



Annual Impact Report

2016-2017



Our Visionaries

Menorah Manor

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Vice Chair & Chair Elect

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Howard Miller, Esq.
Secretary

Robert Goldstein, MHA
Chief Executive Officer

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Barbara Baughman

Susie Klemow Berman

Ruth Glickman

Steve Klein

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Eric Ludin, Esq.

David Marger

Errol Pegler

Bernie Sapperstein

Steven B. Warren, M.D.

David A. Wein, M.D.

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Secretary

Robert Goldstein, MHA
Chief Executive Officer

Barbara Baughman

Dell Krug

Eric Ludin, Esq.

Jeffrey R. Pegler, Esq.

Saul Rachelson

Linda Reimer, RN, MHA

“No act of kindness, no matter how small, is ever wasted.”

"We make a living by what we get, but we make a life by what we give."



Trustee Marilyn Benjamin with Susie Klemow Berman, Menorah Manor Foundation Chair.



Judy Ludin, chief development & communications officer, with Trustee Gladys Schutz.

Menorah Manor Foundation

Susie Klemow Berman
Chair

Brennan Hervey
Treasurer

Ann V. Soble
Vice Chair

Susan Schwartz
Secretary

Robert Goldstein, MHA
Chief Executive Officer

Barbara Baughman

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Marilyn Benjamin

Kevin Lane

Roy Siegle*

Marietta Drucker

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Chip Weinman

John Engel

Marilyn LeVine

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Betsy Englander

Morris LeVine, M.D.

Phyllis Werner

Gregory A. Fox, Esq.

Paul Samson

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Marilyn Sapperstein

Irwin "Wally" Wallace

Michael Gross

Ronna Sharp

Barbara Samson Guterman

Jan Sher

* Of Blessed Memory

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.

Dorothy Dutcher
Founders Association

Sonya Miller
Trustee, Guild Member, Founders Association

Loren Pollack
Trustee

William Shapera
Trustee, Founders Association

Patricia K. Shavlan
Trustee, Founders Association

Roy Siegle
Trustee, Founders Association

Don Silverberg
Trustee, Founding Board of Governors, Founders Association

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



Words of Gratitude



Samson Nursing Center Resident Joan Lever with 31-year employee Ray Teasdale, Director of Therapeutic Recreation.

“ This is where I belong. The aides are here with smiles on their faces, I’m being given the best care...I couldn’t have asked for anything better than this. ”

“ Excellent care. Top notch facility. Wonderful staff. ”

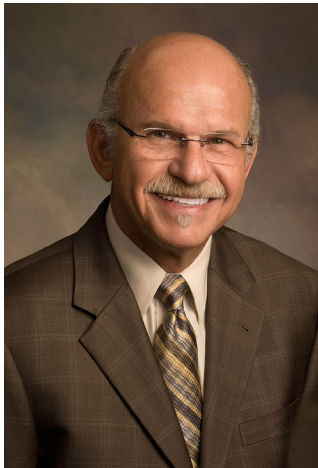
“ I am very fortunate that my mom is living at Menorah Manor. She receives the best care. The staff members are always so kind and helpful. I really appreciate the caring, pleasant staff. ”



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, or Alzheimer's care, the goal is always to provide the most appropriate care in the most appropriate setting.

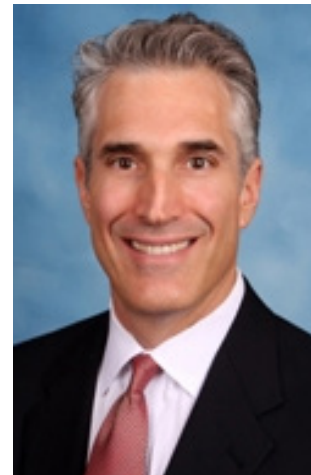
The Marion and Bernard L. Samson Nursing Center had an extremely busy year, due to the popularity of the short term rehabilitation program, *Renew You*. Our Toby Weinman Assisted Living Residence, now in its 14th year, continues to attract those who desire an intimate, cozy setting, in close proximity to the Samson Nursing Center.



Bernard "Barry" Kanner, Esq.
Menorah Manor Chair



Susie Klemow Berman
Menorah Manor
Foundation Chair



Steve Klein
Menorah Manor
Senior Living Chair

Donations to the highly successful Operation Upgrade campaign continued to come in, and are being used for much needed renovations in The Marion and Bernard L. Samson Nursing Center. Of special mention is a large gift from the Sephardic Home for the Aged Foundation, to be used specifically for renovations and furnishings for the dining room located in the Weinman Alzheimer's Care Village.

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. The sale of the Inn on the Pond significantly strengthened our financial position, and now is allowing us to concentrate on the "mother ship," our St. Petersburg campus.



Menorah Manor continues to thrive and offer many necessary programs for the community; please see the back page which highlights all our wonderful programs. **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 throughout the Tampa Bay area.
- The **Founders Association** continues to cultivate new members for this important leadership group. The newest members, the RFLP Group (Linsky/Rosenblatt families) and the Menorah Manor Guild, received their crystal menorahs at a Founders reception.
- 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 Foundation received a transformational anonymous gift; we will be forever grateful for this gift, which ensures the future of Menorah Manor.

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

2016-2017 Committee Chairs

Menorah Manor

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Bernard "Barry" Kanner, Esq.

Client Services and Ethics Committee

Ruth Glickman

Environment Committee

Bernard "Barry" Kanner, Esq.

Finance & Investment Committee

David S. Delrahim, Esq.

Nominating Committee

Robert Weisberg, Ph.D.

Menorah Manor Foundation

Executive Committee

Susie Klemow Berman

Finance & Investment Committee

Brennan Hervey

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Susie Klemow Berman

Remembrance Wall Committee

Morris LeVine, M.D.

Nominating Committee

Susie Klemow Berman

Menorah Manor Senior Living

Executive Committee

Steve Klein

Client Services and Ethics Committee

David Bernstein, M.D.

Marketing & Ambassadors Committee

Scott Daniels

Phyllis Dorian Schoenberg

Guild President



The Menorah Manor Guild's year was busy with projects that enhance the lives of our residents. We funded the purchase of a laptop computer that allows streaming of movies and concerts. We continue to provide money for bingo prizes and fresh flower arrangements weekly for all new residents. The café and gift shop is thriving. In addition to cookies, we now sell hot lunch entrees and soup, all prepared fresh daily by our talented and wonderful dining services staff, led by Michael Soronen, director of dining services. Popular items in the shop include jewelry, clothing, house-ware and gift items, greeting cards and Judaica items.

On January 11th, we will be hosting “Secrets of the Vinoy,” a docent led tour, followed by a lovely luncheon at the Vinoy Hotel on the waterfront of beautiful downtown St. Petersburg.

This year, the Guild was proud to give a check for \$18,000.00 to the Menorah Manor Foundation. The Guild and I will continue to do the very best we can to ensure that our residents feel safe, comfortable, cared for and loved.

Sincerely,
Barbara Baughman



Menorah Manor Guild Officers

President: Barbara Baughman

Immediate Past President: Linda Reimer

Treasurer: Linda Goldman

Recording Secretary: Tobia Schuster

Corresponding Secretary: Linda Reimer

Committee Chairs

Samson Nursing Center Gift Shop: Barbara Baughman
& Jackie Kanner

Publicity/Bulletin: Linda Reimer

Ways & Means: Deanna Susskind & Lynda Fontana

Volunteer to The Weinman Residence: Linda Reimer

Membership: Marian Wolfert



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

Chief Executive Officer



Robert Goldstein, MHA
Chief Executive Officer

Another year has gone by, and our desire to provide the highest standards of care to those we serve remains constant. We have met numerous challenges which have served to strengthen our organization. Our future is bright and we are better positioned to meet the ever changing health care needs of seniors in our community.

This past year our boards made some tough decisions. They approved the sale of The Inn on the Pond, to ensure the future of our St. Petersburg campus; the Samson Nursing Center and Toby Weinman

Assisted Living Residence. After 5 years of operation, the sale came as a result of financial challenges, unforeseen changes in the marketplace and

the rapidly changing reimbursement landscape. The decision was a very difficult one, but a necessary one. With the sale complete, our organization is financially stronger and in a much better position to concentrate on our core mission of *providing the best possible care in a warm, homelike, Jewish environment.*

Hurricane Irma posed a major threat to our area, and to Menorah Manor. Thanks to thoughtful planning by our trustees and donors, our emergency generators allowed our residents' care to continue seamlessly; we never lost power for more than several seconds, and when we did, our generators quickly powered up. The nursing center and assisted living residence were filled with hard working employees who never missed a beat throughout the entire storm.



We had approximately 200 of our employees' family members take shelter here, as well as their pets! We provided their children with day care for a week, as the Pinellas County schools suspended classes during the Hurricane. The teamwork that transpired at The Samson Nursing Center and The Toby Weinman Assisted Living Residence before, during and after the hurricane was remarkable. I am so grateful and proud of team Menorah!

Our trustees' dedication is an inspiration. A special thank you to Barry Kanner, Menorah Manor chair, Susie Berman, Foundation chair and Steve Klein, Senior Living chair, for your leadership. A big thank you to our donors for their continued generosity. Your support helps to fund improvements, such as renovations and new equipment, which improves the lives of our residents.

I am proud that Menorah Manor won the Jewish Programming Award of the Year from the Association of Jewish Aging Services (AJAS) for our YOUNiversity program. Menorah Manor YOUNiversity, funded by an innovation grant from the Jewish Federation of Pinellas and Pasco Counties, is an educational program that gives residents the opportunity to take classes in a university-style setting.

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
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David LeVine, M.D.
Chief Medical Officer

Judy Ludin, CFRE
Chief Development &
Community Relations
Officer

Donna Perryman, CPA
Chief Financial Officer

Renee Lipman, MLS
Executive Assistant

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Ph.D., BCC**
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Community Services

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Director of Health Information Services

Melissa D. DiGiacomo, PHR
Director of Human Resources

Rabbi Leah M. Herz, MAHL
Director of Spiritual Care

Jennifer Hutchinson, RN, RAC-CT
Director of Care Planning

Chris Jefferson, LPN, MS.ED
Director of Resident Services, The Toby
Weinman Assisted Living Residence

Gwen Kaldenberg, MSW
Director of Bresler Alzheimer's Disease &
Related Disorders Program

Roxanne J. Joachim, BSN, RN
Director of Post-Acute Services

Angi Lemley, MOT OTR/L
Director of Rehabilitation

Joan McCabe, RN
Director of Quality Services

Kim McFadden
Director of Social Services

Jennifer Molaskey, LPN
Director of the Irv Weissman
Adult Day Center

Wayne Roach
Director of Maintenance

Michael Soronen, CEC
Director of Dining Services,
Housekeeping & Laundry

Ray Teasdale, ACC
Director of Therapeutic Recreation

Cheryl Wagner
Director of Admissions

Greg Yann
Controller

Operation Upgrade Supporters

(as of October 16, 2017)

Thank you to the following donors for making the Samson Nursing Center renovations possible:

Visionary

Carl Glassberg
Estate of Sarah Ohlhausen
Marion Samson-Joseph*
Gladys Schutz
The Sephardic Home for the
Aged Foundation

Builders

Harriett Lieberman*
Debbie & Joel Momberg
RFLP Group LLLP

To Life

Bonnie and Art Kupperman
Estate of Tess Morris
Rothman Family Foundation

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Susie and Alan Schwartz

Sustainer

Terri and Paul Mevoli
Jodi and Peter Marmerstein
Sonya Miller*

Patron

Jackie and Barry Kanner

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Marilyn Benjamin
Mimi and John Engel
Miller Family Foundation
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Amy and Steve Klein
Dell and Larry Krug
Judy and Eric Ludin
Marilyn and Morris LeVine
Moore Stephens Lovelace, P.A.
Annette and Paul Samson
Phyllis Dorian Schoenberg
Ann and Jim Soble
Helaine and Zunya Solc
Roy Siegle*
Cindy and Bob Weisberg
Steven Warren
Phyllis and Sid Werner

Supporters

Shelly Lynn
David Marger
Marilyn and Bernie Sapperstein
Bette Sharp

Endowment Funds: (as of October 16, 2017)

Grants

The Jewish Federation of Pinellas and Pasco Counties
June Baumgardner Gelbart Foundation
Publix Supermarket Charities
The Sephardic Home for the Aged Foundation
Mr. & Mrs. Arnie Ross
Anonymous

Spiritual Care Fund (Remembrance Walls)

Phyllis & Larry Fishman
Barry Grau
Steve & Linda Grau
Patricia Hanson
Mary & Robert Levenson
Iris Salzer
Susan Sbar
Roy Siegle*
Brenda Shavin
Maxine & Martin Solomon

The Bresler Alzheimer's Disease & Related Disorders Fund

Janis Rosenthal & Jeff Rinkoff
Vicki & Roger Schwartzberg

The Marilyn & Irv Weissman Community Care Fund

Shelly & Joseph Forer
Roni & Stephen Igel
Martha & David Kimmel
Toby Nastir & Mel Myers
Lois & Peter Pardoll

The Foundation also maintains the following funds:

Haliczer Charitable Care Endowment Fund
Dorothy & Henry Halperin Hospice Endowment Fund
Daisy Jacobson Activity Endowment Fund
Col. Hyman Weinberg Endowment Fund
The Toby Weinman Assisted Living Residence Fund
The Albert A. Belson Endowment Fund
Gail S. Warren Volunteer Education Fund
Irwin & Sonya Miller Family Charitable Rehabilitation Care Endowment Fund
Senior Living Community Endowment Fund
Sarah & Leonard Yager Educational Endowment Fund
The Marshall Seiden Resident Music & Cultural Arts Fund
Lee & A.J. Pardoll Lectureship Fund
Meyer Abrams Concert Series 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

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.

The Allweiss-Pardoll Families
 Lee & Abe Pardoll*
 Lois & Peter M. Pardoll
 Helen & Allen Allweiss
 Anonymous
 Judith & Barry Alpert
 Marvin Aronovitz
 Joan & Mickey* Baskin
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 Mary Ann & Bruce Marger
 Marilyn & Philip* Benjamin
 Joan & Gerald Benstock
 Susie & Ira Berman
 Lillian Berni*
 Mona & Sam Bines
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 Cookie & Jacob Buchman
 Freida & Louis Buchman*
 Shirley & Fred Buns*
 Rivy Chapman
 Dorothy & Irving Cohen & Sons
 Dorothy & Irving Cohen*
 April & Andrew Cohen
 Lori* & Gary Cohen
 The Manny & Ruthy Cohen Foundation
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 Ben Diamond*
 Dorothy & Ralph Dutcher*
 Renee Druban*
 Betsy & Leonard Englander
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 Joan & Jerry Esrick*
 Kiki & Steven Esrick
 Ellie & Samuel* Fishman
 The Herman Forbes Charitable Trust
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 William Fleece, Esq.
 Sidney Richman*
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 Frances & Michael R. Sudakow*
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 June Baumgardner Gelbart* &
 Benjamin Gelbart*
 Irene* & Carl Glassberg
 Dorothy & Maurice* Goldblatt
 Roberta Golding*
 Lillian & Sidney Grau*
 Diane & Julius Green*
 Samuel Greenberg
 Rae & Victor Greenberg*

Shirley & Joel Grossman*
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 The Halprin Family
 Rose & Irving Halprin*
 Rouben Halprin*
 Irma & Hal* Hillman
 Jacqueline & Murray Jacobs
 The Jacobson Family
 Martin Jacobson
 Richard Jacobson
 Sharyn Jacobson
 Mini & Harold Wolf*
 Marion Samson-Joseph* &
 John Joseph*
 Alyce* & Edward Kalin
 Jackie & Bernard Kanner
 Bobbe & George Karpay*
 Leonore & Walter Kessler*
 Sarah Kleinfeld*
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 Shoshana & Lewis Kroll
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 Bonnie & Art Kupperman
 Dell & Larry Krug
 Karessa & Stuart Lasher
 Lila & Howard* Lawrence
 Beatrice & Jack Levine*
 Marilyn & Morris LeVine
 Linsky-LeVine Family
 Francine & Bruce LeVine*
 Gerry & Eugene Linsky*
 Loretta & Marshall Linsky*
 Lidia & Felix Linetsky
 Harriet Lieberman
 Roslyn & Fred Lieberman*
 Edie* & Walter Loebenberg
 Aida Mack*
 Samuel J. Mack*
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 Ida & Stanley Michels*
 Irving C. Miller*
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 Debbie & Joel Momberg
 Toby Nastir & Mel Myers
 Sarah & George Olhausen*
 Jean & Sylvan Orloff*
 Donna & Jerry Orns*
 Fagl & Ronald* Oxman
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 Diane & Stanley* Person
 Lee & Saul Rachelson
 Annette Raymund*
 L. Robert Rolde*

RFLP Group, LLLP
 Doris & Frank Rosenblatt
 Estate of Rose & Louis Rosenthal
 Diane & Arnie Ross
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 Thelma & Maurice Rothman*
 The Rutenberg Families
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 Erika Schnabel*
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 Schoenbaum Family Foundation
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 Lea & Marshall Seiden
 Pam & Eric* Sekeres
 Edie & Leonard* Seligman
 Betty & Melvin Sembler
 Rose & William* Shapera
 Pat & Arnold* Shavlan
 Jan & Craig Sher
 Sally & Harold* Siegel
 Siegel Family Trust
 Sally Siegel
 Shelia & Todd Siegel
 Mindy Siegel
 Bette & Roy Siegle*
 Lois Silberman
 William Silver*
 The Silverberg Family
 Jane & Donald* Silverberg
 Helen Silverberg*
 Sandy & Michael Slomka
 Ann & Jim Soble
 Shirley Solomon
 Selma Stein*
 Barbara & Joseph Sterensis
 Col. Hyman Weinberg*
 Toby & Melvin Weinman Foundation
 Toby & Melvin Weinman*
 Beverly & "Chip" Weinman
 Jan & Jon Weinman
 Marilyn & Irving Weissman*
 Westshore Glass Corporation
 Ann & Link* Elozory
 Marie & David* Hyman
 Marcella* & Lawrence Telles
 Jean & Ted* Wittner
 Sharyn R. Wittner
 Sue Wolfson*

Menorah Manor Foundation Legacy Society Membership

(as of October 16, 2017)

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
Julia Flom*
Darwin Frank*
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Edna Rothstein Freeman*
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Elaine Garon
Belle* & Allan Gee
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Lillian & Sidney Grau*
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Irma & Harold* Hillman
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Mary Ann & Bruce Marger
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Raymond E. Meyer*
Sonya & Irwin Miller*
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Lois Pardoll
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Ruth & Harold Rivkind*
Anna Rogak*
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Thelma & Maurice Rothman*
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Lillian Schertzer*
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Erika Schnabel*
Edie & Leonard* Seligman
Rose & William* Shapera
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Joyce & Herbert Swarzman
Veronica & Alexander Szegedy*
Bea & Lester Unger
Col. Hyman Weinberg*
Deby Weinstein
Marilyn & Irving Weissman*
Sharyn R. Wittner
Sue Wolfson*

**Of Blessed Memory*

2017 Annual Foundation Membership (as of October 23, 2017)

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

Anonymous
Mrs. Gladys Schutz

Grand Mitzvah Member - (\$5,000 +)

Mr. & Mrs. Gerald Benstock
Ambassador & Mrs. Melvin Sembler

Mitzvah Member - (\$3,600 +)

Estate of Gabe Rubin

Partner Member - (\$2,500 +)

The Manny & Ruthy Cohen Foundation Inc.
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Mr. & Mrs. Craig Sher

Guardian Member - (\$1,800 +)

The Estate of Albert A. Belson
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Mr. & Mrs. Ronald Diner
Mr. & Mrs. John Engel
Mr. & Mrs. Leonard Englander
Mr. & Mrs. Bernard Kanner
Publix Super Markets Charities
Mr. Roy S. Siegle*
Dr. Steven Warren
Mrs. Jean Giles Wittner

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| | |
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| Mr. Stephen Fogel | Mr. & Mrs. David L. Robbins |
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| Dr. Myron Graff & | Mr. & Mrs. Bernard Sapperstein |
| Ms. Marjorie Greene | Mr. & Mrs. Arthur E. Schloss |
| Dr. & Mrs. David H. Gross | Dr. & Mrs. Harold B. Seder |
| Ms. Valerie Hyman | Mr. & Mrs. Larry Silver |
| Mrs. Elaine R. Kaufman | Mrs. Gloria Weinberger |
| Mr. & Mrs. Sidney Lasky | Dr. & Mrs. Steven Weiss |
| Mr. & Mrs. Mark F. Lewis | Mr. & Mrs. Donald R. Wingard |
| Ms. Michelle A. Lynn | Dr. Charlene Wygodski & Dr. Steve Bloom |
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Dr. & Mrs. Robert Sternberg
Ms. Doris P. Steuer
Mr. Stuart Casper & Ms. Wilma Stone
Mr. & Mrs. Paul S. Tauber
Mrs. Jean Turner
Ms. Linda Valentino
Ms. Beth Warach
Prof. & Mrs. Robert Weisberg
Dr. Paula Zielonka & Dr. Carl Zielonka

Friend Member - (\$118 +)

Dr. & Mrs. Philip Altus
Mrs. Edie Becker
Mr. & Mrs. David S. Delrahim
Mrs. Karin Durlacher
Mr. Herbert Feldman
Mrs. Elinor R. Fishman

Mr. & Mrs. Robert A. Freedman
Mrs. Charlotte Goldberg
Mr. Mark Howard
Mr. & Mrs. William E. Israel
Mr. & Mrs. Michael Kass
Ms. Esther L. Klein

Ms. Betty Koteles
Mrs. Arlene Ludin
Mr. & Mrs. Bruce Marger
Dr. & Mrs. Jonathan Mines
Mr. Kenneth Morris & Ms. Katherine Barcia
Mr. & Mrs. Martin Slavney

Other Membership Gifts - (\$100 +)

Mr. Marvin Aronovitz
Dr. Bonnie Baker & Mr. Tom Ridgik
Mr. & Mrs. Geoffrey M. Berman
Mrs. Selma Biller
Mr. & Mrs. Budd M. Bugatch
Mrs. Beryl Coben
Ms. Audrey R. Greenberg
Mr. & Mrs. Milton B. Heilweil
Mr. & Mrs. Philip Hirschfield
Dr. & Mrs. William Hunter
Mr. & Mrs. Robert Jones

Mrs. Hani Kahan
Mr. Ronald Lasday
Dr. & Mrs. Erel Laufer
Mr. & Mrs. Leon H. Levinson
Mrs. Lore Lynn
Mr. Carlen Maddux
Dr. & Mrs. Frank Mendelblatt
Dr. & Mrs. Harold Pollack
Mr. Henry Rosen*
Dr. & Mrs. Daniel Rutenberg
Mrs. Lisl Schick

Dr. & Mrs. Marvin Susskind
Ms. Lois H. Verona
Mr. & Mrs. Gilbert Wegad
Mrs. Sheila Weil
Mr. & Mrs. Stephen Wein
Ms. Toby Wertheim
Mrs. Mary Wygodski
Dr. & Mrs. Gary Zamore

Thank you for improving the lives of our seniors.



*Of Blessed Memory

Menorah Manor, Inc.

Statement of Operating Revenue and Expenses for Fiscal Year Ended June 30, 2017

Revenue from Operations

| | |
|-----------------------------------|--------------------|
| Resident and Third Party Revenue: | \$29,117,982 |
| Adjustment for Charitable Care: | <u>(5,467,681)</u> |

| | |
|-------------------------------|-------------------|
| Net resident revenue: | 23,650,301 |
| Other revenue: | <u>126,128</u> |
| Net Operating Revenue: | 23,776,429 |

Operating Expenses

| | |
|--|------------------|
| Professional Care: | 16,610,086 |
| Support Services: | 5,980,862 |
| Interest, Depreciation & Amortization: | <u>2,032,061</u> |

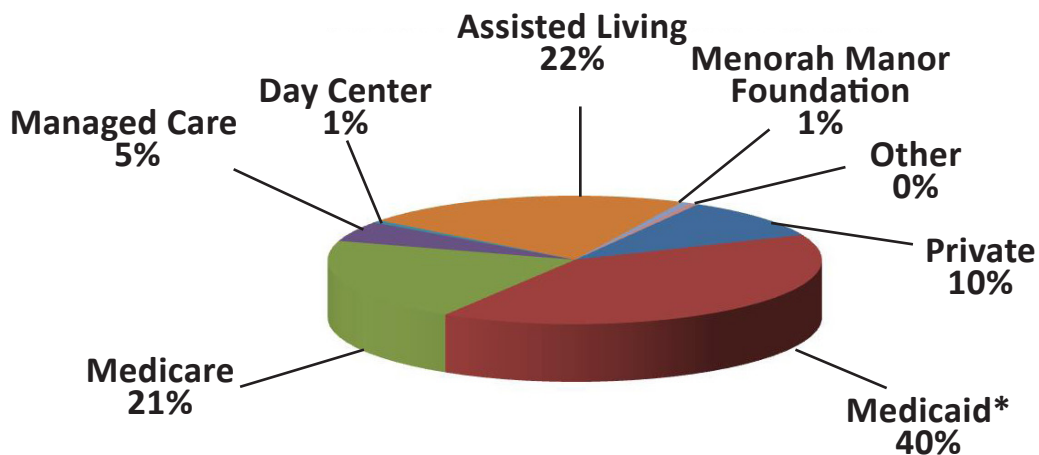
| | |
|--|-------------------------|
| Total Operating Expenses | 24,623,009 |
| Net Income (loss) from Operations | <u>(846,580)</u> |

| | |
|---|------------------------------------|
| Community Support & Other Income/Expense | <u>(732,824)</u> |
| Net Income (loss) including depreciation | <u><u>(\$1,579,404)</u></u> |

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

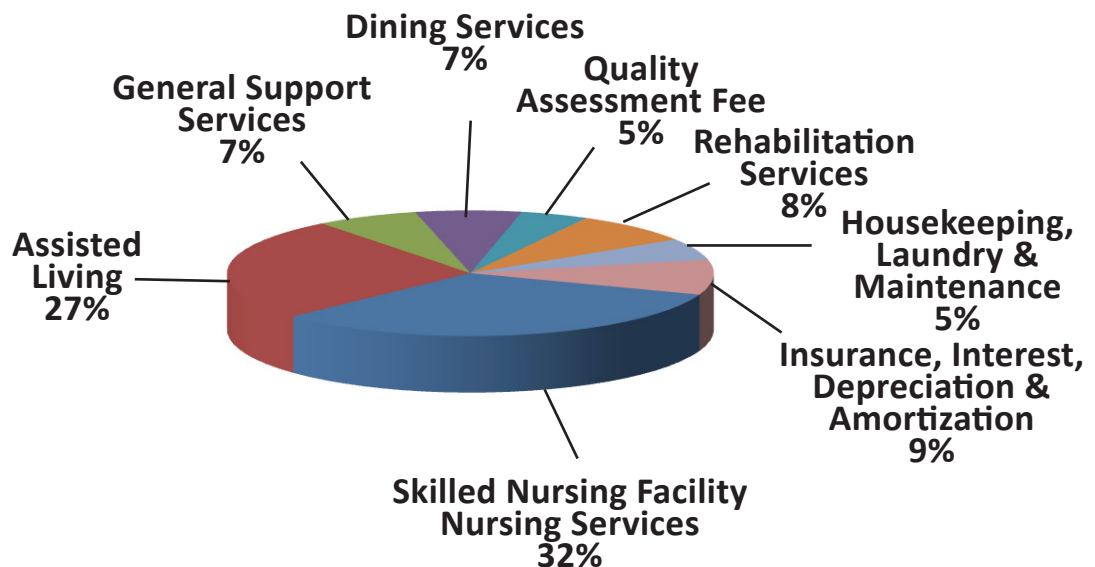
Please consider the needs of our seniors in your financial planning.

Sources of Revenue For the Fiscal Year Ended June 30, 2017



*Note that the Medicaid census was 67% of the population.

Operating Expenses For the Fiscal Year Ended June 30, 2017



A Spotlight on our 2016 - 2017 Volunteers of the Month

June 2016

Henry Rosen*
Activities

July 2016

Joan Kennison
Activities

August 2016

Elaine Newman* & Lore Lynn
Library

September 2016

Richard and Sharon Steiner
Adult Day Center

October 2016

Richard McKee
Rehabilitation

November 2016

Alice Newton*
Resident Volunteer

December 2016

Daniel Eldridge
Rehabilitation

January 2017

Lore Lynn
Activities

February 2017

Leo and Renee Weinshel
Gift Shop

March 2017

Hermine Gaines
Ladies Club

April 2017

Blair Nussbaum
Activities

May 2017

Anthony Phiel
Activities



"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. All volunteers who were awarded this honor after May 2017 will be listed in next year's annual report.

**Of Blessed Memory*



2016-2017 Highlights

- Menorah Manor received the Jewish Programming Award from the Association of Jewish Aging Services for Menorah Manor YOUniversity, a higher education program for our residents funded by an Innovation Grant from the Jewish Federation of Pinellas and Pasco Counties.
- The Operation Upgrade Campaign made it possible to make major renovations to the 2nd and 3rd floors. The renovations include new living rooms with therapeutic activity stations, acoustic ceiling tiles and LED lighting, decorative handrails and wall protection, luxury vinyl tile flooring, a fresh coat of paint on the walls, and beautiful new artwork.
- The Toby Weinman Assisted Living Residence received its sixth deficiency-free survey in a row from the Agency for Health Care Administration.
- Menorah Manor recognized hundreds of active volunteers at the 2017 Annual Volunteer Appreciation Luncheon. Rivy Chapman received the Gail S. Warren Volunteer of the Year Award.
- Phyllis Dorian Schoenberg, treasurer of the Menorah Manor Senior Living Board, was Menorah Manor's 2017 Woman of Distinction, an award presented by the Jewish Federation of Pinellas and Pasco Counties.
- Menorah Manor Foundation welcomed the Menorah Manor Guild and RFLP Group into the Founders Association.
- Menorah Manor launched the Companion Pet Therapy Program, a new therapy option for residents of the Marion and Bernard L. Samson Nursing Center. Companion Pets, made by Hasbro, Inc., are life-like robotic cats and dogs that bring comfort, companionship and joy to residents.
- During Hurricane Irma, Menorah Manor sheltered its employees and close to 200 of their family members and pets. Menorah Manor fed them three meals a day and set up temporary day care during the week that Pinellas County schools were closed.
- On Thursday, June 29, Menorah Manor's therapeutic recreation department held its first-ever Disney Day. Residents and staff members dressed as their favorite Disney characters and participated in a parade and Disney-themed talent show.
- Menorah Manor received a grant from the Sephardic Home for the Aged Foundation to renovate the dining room in the Weinman Alzheimer's Care Village. The renovations will be tailored to the specific needs of residents with dementia and Alzheimer's.

Statistics 2016-2017

Resident Days: 94,608

Nursing Care Hours: 137,488

Volunteer Hours (recorded): 8,993

Personal Care Hours: 222,799

Rehabilitation Treatments: 74,833

Recreational Activities: 3,845

Number of Employees: 353

Food Statistics 2016-2017

Total Meals Served: 202,900

Bottles of Manischewitz Wine Consumed: 2,032

Matzo Balls Served: 8,160

Chicken Leg Quarters Served: 12,480

Pounds of Brisket Served: 2,980

Slices of Challah Served: 26,340



Menorah Manor in the Spotlight

The following article, which appeared in the Tampa Bay Times on Friday, September 22, highlights Menorah Manor's Hurricane Irma story.

At Menorah Manor, planning paid off during Irma

Waveney Ann Moore, Times Staff Writer

ST. PETERSBURG — Doris Rosenblatt and her husband, Frank, have lived in Florida all of their lives, so they know about hurricanes.

Back in 1985, they evacuated from their Madeira Beach condo to Davis Islands and then to a sturdy, family-owned warehouse to take shelter from Hurricane Elena. When Irma threatened this year, they were unfazed.

The Rosenblatts — she is 90, and he is 94 — now live at Menorah Manor, a nursing home and assisted living facility in St. Petersburg.

Doris Rosenblatt was impressed by the facility's preparations. "As soon as they knew it was coming, they made plans," she said.

CEO Rob Goldstein said planning for such a crisis is actually ongoing.

"Knowing that the storm was out in the Caribbean, we started putting our disaster plan in place," he said. "We had several concerns. First and foremost, how do we take care of our residents?"

That meant making sure there was enough food, medical supplies and medications for about 180 residents. Each building — the nursing center and the assisted living residence — has its own generator, Goldstein said. Both kicked in on Sunday.

"It was completely seamless," said Judy Ludin, the chief communications officer. "You would never know that you were on a generator. It was really life as usual."

Electricity was not restored to the nursing center until Tuesday and to the assisted living facility on Thursday.

Keeping air-conditioning and medical equipment running is critical for the frail and elderly. Nine residents of a Hollywood nursing home died in sweltering conditions days after Hurricane Irma knocked out the power to the facility's air conditioning, according to the Times/Herald.

"A situation like that should never have happened," Goldstein said. "Management has the responsibility to protect the residents in any situation."

Menorah Manor's disaster planning includes making sure that essential staff are on hand, even dietitians and housekeeping. Employees were able to bring immediate family and pets to work as Irma approached.

Close to 200 family members arrived with air mattresses and sleeping bags, settling in on the ground floor of the four-story nursing center.



Raisa Collins, 9, far left, works on a craft project as Certified Nursing Assistant Shantal Anthony holds Cassidy Merrill, 1, while pouring glue for Quanniyah Brownlee, 9, right, at Menorah Manor in St. Petersburg on Sept. 15. Photograph by Lara Cerri.

Menorah Manor fed them three meals a day and set up temporary day care during the week that Pinellas County schools were closed. Employees without power at home were able to remain there after the storm, Ludin said. Others who chose to return to homes without electricity were offered hot meals and ice to take with them, she said.

Beverly Wimberly, a clinical nurse manager, brought two of her three sons, Antwan Fuller, 22, and Anthony Fuller, 16, to work. Her oldest, Antonio Fuller, 28, decided to remain behind to protect their home.

It was important for her to be at work, Wimberly said, to make sure the residents were taken care of. "I came on Saturday, and I stayed until after my shift on Monday."

Goldstein and his wife, Susan, and their dog, Encore, bunked in his office. Medical director Dr. David LeVine also took shelter at the facility with his wife, Janice, and two of their daughters. When the storm started to move in, Janice LeVine played the piano and led a sing-a-long.

The preparations paid off.

Goldstein said they had a two-week supply of food and water. And Menorah Manor officials had considered worst-case scenarios well before the storm got close, Ludin said. For instance, what if the facilities flooded and people had to be moved to a higher floor?

"Everybody knew what we had to do," Ludin said.

Menorah Manor was even able to help other facilities.

The 180-bed Solaris HealthCare Bayonet Point asked to borrow Menorah Manor's 16-passenger bus to evacuate its residents. And on Wednesday, after Irma, Goldstein got a request from LeadingAge Florida, a group of not-for-profit elder care organizations and business associates, asking Menorah Manor to assist two independent living facilities in Tampa and Plant City.

They had been without power and needed food, water and cleaning supplies.

Menorah Manor: By the numbers

Stocking up on two weeks' worth of non-perishable food:

Drinking water — 2,800 gallons

Potable water — 7,800 gallons

Tuna fish — 4,800 ounces

Peanut butter — 3,840 ounces

Crackers — 5,000 packets

Cereal bars — 1,400

Enough powered milk to make 3,600 ounces



One-year-old Jasira Smith on the cot of CEO Rob Goldstein with Goldstein's dog, Encore, during Hurricane Irma. Jasira's mother, Brittney Smith, a puree specialist in Menorah Manor's dining services department, was working while Menorah Manor staff watched her.



Rob Goldstein, CEO, and Michael Soronen, Director of Dining Services, stand in front of packaged food, water and supplies.

Thank you to the donors who contributed to the Hurricane Irma Fund.
Your gifts helped us cover the expenses incurred by the storm.



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

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 senior care programs, capital funds for the support of buildings and equipment, and funds for current operating expenses.

The Menorah Manor Guild is a volunteer auxiliary member of the Menorah Manor family. 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 Toby Weinman Assisted Living Residence
240 59th Street North
St. Petersburg, FL 33710
727.341.1818