

Looking forward to a Fall of fundraising FUN!

I hope this edition of the Good Works•Good News newsletter finds you all enjoying the beautiful summer weather with friends and family! So much has happened since our first newsletter came out in the Spring. We were thrilled at the amazing turnout for Friends of Jewish Senior Housing's first in-person Tacos & Tequila event in two years. We have also had several wonderful families step up to support our philanthropy work at Lions Gate with generous Naming Opportunities. We are so grateful for all of these mitzvahs! As the summer winds down and we all look forward to celebrating the High Holidays this fall, we hope you'll also put the Susan Love Family Golf Classic on your calendar. Join us on Sunday, September 18th, for a round of chip 'n putt or mini golf. It'll be a wonderful day of food, fun, and fundraising, all in honor of our beloved Susan Love. Sponsorship

opportunities are still available, and we would certainly appreciate the support.

Philanthropy has always been at the very foundation of our community, and there are so many philanthropic projects you can choose to support to make a real difference in the lives of our seniors. Thank you again for all you do to support JSHHS!

Warmly,

Lisa Goldwasser

Director of Philanthropy

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There's still time to support the Susan Love Family Golf Classic event with a SPONSORSHIP

This year's Susan Love Family Golf Classic is just around the corner — Sunday, September 18, 11am – 3pm at Golf Land, 801 Haddonfield-Berlin Road in Voorhees. "We're excited to welcome everyone in the greater Voorhees community, friends and family of Susan Love, and golf enthusiasts of all ages for a day of fun to benefit Friends of Jewish Senior Housing," said event chair, Aimee Levin. "We have several sponsorship opportunities available for both private sponsors as well as corporate sponsors. You can be an Albatross Sponsor, an Eagle Sponsor, a Birdie Sponsor, a Par Sponsor, or a Hole Sponsor. As always, your sponsorship is tax deductible."

"Last year's kick off event was terrific!" said Lisa Goldwasser, Lions Gate's Director of Philanthropy. "And this year we have even MORE planned — MORE games and prizes, MORE of the area's leading food trucks, and MORE cool vehicles from the Voorhees Police and Fire Departments to entertain the kids. You won't want to miss out. We're hoping to fill the greens with foursomes of all ages!"

This year's event will be chaired by Aimee Levin, with Bruce Apple as the Golf Chair.



The Love family (from l. to r.)
Roberta Budman, Sylvia Miller,
Judy Love, and Ashley Freedman



Lisa Goldwasser and Meredith Becker



If you'd like to become a sponsor, please contact Lisa Goldwasser at:
Phone: (856) 679-2189 Email: LGoldwasser@LionsGateCCRC.org

The Lions Gate Pub

Honoring Ida “Mumbum” Newborn

Courtesy of Harriet Kleiman and Laura & Jeffrey Gottlieb

When you live to be 101, you find the most joy in life’s little moments. “My grandmother was the sweetest, kindest person,” said Laura Gottlieb. “She made people smile when she was with them. I feel so lucky that I was able to call Ida Newborn my “Mumbum”.

Ida Newborn lived most of her life in Philadelphia. She was married to her husband, Raymond, for over 50 years, and had one daughter, one granddaughter, and three great grandsons — Stephen, David, and Jack. The Newborns left Philadelphia for Florida in retirement, and Ida returned to New Jersey after her husband passed away in 1995. “My mother lived independently her whole life,” said Harriet. “After her 90th birthday, Milton, my husband, planted the seed in Mumbum’s mind that moving to Lions Gate would give her the best quality of life. When she was 93 years old, she finally moved to Lions Gate. Every night she would eat dinner in the dining room with her friends — Susan, Pearl, and Sheila. After



The Gottlieb Family — (from l. to r.) David Gottlieb, Jack Gottlieb, Laura Gottlieb, Jeff Gottlieb, Harriet Kleiman, Ida Newborn, and Stephen Gottlieb

dinner, they would play Rummikub together. She really enjoyed her life at Lions Gate.”

“After she passed last year, we wanted to find a way to honor Mumbum, and my husband, Jeffrey, suggested having The Pub at Lions Gate dedicated to her,” said Laura. “It felt like the perfect fit. The Pub is located at the heart of Lions Gate, and my grandmother was at the heart of our family. Lisa Goldwasser, the Director of Philanthropy at Lions Gate, came up with the quote ‘Peace begins with a smile’ for the naming dedication. It really captures how we all feel about Mumbum. I hope everyone who gathers at the Pub will smile every time they read that dedication.”

The Lions Gate Independent Living Private Dining Room

Honoring Margie & Joe Sobel

Courtesy of Mark & Janine Sobel

Margie and Joe Sobel used to proudly bring their 2 children, 4 grandchildren, and 2 great grandchildren to the Lions Gate private dining room whenever they came to visit. “Mom and Dad were original Lions Gate residents, moving in the first day the doors were open in 2007,” said their son, Mark Sobel. “Whenever we stopped in for a visit, they couldn’t wait to show off their grandchildren to all of their friends at dinner. When I read the newsletter article on the sponsorships available, I immediately called Lisa Goldwasser, the Director of Philanthropy at Lions Gate, to put in my sponsorship for the Independent Living Private Dining Room. It was a place that held so much joy for my parents, and I hope it brings years of joy to many other families. Lisa worked with us to get everything about the naming dedication just right. It’s beautiful, and I know my parents would be so proud.”

Margie and Joe spent many happy years at Lions Gate. “My parents lived together here for 12 years,” said Mark. “My mom was friendly with the staff at Lions Gate, and whenever she saw them giving a tour, she would stop them and tell the visitors how much she loved it here. My parents were avid Bridge players, and my dad enjoyed the Fitness Center. They were like a walking advertisement for Lions Gate. After my father passed in 2019, my mother was so grateful to be living at Lions Gate, surrounded by friends. She passed away two years later, in 2021. There are still many people at Lions Gate who remember them fondly, and that brings me so much comfort. You don’t find that kind of family of friends just anywhere. Lions Gate is really quite special.”



Margie & Joe Sobel

Naming Opportunities are **GOING FAST!**

What better way to celebrate a loved one than to name a location on the Lions Gate campus in their honor. The Philanthropy Department has a full menu of Naming Sponsorship locations to choose from. You can sponsor a resident apartment for as little as \$3,600, or name the entire campus for as much as \$5 million. Whether you make the gift in your own name, a company name, or in honor/memory of a loved one, every gift of support makes it possible for us to provide quality living and healthcare services to the seniors that call Lions Gate home, and will help us serve future generations. Thank you for your generosity!

Imagine your name here! Here are just a few of the Naming Opportunities available on the Lions Gate campus:

- Campus Roadway: **\$150,000**
- Assisted Living Wing (1st Floor): **\$75,000**
- Rehab Living Room (1st Floor): **\$36,000**
- Skilled Nursing Dining Room (1st Floor): **\$25,000**
- Rehab Nurse's Station (1st Floor): **\$18,000**
- And so much more!



Wellness Center:
\$100,000



Assisted Living Dining Room
(1st Floor): \$36,000



Independent Living
Media Room: \$50,000



Rehab Entrance:
\$100,000



Safe Haven Entrance:
\$200,000



Independent Living Private
Dining Room: \$25,000

We'd love to discuss the many Naming Opportunities available throughout Lions Gate
Please contact: Lisa Goldwasser • (856) 679-2189 • lgoldwasser@lionsgateccrc.org



TACOS & TEQUILA & Tzedakah

Tacos is back and better than ever!

This year's Tacos & Tequila event was a terrific night of awesome food, great friends, and SPECTACULAR fundraising! "Tacos is always a great event for Friends of Jewish Senior Housing," said Aimee Levin, Friends Chair and the Tacos Event Coordinator. "But this year we raised more than in 2018 & 2019 combined. It was by far our most successful event EVER! I'm excited for what Tacos & Tequila has become, and for all that we look forward to accomplishing in the future. Taking care of our seniors, and making their lives special is at the heart of our mission. I am so proud to be part of a community who takes care of those who have always cared for us."

At this year's event, three very deserving people were honored. Michael Frankel received The Ethel J. David Award, and Ann & Paul Simon received the Sis Levy Award.

"After a two year hiatus and the unfortunate loss of Susan Love, our beloved CEO, it's an honor to be surrounded by friends, family, and supporters of JSHHS as we move into the next chapter of caring and serving seniors in our community," said Michael Frankel.

"The staff at Lions Gate took wonderful care of our parents," said Ann Simon. "That's why it's so important to us to give back. This staff cares for someone you love, with love. They are the ones who should be honored. We are just grateful to be a part of this community of support."

"Everything that we have accomplished is all because our parents and grandparents trailblazed a path for us," said Paul

Simon. "We think its important to thank all seniors for the love and support they showed their families by supporting them now. It is a privilege to volunteer and make a difference in the lives of our seniors."

As the night wore on, everyone enjoyed the food, relishing everything from spicy tuna shooters to maki ceviche tacos. The tequila tastings were a crowd favorite, and plenty of people had a ball at the margarita bar as well. "The live mariachi band was excellent," said Lisa Goldwasser, Lions Gate Director of Philanthropy. "It was just a beautiful night to hang with friends. I want to thank Classical Caterers for all the delicious food, and Kelab Events for the amazing tequila tasting bar. I'd also like to thank our three on-site vendors for the evening. Ava's Closet featured beautiful clothing and accessories. Kendra Scott showcased gorgeous jewelry. And Scott Bornfreund's Sports Memorabilia was a crowd favorite. They generously donated their profits for the evening to Friends, and we thank them for their support."

Tacos spotlighted 35 spectacular auction baskets, featuring prizes like a Sixers Club Suite at the Wells Fargo Arena, valued at over \$5,000 and a Taste of Philly basket, valued at almost \$900. The highlight of the evening was The Big Tamale trip raffle. LuxGive is the travel concierge who created this luxury vacation experience for Tacos & Tequila. Michael Hall was the lucky winner of a 5-night stay for a party of six at the resort of their choice in either Turks & Caicos, Puerto Vallarta, or Costa Rica. "I can't thank Friends of Jewish Senior Housing enough," said Michael. "I'm thrilled to



Aimee & Stan Levin



Bruce Apple, Sophia Krivvy, Jennifer Goldin,
Lisa Goldwasser, Lois Legato



Meredith Becker, Michael Frankel, Larry Gottlieb



Ann & Paul Simon



Meredith Becker, Stephanie & Aaron Krause,
Lisa Goldwasser



Michael Freedman, Judy Love, Ashley Freedman,
Jared Mandel

have won the trip. My plan is to take a group of friends to the Turks & Caicos resort next Spring. It is going to be the trip of a lifetime! It was my pleasure to support this fundraising event, and to support all the good works Friends do at Lions Gate and Saltzman House."

Bruce Apple and Jennifer Goldin were co-chair persons for this wonderful event. "We'd like to thank Aimee Levin, the Event Coordinator, for

all of her hard work," said Bruce. "Jennifer and I would also like to thank our committee members for all of their time and support — Ruth Brenner, Robin Cohen, Neal Cupersmith, Nanci Epstein, Michael Frankel, Laura Gottlieb, Amanda Kaminer, Heather Kramer, Deb Magaldi, Anne O'Neil, Nancy Perilstein, Alison Platt-Tarnopol, Robin Rubin, Ann & Paul Simon, Glenn Sloves, Staci Tinkelman, and Brian Zell."

"We also wanted to thank all of our generous sponsors," said Jennifer Goldin, Tacos Co-Chair:

- **Superior Sponsor:** Michael Freedman
- **Platino Sponsors:** Judy Love & Family, Forman Family Foundation
- **Plata Sponsors:** Alexander Reid, Fox Rothschild, Samaritan, Freedom Mortgage, Kosher Mart Foods, Sir Lancelot, Platt Memorial Chapels
- **Tequila Tasting:** The Friedman/Levin Family, M. Rosenblatt Roofing & Siding, Tandem Senior Living Advisors, Friedman LLP, ResinTech Inc, Vanguard Building Solutions, Robyn & Scott Greenberg, Scrub Daddy, Kaminer Financial Group, Sodexo, Brian K. Zell, MD, LLC
- **Entertainment:** Adler's Pharmacy, Davis Enterprises, Kaplan, Leaman & Wolfe Court Reporters, Michael & Nicole Bierig & Family, Fox Rehabilitation, Byron Home, Goldsteins', Rosenberg's, Raphael-Sacks, Inc., Odell Studner Group LLC, Rothkoff Law Group, TD Bank, Cupersmith, Wilensky, Stempler & C. LLP, Investors Bank, Zev Rose
- **In-Kind:** Café Aldo Lamberti, Kramer Beverage, Quaker Chroma

We hope everyone enjoyed Tacos & Tequila 2022, and look forward to seeing everyone at next year's event on May 4, 2023. Can't wait!



Residents Come Together for the Susan Love Tribute Portrait

January 31, 2021, was a sad day — the day that the beloved CEO of Lions Gate, Susan Love, passed away. “I couldn’t get her out of my mind,” said long-time resident, Judy Franken. “I needed to find a way to channel my grief. The idea of a tribute portrait came to me, and I immediately got to work.”

Judy wrote a letter to Lions Gate’s Independent Living residents, detailing her idea, and asking for contributions. “I only suggested a small contribution of \$10 - \$100,” said Judy. “I was overwhelmed at the immediate outpouring of support from so many. For everyone to trust me to take a kernel of an idea and hand over a donation without any hesitation, I felt blessed that all of us could come together to remember Susan. We raised over \$4,000 to fund this project.”

Judy quickly found a wonderful portrait artist, Jim Repenning of Repenning Fine Arts in Audubon. “Carol Goberman teaches art at Lions Gate,” said Judy. “She worked with Jim, and highly recommended him to me. When I spoke with Jim, he told me he had a long-time connection to the Love family. Don Love, Susan’s father, had taken painting lessons from him for

17 years. It was truly bashert, and all fell into place like a gift from G-d.”

Jim incorporated small details from the Lions Gate campus into the portrait. “It was important to me that Jim capture Susan’s beautiful smile,” said Judy. “The final product is stunning. It brought tears to my eyes.”

After five months of coordinated efforts, throngs of residents and friends & family of Susan Love all came together on July 14th for the portrait’s unveiling. “Every time I walk by the portrait, I feel like she’s smiling down on us,” said Judy. “As CEO, she was always there for us. And when I look at the portrait, I feel like she’ll always be there for us in spirit. I hope this portrait brings comfort to all who loved Susan. May her memory be a blessing.”



It's easy to spread kindness with the At Your Service program!

When you are living on a limited income, it's the little things that mean so much. Friends of Jewish Senior Housing has made it easy to support residents living on limited incomes in Saltzman House or Lions Gate Healthcare, with the At Your Service program. You can choose to sponsor whatever event or activity appeals to you and fits with your budget, knowing that your generous donation has brightened the day of a deserving senior. As always, your donation is fully tax deductible.



Saltzman House:

Shabbat Services (covers program and refreshments)	\$118/month
Monthly Birthday Parties	\$250/month
Men's Club Dinner Meeting	\$50/month
Shabbat Dinner (Monthly)	\$20/person
Take 10-15 Residents to Lunch (\$20/person)	\$300
Dessert Party for 50 Residents	\$300
Barbecue for 50 Residents	\$500
Trip to Ocean City (10-15 people) (\$30/person)	\$450

Lions Gate Long-Term Care Residents:

Men's Hair Cut	\$21/person
Men's Shampoo & Hair Cut	\$30/person
Women's Set or Blow Dry Style	\$30/person
Women's Hair Color/Single Process	\$35/person
Women's Hair Cut with Set or Blow Dry Style	\$42/person
Basic Manicure	\$19/person
Daily Newspaper Delivery	\$32 every 8 weeks
Monthly Lunch Outing for 10-15 Residents (\$20/person)	\$300/month

To make a donation, contact Lisa Goldwasser at (856) 679-2189 • lgoldwasser@lionsgateccrc.org

Grants from JCF and Friends of JSHHS Fund Assisted Living's New Memory Music Program

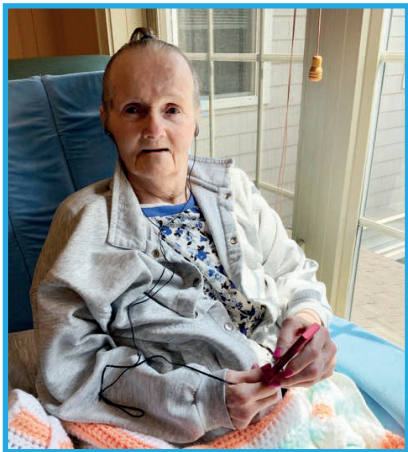
The Lions Gate healthcare staff was looking for new ways to engage residents with cognitive impairment. Research shows those with cognitive impairment respond well to music therapy. Packaged music therapy programs are expensive, so Julie Schaffer, Director of Assisted Living, decided Lions Gate would develop their own.

"Meredith Becker, Lions Gate's COO, had the idea to purchase MP3 players that we could program with different catalogs of music," said Julie. "To fund this program, Lisa Goldwasser, Director of Philanthropy, and I applied for a grant from the Jewish Community Foundation, who generously gifted us \$2,500. We also applied for a

grant from Friends of Jewish Senior Housing, and they generously gifted us \$1,500. These grants made it possible to acquire the equipment needed to create a program that will greatly improve the quality of life for our healthcare residents."

Julie purchased 50 MP3 players, 25 sets of headphones, and 2 hard drives. "We fill each MP3 player with a specific genre of music," said Julie. "We created catalogs of jazz, swing, big band, classical, klezmer, opera, Eastern European music, and Asian music. It's so encouraging to see residents connecting to the music that is meaningful to them, and finding joy in the moment."

The therapeutic power of music is evident. "We had a hospice patient who was very anxious," said Julie. "She told us how much she loved the opera, so we grabbed our opera MP3 player, and she immediately relaxed and exhibited much calmer behavior. Sometimes music is the best medicine! All of us in Lions Gate Healthcare want to give a huge thanks to JCF and Friends of Jewish Senior Housing for their generous support of this new memory music program. It has been priceless!"



Maryann Jones, Lions Gate Skilled Nursing resident

Friends of Jewish Senior Housing hosts Shabbat Dinner at Saltzman House

Shabbat is considered a holy day of peace. All who observe the Sabbath look forward to gathering with family every Friday night, lighting the candles, and sharing a beautiful meal. For some who live at Saltzman House, the Shabbat meal is not always celebratory.

"Not every resident in Saltzman House has the means to prepare a large Shabbat meal each week," said Aimee Levin, Chair of the Friends of Jewish Senior Housing committee. "We wanted to devote some of our funds to continuing a lifetime of traditions that make the Shabbat meal so meaningful, so our committee hosted a full Shabbat celebration for all 120 residents in the building. We followed CDC protocols and delivered a full Shabbat dinner to each apartment. The volunteers formed an assembly line to put the meal bags together, and every bag included all the traditional Shabbat favorites, from brisket to matzo ball soup. We hope to host more Shabbat

dinner over the course of the year, where residents can come together and enjoy good food and great company."

"It was an honor to be a part of the Saltzman House Shabbat," said volunteer, Heather Kramer. "The residents were all so appreciative. Friends of Jewish Senior Housing has started a new tradition that I look forward to being a part of for many years to come."

As residents thanked the volunteers for a wonderful meal, everyone agreed that there's nothing like the happiness (and chaos) to be found in a BIG Shabbat dinner. Until the next Shabbat dinner, bidding "Gut Shabbos" to all.



Friends of Jewish Senior Housing **bring together** residents in beautiful new renovated spaces!

The Lions Gate healthcare staff had a vision for bringing residents together in common spaces. "We know that regular socialization is one of the key components to fostering long-term good health," said Cristina Palella, Lions Gate Healthcare Administrator. "One of the easiest ways to encourage socialization is to create beautiful common spaces that naturally draw residents together. Friends of JSH (Friends) has helped turn one of our wishes into reality by funding the purchase of outdoor furniture for the Assisted Living patio, the Skilled Nursing courtyard, and the Safe Haven courtyard at Lions Gate. The end result looks spectacular, and the residents are thrilled to have such welcoming retreats to enjoy the beautiful weather this summer."

"Friends set aside a portion of the funds raised at this year's Tacos & Tequila event to update several outdoor areas within Assisted Living, Skilled Nursing, and Safe Haven at Lions Gate," said Nanci Epstein, committee member of Friends. "We are so excited at how the courtyards and patio have turned out."

"We purchased tables, chairs, and gorgeous red umbrellas so that residents can enjoy a warm

afternoon outdoors and still be shaded," said Laura Gottlieb, committee member of Friends. "There is plenty of seating for everyone to come out and spend time together. The residents seem to really be enjoying their new outdoor spaces."

"Friends is so happy to give back to the residents, as we find new ways to improve their lives," said Glenn Sloves, committee member of Friends. "It's seeing the fruition of a project like this that makes all the fundraising efforts throughout the year feel so worthwhile."

"It was my pleasure to coordinate the install of this outdoor furniture project," said Lisa Goldwasser, Lions Gate Director of Philanthropy. "Next up is the install of new televisions in the Saltzman House common room. It will make such a difference in socialization opportunities for residents there. Friends has invested so much to support our Saltzman House residents and Lions Gate healthcare residents, and we are truly grateful for all they do for our programs year round."

We hope all the families visiting loved ones at Lions Gate healthcare soak up the sun together in the beautifully furnished outdoor spaces. Enjoy!

