

The freedom of living in your own home—that's what we're going to create here. It's the future of care. And we owe it to ourselves, our families and our community.





WHAT DOES THE **POWER OF ONE MEAN?**

Given the opportunity, we all want to feel that we've made a lasting contribution toward a better community, a better world.

The late Larry and Jane Glazer were committed to helping our community for more than 15 years. A former Board chair of Jewish Senior Life, Larry helped shape our vision for the future. Today, we're redefining what "home" can mean for our elders ... and revolutionizing how we care for them.

You have the opportunity to help make that vision a reality. You have the power to ensure that we honor, cherish and care for our loved ones in the best possible way for years to come.

THE POWER OF Redefining Home, Revolutionizing Care



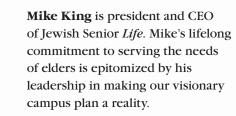
Since our beginnings nearly a century ago, Jewish Senior Life has been known for providing high-quality, innovative, personalized care in the Greater Rochester area. Our simple home has grown into a vital community, thanks to the powerful contributions of individuals like you.

Our approach has always been to focus on the unique needs of individuals. To treat them with dignity and give them choices. More than just caring for residents, we care about them. Today, this approach is called "person-centered care." And we're pleased to see it catching on across the country.

One way is through the Green House® project. By creating real small-house homes, caregivers are empowered to deliver more personal and effective care. So residents enjoy an even more meaningful life.

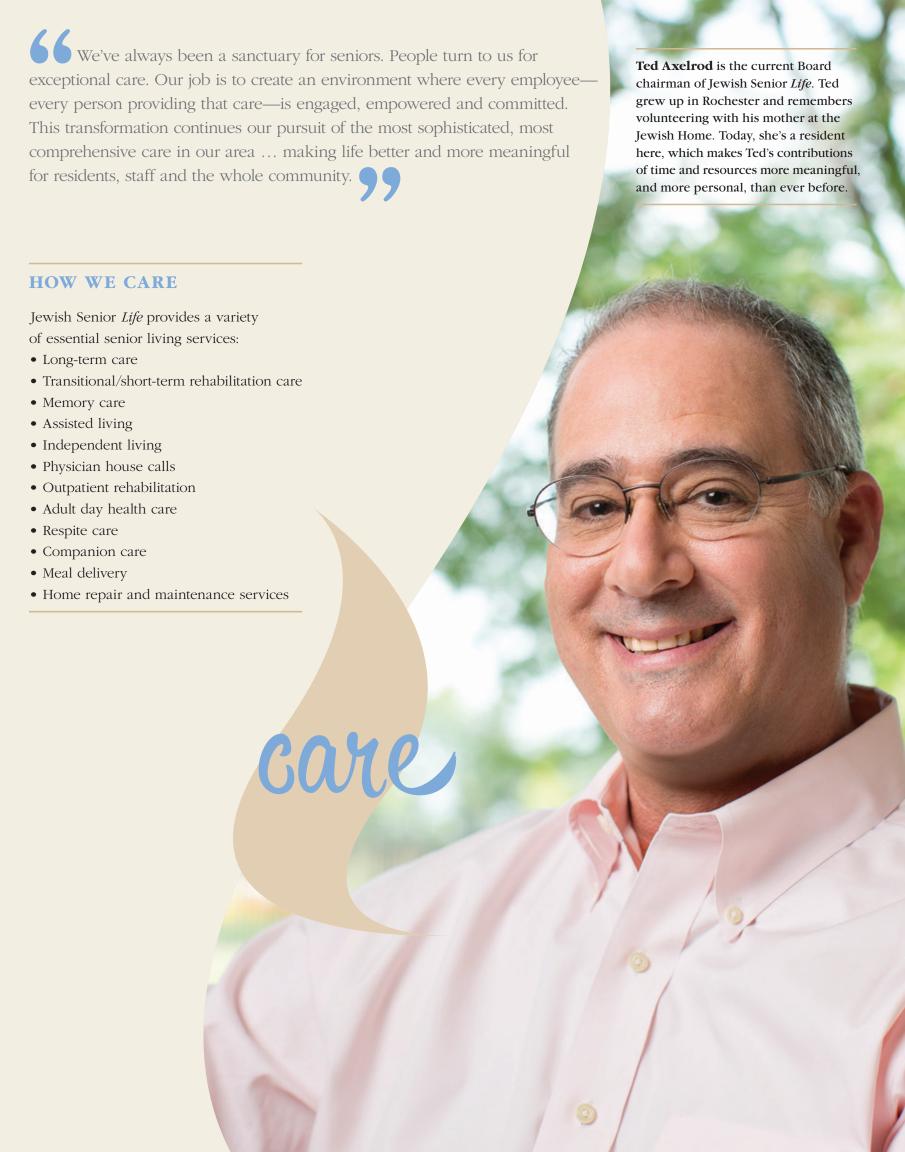
concept with three new buildings housing nine small-house homes. In addition, the Jewish Home building will be converted to all private rooms with private bathrooms.

While our campus will physically transform, ultimately the campus plan is about people—our residents, staff and stakeholders. Most importantly, it will provide a home that meets each resident's needs better than ever before. We're counting on your commitment to make this important transformation happen.











welcome home



Specially trained staff who provide care, housekeeping, laundry and cooking spend more time interacting with residents.

Images represent typical living space

Images courtesy of Perkins Eastman.



Warm residential finishes and details create a more engaging environment and foster increased family involvement.



is a lovely living room and full kitchen.

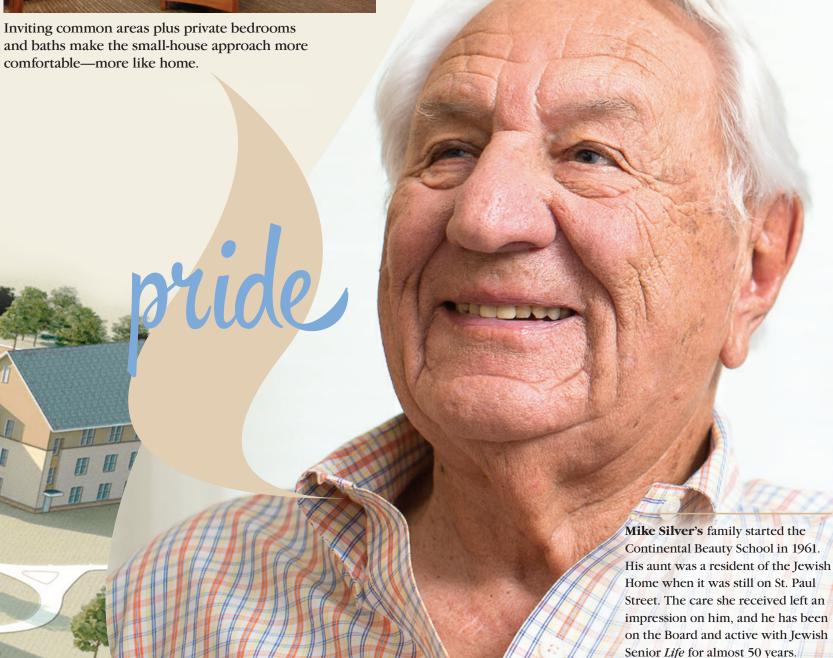
At night you see people sitting around the living room talking ... they refer to each other as brothers, sisters and best friends.

When I visited Green House

Homes in Boston, I was totally blown

away. People live like they're in their own homes. Bedrooms are around the perimeter and the center of the home

They take real pride in their homes. And I believe it's something we *must* build in our town.



Stepping up and paying it forward is what it's all Michael Haymes is president of about. This is something we must do for our families, ReMax Realty Group in Rochester. He's current Board chairman of the our community and ourselves. You can be part of an Jewish Senior *Life* Foundation and amazing transformation—from long narrow hallways has been a Board member for more and hospital rooms to open homes with space, privacy than two decades. and dignity. Who wouldn't rather live this way? YOU HAVE THE POWER. MAKE A GIFT THAT **CHANGES LIVES.** Your gift will support a tremendous transformation at Jewish Senior Life. Much more than a physical expansion, this will enable us to deliver care centered on individuals. Through smaller, more home-like settings, we will create more personal connections. And give elders the freedom to live their lives as they choose. Our vision requires expenditures totaling \$83 million, anchored by a three-year, \$26 million campaign. The Board has carefully considered the financial feasibility and deemed it reasonable and necessary.

CASE FOR SUPPORT

NAMING OPPORTUNITIES

THERE ARE MANY WAYS TO MAKE YOUR GIFT.

To discuss the option that is best for you, please **contact Joel Weiss**, Senior Vice President of Advancement, at **jweiss@jslfoundation.org** or call **585-784-6375**.

Want to see more about the Jewish Senior *Life* campus plan? Watch the video at: **powerofone.jslfoundation.org**



To change lives for generations to come, please **contact Joel Weiss**, Senior Vice President of Advancement, at **jweiss@jslfoundation.org** or call **585-784-6375**.

