

## Donors Feel a Personal Connection With The **At Your Service Program**

Friends of Jewish Senior Housing and Healthcare Service has a wonderful way to support seniors in need — the **At Your Service Program!**

“The **At Your Service Program** is an easy way to pay it forward,” said Aimee Levin, Friends of JSHHS Chair. “We created a menu of personal services that Saltzman House and Lions Gate Healthcare residents have requested. You can choose to sponsor a service that is meaningful to you and know that the money you donate goes directly to fund that resident’s request. Many in the community donate to the **At Your Service Program** during Tacos & Tequila, but this program runs year-round. We hope that as everyone plans their end-of-year giving, they’ll consider the **At Your Service Program**. Our seniors in need are truly grateful for the support.”

“Bruce Apple and I worked the **At Your Service** booth at Tacos this year,” said Jennifer Goldin. Bruce and Jennifer served as Co-Chairs at the past year’s event. “People could donate to **At Your Service Program** in honor of someone or give a donation to celebrate a milestone birthday or anniversary. Every small donation helps. This year, I sponsored women’s hair salon services. I was happy to treat residents to a bit of self-care.”

“I chose to sponsor The Men’s Club Breakfasts,” said Jeff Brenner, President of The Federation’s Jewish Business Network. “The **At Your Service Program** is donor directed giving, so you know exactly where your money goes. That is very gratifying.”



Jeff Brenner



Jennifer Goldin  
and Bruce Apple

**To donate to the *At Your Service Program*, please contact:  
Sandy Kushner • (856) 679-2209 • [skushner@lionsgateccrc.org](mailto:skushner@lionsgateccrc.org)**

**SAVE THE DATE!** *Third Annual Susan Love Golf Classic is coming soon!*

The Susan Love Family Golf Classic will take place on  
**Sunday, October 15, 2023** from **Noon – 4:00 pm**

Contact: Melissa Leibowitz, (856) 673-2583 or [mleibowitz@jfedsnj.org](mailto:mleibowitz@jfedsnj.org)  
for additional information about tickets and sponsorship opportunities.





# TACOS & TEQUILA Has a Banner Year!

Year after year, Tacos & Tequila celebrates the good works accomplished by the Friends of Jewish Senior Housing. “When I look around the room, I see gratitude,” said Aimee Levin, Friends Chair and the Tacos Event Coordinator. “Everyone here tonight takes the gratitude they have and turns it into action. They support Tacos with giving hearts because they know that the funds raised tonight support our seniors in need. It’s very touching.”

Tacos 2023 honored two wonderful gentlemen. Neal Cupersmith received the Ethel J. David Award, and Larry Gottlieb received the Sis Levy Award.

Neal Cupersmith is so deserving of the Ethel J. David Award. He has been a community leader for over 40 years in New Jersey and Pennsylvania and is active as an officer/director in several charitable organizations, receiving over 15 awards for his continued efforts to improve the quality of life for seniors and children. “I am incredibly honored to receive this award and I thank the Tacos & Tequila committee for the recognition,” said Neal. “I knew Ethel David personally, so that makes this night even more meaningful for me. I have always been so proud to serve the Jewish community, and I am nowhere near finished. This award inspires me to continue to fundraise and bring awareness to the organizations that are so near and dear to my heart. I want these organizations to continue to thrive for many generations to come.”

Larry Gottlieb was an easy choice for the Sis Levy Award. Over the years, Larry has taken on active roles in several not-for-profit organizations, and currently serves as the President of the Board of Directors for Lions Gate.

“Senior housing has become a passion for me,” said Larry. “Our organizations make a real difference in people’s lives, and I’m proud to be part of an organization that strives to help seniors feel cared for. To be honest, I get as much out of volunteering as I put in. I am incredibly honored to receive the Sis Levy Award, and hope that my contributions to this organization have made her proud. Thank you to the Tacos committee. You have made my day.”



**Dave Thompson, Michael Freedman, Judy Love, Ashley Freedman, Meredith Becker**

The festive evening seemed to go by in a blink. The room was abuzz with happy chatter, as guests sampled platter after platter of delicious Mexican fare — everything from maki ceviche tacos to spicy tuna shooters. The tequila tasting bar drew excitement, and the margarita bar was a big hit as well. The strolling mariachi band filled the room with lively music.

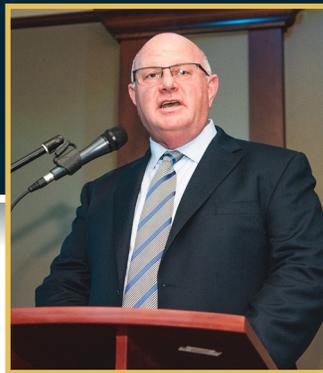
This year’s event also featured a record number of silent auction baskets. The 40+ baskets showcased everything from sports memorabilia to artwork, from theater tickets to restaurant gift cards. The grand prize raffle of the evening featured four tickets to the Taylor Swift concert in Philadelphia, and Dorothy Feigenbaum was the lucky winner. “Thank you, Friends of Jewish Senior Housing,” said Dorothy. “I can’t tell you how happy my 12-year-old granddaughter will be when I call her. I’m going to take my two daughters and my granddaughter, and we’re going to have a Girls Night Out at the concert!”



**Dr. Brian & Vicki Zell**



Neal Cupersmith



Larry Gottlieb



Tequila Tasting

Bruce Apple and Jennifer Goldin were co-chairpersons for this terrific event. "Aimee Levin did it again," said Bruce. "Somehow, she manages to organize an event that tops itself year after year. We'd also like to thank the two on-site vendors for the evening who generously donated 20% of their proceeds to Friends — Bruce Epstein from *Just Bella* and Meryl Greene from *M3 Jewels*. We'd also like to thank everyone who generously donated to our **At Your Service Program**. The idea behind this program is to directly help residents in need. Imagine not having funds for what most of us take for granted — a haircut, a newspaper subscription, or cable TV. No resident should have to put off

getting a haircut because their family is financially unable to support them. With **At Your Service**, you choose what service you would like to sponsor from a list of frequently requested items. It's a terrific program!"

"We'd like to thank our hard-working committee members," said Jennifer. "They put in so much time and effort, and the event has never run more smoothly. Our committee includes Ruth Brenner, Robin Cohen, Neal Cupersmith, Nanci Epstein, Laura Gottlieb, Amanda Kaminer, Heather Kramer, Deb Magaldi, Michael Ostrow, Alison Platt-Tarnopol, Robin Rubin, Ann & Paul Simon, Glenn Sloves, David Spector, Staci Tinkelman, and Brian Zell.



### We would like to thank our Tacos & Tequila 2023 Sponsors:

- **Platino:** Judy Love, Michael Freedman, Ashley Freedman & Jared Mandel, Rick & Donna Forman
- **Plata:** Kosher Mart Foods, Platt Memorial Chapels, Inc, Samaritan, The Greenspan & Gross Families, Fox Rothschild LLP
- **Federation Community Partner:** ResinTech
- **Tequila Tasting:** Scrub Daddy, Sir Lancelot Courier & Delivery Service, Brian K. Zell, MD LLC, Fox Rehab
- **Entertainment:** Byron Home, Cupersmith, Wilensky, Stempler & Co, LLP, Davis Enterprises, Kaminer Financial Group, Kramer Beverage, Morgan Stanley, Odell Studner, Rothkoff Law Group, Spiegle Group, Inc, TD Bank, Zev Rose, Adler's Pharmacy, Suzanne Friedman, Aimee & Stan Levin

Thank you to everyone who came out to support Tacos & Tequila this year. We look forward to seeing everyone at next year's event on **May 9, 2024**. *Save the date!*

# Naming Opportunities Make a Difference in the Lives of Lions Gate Residents

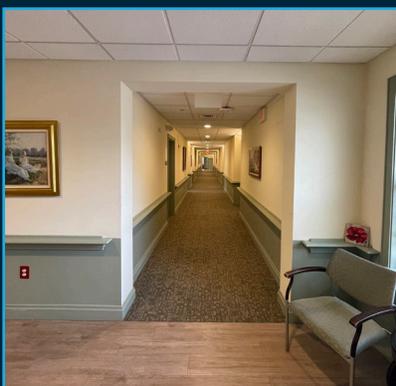
The benefits of sponsoring a Naming Opportunity at Lions Gate are two-fold. First, the money you donate directly contributes to the well-being of Lions Gate residents. Whether the money is put toward capital improvements, expanding services and amenities, or investing to achieve future goals, you know that Lions Gate will be here to care for our seniors for many generations to come. Second, the money you donate can honor a loved one by naming a location in the community for them. It's a legacy of love that your family will cherish. Your generosity is at the heart of Lions Gate, and we thank you for your unwavering support.

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

- Rehab PT/OT Treatment Room: **\$50,000**
- Assisted Living Library: **\$50,000**
- Independent Living A or B Wing: **\$100,000**
- Independent Living Bistro: **\$125,000**
- Independent Living Commons Hall: **\$500,000**
- And so much more!



**Campus Roadway:**  
**\$150,000**



**Assisted Living Wing:**  
**\$75,000**



**Assisted Living Media Room:**  
**\$36,000**



**Nurse's Station in Rehabilitation:**  
**\$18,000**



**Skilled Nursing Residence:**  
**\$3,600**



**Independent Living Private Dining Room: \$25,000**

**We'd love to discuss the many Naming Opportunities available throughout Lions Gate**  
Please contact: David Snyder • (856) 673-2571 • dsnyder@jfedsnj.org

# The Lions Gate Fitness Gym Courtesy of Elaine Waxman

Elaine Waxman has always pursued fitness. “I think staying physically fit is the key to staying young,” said Elaine. “I’m 81 years old and I have a fitness trainer. I also absolutely love ballroom dancing, so I make it a point to work on stretching every day to stay limber. I had a scare this year that really showed me how crucial it is to keep your body healthy and strong. I have osteoarthritis, and back in March I fell and fractured my hip and femur. I had to have surgery and that was followed up with two months of PT in the hospital and at home. If I hadn’t already been exercising and dancing regularly, that recovery could have been so much longer and more difficult. I want everyone to know how important it is to make exercise a part of your daily routine. When I decided that I wanted to support Lions Gate, naming the Fitness Gym seemed like a perfect fit for me. I think it’s great that residents have a gym right on campus. Now there’s no excuse not to exercise. I hope everyone there takes advantage of this great resource.”

The fitness gym is always a hub of activity at Lions Gate. Residents can sign up for personal training with Dave Corea, the Fitness Director. The fitness center includes stationary bikes, free weights, and other strength training equipment. The physical therapists on the Lions Gate Rehabilitation Team also work with residents in the fitness center when they’re recovering from an injury or surgery, so residents never have to leave campus for PT appointments. “I was lucky to have PT resources come to my home when I was recovering from my hip surgery,” said Elaine. “I’m so happy to support the Lions Gate fitness gym so that residents can get all the PT they need right there.”

Thank you for your generous donation, Elaine. The fitness center is a crucial resource for so many of our residents.



Elaine Waxman & Joanna Samson-Greenfield

## Pay It Forward: Include Charitable Giving in Your Estate Plan

Thoughtful estate planning disperses assets among family members as well as charitable organizations that you have found meaningful throughout your life. Gifts are vital to non-profit organizations because in New Jersey those gifts are exempt from tax. You can include a non-profit organization in your estate plan in three ways:

1. Name the organization as the beneficiary for a specific gift (cash, stocks, property).
2. Name the organization as the beneficiary of a life insurance policy, IRA retirement account, or charitable gift annuity.
3. Allocate a percentage of your total estate to be bequeathed to the non-profit organization.

“It is such an honor to be included in a resident’s estate plan,” said Dave Thompson, Lions Gate CEO.

“They can capture the joy they found while living here and pass it on to others

by helping our community continue to care for seniors for many generations to come.”

There are several Lions Gate funds you can name as a beneficiary in your estate plan:

- **Lions Gate Legacy Fund:** Provides residents financial support if they outlive their assets.
- **Lions Gate Community Fund:** Maintains the financial well-being of the community as a whole.
- **Lions Gate Activities Fund:** Supports community activities as directed by the Lions Gate Residents Association.



To schedule an appointment to discuss including Lions Gate in your estate plan, contact: Meredith Becker • (856) 679-2210 • [mbecker@lionsgateccrc.org](mailto:mbecker@lionsgateccrc.org)

# Friends of JSHHS Purchases a New Sensory Library

Cristina Palella, Healthcare Administrator, saw that some residents with memory loss needed help rebuilding a connection with everyday life. “We needed to expand our sensory library to better address individual needs,” said Cristina. “Residents with middle to late-stage dementia are regressing back to an earlier time in their lives, and different items in a sensory library can reinforce feelings of comfort and responsibility. I reached out to Aimee Levin at Friends of Jewish Senior Housing and Healthcare Service to ask if they would fund a new sensory library for our residents, and she was quick to say yes.



We are so grateful for their support.”

“We purchased several lifelike baby dolls, and the sense of purpose and love that they bring to our residents is truly beautiful,” said Cookie Pedersen, Director of

Activities & Volunteer Coordinator. “We also purchased animatronic pets including a bird and a cat. Just petting the cat or listening to the bird chirp brings a sense of calm to residents and comforts them when they’re feeling anxious. The busy mats engage residents in tactile problem solving and give them a feeling of success. Just having new sensory items has reignited a sense of curiosity and learning in so many residents.”

“When Cristina requested the financial support of Friends of JSHHS to build this sensory library, we gave it our immediate approval,” said Aimee Levin, Friends of JSHHS Chair. “It is our mission to fund programs that directly contribute to the dignity and care of our seniors, and this sensory library is a meaningful addition to the well-being of our residents. And bravo to the Lions Gate staff for all the research they put into curating it. The sensory library is amazing!”

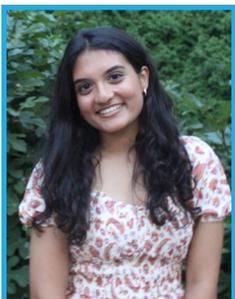


# Friends of JSHHS Awards Two College Scholarships!

Friends of Jewish Senior Housing and Healthcare Service has started a college scholarship program! The Friends committee chose two deserving seniors at Eastern Regional High School who had generously volunteered their time with Lions Gate Healthcare residents — Ryan Quinn and Richa Prabhu.

“Both of these students were absolutely wonderful,” said Cookie Pedersen, Lions Gate Director of Activities & Volunteer Coordinator.

“Ryan came every Monday after school and played games with the residents. Richa volunteered over the summer. She played piano for the residents, helped serve snacks, and transported them to activities. They were both so kind.”



Richa Prabhu

“I want to thank the Friends Committee for their support,” said student Richa Prabhu. “I plan to attend Rowan

University as part of their 7-year BS/MD program. I’m hoping to become a neonatologist. Volunteering has fueled my passion to care for others.”



Ryan Quinn

“Volunteering at Lions Gate was a great experience, and one I hope to continue to do during my summers,” said student Ryan Quinn. “I will be attending Penn State as a computer science major, and I truly appreciate the scholarship from Friends of Jewish Senior Housing.”

“It’s easy to donate online to the Scholarship Fund,” said Glenn Sloves, Friends Scholarship Chair. “Visit [lionsgateccrc.org/give-now](https://lionsgateccrc.org/give-now). The form allows you to designate a fund, and you can select ‘Student Volunteer Scholarship Fund’. It’s important that we support the students that so generously donate their time to our seniors.”

# Friends of JSHHS Throws a Purim Party



Friends of Jewish Senior Housing and Healthcare Service threw a terrific Purim party for Lions Gate's Healthcare residents, and at the heart of the celebration was the award-winning Odessa Klezmer Band.

"We play an eclectic mix of Eastern European and Middle Eastern tunes," said Steve Kaplan, the wind instrumentalist of the band. "Ed Goldberg founded the band 30 years ago and plays accordion. Ellen Goldberg plays percussion. We're thrilled to play at Lions Gate."

From the Romanian Hora to the Ukrainian Kolomeyka, resident Ruth Bandoroff clapped along. "I loved it," said Ruth. "It's so nice to enjoy music at a party with a big group of people."

Aimee Levin, Friends of JSHHS Chair, was



Odessa Klezmer Band

delighted with the band. "Friends of JSHHS are proud to be able to host events like this," said Aimee. "It really makes the holiday special for our seniors."

"We are so grateful to Friends of JSHHS," said Cookie Pedersen, Director of Activities & Volunteer Coordinator. "The residents had a ball at the Purim

Happy Hour. They got dressed up in sparkly, feathered masks and colorful beads, and we served drinks and hot hors d'oeuvres. And the klezmer band brought the excitement. They made the party a huge success."

As the band wrapped up the performance with their hit "*Who Stole the Kishka?*", residents were already talking about next year's Purim Party. With Klezmer music on the bill, they're sure to be dancing in the aisles at Lions Gate!

## Be a Mensch — Volunteer at Lions Gate TODAY!

The Lions Gate Men's Club for Healthcare residents has been reenergized with the addition of a new moderator, Eddie Rosado.

"I love coming to Lions Gate," said Eddie. "I work with two different Men's Club groups. In the first group we work on body conditioning for better living. I bring in punching bags, and we use boxing techniques to improve motor skills, circulation, endurance, and memory. We also do breathing exercises to oxygenate the system, and weight training to improve strength and muscle tone. We have lots of laughs, and all the guys cheer each other on. I'm really proud of the improvements they've all made. In the second Men's Club we have more of a group discussion of current events. The guys share a lot of stories, and they really bond. I truly enjoy our chats."

Cookie Pedersen, Director of Activities & Volunteer Coordinator, has seen a genuine difference in the Men's Club participants. "The guys all look forward to spending time with Eddie," said Cookie. "His enthusiasm is contagious. There are so many ways that people can volunteer at Lions Gate and make a difference. We'd love some help with arts and crafts class or during game time, playing cards or doing jigsaw puzzles. We'd love anyone who has a dog trained for pet therapy to bring their service animal for a visit. If you have an interest, a skill, or a talent you'd like to share with our residents, let's talk about it!"



Eddie Rosado

**To discuss volunteer opportunities, contact:**  
Cookie Pedersen • (856) 679-2205 • [ccpedersen@lionsgateccrc.org](mailto:ccpedersen@lionsgateccrc.org)

## Friends of JSHHS Sponsors the Annual **Lions Gate Petting Zoo**

The annual Petting Zoo event is a resident favorite at Lions Gate! “The Petting Zoo is a wonderful way for residents to connect with animals,” said Cookie Pedersen, Director of Activities & Volunteer Coordinator. “This year, **Lazy J’s Farm** brought us baby chicks, chickens, goats, and a pony. Everyone smiles when they’re holding a fuzzy chick.”

“I really look forward to the Petting Zoo,” said resident Jules Gold. “I grew up with dogs, and I’ve always loved all kinds of animals. This year I got to hold the reins for the pony.”

“The chickens and goats were great fun,” said resident Dan Sternberg. “And it was a treat to snack on popcorn during the afternoon.”

“It was adorable!” said resident Phyllis Wexler. “The pony was so cute. Everyone had a good time petting animals on a sunny afternoon.”

“To celebrate National Nursing Home Week, we have fun events every day to let the residents know we truly appreciate them,” said Cristina Palella, Healthcare Administrator. “We have the Petting Zoo, a Carnival Game Day, and a Magician Day. The staff dresses up as clowns and everyone has a wonderful time.”

“Friends of Jewish Senior Housing and Healthcare Service is proud to be able to sponsor this event for almost a decade to enrich the quality of life for our Healthcare residents,” said Aimee Levin, Friends of JSHHS Chair.

