



Jewish Senior *Life*
services for healthy aging

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MAX AND MARIAN FARASH CHARITABLE FOUNDATION PROVIDES GENEROUS GIFT TO JEWISH SENIOR *LIFE* CAPITAL CAMPAIGN

ROCHESTER, N.Y. MARCH 30, 2017– [Jewish Senior Life](#) is very pleased to announce a transformational gift from the the [Max and Marian Farash Charitable Foundation](#). This generous gift of \$2,000,000 combined with the Farash Foundation’s initial campaign pledge of \$5,000,000, will be the largest single gift to the Jewish Senior *Life* Power of One capital campaign. The campaign supports the Jewish Home’s \$83 million campus transformation project.

To commemorate the Farash Foundation for their generosity, the Jewish Home tower will be named “Farash Tower” in honor of Max and Marian Farash, who were both quiet and generous benefactors to the Rochester community.

“The Farash Foundation has been a long-standing partner and supporter of Jewish Senior *Life*,” said Mike King, President and CEO of Jewish Senior *Life*. “This will help us take person-centered care to the next level by updating our campus to redefine home and revolutionize care for the individuals we serve.”

“It was important to our Foundation to support this sweeping upgrade to Jewish Home facilities,” said Nathan J. Robfogel, Chair of the Farash Foundation Board of Trustees. “In terms of care and environment, these changes will accrue greatly to the benefit of Jewish Home residents far into the future.”

The campus transformation project includes building nine (9) homes for 108 long-term care residents on the Jewish Home campus. Each home will have a spacious living room, open kitchen, dining room, den and three-season porch. Every resident will have a private bedroom suite including a private bathroom with a European-style shower. The new homes are scheduled to open in September 2017. Full renovation of the Jewish Home (Farash Tower) will be completed in March 2019.

For more information on how you can support this project, please call the [Jewish Senior Life Foundation](#) at (585) 784-6378.

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About the Farash Foundation

Residents of Rochester for virtually all of their lives, Max and Marian Farash cared deeply about their community. In 1988, they established the Max and Marian Farash Charitable Foundation, which makes grants to nonprofit organizations in Monroe and Ontario Counties, half of them for Jewish projects and programs.

About Jewish Senior *Life*[™]

Serving people of all faiths and ethnic backgrounds, Jewish Senior *Life* is guided by the values of honoring family and emphasizing aging in place—allowing people to remain in the place of their choice longer.

Jewish Senior *Life* is a Continuing Care Retirement Community (CCRC), offering all levels of care from independent living to skilled nursing care on a single campus:

- The Summit at Brighton for independent living;
- Wolk Manor for assisted living;
- The Lodge at Wolk Manor for assisted living memory care;
- The Jewish Home of Rochester for long-term, transitional and memory care;
- Transitional Care at the Jewish Home for short-term rehabilitation;
- Atkin Center for Outpatient Rehabilitation;
- Marian's House daytime retreat for those with memory loss (also funded by the Farash Foundation in memory of Marian Farash); and
- a variety of community programs and services such as Living Well Companion Care and Physician House Calls that enable people to age and live safely, either on campus or another place that they call home.

Jewish Senior *Life* is the only senior care provider in the Rochester area to offer Life Care, a program which eliminates worries about unforeseen care needs and medical expenses throughout the full continuum of care.

Jewish Senior *Life* is accredited for its high quality and customer satisfaction by CARF-CCAC, and earned five out of five stars in the Centers for Medicare and Medicaid Services' (CMS) Five-Star Quality Rating. This designation is reserved for only the top ten percent of nursing home providers nationwide.

Jewish Senior *Life* is a member of the Alliance for Senior Care of Greater Rochester, Leading Age, Leading Age New York, and the Association of Jewish Agency Services.

For more information, please visit www.jewishseniorlife.org.