



Jewish Senior Life

services for healthy aging

## FOR IMMEDIATE RELEASE

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### JEWISH SENIOR LIFE FOUNDATION LAUNCHES PUBLIC PHASE OF CAPITAL CAMPAIGN

**Rochester, NY, November 17, 2016**—[Jewish Senior Life](#) has raised \$20 million in support of its capital campaign and is now launching the public phase of the campaign to fund the remainder of the project. Edward Bloom, Esq., and Michael Haymes, Chairman of the Jewish Senior Life Foundation Board, are leading the campaign as co-chairs.

The purpose of the “Power of One” campaign is to help support Jewish Senior Life’s campus transformation, an \$83 million project that is transforming long-term care housing into a small-home setting for residents and expanding transitional care to meet a growing need. Three modern three-story buildings, housing a total of nine small homes, are taking shape on the Jewish Senior Life campus, progressing toward a fall 2017 grand opening. The full project is expected to be complete in February 2019.

“For nearly a century, the Jewish Home of Rochester has been committed to meeting the unique needs of the elders in our community, and to this day our residents are at the center of everything we do,” said Mike King, President and CEO of Jewish Senior Life. “With the help of our generous donors, we’re taking person-centered care to the next level by updating our campus to redefine home and revolutionize care for the individuals we serve.”

Primary campus updates include:

- Construction of three modern three-story buildings with a total of nine homes, with 12 residents to each home. Homes are being built under the [Green House® Project](#) model, a nationally-accredited organization representing a new standard in long-term and post-acute care. Jewish Senior Life will be one of the largest Green House communities in the United States.
- Renovation of the existing Jewish Home to incorporate a small home model featuring all private rooms and bathrooms for all long-term care residents.
- Expansion of The Jewish Home of Rochester’s Transitional Care program (short-term rehabilitation) to better serve its hospital partners. All transitional care rooms will be private rooms inside The Jewish Home. Transitional Care at The Jewish Home will be one of the largest post-acute care providers in Monroe County.

Jewish Senior Life broke ground on the project in June 2016, starting with a celebration that brought together donors and community leaders, employees, residents and residents’ families.

“Community support for our vision and project has been extraordinary,” said Joel Weiss, Senior Vice President of Advancement, Jewish Senior *Life* Foundation, “While there is much to do, we fully expect to reach our goal.”

For more information on how you can support the Jewish Senior *Life* Foundation, please call (585) 784-6378. To learn about Jewish Senior *Life*'s continuum of care and community-based services, [please visit Jewish Senior \*Life\* online.](#)

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### **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 the only senior care provider in Rochester to truly offer a full continuum of care and services all on one campus:

- The Summit at Brighton for independent living;
- Wolk Manor for assisted and enhanced assisted living;
- The Lodge at Wolk Manor for assisted living memory care;
- The Jewish Home of Rochester for outpatient, transitional, long-term, and memory care; as well as
- A variety of community programs and services that enable people to age and live safely, either on campus or in another place that they call home.

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

Jewish Senior *Life* is accredited for its high quality and customer satisfaction by CARF-CCAC, and is a member of the Senior Health Alliance of Greater Rochester, Leading Age, Leading Age New York, and the Association of Jewish Agency Services.

[www.jewishseniorlife.org](http://www.jewishseniorlife.org)