



Annual Impact Report

2017-2018



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Irwin "Wally" Wallace

*Of Blessed Memory 1

During the past fiscal year...



64,018 days of care were provided by the Marion and Bernard L. Samson Nursing Center and the Toby Weinman Assisted Living Residence.

688 people received rehabilitation treatments.



Menorah Manor provided **4,698** therapeutic recreational activities.



The Adult Day Center provided **2,536** days of service.



The Marion & Bernard L. Samson Nursing Center is Accredited by The Joint Commission

In Memoriam

We are deeply saddened by the passing of these extremely valued members of the Menorah Manor family during the past year. May their memories be a blessing.

John J. Engel

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Trustee, Founding Board of Governors

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Trustee, Founders Association

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Trustee

Melvin Myers

Trustee, Founders Association

Frank Rosenblatt

Trustee, Founders Association

"In all that we do, we remember them."



Words of Gratitude



“ There are no words that will express how much we appreciate the sincere kindness and compassion that has been shown to our mother each day, by everyone. ”

“ To each of you wonderful individuals of a fabulous team, I offer my heartfelt thankfulness. You offer yourselves with deeply caring support and knowledge to those in need, on so many levels. ”

“ The campus is beautiful and inviting. The staff is considerate and helpful always. The morale of the people who work and serve here is amazing. ”

“ The staff at Menorah Manor is incredible, attentive, and caring. ”



Board Chairs

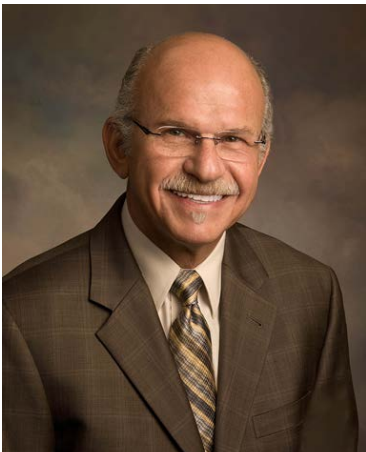
It is gratifying to see how Menorah Manor has grown to serve the needs of our seniors, always fulfilling the vision of our Founders, to provide the best possible care in a warm, homelike, Jewish environment. Whether it is rehabilitation, adult day care, assisted living, skilled nursing, Alzheimer’s care, or Jewish hospice services, the goal is always to provide the most appropriate care in the most appropriate setting.

The Marion and Bernard L. Samson Nursing Center had an extremely busy year, due to the popularity of the short term rehabilitation program, Renew You®. Our Toby Weinman Assisted Living Residence celebrated its 15th year, and continues to be a beautiful, comfortable and vibrant community.

The funds raised from the highly successful Operation Upgrade campaign were put to use this year, as the 2nd and 3rd floor common areas were renovated. Thanks to the generosity of our donors, approximately \$755,000 was raised for this important project.

The 2018 “nonevent,” chaired by Foundation chair Susie Berman, was a big hit financially – and it was also a lot of fun. The theme of “Don’t get excited, you’re not invited...be a couch potato instead!” resulted in many generous gifts. The residents starred in a much lauded video used for the campaign.

During the past year, Menorah Manor continued its track record of sound financial management. The board and staff work continually to take appropriate measures to ensure the strength of our operations. Menorah Manor continues to thrive and offer many necessary programs for the community; please see the back page, which highlights all our wonderful programs.



Barry Kanner
Menorah Manor Chair



Susie Klemow Berman
Menorah Manor
Foundation Chair



The Foundation grew significantly this year and is so grateful to this community for its continued financial support:

- A successful **Annual Membership Campaign** is still widely supported by over 500 members of the community throughout the Tampa Bay area.
- The **Planned Giving Program** continues to move successfully ahead, with bequests being a major factor. The Legacy Society, a group of individuals who have notified us that they have included the Menorah Manor Foundation in their will, gained several new members this year.
- The **Founders Association** continues to cultivate new members for this important leadership group. The newest members, Nancy and Alan Bomstein and Gerald Klein, received their crystal menorahs at a Founders reception.

We look forward to working together with everyone to continue Menorah Manor’s mission of providing enlightened care for all of our seniors.

2017-2018 Committee Chairs

Menorah Manor

Executive Committee
Bernard “Barry” Kanner, Esq.

Finance & Investment Committee
David S. Delrahim, Esq.

Client Services and Ethics Committee
David A. Wein, M.D.

Environment Committee
Bernard “Barry” Kanner, Esq.

Nominating Committee
Robert Weisberg, Ph.D.

Menorah Manor Foundation

Executive Committee
Susie Klemow Berman

Finance & Investment Committee
Brennan Hervey

Membership Campaign Committee
Susie Klemow Berman

Remembrance Wall Committee
Morris LeVine, M.D.

Nominating Committee
Susie Klemow Berman



Guild President



The Menorah Manor Guild has had a busy year with great projects and events. The Coffee and Gift Shop is doing well and continues to add new and always changing merchandise. It is open six days a week from Sunday through Friday. In addition to freshly baked cookies, the shop offers hot lunch entrees, bagels with a "schmear," and fresh soup every day. We carry jewelry, clothing, housewares, gift items, greeting cards and Judaica items.

This past Spring, the Guild sponsored a Caregiver's seminar and luncheon featuring Judith Henry, author of "The Dutiful Daughter's Guide to Caregiving." Proceeds from that event went to purchase supplies for the Bresler Alzheimer's Unit. Also, "The Secrets of the Vinoy" event was a great success. Proceeds from that event were used to purchase Companion Babies, life-like, robotic, interactive baby dolls from Hasbro Inc., which bring comfort, companionship and joy to our residents.

On January 17, 2019, we are hosting a luncheon and a docent led tour of the new James Museum of Western and Wildlife Art in downtown St. Petersburg. Proceeds will go towards launching the "Heartstrings" music program.

This year, The Guild was thrilled to present a check for \$18,000.00 to the Menorah Manor Foundation.

The Guild will continue to do the very best to ensure that our beloved residents feel safe, comfortable, cared for and loved.

Sincerely,
Barbara Baughman



Menorah Manor Guild Officers

President: Barbara Baughman
Immediate Past President: Linda Reimer, RN, MHA
Treasurer: Linda Goldman
Corresponding Secretary: Linda Reimer, RN, MHA

Committee Chairs

Samson Nursing Center Gift Shop: Barbara Baughman
& Jackie Kanner
Publicity/Bulletin: Linda Reimer, RN, MHA
Ways & Means: Deanna Susskind & Lynda Fontana



"Deeds of loving kindness are equal in weight to all of the commandments."



Chief Executive Officer



Robert Goldstein, MHA
Chief Executive Officer

The past year was filled with some major accomplishments, thanks to the hard work of our Menorah Manor team. One of the most exciting developments was that The Samson Nursing Center earned a Gold Seal of Approval® for Nursing Care Center Accreditation from the Joint Commission, a symbol of quality that reflects an organization’s commitment to providing safe and effective resident care. In order to achieve the accreditation, the nursing center underwent a rigorous on-site survey from the Joint Commission. Joint Commission accreditation provides nursing homes with a framework for the processes needed to improve resident care. It is definitely a feather in our organization’s cap!

Another monumental achievement this past year was the implementation of PointClickCare, one of the leading electronic health records and financial accounting software systems in long-term care. PointClickCare’s technology increases efficiency and allows our nursing staff to spend more time with residents, enhancing their quality of care.

The Toby Weinman Assisted Living Residence celebrated its 15th anniversary this year – it seems like yesterday when we admitted the first resident! We had a beautiful celebratory dinner, attended by Bev and Chip Weinman and Jan and Jon Weinman, who traveled here from Baltimore for the celebration. The Weinman Residence continues to be a warm, intimate, homelike setting and is an important member of the Menorah Manor family.

We are thrilled to have Rabbi Aaron Lever, BCC, join us as Chaplain and Director of Spiritual Care. Rabbi Lever is a Board Certified Chaplain. He graduated and received his Rabbinic Ordination and his M.A. in Jewish Education from the Jewish Theological Seminary in New York.

Our trustees’ dedication is an inspiration. A special thank you to Barry Kanner, Menorah Manor chair, who is completing two back-to-back 2-year terms.

Barry was at the helm during some very challenging times in Menorah Manor’s history. His leadership was instrumental in guiding us forward, with the end result being that Menorah Manor became a much stronger organization. Also, a big thank you to Susie Berman, Foundation chair, for leading a hugely successful Operation Upgrade campaign, which exceeded the committee’s fundraising goal. The funds raised from this campaign were used for major renovations in the public areas on the 2nd and 3rd floors. Thank you to the Operation Upgrade committee for taking the time to meet with prospective donors and explain to them the importance of this project; it paid off in a big way!

A big thank you to our donors for their continued generosity. Your support helps to fund improvements, such as renovations and new equipment, which improve the lives of our residents. The recent renovations in the nursing center, and upgrades made at The Toby Weinman Assisted Living Residence, could not have been accomplished without your support.

I feel privileged to serve as chief executive officer for Menorah Manor, and look forward to working with all of you to continue Menorah’s mission into the future.

Executive Staff		
Robert Goldstein, MHA Chief Executive Officer	Bonnie Berman, MSW, Ph.D., BCC Director of Volunteers and Community Services	Joan McCabe, RN Director of Quality Services
David LeVine, M.D. Chief Medical Officer	Heidi Celichowski, RHIT Director of Health Information Services	Kim McFadden Director of Social Services
Judy Ludin, CFRE Chief Development & Community Relations Officer	Melissa D. DiGiacomo, PHR Director of Human Resources	Jennifer Molaskey, LPN Director of the Irv Weissman Adult Day Center
Donna Perryman, CPA Chief Financial Officer	Lissey Donaldson, LPN Director of Resident Services, The Toby Weinman Assisted Living Residence	Wayne Roach Director of Maintenance
Renee Starling, RN, BSN Chief Nursing Officer	Kristine Fairman, MS, SLP-CCC Director of Rehabilitation	Michael Soronen, CEC Director of Dining Services, Housekeeping & Laundry
Renee Lipman, MLS Executive Assistant	Jennifer Hutchinson, RN, RAC-CT Director of Care Planning	Ray Teasdale, ACC Director of Therapeutic Recreation
Department Directors	Gwen Kaldenberg, MSW Director of Bresler Alzheimer’s Disease & Related Disorders Program	Cheryl Wagner Director of Admissions
Maureen Beaton, RN, LNC Director of Post-Acute Services	Rabbi Aaron M. Lever, BCC Director of Spiritual Care	Greg Yann Controller

Don't Get Excited, You're Not Invited! The 2018 Non-Event was a success!

Thank you to the following supporters: (as of October 23, 2018)

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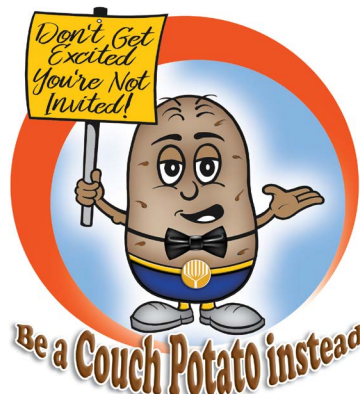
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Phyllis & Sidney Werner
Marlene & Sam Zytcer

Endowment Funds: (as of October 23, 2018)

Endowments help assure the continuation of vital programs and services that enhance the quality of life for the elderly served by Menorah Manor. In an endowment, the donor's gift remains intact while the interest may be re-invested or spent as needed.

Grants

The Jewish Federation of Pinellas and Pasco Counties
June Baumgardner Gelbart Foundation
Gerald Klein
Publix Super Markets Charities
The Emergency Operation Center
Diane & Arnie Ross
Anonymous

Spiritual Care Fund (Remembrance Walls)

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Lisa & William Harris
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Jackie & Bernard Kanner
Susan LaPlante

The Bresler Alzheimer's Disease & Related Disorders Fund

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Alene & Herbert Goldstein
Francoise Haasch
Joan & Bruce Levine
Karen Peterson
Beth Warach

The Foundation also maintains the following funds:

Col. Hyman Weinberg Endowment Fund
Daisy Jacobson Activity Endowment Fund
Dorothy & Henry Halperin Hospice Endowment Fund
Gail S. Warren Volunteer Education Fund
Haliczer Charitable Care Endowment Fund
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The Albert A. Belson Endowment Fund
The Marilyn & Irv Weissman Community Care Fund
The Marshall Seiden Resident Music & Cultural Arts Fund
The Toby Weinman Assisted Living Residence Fund
Weinman Jewish Hospice Fund



Thank you to all of our supporters.
We sincerely apologize if we have inadvertently omitted your name.
Foundation Office: (727)-302-3888 - www.menorahmanor.org/donate

Thank you to DVC Marketing, Villalba Visual Communications, Printing Solutions of Florida,
Mail Marketing Services, Moore Promotions, and Best Value Food Products for their gifts in kind.

Founders Association

Founders Association members have bound themselves to Menorah Manor's standard of excellence through a major financial commitment. They are committed to providing leadership, planning and are partners in our mission.

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Irene* & Carl Glassberg Dorothy & Maurice* Goldblatt Roberta Golding* Lillian & Sidney Grau* Diane & Julius Green*		
Samuel Greenberg		

Menorah Manor Foundation Legacy Society Membership

(as of October 23, 2018)

You are the Guardians of Our Future

The Menorah Manor Foundation has been the recipient of numerous gifts from the estates of many of our former residents and members of our community.

These individuals are the guardians of our future. They are making it possible for Menorah Manor to continue its mission for generations to come.

Anonymous Deborah & Daniel Albert Teri & Jack Albores* Judith & Barry Alpert Marvin Aronovitz Joan & Mickey* Baskin Emelia Bedford* Toby Rothbardt Bresler* Rivy Chapman Audrey R. Chenkin* Arlene & Col. Aaron Chernoff* Harriet & Lawrence Cymment Betty & Joseph Damsker* I. Frank Davis* Barbara Diamond Susan & Ronald Diner Dorothy & Ralph Dutcher* Esther Esrick* Jolene & Neil Fabricant Martin Fleischman* Julia Flom* Darwin Frank* Harriet Frankel* Edna Rothstein Freeman* Ruth Friedman* Elaine Garon Belle & Allan Gee* June Baumgardner Gelbart* Lillian & Sidney Grau* Linda & Steve Grau Erna* & Leonard Green Samuel Greenberg* Charlotte A. Gunzburger* Barbara & Irv Guterman Sandra Herzog Irma & Harold* Hillman Harriet Horwich* Sally & William Israel Edith Jackson* Jacqueline Jacobs* Edee & George Jacobsohn* Marion & John Joseph* Sophia T. Kahn* Susan & Jim Kapsales Gerald Klein Sarah Kleinfeld* Phyllis Lancry* Joseph Levin* Judith & Clifford Levitt	Edie* & Walter Loebenberg Mary Ann & Bruce Marger Jean Melnikoff* Raymond E. Meyer* Irving Miller* Sonya & Irwin Miller* James Moed* Helen Neufeld* Sarah & George M. Ohlhausen* Jean & Sylvan Orloff* Lucille & Irving Oster* Lois Pardoll Betty Rabbin* Annette Raymund* Ruth & Harold Rivkind* Anna Rogak* Rose & Louis Rosenthal* Thelma & Maurice Rothman* Alice & Gabe Rubin* Charles Saltzman* Marilyn & Harold Schaffner Lillian Schertzer* Suzanne & Saul Schechter Erika Schnabel* Edie & Leonard* Seligman Rose & William* Shapera Jan & Craig Sher Siegel Family Trust Bette & Roy Siegle* William Silver* Leo Smith* Rebecca Smith* Julia & Allan Solomon* Selma Stein* Lucille R. Strauss* Joyce & Herbert Swarzman Veronica & Alexander Szegedy* Bea* & Lester Unger Col. Hyman Weinberg* Deby Weinstein Marilyn & Irving Weissman* Sharyn R. Wittner Sue Wolfson*
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**Of Blessed Memory*



2018 Annual Foundation Membership (as of October 23, 2018)

Golden Mitzvah Member - (\$10,000 +)

Mr. Allan Gee*
Mr. & Mrs. Chip Weinman
Dr. & Mrs. Jonathan H. Weinman

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Mr. & Mrs. Robert A. Freedman
Mrs. Charlotte Goldberg
Mr. & Mrs. Bernard Greenberg
Mr. & Mrs. Milton B. Heilweil
Mr. & Mrs. Philip Hirschfield
Mr. & Mrs. Gary L. Hirsh
Mr. & Mrs. William E. Israel
Mr. & Mrs. Robert Jones
Mrs. Hani Kahan
Mr. & Mrs. Michael Kass
Ms. Esther L. Klein
Mr. Ronald Lasday
Dr. & Mrs. Erel Laufer
Mrs. Melinda Lebowitz
Ms. Patricia S. Leib
Mr. & Mrs. Leon H. Levinson
Mr. Carlen Maddux
Mr. & Mrs. Bruce Marger
Mr. & Mrs. Howard A. Markowitz
Dr. & Mrs. Paul A. Mevoli
Mr. & Mrs. Howard Miller
Mrs. Betty Morgenstein
Mr. & Mrs. Eric Rascoe
Dr. Bonnie Baker & Mr. Tom Ridgik
Mr. & Mrs. Joel Rosenhoch
Dr. & Mrs. Daniel Rutenberg
Ms. Eileen Schneider
Mr. & Mrs. Jeffrey Schneiderman
Mrs. Sheila Weil
Mr. & Mrs. Stephen Wein
Wells Fargo Advisors, LLC
Mrs. Gloria Weinberger
Mrs. Mary Wygodski
Mr. Robert Blumberg & Ms. Andrea Yates
Dr. & Mrs. Gary Zamore
Mrs. Sharon Zimring
Mr. & Mrs. Sam Z. Zytcer

Menorah Manor, Inc.

Statement of Operating Revenue and Expenses for Fiscal Year Ended June 30, 2018

Revenue from Operations

Resident and Third Party Revenue	\$23,355,465	
Adjustment for Charitable Care	<u>(3,407,657)</u>	
Net Resident Revenue		19,947,808
Other Revenue		<u>86,911</u>
Net Operating Revenue		20,034,719

Operating Expenses

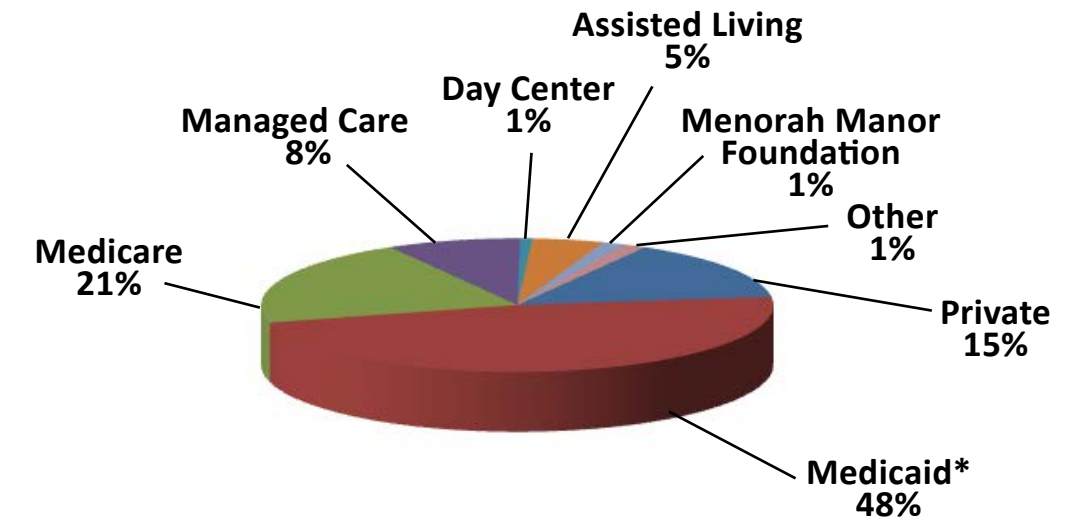
Professional Care	13,180,866	
Support Services	6,096,204	
Interest, Depreciation & Amortization	<u>1,393,088</u>	
Total Operating Expenses		20,670,158
Net Income (loss) from Operations		(635,439)

Community Support & Other Income/Expense	302,928
Net Income (loss)	<u>(\$332,511)</u>

The Foundation provides Menorah Manor with the financial support needed to maintain high quality care regardless of ability to pay.

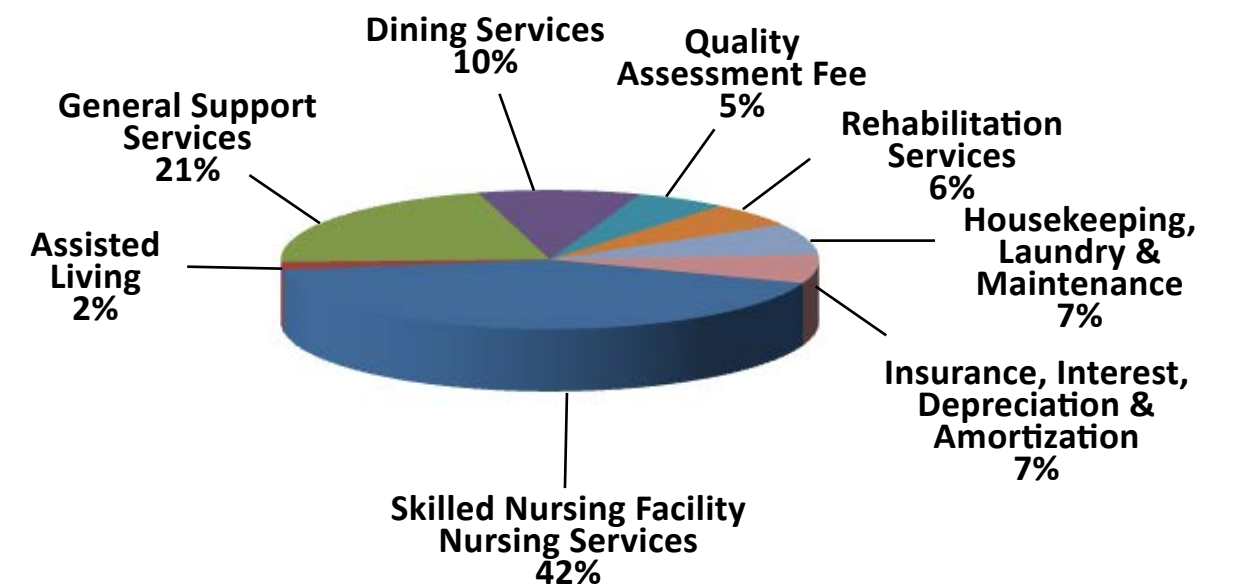
Please consider the needs of our seniors in your financial planning.

Sources of Revenue For the Fiscal Year Ended June 30, 2018



*Note that the Medicaid census was 64% of the population.

Operating Expenses For the Fiscal Year Ended June 30, 2018



A Spotlight on our 2017 - 2018 Volunteers of the Month

June 2017

Ann Lacy

July 2017

Carol Ehrenkranz

August 2017

Claire Mudrich

September 2017

Sha-Jae Corea

October 2017

Marvin Freeman

November 2017

David Gordon

December 2017

Roberta Palmer

January 2018

Cookie Kuruzovich

February 2018

Renee & Leo Weinshel

March 2018

Bert Bertoluzzi

April 2018

Sol Fishman

May 2018

John Fleece

June 2018

Ann Lacy

2018 Volunteer of the Year:
Lore Lynn



"How wonderful it is that nobody need wait a single moment before starting to improve the world."

Our volunteers' contributions to the well-being of our seniors are endless at Menorah Manor. They work in the gift shop, conduct discussion groups, lead exercises, read to residents, assist residents with shopping, and spend one-on-one time with those who need it.

For more information, please contact Bonnie Berman, director of volunteer services, at volunteers@menorahmanor.org or 727-302-3729.

2017-2018 Highlights

- The Samson Nursing Center earned a Gold Seal of Approval® for Nursing Care Center Accreditation from the Joint Commission, a symbol of quality that reflects an organization's commitment to providing safe and effective resident care.
- Menorah Manor launched a dementia care course program for staff members. The course, which is offered multiple times throughout the year, provides comprehensive training to staff members as well as the opportunity to become nationally certified as dementia care practitioners.
- The Toby Weinman Assisted Living Residence received its seventh deficiency-free survey in a row from the Agency for Health Care Administration.
- Menorah Manor recognized dedicated volunteers at the 2018 Annual Volunteer Appreciation Luncheon. Lore Lynn received the Gail S. Warren Volunteer of the Year Award.
- Susie Berman, chair of the Menorah Manor Foundation board, was Menorah Manor's 2018 Woman of Distinction, an award presented by the Jewish Federation of Pinellas and Pasco Counties.
- Menorah Manor Foundation welcomed Nancy & Alan Bomstein and Gerald Klein into the Founders Association.
- Menorah Manor implemented PointClickCare, one of the leading electronic health records and financial accounting software systems in long-term care.
- The 2018 Non-Event Campaign raised nearly \$100,000. The proceeds will go toward enhancing resident care.
- Rabbi Aaron Lever, BCC, joined Menorah Manor as Director of Spiritual Care. Rabbi Lever received his rabbinic ordination from the Jewish Theological Seminary in New York.
- Renee Starling, RN, BSN, joined Menorah Manor as Chief Nursing Officer.
- Menorah Manor partnered with BayCare to launch an innovative Telemedicine Program. The eCare program, which is only available at a select group of high-quality skilled nursing facilities in Tampa Bay, uses mobile technology to provide extra medical support for residents during the evening hours and prevent unnecessary trips to the hospital.
- Menorah Manor won a McKnight's Excellence in Technology Award for its Companion Pet Therapy Program.
- The dining services department launched an innovative program to keep food warmer and fresher.
- The therapeutic recreation department continues to add new and exciting programming for our residents, with an emphasis on intergenerational activities.

Statistics 2017-2018

Resident Days: 64,018

Volunteer Hours (recorded): 7,712

Rehabilitation Treatments: 69,935

Number of Employees: 244

Total Meals Served: 201,580

Matzo Balls Served: 8,320

Pounds of Brisket Served: 3,420

Nursing Care Hours: 127,362

Personal Care Hours: 168,451

Recreational Activities: 4,968

Glasses of Manischewitz Wine Consumed: 10,240

Pounds of Salmon Served: 4,650

Slices of Challah Served: 25,800

Toby Weinman Assisted Living Residence Celebrates 15 Years



Jan and Jonathan Weinman pose with Chip and Beverly Weinman in front of a photo of Jonathan and Chip's mother, Toby Weinman.



Resident Beverly Levine enjoys a pina colada during a summer party.



Rabbi Jacob Luski and Joanne Luski enjoy a Shabbat dinner with Joanne's mother, Vivian Neumann.



Chef Horst Ruffer prepares latkes for Hanukkah while resident Nancy Wilfert looks on.



Residents Herb Fisher and Judith Alstadter enjoy a Luau Party.



Residents Neva Lura and Barbara Levin enjoy each other's company.

Jewish Life at Menorah Manor



Rabbi Lever visits with Samson Nursing Center resident Marilyn Leff during a Rosh Hashanah workshop.



Samson Nursing Center resident Mona Cryan and volunteer Lore Lynn participate in "Color Your Hopes," a spiritual care activity.



Irv Weissman Adult Day Center participant Lillian Knapp enjoys the annual Purim spiel.



Samson Nursing Center resident Sol Fishman decorates the Sukkah with Rabbi Lever.



Samson Nursing Center resident Anatoly Naroditsky learns how to chant the Torah blessings with help from resident Mel Blonsky.



Toby Weinman Assisted Living resident Ann Mark enjoys apple cider during Sukkot.



About Us...



Menorah Manor is a community-sponsored, charitable, not-for-profit senior healthcare organization that opened in 1985. It serves six counties on Florida's gulf coast. Menorah Manor's mission is to provide the best possible care in a warm, homelike, Jewish environment. Menorah Manor serves people of all faiths.



The Marion and Bernard L. Samson Nursing Center residents benefit from comprehensive nursing, medical and rehabilitation programs. Medical services are provided by a private medical staff; many medical specialties are represented. An intensive Therapeutic Recreation Program provides activities to meet an extremely broad range of emotional, physical, intellectual and social needs.



The Lasher Family Rehabilitation Center houses therapy services including a full range of quality short and long term physical therapy, occupational therapy, and speech therapy. The newest technologies in rehabilitation are utilized.

Renew You®, an intensive and therapeutic short-stay program, is designed for people recovering from surgery, an illness or an injury when hospitalization is no longer needed.

The Irv Weissman Adult Day Center is a comprehensive adult day health program providing support for seniors living in their own home. It is located in the Samson Nursing Center.



The Toby Weinman Assisted Living Residence is the only Jewish assisted living residence in Pinellas County. It provides its residents with an enriching lifestyle that promotes overall physical, intellectual and emotional well-being.

The Bresler Alzheimer's and Related Disorders Program finds and institutes the best practices for the care of Alzheimer's Disease. The Program, part of the Weinman Alzheimer's Care Village in the Samson Nursing Center, provides a unique multi-level dementia care environment.

The Menorah Manor Foundation is the fund development arm of Menorah Manor and is actively supported by the community. Its responsibilities include the development of funds to support charitable care and special programs, capital funds for the support of buildings and equipment, and funds for current operating expenses.

The Menorah Manor Guild is the volunteer arm of Menorah Manor. The purpose of the Guild is to enrich the lives of Menorah Manor's residents through service, special projects and the funding of special equipment and programs.



The Marion & Bernard L. Samson Nursing Center is Accredited by The Joint Commission

The Marion and Bernard L. Samson Nursing Center
255 59th Street North
St. Petersburg, FL 33710
727.345.2775

The Toby Weinman Assisted Living Residence
240 59th Street North
St. Petersburg, FL 33710
727.341.1818

www.menorahmanor.org