

HAPPENINGS

WINTER/SPRING 2018

Women's Auxiliary



DIAMOND ANNIVERSARY GALA



Saturday, June 2
Hyatt Regency La Jolla

GUARDIANS
OF SAN DIEGO

TAKE A *swing*
FOR SENIORS

Golf, Tennis, & Spa Day

Monday, July 23
Del Mar Country Club
and
Rancho Valencia
Spa



The
211
Club

*Patron Recognition
Party*

Sunday, August 26

Private residence of Jeffrey Strauss
Owner and Executive Chef
Pamplemousse Grill

*75th Anniversary
Summer of
Celebration*

a publication of



Advancing Senior Care
in the Jewish Tradition

Seacrest Foundation presents
**2018 Women's Auxiliary
Diamond Anniversary Gala**
celebrating
Seacrest Village Retirement Communities

75 YEARS

of being a lifeline in our community

An exquisite, diamond-studded night featuring:

Champagne & Cocktail Reception

Live Auction

Dazzling Dinner

Live Entertainment

Dancing

Formal Cocktail Attire

Saturday, June 2, 2018

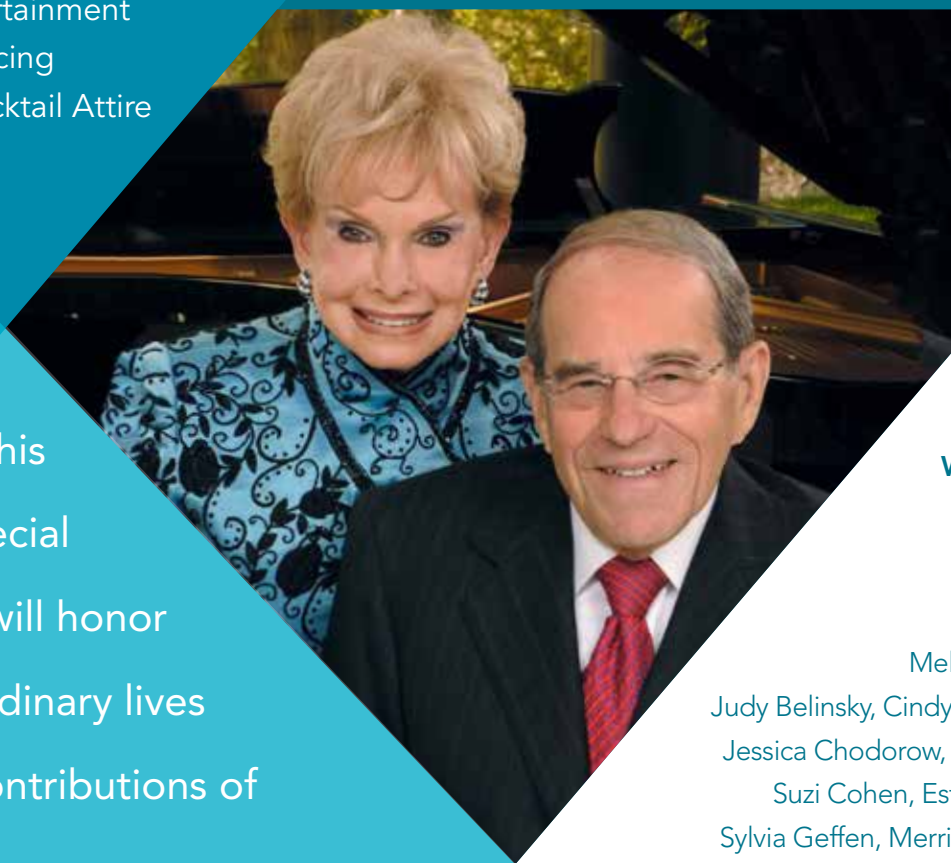
Hyatt Regency La Jolla at Aventine



This
special

event will honor
the extraordinary lives
and contributions of

**Lee & Frank
Goldberg**



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Anne Nagorner

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Advancing Senior Care
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760.516.2015
seacrestfoundation.org

Seacrest
Foundation is
proud to recognize
all gala sponsors and
underwriters of \$18,000 and above
as **75th Anniversary Visionaries.**

Contact Seacrest Foundation for details.

\$75 tickets for
Rising Leaders
(Under 40)
in honor of the
75th Anniversary



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As our 75th year of serving the Jewish community approaches, we want to make you privy to the secret world of Seacrest Village, one you likely have no idea exists. We want to give you a glimpse into the inner-workings of how we create a culture of caring to give the aging the most sacred gift imaginable — a spectacular life.

We begin with the understanding that our quality of care depends upon us tapping into the full potential of those who are on the front lines of caregiving. We rely on seminars and workshops, with our Holocaust training the most sacred for these special homes of ours. We teach our caregivers to be mindful that when they see numbers on a resident's arm, this means that person is a Holocaust survivor and the first words out of their mouths needs to be: "I'm so sorry." This is just one example of the kind of "cultural sensitivity" we delve into with our Holocaust trainings.

We also train our caregivers to align themselves deeply with our "No One Dies Alone" policy. As Rabbi Cantor Arlene Bernstein puts it, "It's a sad privilege to be an angel walking the dying to the edge of this life."

If family members are not able to be with their loved one, our caregivers know how important it is to fulfill this sad privilege and are ready and willing to step in with dignity and grace.

Celebrating milestones with vitality is another rite of passage at Seacrest that we and our associates hold dear. In fact, recently a member of our life enrichment team helped a resident and his wife celebrate their wedding anniversary with a candlelight dinner. The associate was sensitive to the needs of the memory-challenged husband, supplying him with roses to give to his wife.

Finally, our staff is shown a model of caregiving beyond 9 to 5, one that creates the deepest of bonds with the residents. I'm proud to report that when a resident recently died who had lived at Seacrest for the past 18 years, at least half a dozen caregivers went to his funeral, many on their day off.

Seacrest, like an iceberg, has some aspects of it hidden beneath the sea of life. What lies above the sea, easily distinguishable, is our dynamic expansion guided by our exhaustive research. We use the best and brightest minds in our leadership to tap into this research and help us draw up a blueprint for our projects.

Through our 75 years of caring with compassion, we want to thank our founders, our leadership, our donors and our community for the vision, generosity and steadfast commitment to honor those who have come before us.

While we forge ahead with our research and our inventive ideas to serve our cherished Jewish community, we wanted to share our stories hidden beneath the surface to let you know that we will always consider our most prized capital our caregivers. In the years to come we are as committed as ever to invest in this capital to make good on our sacred gift for each and every resident — a spectacular life.



Pam Ferris, President/CEO
Seacrest Village Retirement Communities

When we live life like it's a race, it's impossible to win. That's because when we live life on the run it's a blur; we're preoccupied with the details of life — dates, times, budgets.

But then something monumental happens — the loss of a loved one, an illness, or a tragic accident — and then we're faced with our life in limbo. At this point we don't have to be prompted; we naturally re-evaluate our entire existence. We're in a state of metamorphosis because our eyes are no longer on the details of life but on the grand journey, where it's taking us and who we are meant to be on this Earth.

Rabbi Daniel Cohen wrote the book *What Will They Say About You When You Are Gone?* and it's a book for those pondering the big questions in life. I was delighted with the response I got from a few residents at Seacrest when I posed these questions: What do you want your legacy to be? How do you want others to remember you?

Sylvia: "I want to be remembered for being pleasant, funny, great to talk to, for being a good listener, and for being humble."

Pauline: "I want to be remembered for being kind, nice, for always having a smile and for how grateful I am for my life, my family and my friends. I want to be remembered as a mother, grandmother, great grandmother, and as a woman who is blessed."

Eve: "I want to be remembered for my gratitude, my humility, and for how blessed I am to live my last years in a community that gives me sustenance and takes care of all my needs."

Another heartfelt question the rabbi poses in the book is: *If you knew you only had 24 hours left to live, how would you spend that time?* Here's what a Seacrest resident and an associate said:

Martin: "I would want to be in the comfort of my own home with my wife, our parents and our immediate family."

Sylvia: "I would want to be with my daughter at the beach, walking and appreciating the sunshine."

Don't wait for a loss, an illness or a tragic accident to ponder these monumental questions, because only when you consider how you want to die will you begin to consider how you want to live.



Patti Haskell
Rabbi, Seacrest Village Retirement Communities

In Genesis our biblical ancestor Jacob lay down and slept. That night in his dream he wrestled with an angel and when he awoke, out of his own amazement he spoke these words, "Ma nora hamakom hazeh, how awesome is this place."

When I came to Seacrest Village in July 2007 for my interview weekend I was immediately struck by how awesome it was. While in rabbinical school I'd spent four semesters and a summer working in two different Jewish retirement communities. Walking into the Seacrest environment was a breath of fresh air. The casual, comfortable atmosphere assured me that this was truly home to each resident who resided here.

For eleven years I have lived a dream. Being the rabbi and chaplain at Seacrest Village is not a job for me. Instead it is a deep honor. The relationships I've nurtured, the faces and smiles I've known, the joys and sorrows I've shared have shaped my years here into a symphony to echo forward throughout my future. If I named every resident who has allowed me into their life, who has shared part of their journey with me, who has prayed or sung with me it would fill this entire issue of Happenings!

Like many of you I was moved to be a donor to Seacrest, to participate in the monetary tzedaka of the resident assistance fund. How could I not when I saw firsthand the benefit to so many people. More than anything I love the anonymity; every resident is treated with respect and honor no matter their financial situation.

As I move toward my retirement in August I experience so many mixed emotions. I look forward to being closer to family, to new adventures, to new friends, and to a new home in a new town. And yet how I'll miss each smile, each resident, each conversation, and each hand held.

As I, a descendant of Jacob, awake from the dream that is Seacrest and embrace my new life of retirement I will always remember how awesome is this place.



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Seacrest at Home



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Kelli Denton, RN
Director, Seacrest at Home

Seacrest at Home is almost five years of age. Our core service is a top notch home care program. Home care is defined as non-medical help with activities of daily living (cooking, dressing, feeding, shopping, bathing, companionship, medication reminders, light housekeeping, transportation, etc.)

Additionally, Seacrest at Home has added two new programs to its offerings:

- C.A.R.E. or Companion Available Ready for Emergency: a companion will stay with your loved one in the emergency room or while hospitalized
- Care Navigation: A Registered Nurse will act as a knowledgeable coordinator of your loved one's care through the maze of our US healthcare system as well as community services

What is missing from our portfolio of services at home is home health services. Home health is the provision of medical services (medication management, skilled nursing, physiotherapy, etc.) in the home by licensed healthcare professionals, in contrast to home care services which are entirely non-medical and do not require a professional license.

The Board of Seacrest at Home is currently exploring the acquisition of a Medicare certification to offer home health services. This certification is expensive and difficult to obtain, though is reimbursed by Medicare or private insurance.

We are also pursuing the application for licensure for home health. Licensed home health is considered private duty and paid for privately or reimbursed by long-term care Insurance. It is not billable to Medicare or Medi-Cal. Licensed home health personnel are professional staff offering skilled services such as wound care, IV therapy, medication management and rehab services. All services have physician over-sight.

As we know, most seniors desire to remain in their home as they age, and many cannot afford the cost of a senior living community.

Therefore Seacrest at Home supportive services are in demand and Seacrest at Home, with its pristine brand recognition for high quality services in the context of Jewish values, will continue to thrive in San Diego County.

Finally, given our program needs, Seacrest at Home appreciates the many San Diegans who continue to be philanthropically generous to Seacrest at Home.

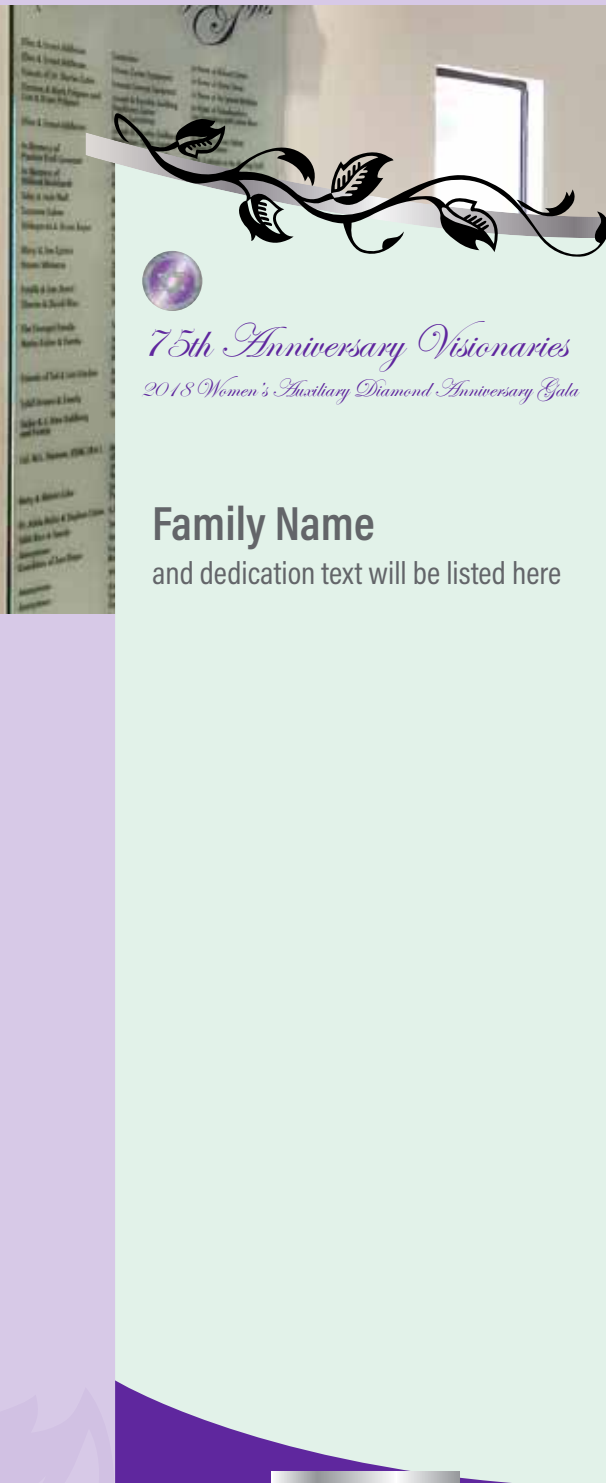
760-942-2695

seacrestathome.org

To commemorate 75 Years of Seacrest Village Retirement Communities (the San Diego Hebrew Homes) being a lifeline in our communities, join the

75th Anniversary Visionaries

For 75 years, the Seacrest doors have not closed, not even for one night.



As Seacrest celebrates its 75th year, Seacrest Foundation is proud to recognize all gifts of \$18,000 and above as 75th Anniversary Visionaries

- Names and dedication inscriptions will be listed on a beautiful *75th Anniversary Visionaries* Wall prominently displayed in the main entrance of Seacrest Village
- All *75th Anniversary Visionaries* will be acknowledged at the Diamond Anniversary Gala on June 2, 2018
- All *75th Anniversary Visionaries* receive recognition in 75th Anniversary video shown at gala and throughout 75th Anniversary year celebrations, and in the gala speaking program

For more information on the 75th Anniversary Visionaries program and the Women's Auxiliary Diamond Anniversary Gala on June 2, 2018, please contact Seacrest Foundation at 760.516.2003.

WE ARE GRATEFUL FOR THE GROWING LIST OF FAMILIES WHO HAVE ALREADY JOINED THIS SPECIAL GROUP AND ARE SETTING THE STAGE FOR THE NEXT 75 YEARS!

Seacrest Foundation presents

TAKE A
swing
FOR SENIORS

Golf, Tennis & Spa Day

a benefit for Seacrest Village
Retirement Communities



Monday, July 23, 2018

Del Mar Country Club & Rancho Valencia Spa

75th Anniversary Presenting Sponsor

The William Gumpert Foundation

ENTRY INCLUDES:

- Tournament play/spa
- BBQ buffet or spa lunch
- Six contests
- Participant gift
- Cocktail and hors d'oeuvres reception
- Open bar
- Silent auction
- Awards program
- Gourmet dinner
- and more!

New this year:
*Pickle
Ball!*

GOLF ENTRY

\$425

GOLF ENTRY RISING LEADERS

(40 and Under)

\$225

TENNIS

\$225

For more ticket and sponsorship information, please call
Jamie Levine, Seacrest Foundation at 760.516.2015
or visit seacrestfoundation.org



Special Memories Shared Between Jewish Communal Colleagues

Sol and Pearl Reitman were one of the first couples to move to Seacrest Village in Encinitas when it opened in the late 80s. They are remembered fondly, especially in the Assisted Living building, their love and strong bond being one of the reasons Seacrest knew it needed to raise funds to build the much-needed Assisted Living Residence so that couples could remain together as their needs changed. They lived together for many years in independent living, until Sol needed more assistance than Pearl could provide. When the assisted living facility opened, they moved there together and were able to stay in their beautiful home of Seacrest and stay with each other, as they had been for 60 years. By the time she passed away, just shy of 102 incredible years, Pearl had lived in and received care in every level of care Seacrest offered.

Their grandson, Steven Reitman, is now on staff at Jewish Family Service, San Diego. As Jewish Family Service (JFS) celebrates its centennial year, the staff of Seacrest wish Steve and the entire organization a warm mazal tov on 100 years of helping San Diegans live safe, healthy, independent lives at every age, values that are shared strongly by Seacrest Foundation.

Shona Borevitz, who is the Director of Philanthropy for Seacrest Foundation, recalls telling Steve, "I actually found my job at Seacrest through the JFS Career Services program, and I am so grateful for this." Shona and Steve enjoy a working relationship, as they both work in philanthropy, which brought Steve to tell Shona the story of his grandparents' time at Seacrest.

As Seacrest celebrates its 75th Anniversary year of serving the frail and elderly in our Jewish community, we look back at the history we share. The woman who is credited with having started JFS was also part of the group of women, called the Jolly 16, who some years later would start the San Diego Hebrew Home for the Aged (the first name that the current Seacrest Village had when it opened in 1944). After a committed life of serving those in need, she actually lived the last years of her life at Seacrest Village in Encinitas.



Pearl & Sol Reitman, married over 60 wonderful years



Pearl with her great grandkids, at Seacrest

Steve explained to Shona that his grandparents were living in a mobile home park in Escondido. They belonged to Adat Shalom and volunteered for Jewish organizations. As they grew older, they needed extra help but they were simply not able to afford it. **This is where Seacrest came in.** Steve's family went to Seacrest for help. Seacrest was just opening its Encinitas campus and because of the scholarship program, his grandparents were able to move to a brand-new community, into a new apartment and make it their home. They became part of a vibrant Jewish community, and felt supported, peaceful and happy. In fact, Pearl's sister, Regina, soon joined them and the three of them became a very special part of the Seacrest family for many years. Pearl and Regina worked in the Seacrest

gift shop, selling greeting cards, gifts, and snacks to residents and visitors.

As Seacrest looks back on 75 years of being a life-line in the community, we think of the impact that has been made on so many families like the Reitmans. Some of our beloved residents, like Pearl and Sol, are spoken about and missed to this day. Pearl is

continued on next page

continued from previous page

remembered for her beautiful smile but above all else, her feistiness. The staff referred to her and her table mates in the dining room as "The Powder Puff Girls (plus Sol)." Staff also remember the love of this beautiful couple who were married for over six decades.



Shona Borevitz (left), Director of Philanthropy, Seacrest Foundation, sharing a cup of coffee with Steve Reitman (right) Assistant Director of Annual Giving, Jewish Family Service.

By supporting the Seacrest Foundation, this outstanding care is what you as members of the Jewish Community have made possible for Pearl and Sol and thousands of others. Steve, who perhaps was influenced to work in the Jewish Community because of the support given to his family, will always remember the kindness that his grandparents experienced at Seacrest. Our community works together in wonderful ways because nothing is more important than taking care of those who need us the most.

A hearty Mazal Tov to JFS San Diego and a thank you to Steve Reitman for sharing memories of his grandparents' connection to Seacrest Village.

THANK YOU for making it possible for those in need to experience the love, dignity, support and joy that Seacrest Village residents can enjoy due to your continued generosity. **Together, we do make the community a stronger place for all of us.**

Legacy of Caring

7/1/17 – 2/28/18



Happy Anniversary

Lee & Frank Goldberg

Melissa Garfield Bartell & Michael Bartell ✨

Pearl Cutler

Elaine & Dave Darwin

Mary & Jon Epsten

Bea Epsten

Alice & Zane Feldman

Sylvia & David Geffen

Carol & Mort Goodman

Hilary & Selwyn Isakow ✨

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Shirley & Harold Pidgeon ✨

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Barbara & Norman Rozansky

Susan & Harold Small ✨

Laurie & Mark Spiegler

Bebe & Marvin Zigman

Carol & Mort Goodman

Maurene Black

Helen Galnick

Arlene & Dan Orlansky

Ellen & Ernest Addleson

Elfriede & Ed Schloss

Rochelle Kerman

Evelyn & Larry Solomon

Lee & Frank Goldberg

Happy Birthday

David Alpert

Renee Levine

Claire Winer

Carole Alpert

David Alpert

Stanley Alpert

David Alpert

Thomas Alpert

David Alpert

Barbara Appleby

Alice Morawetz & David Alpert

Barbara Diamond

Susan Sobel

Miriam Duberek

Eve Rosenberg

Pam Ferris

Deborah Danoff

Harry Grossman

Frances & Roy Berlin

Dorothy Katz

Claire Winer

Ann Moshinsky-Zall & Norman Zall

Agnes Herman

Alice Morawetz & David Alpert

Norman Hershorin

Dorothy Katz

Jeri Kaplan

Norma & Werner Dreifuss

Alice & Zane Feldman

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David Alpert

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Eve Rosenberg

Steven Rosenberg

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Norman Smith

George Olsher

Ruth Strauss

Alice Morawetz & David Alpert

Renee Levine

Sidney Vogel

Celia Felzer

Ida Kaufman

Rochelle Kerman

Claire Winer

Alice Morawetz & David Alpert

Rabbi Lenore Bohm

Renee Levine

Ruth Strauss

Florence Wergeles

Anonymous

Get Well

Cynthia Birnbaum

Carol & Matthew Shakter

continued on page 9

Legacy Of Caring, *continued from page 8*

Joan Frosh
Shirley & Saul Glickman

Alice Morawetz
Anonymous

Betty Steinman
Kathy & Paul Roberts

In Honor

Dave Alpert
Happy Father's Day
Anonymous

Shona Borevitz
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Jenell Coker
Gloria Katz
Rochelle Kerman

Mary Epsten
Lori & Howard Kaye

Dr. Bill Fawell
Mary & William Fawell

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Gertrude Kranitz

Carol & Ron Fox
Marlene & Richard Hopper

Carl Margulies Yiskor
Carl Margulies

Rabbi Patti Haskell
Steven Berez

Rabbi Patti Haskell
Happy New Year
Susan Sobel

Robin, Shona, Carolyn
& Melanie—Giving Tuesday
Pam Ferris

Jonathan Schwartz
Ellen & Anthony Sacks ✨

Robbie Schwartz
Florence Kusher

Betty Steinman
Kathy & Paul Roberts

Seacrest at Home Staff
Kelli Denton & Terry Tripani

Mazal Tov

Inge Schwartz
Granddaughter's Marriage
Claire Winer

Heidi & Gary Just
Daughter's Marriage
Claire Winer

Tammy & Jon Schwartz's
New Son
Barbara Appleby
Carolyn Brooking
Melanie Hoff

Dorothy Katz
Rochelle Kerman
Judith Neipris
Alan Pesin
Rita Rosenberg
Josef Seller
Claire Winer
Anonymous

Rachel Glickman
Rochelle Kerman

Trudie Bohm's
Grandson's Marriage
Claire Winer

Rabbi Patti Haskell's
Grandson
Barbara Appleby
Jackie Fagan
Renee Levine
Inge Schwartz
Josef Seller
Frances Smugar**
Claire Winer

Judy & John Farnen
New Home
Rochelle Kerman

Inge Feinswog's Great
Grandchild
Ellen & Ernest Addleson

Hanna & Mark Gleiberman
Grandchild
Ellen & Ernest Addleson

Carol Engstrom
Peter Ziegler Marriage
Gloria Katz

In Memory

Elaine Abraham
Marco Robinson

Ruth Abraham
Irene Abraham &
Gabriel Vogeli

Martin Altshuler
Sandra & Earl Altshuler

Irene Barton
Dorrie Wenner

Larry Becker's Brother
Ruth Strauss

Terri & Jerry Behn's Mother
Phyllis & Howard Levin ✨

Natalie Berez
Bain & Co.
Bull Terrior Club of America

Dr. Robert Berk
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Sally & Duke Wisper

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Rochelle Kerman
Larry Schloss
Sylvia Tucker

Cele Felzer's Sister
Rochelle Kerman

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Michael Bennett
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Jerald Katleman
David Alpert
Toby & Howard Cohen
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Adele Rabin

Myra & Vadm USN Ret
Bernard Kauderer's Son,
Howard
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Ruth Strauss

Rosalie Kern
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Aaron Yarm

Joe Rozenberg

Rae Glassman
Sue Hoffman
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Shirley Miller

Judith Rudnick

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Lee & Al Rushall's Daughter

Ellen & Ernest Addleson

Ed Samiljan

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Susan & Harold Small's Sister

Lynn & Michael Greenstein

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Francy Starr

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Linda Ackerman Bennett &
Michael Bennett
Hildegard Beyor
Cindy & Larry Bloch
Barbara Bloom
Rabbi Lenore Bohm
Carolyn Brooking
Chris & Maria Chan
Toby & Howard Cohen
Suzanne Cohen
Barbara Corson
Pearl Cutler

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Norma & Werner Dreifuss

Julie & Mitch Dubick

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Roselyn & Stan Pappelbaum

Judith Persky

Shirley & Harold Pidgeon*

Mona & Jeffrey Platt

Linda Platt

Sheryl & Jerry Portnoy

Vaughan Rachel

Charles Rosen

Jennifer Hechtman Rosen

Rita Rosenberg

Nancy Roucher

Barbara & Norman Rozansky

Kathy & Kent Sanger

Jane & Colin Scher*

Inge Schwartz

Tammy & Jon Schwartz

Josef Seller

Debbie & Don Shulman

Frances Smugar**

Marcia Stein

Ruth Strauss

Gina Tapper

Nessim Tiano

Carole & Jerome Turk

Nancie & Richard Vann

Isabelle & Melvin Wasserman

Claire Winer

Dorothy Winter

Anonymous (2)

Marilyn Stern

Dorothy Winter

Ada Strauss

Susan & Ross Starr

Murray Wallach

Howard Bolotin

Behzad Fakhery

Robert Meyer

Kay & Gary Weiss

Eleanore Waxman

Barbara Appleby

Joan Frosh

Renee Levine

Josef Seller

Ida Shreiber

Manny Weiss

Alice & Zane Feldman

Arlene Weitzen

Joyce & Lynn Green Barnes

Heidi & Bernard Blotner

Rabbi Lenore Bohm

Joyce & Richard Disraeli

Sharon McKinney

Muffy & John Peugh

Janet & Douglas Selik*

Joyce Weitzen

Ellen & Ernest Addleson

Thank You**Phyllis & Danny Horwitz**

Jacob Bardin

Seacrest Village for getting me to my 90th birthday and to my family for celebrating my 90th birthday with me
Gertrude Kranitz

**Liz Wolfson**

Rabbi Lenore Bohm

Honor Thy Father and Thy Mother

Catherine Correa

Andrew Rothenberg

Legacy of Promise*

Renee Levine

Shapov Trust

Lipinsky Mitzvah Fund

Jeff Otchis

Wish List and Sustaining Gifts

Adele Rabin

Anonymous (3)

Seacrest Foundation Named Funds

Manuel & Nettie Fisher

Memorial Fund*

Foster Family Fund*

Renee K. Levine Fund

Judith Silverman

Memorial Fund

* Funds granted through the Jewish Community Foundation of San Diego

* Legacy Gifts given to either Seacrest Village Retirement Communities or Seacrest Foundation

** Of Blessed Memory

Information 2/28/18:

We regret anyone who may have been omitted due to our print deadline or inadvertent error.

The 211 Club

Patron Recognition Party

Sunday, August 26

Private residence of Jeffrey Strauss
Owner and Executive Chef, Pamplemousse Grill

Patrons of the The 211 Club are "Visionaries of Jewish Eldercare." These compassionate contributors are a prestigious group of community leaders that are the cornerstone of a tremendous fundraising effort. Their individual contributions of \$1,000 or more annually help to ensure the greatest possible quality of life for the frail and elderly.

The 211 Club Patrons are invited to an elegant appreciation dinner where Seacrest Foundation has the opportunity to thank them for the care and services made possible through their generosity.

To learn more about membership in the 211 Club, please contact Shona Borevitz 760.516.2003.

You can help Seacrest Foundation raise funds to support charitable care for Seacrest Village Retirement Communities and Seacrest at Home just by shopping! When you shop with Amazon, a percentage of every eligible purchase will be donated to Seacrest Foundation, and there is no additional cost to you. That's a "Win-Win." Please consider helping Seacrest Foundation by shopping with smile. amazon.com. Simply select "Seacrest Foundation" as your charity of choice.



Advancing Senior Care
in the Jewish Tradition

Rising Leaders: Planting Seeds for the Future

The Seacrest Foundation Rising Leaders Program began a few years ago with the hopes of inspiring the younger generation to get involved with philanthropy and the Seacrest Family. Rising Leaders (supporters 40 and under) enjoy special pricing for all fundraising events and receive exclusive invitations to Rising Leaders events throughout the year.

Jamie Levine, who grew up in a home where philanthropy permeated the walls, began as a volunteer with Seacrest and now a year later is the newest member of the Seacrest Foundation Team. Her work continues as the Foundation Events Manager and staff person for the Rising Leaders Initiative.



“Seacrest is an amazing organization that helps our community every day. I am honored to be working for Seacrest Foundation. Seacrest not only gives each resident a home, but also a community, a place to belong, friends and a family. I love the warm environment and the way Seacrest changes so many lives.”

—Jamie Levine, left

Jon Schwartz is the Community Relations Director for Seacrest Village Retirement Communities. His passion for seniors and business led him to Seacrest, and he is also a Rising Leader. When Jon isn't spending his time marketing Seacrest, he is busy helping to grow the Rising Leaders initiative.



“As younger people we tend not to think about the needs of the elderly, but we must...if not for them, we wouldn't be here. My job of helping the Seacrest clients is an honor and has added so much value to my life and family.”

—Jon Schwartz, left, with wife, Tammy, also a Rising Leader

Wish List

The Wish List is a frequently changing list that is composed of furniture, fixtures, and equipment that enhance the quality of life for all residents of Seacrest Village. This list includes gifts of medical equipment, religious articles, and lifestyle-enriching technology. Gifts of \$2,500 to \$24,999 are permanently recognized on the **Sustaining Gifts Wall**. Below is a list of items that would be meaningful to residents:



Seacrest Village at Rancho Bernardo – Nellie Cohn Residence

Sound System throughout common areas on both floors	\$6,000
Patio Furniture and Umbrellas	\$7,000
Acoustic Guitar	\$500
Raised planter bed gardens and supplies	\$2,000
Big screen television for Entertainment Lounge	\$2,500

Seacrest Village at Encinitas – Leichtag Foundation Campus

Leichtag Family Assisted Living Residence

Bruno Elite Curved Rail Stair Lift	\$15,000
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The Katzin Residence

Patio furniture	\$25,000
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Mel's Place

Interior furniture	\$20,000
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Annette's Village Square

Fire pit furnishings (circular couch, chairs)	\$18,000
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Robert Haimsohn
President, Board of Directors
Seacrest Foundation



Robin P. Israel, MPA
Chief Foundation Officer
Arthur & Sophie Brody Philanthropy Chair

Seacrest Foundation Board of Directors

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Linda Platt
Scott Silverman

Robin P. Israel, MPA
*Chief Foundation Officer
Arthur & Sophie Brody
Philanthropy Chair*

Shona Borevitz
Director of Philanthropy

Jamie Levine
Foundation Events Manager

Melanie Hoff
Senior Donor Services Advisor

seacrestfoundation.org

75 Years of Caring

A lot has happened in Jewish San Diego in the past seventy-five years. Some of you have been in the community that long, others not quite as long, and some are fairly new to the area. What anyone who is part of this Jewish community knows or quickly learns is that Seacrest Village Retirement Communities has been a lifeline providing compassionate care to thousands of our San Diego Jewish families without missing a beat, with doors wide open every single day of those seventy-five years. While the name has changed (some still refer to San Diego Hebrew Home for the Aged, some say San Diego Hebrew Homes and others Seacrest Village) the constant is the care and dedication to the community and those who are most in need. This has never changed.

On June 2, 2018, we welcome you to join us in celebrating the milestone 75th Anniversary year of Seacrest Village Retirement Communities and honoring Lee and Frank Goldberg for their commitment to the organization which has spanned many of those years. With an expected attendance of 500, we know that our community supports the good work of this great organization.

We've been asked many times about plans for the future and what aging and senior housing will look like as Baby Boomers are thinking about their later years. One thing we can assure you is that for as long as Seacrest Foundation has the financial support of our community, Seacrest Village will be able to provide the same exceptional care and state-of-the-art facilities currently offered. Plans are currently underway for a future expansion and while that is several years away it will be the next step in what our Jewish community will require. We are grateful for your ongoing support of Seacrest Foundation.



Ways to Give

The 211 Club

A group of generous patrons whose individual gifts of \$1,000 or more annually to Seacrest Foundation support the Seacrest Village Resident Assistance Fund or the Seacrest at Home Charitable Care Program. The 211 Club honors patrons at the Emerald, Sapphire, Ruby and Diamond levels.

Guardians of San Diego

Seacrest Foundation Guardians plan the annual Golf, Tennis & Spa Day, which is a favorite of sports and spa enthusiasts, and partygoers alike. Membership dues are \$50 annually or \$1,800 for a lifetime membership. Funds raised are directed to Seacrest Village Retirement Communities' Resident Assistance Fund.

The Legacy of Promise Wall of Honor

Shows appreciation to those who have made a significant outright gift or for those who have notified us that they have named Seacrest Foundation in their estate plans through a "planned gift."

Legacy of Caring Tributes

We offer a variety of tribute cards — In Honor Of, Birthday, Mazal Tov, Get Well, Thank You, and In Memory Of — to help you express your sentiments in a very meaningful way. Each dollar generated goes directly to support Seacrest Village Retirement Communities.

The Viterbi Family Children's Wall

This beautiful wall was created to raise awareness throughout all generations. Tiles have been designed and created by individuals age 2-102. All funds raised through the purchase of tiles help Seacrest Foundation in its commitment to help support those in need.

Women's Auxiliary

Seacrest Foundation Women's Auxiliary has been led by a mission to nurture and enrich the quality of life of the elderly residents of Seacrest Village Retirement Communities. The Women's Auxiliary of Seacrest Foundation plans the annual Gala. Membership dues are \$50 annually or \$1,800 for a lifetime membership.

Honor Thy Father and Thy Mother

This wall is a beautiful dedication to our loved ones here and to those who live in our memories. Inscriptions begin at \$1,000.

Yahrzeit Remembrance Wall

Honor the memory of your loved ones with a plaque on the beautiful Yahrzeit memorial wall housed in the Ellen & Ingram Chodorow Synagogue at Seacrest Village. Plaques are \$180, and all funds are directed to help Seacrest Village Retirement Communities provide for those in need.

Resident Assistance Fund for Seacrest Village

A scholarship program for current and future residents who have depleted their financial resources. A gift to Seacrest Foundation directed to the Resident Assistance Fund helps provide for seniors who have lived long lives and now find themselves without anyone to care for them, and without adequate funds to pay for such care. It is for those whose savings have been depleted due to illness or injury and for those who simply have no one else to turn to for help.

Charitable Care Program for Seacrest at Home

A scholarship program for current and future clients of Seacrest at Home who have depleted their financial resources. A gift to Seacrest Foundation directed to the Seacrest at Home Charitable Care Program helps provide for those who wish to remain in their own home and need companionship or assistance with activities of daily living in order to do so.

Sustaining Gifts from Wish List

A frequently changing list that is comprised of furniture, fixtures, and equipment that enhance the quality of life for residents of Seacrest Village Retirement Communities. This may include gifts for medical equipment, religious articles, and lifestyle-enriching technology. The Sustaining Gifts Wall is located near the main entrance of the Bernard & Dorris Lipinsky Administration Building at Seacrest Village in Encinitas, Leichtag Foundation Campus.

Please visit seacrestfoundation.org or call 760.632.0081 for more information on how you can help make a difference in the lives of those who are counting on us.



Advancing Senior Care
in the Jewish Tradition

Non-Profit Org.
U.S. Postage
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San Diego, CA

211 Saxony Road, Encinitas, CA 92024

760.632.0081 | seacrestfoundation.org

If you would like an online/digital version of *Happenings* instead of, or in addition to, a printed copy please contact Shona Borevitz at sborevitz@seacrestfoundation.org or call 760.516.2003.

Seacrest Foundation

211 Saxony Road, Encinitas, CA 92024
760.632.0081 | 760.516.2012 fax
Arthur & Sophie Brody Philanthropy Chair

Seacrest Village Retirement Communities Corporate

211 Saxony Road, Encinitas, CA 92024
760.632.0081 | 760.942.0894 fax
The Melvin Garb Foundation Presidential Chair
The Haimsohn Family Holiday Program
Irwin & Joan Jacobs Cultural Program
Irwin & Joan Jacobs Transportation Program
Alan Wexler Finance Chair

Seacrest Village at Rancho Bernardo Nellie Cohn Residence

12730 Monte Vista Road, Poway, CA 92064
858.485.0700 | 858.485.0307 fax

Seacrest Village at Encinitas Leichtag Foundation Campus

211 Saxony Road, Encinitas, CA 92024 | 760.632.0081 | 760.516.2012 fax
Arthur & Sophie Brody Main Entry Plaza
Ellen & Ingram Chodorow Synagogue
Esther & Bud Fischer Aquatics and Fitness Center
The Galinson Family Rehabilitative Therapy Program
Joseph & Dorothy Goldberg Healthcare Center
Lee & Frank Goldberg Residence Court
The Merrill & Robert Haimsohn Alzheimer's Program
The Katzin Residence
Leichtag Family Assisted Living Residence
Bernard & Dorris Lipinsky Administration Building
Lipinsky Family Foundation Nursing Program
The Ottenstein Vitality Center
The Simon Pavilion
Sam & Rose Stein Adult Day Services Center
The A. Wexler, R. Simon & E. Addleson Family Assisted Living Program

Seacrest at Home

211 Saxony Road, Encinitas, CA 92024 | 760.942.2695

Calendar of Events 2018

- March 31 First Day of Passover
- April 7 Last Day of Passover
- May 20 Shavuot
- June 2 Women's Auxiliary Diamond Anniversary Gala
- July 21 Tish'a B'Av
- July 23 Guardians Golf, Tennis, & Spa Day
- August 26 211 Club Patron Recognition Party
- September 9 Grandparents Day
- September 10 Rosh Hashanah
- September 19 Yom Kippur