

## Looking forward to a year of *mitzvahs* in 2023!

Hello! Hoping this newsletter finds you and your family well as we weather another cold winter. Spring is just around the corner, and with it comes so many wonderful opportunities to gather with friends and family. We hope you'll put the Tacos & Tequila 2023 gala on your calendar this year — Thursday, May 4th. The Tacos Committee for Friends of Jewish Senior Housing has plenty of fun and surprises planned for the gala this year, and I can't wait to hear the sounds of that amazing mariachi band as I walk in the front door. Every year I am always delighted with the Mexican food, the fabulous tequila tastings, and the spectacular auction baskets. The most meaningful thing about Tacos & Tequila for me is celebrating the generosity of all who attend. I am so proud to be part of a

community who truly values our seniors. There are many Tacos & Tequila sponsorship opportunities available, so feel free to reach out to me for more details.

And remember, Friends is always looking for new friends! Please reach out if you would like to join the Tacos & Tequila committee or any of our many other volunteer opportunities. We would certainly appreciate the support!

Warmly,

**Lisa Goldwasser**

**Director of Philanthropy**

(856) 679-2189 • [lgoldwasser@lionsgateccrc.org](mailto:lgoldwasser@lionsgateccrc.org)



## Friends of Jewish Senior Housing Make the Holidays Fun at Saltzman House

What's the best part of every holiday celebration? The FOOD! So that's just what the Saltzman House staff and Friends of Jewish Senior Housing prepared for the 111 delighted Saltzman House residents.

To celebrate Rosh Hashanah, Friends of JSH contributed to a goody bag of sweet treats. "We're excited to introduce our new residents to the holiday traditions here," said Kelly Ledgerwood, Property Manager at Saltzman House. "Friends of JSH makes possible so many of the wonderful activities that our residents have come to love."

And the traditions continued at Hanukkah, where Friends of JSH hosted the annual Hanukkah Shabbat dinner. "This year's Hanukkah dinner includes a beautiful brisket and gravy, matzo ball soup, and latkes with applesauce," said Aimee Levin, Friends of JSH Chair. "With good food and good friends, the holiday is complete."



**Our Hanukkah meal delivery volunteers: Meredith Becker, Dave Thompson, Paul Simon, Laura Gottlieb, Ann Simon, Aimee Levin, Sue Friedman, and Heather Kramer**

"At Saltzman House, we always focus on the joy of the holiday, and the kindness of good neighbors," said Maxine Kaminsky, Saltzman House Congregate Coordinator. "The residents are always so grateful."

"The Saltzman House staff and Friends of JSH make the health and happiness of our residents a priority all year long," said Nadine Harris, Saltzman House Activities Director. "That is a true gift."

Come pack a goody bag for Saltzman House with us next holiday. It's a mitzvah!

## The Lions Gate Assisted Living Perennial Garden Honoring Joanne & Joseph Salins Courtesy of Joanne Salins

Joanne Salins loves flowers. “My mom’s greatest joy has always been spending time in a garden,” said Debbie Boyer, Joanne’s daughter. “My family lived in Margate for almost 50 years, and the lot next door to our house was empty. My mom transformed that lot into an enormous flower garden. It was gorgeous. Her garden was her pride and joy.”

Joanne grew up in Atlantic City, where she met Joseph, who later became her husband. They bought a house in Margate, where they created a beautiful family that started with four daughters, and grew to add six grandchildren and later four great-grandchildren. They moved to Lions Gate in 2008, shortly after the community opened. “My parents lived in the Assisted Living community at Lions Gate,” said Debbie. “My mom would help arrange flowers for all the events at Lions Gate. Anything to do with flowers brought her joy.”

Joseph passed in 2013. “My parents were married

for 61 years,” said Debbie. “My mom wanted to do something at Lions Gate that would live on long after she was gone. Naming the Assisted Living Perennial Garden after her and my father seemed like the perfect idea. My sisters and I are happy to know that thanks to my mom there will always be beautiful flowers at Lions Gate.”

“When Joanne and Debbie came to me wanting to do something special with a donation, the garden was the obvious choice” said Lisa Goldwasser, Director of Philanthropy at Lions Gate. “This perennial garden will be a quiet haven for the residents for many years to come. Thank you, Joanne!”



Joanne & Joseph Salins

## The Lions Gate Sukkah Honoring Nikki & Adam Feldman Courtesy of Len Feldman

Lions Gate proudly celebrates all Jewish holidays, and every year they erect a sukkah for Sukkot. “Sukkot has always been very important to my family,” said resident, Len Feldman. “To be able to gift a new sukkah to Lions Gate in honor of my wife and son just seemed like the perfect way to honor their memory. It brings me comfort to see their names on this beautiful plaque. In my heart I believe they know that this sukkah honors them.”

Len married his wife, Nikki, in March 1957, and they had three beautiful children — a son and two daughters — who eventually gave them eight grandchildren and one great grandson. “My son was a rabbi for 15 years in Princeton,” said Len. “He died very unexpectedly of a heart attack in December 2019. My wife passed away 18 months later of bone marrow and brain cancer. When Lions Gate set up the sukkah, we had the dedication ceremony for my wife and son on a beautiful sunny day, and we had Kiddush in the

sukkah the first two nights. It meant a lot to me. I am so grateful that Lions Gate gave me the opportunity to honor their memories in a way that is so touching.”

“Len is such a mensch,” said Lisa Goldwasser, Director of Philanthropy at Lions Gate. “Celebrating Sukkot in the sukkah dedicated to his wife and son brings him so much comfort. It’s really beautiful.”

“My wife was an extremely spiritual person,” said Len. “She would be so proud to be a small part of the Sukkot celebration here at Lions Gate. And I was always very proud to be her husband and Adam’s father. Celebrating family in any way I can is a mitzvah.”



Nikki & Adam Feldman



# Naming Opportunities are a MITZVAH!

One of the most meaningful ways to celebrate a loved one is to make a gift to Lions Gate and have a location on campus named in their honor. It's a beautiful way to leave a legacy in their name, while at the same time supporting a community that will care for seniors for many years to come. Our many Naming Opportunities and Sponsorships are a tangible way to pay tribute to someone who means so much to your family. To give with an open heart is truly a mitzvah that everyone can share in!

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

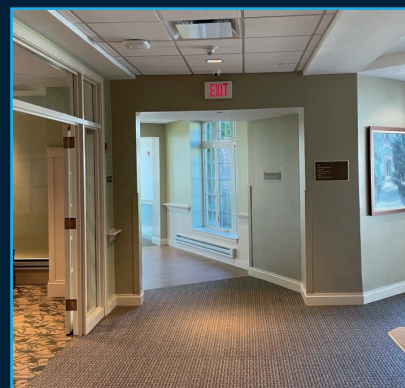
- Assisted Living Living Room: **\$50,000**
- Independent Living Fitness Center: **\$36,000**
- Assisted Living Media Room: **\$36,000**
- Rehab Nurse's Station 2nd Floor: **\$18,000**
- Skilled Nursing Resident Apartment: **\$3,600**
- And so much more!



Lions Gate Campus 1110:  
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Independent Living A Wing:  
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Rehab PT/OT Treatment Room:  
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**We'd love to discuss the many Naming Opportunities available throughout Lions Gate**  
Please contact: Lisa Goldwasser • (856) 679-2189 • [lgoldwasser@lionsgateccrc.org](mailto:lgoldwasser@lionsgateccrc.org)

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## Spread kindness with Lions Gate Tribute Cards



Did you know that the Philanthropy Office has tribute cards available anytime you would like to honor a person or special occasion? Call **Lisa Goldwasser** at **(856) 679-2189**, and she will create a beautiful personalized tribute card for your recipient. You can make a donation in any amount, and as always, all donations are tax deductible. "So many people want a meaningful way to remember someone who has passed or to honor a special occasion like a birthday or anniversary," said Lisa Goldwasser, Director of Philanthropy at Lions Gate. "A tribute card is really a lovely gesture. And the donation supports ongoing programs at Lions Gate and Saltzman House. It's a beautiful full-circle program that embraces today as it supports the needs of tomorrow."

*For every tribute card sent, we thank you for your generosity.*

## The Lions Gate Skilled Nursing Activities Suite Honoring Gertrude Bagel Courtesy of Carl Bagell

Carl Bagell absolutely loves Lions Gate. “My mother, Gertrude Bagel, lived at Lions Gate in Skilled Nursing for 5 years,” said Carl. “My in-laws, Leonard and Marilyn Freedman, currently live in Assisted Living at Lions Gate. The seniors who live at Lions Gate enjoy a great quality of life, and that’s a gift every senior deserves.”

Carl’s mother, Gertrude, was born in Philly in 1924. She and her husband, Jack, were married in 1951. During their 49-year marriage, they had two children, two grandchildren, and five great grandchildren. “My mother was amazing,” said Carl. “She was so outgoing, always the life of the party. When she finally moved into Lions Gate in 2016 at age 91, she made sure she participated in all the activities at Lions Gate. She was a dancer, so Cookie Pedersen, the Activities Director for Skilled Nursing, would grab her hand and they would dance up and down the hall. My mother loved every minute of it. She had the time of her life there.”

Gertrude passed in 2021, and Carl wanted to find a meaningful way to honor her memory. “My mom always wanted to stay active,” said Carl. “She made sure she went to every art class, every concert, and every Hanukkah party they had. When I was looking for a sponsorship, it just seemed natural to name the Skilled Nursing Activities Suite after her. She was there all the time. She would be so proud to know that area of Lions Gate is named for her. She was always happy there, and I hope all seniors who live there find just as much happiness.”



Gertrude Bagel

## The Lions Gate Healthcare Lobby Courtesy of The Platt Family

The Platt Family is very active in the South Jersey Jewish community. Patriarch Bernie Platt was President of the Jewish Geriatric Home for years, and 20 years ago he helped create the plans for the Lions Gate community. He is currently an Honorary Board Member at Lions Gate. His wife, Judy, served as Treasurer of the JGH Auxiliary for four years. Their daughter, Rena, was President of JGH Auxiliary at Lions Gate for two years. And daughter, Alison, is Past President of Jewish Senior Housing and Healthcare Services. “We make it a family priority to support seniors,” said Bernie, “and were happy to sponsor Lions Gate’s Healthcare Lobby. When you walk in, the beautiful lobby immediately puts you at ease. It’s a warm and inviting place to call home.”

“I can tell you first-hand that the staff at Lions Gate are some of the most kind, hard-working, caring human beings I have ever met,” said Judy Platt. “I was in a car accident in 2015, and had to stay in the Lions Gate Rehabilitation Center for a few weeks as I recovered from my surgery. The nurses were great, and they treat everyone like family.”

“When I was President of the JGH Auxiliary at Lions Gate,” said Rena Platt-Goldstein, “we worked to raise significant funds for Lions Gate, including the purchase of the community’s transport bus.

It really energizes your fundraising team when they can see first-hand how the funds improve the quality of life for seniors.”

“My parents moved to this area over 50 years ago because they wanted to be part of a vibrant Jewish community” said Alison Platt-Tarnopol. “We are so lucky our seniors can get the care they need at Lions Gate, where their Jewish values are celebrated everyday.”



The Platt Family



# The Lions Gate Assisted Living Nurse's Station

## Honoring Sylvia Shinberg

### Courtesy of Dr. & Mrs. Ken Maurer

Sylvia Shinberg moved into Lions Gate Assisted Living on the second day it was open. That's because on the first day that Lions Gate was open, her daughter and son-in-law were at the ribbon cutting for the new senior living community. "When Lions Gate opened its doors in 2007, I was the President of JSHHS," said Ken Maurer, son-in-law to Sylvia Shinberg. "I was proud to have helped the team work through the two-year construction process. In my opinion, you won't find a better place to care for your family members than Lions Gate. Every service and amenity they offer is state-of-the-art."

Sylvia Shinberg spent her entire life in Atlantic City. Born in 1917, she married her husband, Edward, in 1939, and they had one daughter. "My mom had a full life," said daughter, Margie Maurer. "My mother completely doted on her four grandchildren. She lived to be 98-1/2 years old, and was lucky enough to know eight of her nine great grandchildren. She was very blessed."

Margie moved her mother into Lions Gate when she was 89 years old. "The nurses were so good to her," said Margie. "It meant so much to me that they cared for her like family. After my mom passed in 2014, we wanted to find a way to honor her memory and thank the nursing staff at the same time. Sponsoring the Assisted Living Nurse's Station seemed like the perfect option."

"It's the people at Lions Gate that make all the difference," said Ken. "You won't find a more dedicated group of people who make it their life's work to care for seniors with love, respect, and dignity."



Sylvia Shinberg

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# The Lions Gate Chapel Torah Podiums

## Courtesy of Pearl Drelich and Miki Troy

There are two chapels at Lions Gate — one in Independent Living and one in Skilled Nursing. "In many synagogues there is a special lectern or podium devoted just to holding the Torah," said Lisa Goldwasser, Director of Philanthropy at Lions Gate. "Pearl and Miki each stepped up and did a really beautiful thing for the community by donating to create the Chapel Torah Podiums here at Lions Gate."

"I wanted to do something in honor of my sister, Emma Horowitz, for her 100th birthday," said Pearl Drelich, an original Lions Gate resident since 2007. "She was 12 years older than me, and she really raised me. She was very observant, so building the Torah Podium in the Independent Living Chapel seemed like the perfect way to honor her milestone birthday. It turned out beautifully, and was such a fitting tribute to her."

Lions Gate resident, Miki Troy, was also inspired to build the Skilled Nursing Chapel Torah Podium by a very special person. "My daughter's family would often come to services with me when my

granddaughter was only 5 years old. She was learning to read Hebrew, so Rabbi Eron would call her up to read from the Torah with him. I thought I would have a Torah Podium built that could accommodate shorter people. I had them put a small plaque on the side that says 'From the Troy & Melman Families' so my granddaughter would know that I had her in mind when I had that podium built."

A big thank you to two lovely and thoughtful women who have made a meaningful and lasting contribution to our Shabbat services at Lions Gate.



# Friends Grant Funds Day of Elegance Event for Lions Gate Healthcare Residents

There's nothing like enjoying a day of pampering at the salon. And that joy was what the residents of the Lions Gate healthcare wing were treated to, thanks to a generous grant from the Jewish Community Foundation.

"We applied to JCF for a grant, and were thrilled to receive \$3,600," said Julie Schaffer, Lions Gate Activities Director for Assisted Living. "That grant allowed us to host two Day of Elegance events — September 22 and January 19. At each event we treated 20 residents to a day of pampering. The women got their hair styled and received a manicure. The men enjoyed a fresh haircut and some also got their nails buffed. Everyone enjoyed a catered luncheon in the Great Room."

"Grants make all the difference in the programming we can offer our healthcare residents," said Lisa Goldwasser, Director of

Philanthropy at Lions Gate.

"We are so grateful to JCF for awarding us this grant. The activities funded by grants greatly add to the wonderful quality of life they have here at Lions Gate."



Lions Gate Residents  
Dan Sternberg and Dolores Carr.

"We want to thank Suzanne Garvin and the stylists from Matura Salon," said Julie. "We would also like to thank Panache Catering for the delicious lunch, and to the wonderful Steve Fertel, our pianist, who filled the room with beautiful music during the luncheon."

**If you would like to donate in support of our next Day of Elegance event, please contact:  
Lisa Goldwasser • (856) 679-2189 • [lgoldwasser@lionsgateccrc.org](mailto:lgoldwasser@lionsgateccrc.org)**

## Generous Donors to the At Your Service Program bring smiles to so many seniors

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. "We designed it so that donors can choose to sponsor an event or activity from our wide menu of donation options," said Lisa Goldwasser, Director of Philanthropy at Lions Gate. "So whether you're interested in funding a newspaper subscription for a resident or if you are excited about donating funds to host the Men's Club dinner meeting, all of the donation options are unique, and very budget friendly."



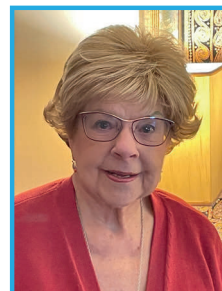
Cantor Jen Cohen

Cantor Jen Cohen from Temple Beth Shalom attended the most recent Tacos & Tequila event, where she spotted the AYS booth. "I was immediately drawn to the idea of the At

Your Service program," said Cantor Cohen.

"It's such a brilliant idea. I chose to have my donation fund 10 manicures for residents who wouldn't otherwise have the opportunity. Everyone deserves a little pampering. I can't wait to donate to another option from the AYS menu at the next Tacos & Tequila event."

Lions Gate resident, Judy Franken, was also fascinated with the At Your Service menu of giving options. "I think taking the time for self-care is so important," said Judy. "I chose to donate manicures for the ladies, and haircuts for the men. What a great way to give residents a self-esteem boost!"



Judy Franken

"At Your Service is a year-round program," said Lisa Goldwasser. "People can donate to this program at any time. Tzedakah changes lives."

# Thanks To All Who Donated to #GivingTuesday Lions Gate/Saltzman House Campaign!

As 2022 drew to a close, we wrapped up a year of hard work and great change. Together we were able to accomplish so much to support our Jewish seniors in need.

"We are grateful for the selfless generosity of our many donors," said Lisa Goldwasser, Director of Philanthropy for Lions Gate. "Not only was Friends of JSH able to raise funds through Tacos & Tequila and the Susan Love Family Golf Classic, but we were also able to raise funds through our new Lions Gate/Saltzman House #GivingTuesday Campaign. I am so touched that families continue to make our Jewish seniors a priority in their giving. Our #GivingTuesday Campaign was a tremendous

success, and we hope it will build momentum as it continues in the future."

The funds raised in this #GivingTuesday Campaign support the more than 300 Jewish residents in the Lions Gate Healthcare and Saltzman House Communities for the coming year. These residents are on extremely limited incomes, and all funds raised help to provide them with the care and dignity that they deserve. Together with your support, our fundraising efforts can alleviate the unparalleled financial stress so many of our residents feel.

Thank you from the bottom of our hearts for supporting Friends fundraising efforts!

**To donate anytime throughout the year, contact:**  
**Lisa Goldwasser • (856) 679-2189 • [lgoldwasser@lionsgateccrc.org](mailto:lgoldwasser@lionsgateccrc.org)**

## New TV & Sound System installed in Saltzman House Courtesy of Friends of Jewish Senior Housing

Thanks to a very generous donation from Friends of Jewish Senior Housing, Saltzman House just unveiled their newly renovated community dining room that now boasts an 85" flat screen TV and sound system. Residents celebrated with a wine and cheese party, and many Friends of JSH committee members were there to enjoy the big reveal.

Dr. Brian Zell, President of the Board of Jewish Senior Housing and Healthcare Service (JSHHS) flung open the doors and welcomed residents to the party. "JSH is delighted to be able to gift Saltzman House with this beautiful room," said Dr. Zell. "We hope residents find friendship and joy in this newly renovated space for many years to come."

Resident Mari Anne Ray was especially touched at all that Friends has done to make Saltzman House such a wonderful place to live. "I am a retired gerontology nurse," said Mari Anne, "and I have been in many senior living communities throughout New Jersey and Philadelphia.



(Back row) Paul Simon, Alison Platt-Tarnopol, Meredith Becker, Dr. Brian Zell, Dave Thompson

(Front row) Ann Simon, Aimee Levin, Heather Kramer, and Kelly Ledgerwood

Saltzman House is the best. I am genuinely so grateful that I live here. Movie night on the new big screen TV is going to be amazing!"

"The proceeds from Friends' two biggest fundraisers of the year — Tacos & Tequila and the Susan Love Family Golf Classic — address the needs of Saltzman House and Lions Gate Healthcare residents," said Aimee Levin, Friends Co-Chair. "Thank you to everyone who has donated funds at a Friends of JSH event. The residents of Saltzman House thank you for their wonderful new media system!"



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## Golfing for a Cause!

This year's Susan Love Family Golf Classic was a wonderful day of friendly golf competition, delicious food, heartwarming memories, and SPECTACULAR fundraising!

"The Susan Love Family Golf Classic has become a great intergenerational event for Friends of Jewish Senior Housing," said Aimee Levin, Friends Committee Chair. "This year we exceeded our goals, with more golfers, more vendors, and more funds raised than ever before. I'm excited for what this golf event has become, and for all that we look forward to accomplishing in the future."



Golf Day Volunteers

"Susan was a wonderful lady," said Bruce Apple, Golf Chair of the event. "She did so many beautiful things for seniors in our community. I'd like to thank Aimee Levin and Lisa Goldwasser for all of their hard work. And I would also like to thank our committee members for all of their time and support — Jennifer Goldin, Ruth Brenner, Robin Cohen, Neal Cupersmith, Nanci Epstein, Michael Frankel, Laura Gottlieb, Amanda Kaminer, Heather Kramer, Deb Magaldi, Alison Platt-Tarnopol,

Robin Rubin, Ann & Paul Simon, Glenn Sloves, and Staci Tinkelman."

"Friends of Jewish Senior Housing has so many wonderful plans in the works that will make good use of the funds raised from this year's golf classic," Lisa Goldwasser, Lions Gate Director of Philanthropy. "The funds raised at our Tacos & Tequila event as well as our Susan Love Family Golf Classic event make a real difference in the lives of so many seniors in the Lions Gate community."

"Susan would have been so touched to see everyone here," said Judy Franken, Lions Gate resident for 15 years. "My heart is full to see so many young people involved, and working hard on behalf of our aging community members."

This year's Susan Love Family Golf Classic was a great day for all, and we look forward to next year's Classic, to be held on Sunday, October 15, 2023. Thank you so much to everyone who came out this year and supported Susan Love's legacy.



L to R: Roberta Budman, Lisa Goldwasser, Dave Thompson, Michael Freedman, Ashley Freedman, Jared Mandel, Meredith Becker, Judy Love, and Abby Budman