\$10,000 – Restore our existing Torah

You can also contact Dawn Harvey, Director of Development, at dkharvey@lionsgateccrc.org or at (856) 679-2189 to learn more about the broad array of donor opportunities within our organization. Or make a gift online by visiting www.jshhs.org/support-us or www.lionsgateccrc.org/donate.



Meet Our New Director of Development

We wish a warm welcome to Dawn Harvey into the newly-established position of Director of Development. As Director of Development, Dawn creates and oversees the implementation of our strategic approach to fundraising to benefit Jewish Senior Housing and Healthcare Service. She collaborates with the Lions Gate Board of Directors and CEO to establish fund development plans designed to increase revenue to support the organization, including major gifts, the annual fund, corporate donations, grant solicitation and in-kind resources.

In addition to evaluating and implementing all fundraising initiatives, Dawn is responsible for enhancing community outreach and stewardship, developing fresh strategies and cultivating new relationships, which help us ensure continued success and institutional advancement for the organization.

Dawn is a driven professional with an extensive fundraising background that includes leadership positions with various Jewish healthcare and hospitality organizations.

To read Dawn's full bio, visit our website at www.lionsgateccrc.org. You can contact Dawn at (856) 679-2189 or dkharvey@lionsgateccrc.org.



Meet Our New CFO

Join us in welcoming Ralph A. Fera, our new Chief Financial Officer. Responsible for the overall financial well-being of Lions Gate, Ralph plays a key role in developing, monitoring and evaluating overall corporate strategy with the CEO and leadership team with an emphasis on bottom-line performance, working capital and enhancing value.

Ralph is an experienced senior living CFO. For Lions Gate, he will provide financial leadership for all divisions of the organization while directing the development and implementation of financial strategic planning and special project management.

Prior to joining the Lions Gate team, Ralph's senior living industry experience included executive-level financial positions within Pennswood Village, Episcopal Long-Term Care, Inc. and Cadbury Senior Services.

Visit our website at www.lionsgateccrc.org to learn more about Ralph. You can contact Ralph at (856) 679-2211 or rfera@lionsgateccrc.org.

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To receive our newsletter electronically in the future,
please email dhurvey@lionsgateccrc.org.



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JEWISH SENIOR HOUSING'S AFFORDABLE OPTIONS



Jewish Senior Housing and Healthcare Service (JSHHS) provides affordable housing communities consistent with Jewish values for independent seniors in South Jersey.

Recognized for the high-quality lifestyle and excellent resident services offered within, JSHHS communities – Dubin House, Gesher House and Saltzman House – are home to nearly 325 seniors.

“At JSHHS, we understand seniors can live independently as they age and thrive in a home that provides more than just shelter,” says Cristina Palella, Director of Property Management for the three communities. “Whether it’s educational courses, cultural trips to Philadelphia, local volunteering or simply mingling with friends, our housing is full of activity and social interaction. Whatever a resident desires, our lifestyle provides many opportunities for them to get to know their neighbors and to pursue individual interests.”

Cristina adds that to ensure successful aging, JSHHS provides daily kosher lunches, as well as housekeeping services for a small fee. “Our goal is to make life as hassle-free as possible, so residents can spend their days doing what they enjoy.”

Residents live in spacious apartments with full kitchens. “Residents take pride in their homes,” adds Cristina. “Like every strong community, our residents take care of one another and work together to maintain a quality and enjoyable lifestyle.”

JSHHS communities are partially financed and supported by state and federal programs. These communities are further supported through the generosity of individuals, corporations and foundations – including The Raymond and Gertrude R. Saltzman Foundation.

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