

2020

*a year of compassion
and resilience*



Jewish Senior *Life*

A Letter from the CEO and Board Chair

In 2020, our centennial year, our Jewish Senior Life community—employees, residents and their families, volunteer leadership, and donors—were given the opportunity to show what we were really made of. Compassion, resilience, perseverance, and generosity are only some of the many words that come to mind when thinking back on how Jewish Senior Life was able to survive and thrive in such a monumental year.

Safety and well-being was paramount. Jewish Senior Life was operationally prepared to keep residents and staff protected from the deadly COVID-19 virus. It had ample stock of PPE—even engaging the Amish community to manufacture protective gowns. Safety modifications were made to interior spaces, and JSLAdvantage™ was introduced, an enhanced sanitization program with standards exceeding regulatory requirements. Recent data shows that the Jewish Home was one of the top five nursing homes with the lowest infection rates in all of Monroe County.

Residents stayed connected and engaged. Across campus, staff coordinated thousands of family video calls in 2020. The new RIT/Jewish Senior Life TekHub team helped Summit residents with video and any other technology needs. In addition, staff coordinated more than 15,000 family window visits throughout the year. As cold weather arrived, small greenhouses were built next to each residence so families could enjoy their visits in comfort. And when residents were not connecting with family, the staff kept them engaged with creative socially-distanced group activities, art projects, streaming entertainment by local performers, car shows, and even car parades.

Employees were encouraged and supported. Committed staff “Everyday Heroes” continually put residents’ needs above their own. Jewish Senior Life provided “well-being benefits” including free meals on shift, fresh produce, and take home family dinners—along with free haircuts! Even during the pandemic, Jewish Senior Life earned its second national Great Place to Work® Award for high employee satisfaction.

We have never been more proud of our employees. Our talented heroes showed up every day, putting their residents’ needs above their own. Their constant vigilance helped protect peers and residents from the deadly virus. And their caring and creativity kept our residents engaged, active, and connected with loved ones.

We are very grateful to all who have supported us through one of the most challenging times in our history.

Thank you.



Michael S. King

Michael S. King
President and CEO
Jewish Senior Life



Margot Weinberg

Margot Weinberg, MD
Board Chair
Jewish Senior Life

Financials

Jewish Senior Life

Audited as of December 31, 2020

	2020 Consolidated
Revenue	\$ 63,482,031
Expenses	\$ 66,648,347
Surplus from operations	\$(3,166,316)

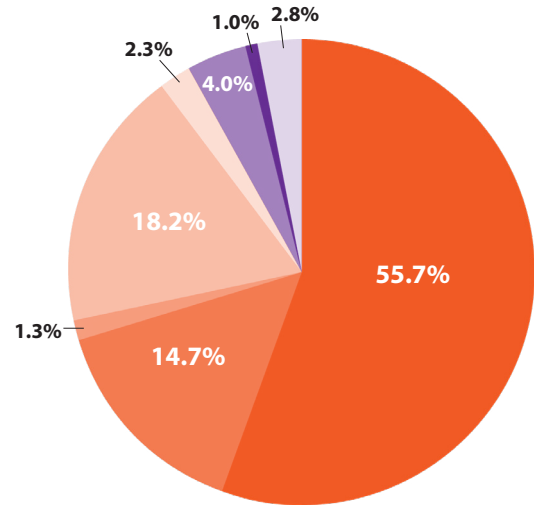
2020 Revenue

Nursing Facility	55.7%	\$ 35,374,722
Transitional Care	14.7%	\$ 9,325,594
Outpatient/ Adult Day Care	1.3%	\$ 825,872
Sr. Housing (Summit/Wolk)	18.2%	\$ 11,558,366
COVID-19 relief revenue	4.0%	\$ 2,514,701
Community Services	2.3%	\$ 1,469,138
Non-Operating Revenue	1.0%	\$ 607,441
Contributions for operations	2.8%	\$ 1,806,197
Total Revenue		\$ 63,482,031

2020 Expenses

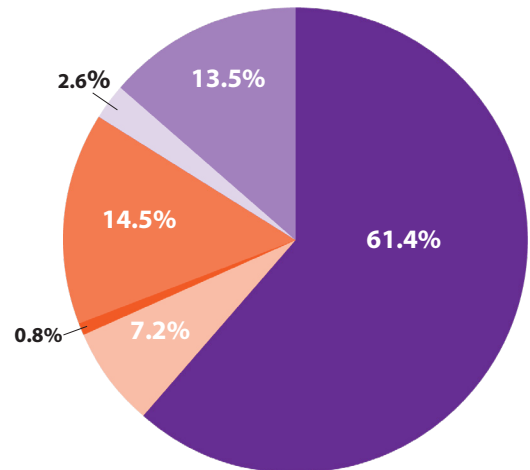
Nursing Facility	61.5%	\$ 40,956,359
Transitional Care	7.2%	\$ 4,773,316
Outpatient/ Adult Day Care	0.8%	\$ 530,014
Sr. Housing (Summit/Wolk)	14.5%	\$ 9,647,367
Community Services	2.6%	\$ 1,741,208
Property Expenses	13.5%	\$ 9,000,083
Total Expenses		\$ 66,648,347

Loss from operations **\$(3,166,316)**



2020 Revenue

Nursing Facility	55.7%
Transitional Care	14.7%
Outpatient/Adult Day Care	1.3%
Sr. Housing (Summit/Wolk)	18.2%
Community Services	2.3%
COVID-19 Relief Revenue	4.0%
Non-Operating Revenue	1.0%
Contributions	2.8%



2020 Expenses

Nursing Facility	61.4%
Transitional Care	7.2%
Outpatient/Adult Day Care	0.8%
Sr. Housing (Summit/Wolk)	14.5%
Community Services	2.6%
Property Expenses	13.5%

Designated Funds

Thank you to our donors who have generously provided more than 50 designated and named funds with the Foundation. Income from these funds are allocated annually to support various programs and services that are important to our residents' well-being and close to our donors' hearts. This support allows us to serve Jewish Senior Life through the many activities listed below. Included here are funds whose activities are supported annually, in addition to other restricted funds.

Creative Arts

Adult Day Health Care Fund
 Ida Rosen Creative Arts Fund
 Joan & Harold Feinbloom Creative Arts Therapy Program

Cultural Entertainment and Music

Abe & Ethel Cohen Media Library Fund
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 Arthur & Louise Wasserman Cabaret Fund
 Fannie & Edward Davis Music Fund
 Fayga & Elliott Press Family Endowment Fund
 Harriet Fogel Lewis Memorial Fund
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 Helen Silver's Garden Fund
 Ida & Samuel Goode Family Fund
 The Joseph & Anna Gartner Fund
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 Minnie Cohen Endowment Fund for the Arts
 Pincus & Agnes Sobie Judaic Performing Arts Program Fund
 Sam & Julie Freedland Resident Activity Fund
 Stephen A. Rosenberg Memorial Fund
 Youth Philanthropy Fund

Employee Appreciation and Education

Brodsky-Grossman Employee Recognition Fund
 David J. Cohan Social Work Fund
 Employee Appreciation Fund
 Esther B. & Sol Gross Fund
 Gretchen Crisler Fund
 Feldman Employee Emergency Fund
 Hirschland Nursing Education Fund
 Leon Rosen Exceptional Customer Service Award Fund
 Leonard & Tiby Schreiber, Gail and Lynn
 Career Development Fund
 Maurice & Mary G. Lewis Fund
 Wasserman Employee Recognition Fund
 William Feldman Day Services Staff Fund
 William Feldman Employee Loan Fund
 Workforce Training for Person-Centered Care

Medical Research, Treatment, and Equipment

The Clare & Jerry Rotenberg Family Center of Excellence
 for Palliative Care
 Donald & Elizabeth Cohn Endowment Fund
 Fannie & Harry Jacobstein Fund for Movement Diseases
 Geriatric Medicine, Research & Education Fund
 Greater Rochester Health Foundation Palliative Care
 Grant Fund
 The Rotenberg Fund for Supporting the Physician's House
 Calls Program
 Sam and Hazel Gwartzman Fund

Nursing Appreciation

Arthur & Louise Wasserman Nursing Recognition Fund
 Nursing Appreciation Fund

Religious and Spiritual Care

Miriam R. Cohen Religious Fund
 Rabbi Kilimnick Fund for Jewish Enrichment
 Konar Synagogue Fund
 Spiritual Life Fund
 Yahrzeit Joseph Silverstein Fund

Therapy and Wellness

Bunny & Mort Skirboll Family Fund for Music & Memory
 Carol's Furry Friends Fund
 Dr. Hobart & Elinor Lerner Fund
 Harriet & Chester Barasch Companion Animal Fund
 Knights of Pythias Fund
 Ruth & Moses Capell Wellness Fund
 Sam & Julie Freedland Intergenerational Fund

Other Restricted Funds

Better Together Intergenerational Fund
 Evalyn Newman Phillips Volunteer Recognition Fund
 Lewis Meiselman Memorial Fund
 Lovenheim Family Fund
 Marian's House
 Meaningful Life Fund
 Myron Silver's Fund for the Future

Gifts to Designated Funds

\$25,000 and Above

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Wichman Family Philanthropic Fund	Spiritual Life Fund

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Micro Instrument Corp.	Neurobehavioral Unit
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Mr. Daniel Seils	Ruth & Moses Capell Wellness Fund, Spiritual Care and Employee Appreciation
Mr. James Spates	Employee Appreciation
George Stewart	Neurobehavioral Unit
Dr. & Mrs. Stephen Teitel	Feldman Employee Emergency Fund
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Mr. & Mrs. Donald Titus	Neurobehavioral Unit
Mr. Jonathan D. Weiner	Ruth & Moses Capell Wellness Fund

We would like to thank all of the other generous donors who donated a gift below the amount of \$100 to a designated fund in 2020.

** of Blessed Memory*

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Members of our Legacy Society have indicated their intention to leave funds to the Jewish Senior Life Foundation through their estate. Our generous legacy donors have chosen to make a lasting impact on those we serve today and for years to come.



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We received generous legacy gifts from the below donors who have passed on into the afterlife.

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 Mrs. Marcia Shapiro*
 Mrs. Adelaide Weinberg*
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Our donors have gone above and beyond through their generosity throughout this critical time in our history. We would like to thank the many donors who not only donated to our Annual Fund but also made contributions to our Emergency (COVID-19 Relief) Fund established to meet the greatest needs of our residents and staff during the pandemic. All of this incredible generosity is reflected at each donor's respective giving level below.

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Since it was founded in 1988, the Golden Alliance, including the Platinum Circle, has raised more than \$10,000,000 for Jewish Senior Life. Golden Alliance support makes possible a multitude of programs that help keep our elderly healthy and engaged. We would not be able to offer the same level of care that we are so proud of if it were not for the dedicated donors of our Golden Alliance Giving Society.



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