

# HAPPENINGS

a publication of  Advancing Senior Care  
in the Jewish Tradition

SUMMER/FALL 2022



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# *Shana Tova*

FROM YOUR **Seacrest Family**



Advancing Senior Care  
in the Jewish Tradition



SEACREST VILLAGE  
RETIREMENT COMMUNITIES



Register Today ~ Must register by Sept 24 to secure your spot!

Seacrest Foundation presents



GUARDIANS  
OF SAN DIEGO

TAKE A  
*swing*

FOR SENIORS

A benefit for Seacrest Village  
Retirement Communities

Monday, Oct 24, 2022

30<sup>th</sup> Annual Golf, Tennis  
& Pickleball Day

Park Hyatt Aviara Resort & Golf Club

*Presenting Sponsor: William Gumpert Foundation*

*Special price for Rising Leaders Under 40*

All tickets include: Tournament Play and Contests, Box Lunch, Cocktail Party,  
Hors D'oeuvres, Open Bar, and Awards Ceremony.



For more information and to register visit [seacrestfoundation.org/golftennis](https://seacrestfoundation.org/golftennis)  
or contact Karen Moy at (760) 516-2015 or [kmoy@seacrestfoundation.org](mailto:kmoy@seacrestfoundation.org)



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Seacrest Village will have a special year in 2023. Seacrest will be celebrating our 80th year of providing care to seniors in the San Diego community and, just as significant, Seacrest Village will be celebrating Pam Ferris' 35th year of leadership and dedication.

Seacrest Foundation and the Women's Auxiliary will host the Ruby Jubilee Gala honoring Pam on Saturday, July 8, 2023, at the Park Hyatt Aviara Resort in Carlsbad, with Merrill & Robert Haimsohn, Robin & Leo Eisenberg, and my wife, Erica, and I serving as Gala Chairs.

Proceeds from the annual gala are directed to benefit the Seacrest Village charitable care program, known as the Resident Assistance Fund. The Fund supports current and future residents who have depleted their financial resources and may have nowhere else to turn for housing and health care.

The opportunity to honor Pam Ferris is indeed a celebration in every sense of the word. Pam began her professional career with the organization in 1989. Her career spans several decades, and she has been instrumental to the organization's development and success. What a great occasion it will be to recognize her 35 years of dedicated leadership while honoring the 80th anniversary of Seacrest Village Retirement Communities.

Pam's commitment to Seacrest cannot be overstated. She started her career with us on 54th Street and was highly involved in: the expansion of the Leichtag Foundation Campus in Encinitas; the opening of the Joseph & Dorothy Goldberg Healthcare Center (our skilled nursing facility); Leichtag Family Assisted Living Residence; The Katzin Residence (memory care center), and The Ottenstein Vitality Center (our beautiful fitness center, massage rooms, and pool).

A 35-year career at a not-for-profit is remarkable, but to serve that long in the health care field sets Pam's accomplishments apart. At a time when the average staff turnover at nursing homes exceeds 100% per year, Pam has built a team of dedicated officers and staff members who have devoted decades to Seacrest including Robin Israel who has also served almost 35 years, Brad Blose who has served 26 years, and Joyce Lundin, who has worked as a CNA with us for 53 years.

I look forward to celebrating Pam's career with you next year on July 8, 2023, at our Ruby Jubilee Gala.

*P.S. Next month, on Monday, October 24, I will also be at Seacrest Foundation's Golf, Tennis, & Pickleball Day with my mother-in-law, Laurayne, an avid pickleball player, at the Park Hyatt Aviara Resort. I hope you will join us there. It feels good to be getting together outside once again.*



*Pam Ferris, President/CEO  
Seacrest Village Retirement Communities*

The profound impact of the COVID-19 pandemic cannot be underestimated. According to the World Health Organization, many people have become more anxious, and for some, the pandemic has amplified even more serious mental health issues, like depression or post-traumatic stress disorder. We take none of this lightly and will do whatever we can to help our residents and staff through this time.

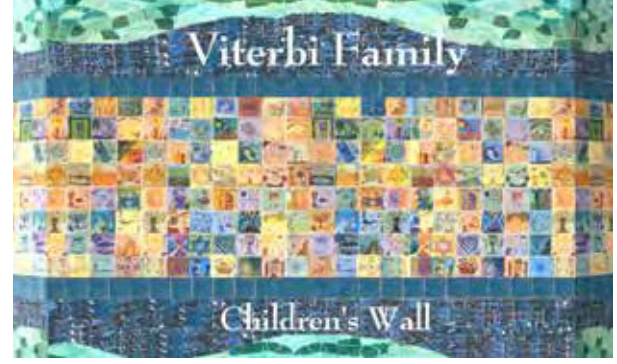
I am happy to report that while this journey has been more difficult than we ever imagined, our residents have expressed much gratitude and repeatedly said they feel extremely safe and well cared for during this challenging time. Our “village” became one large bubble and continues to be a safe haven for many who otherwise would be living at home alone, where isolation may be much harder to combat. For that, we are all grateful.

At the time of this writing, Seacrest is just recovering from a tough resurgence of the COVID-19 virus. In just 60 days, we had close to 100 positive cases. Even though they were mostly staff cases, many residents were also in the mix. The good news is that for most, the symptoms were mild. The bad news is and remains the unpredictability as we move forward.

I want to give a huge shout-out to our Seacrest Heroes and to mention that despite the unpredictability, their unwavering dedication, kindness, and compassion when serving our residents can always be counted on, and there is no question that this, along with your tremendous support, has gotten us through these past two and-a-half years.

We have stayed true to our mission of complete transparency by letting our stakeholders know each time a positive case is known. To date, we have sent approximately 250 letters and recorded at least that many voice messages. I want to thank you not only for reading them but for the many encouraging and kind responses I have received. You cannot imagine how appreciated your comments were and continue to be as we have come to accept this unpredictable new normal.

My sincere gratitude,



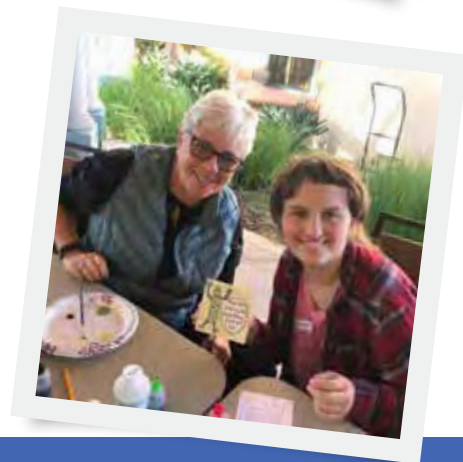
### *The Viterbi Family Children's Wall*

The children's tile wall project was created to raise awareness of Seacrest Village Retirement Communities throughout all generations.

Thanks to the tremendous generosity of the Viterbi Family, this project began in the spring of 2008, when a beautiful mosaic tile wall resembling the ocean came to life at Seacrest. Since then, tiles have been designed and decorated by individuals age 2-102!

All funds raised through the purchase of tiles help Seacrest Foundation make it possible for Seacrest Village to provide the highest quality of care in a warm, loving, and dignified environment for those in need.

Tiles are available to be purchased and painted.



**We invite you to consider creating a special tile in honor or memory of someone you love.**

Visit [seacrestfoundation.org](http://seacrestfoundation.org) and choose “Give Now”. If you would like more information please contact Shona Borevitz, Seacrest Foundation, Director of Philanthropy at 760.516.2003.



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[seacrestathome.org](http://seacrestathome.org)

[seacresthomehealth.org](http://seacresthomehealth.org)

## An Upswing of Optimism

I do not claim to be an oracle, and if the past two-and-a-half years have taught me anything, it is that nothing is certain. However, I do sense that things are changing for the better with home care in general, and personally I feel an upswing of optimism. Why, you ask?

First of all, in-person meetings. It's so refreshing to have face-to-face meetings with people. I am a people person, as many of you know, and the past two years have been really hard for me to get a sense of who I'm interviewing or who I'm collaborating with, without that certain sense you can only gain from an in-person meeting. This has been transformational.

Second, our staffing numbers have improved. There have been better, more qualified candidates who come to interviews, and I do feel that more people seem to be getting back into the caregiving profession. Remember, at the beginning of the pandemic, our caregivers and others in the industry were on the front lines of a very unsettling new reality, and many chose to leave. I should note here that I am without words to express how humbled and inspired I am by those who chose to stay and face COVID-19 without letting fear rattle them too much. And we have something to offer the caregivers as well. We have full-time positions with benefits, which many of our competitors do not offer, positioning us better to welcome the cream of the crop.

Another area of optimism for me comes from our Seacrest Home Health business. I have had several meetings with Scripps discharge planners as of late, and they have borne fruit—we are now on Scripps' referral list as of early August, and we have already received (at the time of writing) several inquiries for rehab home health. We anticipate getting some nursing patients soon, as well. This will not only be of great benefit to the community we serve, but it gives Seacrest Village more to offer. Our industry of geriatric healthcare is changing. There are many options for people to curate the way they want to age, and I'm so grateful to Seacrest Village management and the Board of Directors for the foresight to give us the ability to integrate into this new reality.

At the beginning of this article, I said, "If the past two-and-a-half years have taught me anything..." I would like to close with something else these past years have taught me: Cherish the past, plan for the future, but enjoy the present.

# Generations of Caring

by Community Contributor, Selma Leighton

Twenty-eight years ago, in 1993, my daughter, Cindy Bloch, who is now president of the board of directors of Seacrest Foundation, moved to California with her husband Larry and twin 7-year-old children Matthew and Reisa.

I was living in New York City running a very busy celebrity-filled restaurant on Broadway. It was difficult having them on the other side of the country, but I did visit often. Little did I know, at that time, that California would eventually become my home. I certainly had never heard of Seacrest, which has since become such a meaningful and important part of the lives of many members of my family.

I am 91 now, but in my younger years I too was involved in work to help others. I was an ongoing volunteer at Beth Israel Hospital in Passaic New Jersey where I grew up. I was active for many years in B'nai Brith, eventually becoming president. I like to think that perhaps my activities have been somewhat meaningful in Cindy becoming the person that she is today.

She, too, energized her children to give back through community service. Cindy was regional board president of Kids Korps, USA when her children were young. It is an organization that teaches and encourages youngsters to engage in all types of charity work, through fundraising and community service. They engaged with seniors and even spent time helping out at soup kitchens. One Pesach, Seacrest welcomed the kids to come and make potato latkes with the residents. How interesting that our family involvement goes back so many years.

Larry's mom, Bea Bloch, years ago gave much of her time as chairwoman of the board of "Morse Life", a Hebrew home in Florida. Then, in 2016, Bea also moved to California, and for several years was a resident of Seacrest, a welcoming home for her after moving across the country.

I, too, found Seacrest to be a sanctuary for me after three surgeries. One was particularly difficult and I was there six weeks. I can only sing praises for the care and kindness I received from the staff at the skilled nursing unit.

Seacrest president Pam Ferris even stopped in to visit. What a nice lady!

Larry, too, is and has always been active in the community. He is, at present, a founding board member of "Cure Bound", a San Diego non-profit focusing on collaborative cancer treatment.

On a lighter note, a little bit about Cindy's background. She is a graduate of the prestigious "Parsons School of Design" in New York City and had a very successful career as head designer for several women's fashion houses.

June 12 this year was especially meaningful to me, when I was able to attend the 2022 Seacrest gala at Cindy and Larry's home. A beautiful evening, filled with over 200 caring Seacrest supporters.

Although I am now, thankfully, still able to live on my own, I know that there may come a day that is no longer the case. And, yes, it is gratifying to know that I can, and will, find a home at Seacrest. I also know it will be a happy one.

How fortunate we all are to have a facility such as this as part of our senior landscape.



Above: The Bloch/Leighton Family; left: Larry Bloch, Cindy Bloch, Selma Leighton (proud mother and grandmother), Matt Bloch; below: Selma and 4-year old Cindy delivering flowers from B'nai Brith to Beth Israel Hospital in 1956.

# Frank Goldberg

## A TRUE VISIONARY OF JEWISH ELDERCARE IN SAN DIEGO

The San Diego community mourns the loss of a true hero, Frank Goldberg. He was instrumental in making Seacrest Village the vital organization it is today. We have been honored and blessed by Mr. Goldberg's contributions which will ensure that our community's elderly have a safe, loving, and caring place to call home – including many who may have limited financial ability to provide for themselves. Lee and Frank, along with their families, have a rich history of support for the San Diego Hebrew Homes over many generations. Frank is survived by his wife, Lee, children Suzi and Bernie Feldman, Eddie Goldberg, and Anne and Joel z"l Nagorner. He was also grandfather to Matthew Nagorner, Evan (Rosie) Nagorner, David (Pauli) Feldman, Gregory Feldman, Seth Goldberg, and great grandfather to Jolene Silvie Nagorner and Misha Frank Faktor Feldman.

Robin Israel, Chief Foundation Officer shares, "Lee and Frank were our mentors and our friends. They were the ones we called if we had a problem, and they held us accountable. Frank's leadership, friendship, and contributions will always be remembered and will forever be a blessing for us all. He will be missed by the entire community. We can only hope to provide the comfort and friendship to Lee and the rest of their family that they have so lovingly provided to all of us."

Lee and Frank Goldberg first began their support of the organization when it was called The San Diego Hebrew Homes for the Aged and was located on 54th Street in San Diego. They played a major role in helping to build the current Encinitas campus, which now cares for over 300

seniors. From the creation of the project along with other tremendous leaders, to countless meetings in their home and negotiations to make the

dream a reality, Lee and Frank led the charge. Seacrest Village is what it is today because of them.

Serving as Board President, leading capital campaigns, organizing galas and fashion shows, were a few things Lee and Frank did as steadfast supporters of the organization and its staff for over five decades.

Over the years, the Goldbergs have made it very evident that the most important work that Seacrest does is providing a safe and secure home for those who otherwise could not afford it. Because of this, they have been tremendous supporters of the Seacrest Village Resident Assistance Fund for residents in need, amongst many other efforts.

Looking back to 1944 and the origin of the organization, the first San Diego Hebrew Home for the Aged opened in a small house on 4th Avenue—housing a total of 10 seniors. Lee Goldberg's parents, Mr. and Mrs. Frank and Goldie Winicki, were original contributors to create this Home. Hence, the couple's family had shown them how important it is to care for those in need, and especially the ones who came before us.

Frank moved to San Diego from Madison, Wisconsin, in 1949. It would be at Lee's sister's 16th birthday party

where he would meet the love of his life. From the beginnings of their relationship, the couple were deeply involved with the San Diego Hebrew Homes. During their 70-year marriage, their support never wavered. "It's something that's very close to our hearts," Lee has always said.

Once San Diego Hebrew Homes outgrew its 10-bed location on 4th Avenue, it expanded in 1955 to what would become its first residential and long-term care facility. It was located on 54th Street near the original Jewish Community Center.



Lee & Frank Goldberg



The Goldberg Family (l to r: Eddie Goldberg, Anne Nagorner, Frank Goldberg, Lee Goldberg, Suzi & Bernie Feldman)



Frank always said that The Home was for everyone. "It wasn't any organization or temple," he once explained. "It wasn't Orthodox, it wasn't Conservative, it wasn't Reform." He stressed that it was for everyone.

The home on 54th grew to multiple wings, until the space no longer met the needs of the community. Thus began the planning for a new location, which would become Seacrest Village Retirement Communities. In 1985, the organization purchased 10 acres of land in Encinitas. Frank played a critical role in the negotiations for the land, as he was a real estate developer and had great expertise.

When the Goldbergs were honored by Seacrest Foundation in 2018, their children shared the following sentiments: "I actually remember the first drawings that they had," Anne Nagorner, one of the Goldbergs' daughters, reminisced about the blueprint stage. "My father was very instrumental in creating Seacrest. I remember the first meetings. A small group of people met in our home in the family room with drawings of the conception of what the new campus was going to look like. We would, once in a while, go with my father to see the construction, the development of it, and that started with one building, then another, and another, and another-to where it is today."

"My father has always been a wonderful role model for us as far as being a great parent, how to give back to the community, and how to be an upstanding person," Suzi Feldman, the Goldbergs' other daughter shared with us.

"Our parents also instilled upon us how critical it is to support the things that are important—like Seacrest and the Hebrew Home back in the day—and how important it is not only to support it but to be active in any capacity that we can, which includes doing



*Frank & Lee Goldberg at the groundbreaking ceremony to begin construction of Seacrest Village Encinitas, 1989*



*Lee & Frank Goldberg at the Women's Auxiliary Gala 2003*



*Lee and Frank Goldberg named the Lee & Frank Goldberg Residence Court with their leadership gift in 2003*

our best to care for the community and for the residents, and to take care of those who came before us," she said.

Frank's mother, Jean Goldberg, moved to Seacrest in Encinitas soon after it opened in the late 80s. Frank visited her every day. She spent the rest of her life at Seacrest surrounded by various members of the Goldberg family who visited daily. She lived out the rest of her life happily here.

Having had family members reside at Seacrest created an intimate awareness of how the organization worked. Lee and Frank were true examples in their unwavering love and support of their relatives, visiting almost daily and supporting the staff who cared for them.

Robin Israel, again, recalls that when Mr. Goldberg's mother was living at the Encinitas Campus, "Every weekday at exactly 5 p.m., Mr. Goldberg would walk through the front door, greet the staff, and then go see his mom.

It made a lasting impact on many staff members who still talk about it to this day."

Devin Chodorow, Seacrest Foundation Board member shares, "Frank Goldberg was an inspiration to so many, including me. The way he modeled caring for those less fortunate, the way he was philanthropic with so many important causes in San Diego and especially Seacrest. He was intelligent with a kind heart, and

I truly admired him." So many of us in the San Diego community feel the same. Frank Goldberg truly left a special mark on Seacrest Village and changed the future of Jewish eldercare in our community. Zichrono Livracha. His memory will always be a blessing.

# Legacy Of Caring, 2/1/22 – 7/30/22

## In Honor of David Alpert\*

Anonymous  
Carole & Greg Hall

**Barbara Appleby**  
Renée Levine

**Shona Borevitz**  
Irene Borevitz\*

**Jean & Franklin Gaylis**  
Eve & Dr. Ross Jaffe

**Carol Goodman\***  
Mort Goodman

**Jerry Krasne**  
Judee Feinberg

**Alice Morawetz\***  
Anonymous  
Susan Wallman

**Miguel Mozo**  
Debby Stauber

**Deborah & Stuart  
Simmons**  
Hildy Simmons &  
David Sprafkin

**The men in our family**  
Susan LaPadula

**Brianna Thornhill**  
Debby Stauber

## In Memory Of David Alpert

Susan Abrams Heyder  
Barbara Appleby  
Rabbi Lenore Bohm &  
David Phillips  
Erica Bohm & Michael Ross  
Robert Carne  
Sandra Fisher\*  
Judith Fisher\*  
Elaine Galinson &  
Herbert Solomon\*  
Mrs. Lee Goldberg  
Helaine & Richard  
Grassgreen  
Debbie & Sol Kempinski  
Renée Levine  
Beverly & Gary Steres  
Ruth Strauss  
Muriel & Craig Varon  
Susan Wallman  
Thomas Zonaras

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Sandra & Jeff Novack

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Janice & Steve Boner\*  
Sophie & Henry Haimsohn\*  
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Adele Rabin  
Kathy & Paul Roberts  
Susan & Harold Small\*

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Martha Price

**Dee Gold**  
Sandra & Jeff Novack  
Adele Rabin

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Elaine Darwin  
Hanna & Mark Gleiberman  
Marcia Hazan & Mark  
Cammell  
Ron, Robin, Talia, and  
Jacob Israel  
Susan & Jim Morris  
Shelle Orlansky &  
David Belenzon  
Arlene Orlansky  
Shirley & Harold Pidgeon  
Zona Pidgeon  
Linda Platt  
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Hermeen Scharaga  
Susan & Harold Small  
Dr. Andrew Viterbi\*  
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Anonymous  
Renée Levine  
Bea Sklarewitz  
Ruth Strauss

**David Katzman**  
Danielle & Brian Miller

**Zilpa Lackritz**  
Anonymous

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Anonymous  
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Anonymous  
Anonymous

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**Lee M. Sangor &  
Esther B. Sangor**  
Joy Lane

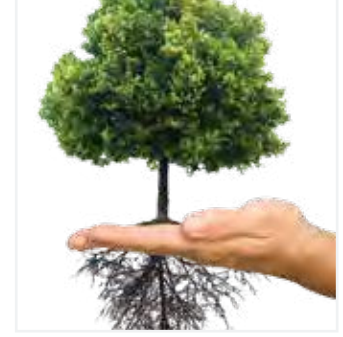
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David Belenzon  
Arlene Orlansky  
Linda Platt  
Lorne Polger\*  
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Hermeen Scharaga  
Harriet & Alan Shumacher  
Mitchell Siegler\*

**Bertie Woolf**  
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Gerald Fishman, Marilyn  
Fishman and Riva Miller  
Family of Anne Tragesser

**Staff of Goldberg  
Healthcare Center**  
Gayle & George Wise

**Stephanie Herrera**  
Anonymous

**Cantor Kathy Robbins**  
Anonymous

**Chris Zwagers**  
Genesis Franco &  
Martin Perez

## Get Well

**Cantor Mark Britowich**  
Anonymous

**Happy Anniversary  
Norma & Werner Dreifuss**  
Ellen & Ernie Addleson

**Denise & Irv Jacobson**  
Ruth Strauss

## Happy Birthday

**Ellen Addleson**  
Norma & Werner Dreifuss

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Doris Nissinoff  
Evelyn Spilka

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Barbara Appleby

**Joanne Mark**  
Duke Wisper

**Lee Mogul**  
Duke Wisper

**Harold Pidgeon**  
Sheila & Alan Goldfarb

# Legacy Of Caring, 2/1/22 – 7/30/22

**Judy Schwartzman**  
Phyllis & Howard Levin

**Ruth Strauss**  
Meryll & Chris Page

**Yahrzeit**  
**George M. Levine**  
Meryll & Chris Page

**Susan Sobel**  
Ron, Robin, Talia, and  
Jacob Israel

**Honor Thy Father  
and Thy Mother  
Tribute Wall**  
**Francy Starr**  
Pam & Walter Ferris

**Yahrzeit**  
**Memorial Wall**  
**Harry Herman**  
Lee Weiss

**Sharon Ann Siegel**  
Ruth Siegel

**Harold Weiss**  
Lee Weiss

**Legacy of Promise**  
Judith Fisher ✨  
Sandra Fisher ✨  
Manuel & Nettie Fisher  
Memorial Fund ✨  
Bryna Haber ✨ ✨  
Avra Kassar ✨  
Zita Liebermensch ✨  
Linda and Larry Okmin ✨

Phil and Ruth Slonim  
Endowment Fund ✨  
Mort Vogelson Memorial  
Fund ✨  
Shapov Trust

**Wish List &  
Sustaining Gifts**  
Linda & Wayne Otchis

**Seacrest Foundation  
Named Funds**  
Manuel & Nettie Fisher  
Memorial Fund  
Foster Family Charitable  
Care Fund  
Lee & Frank Goldberg  
Family Charitable  
Care Fund

Marilyn Kayes and Haimsohn  
Family Charitable  
Care Fund  
Renée K. Levine Fund  
Sheila and Jeffrey Lipinsky  
Family Mitzvah Fund  
Judith Silverman Memorial  
Fund

\* *Of Blessed Memory*

✨ *Funds granted through  
the Jewish Community  
Foundation of San Diego*

*In formation 7/30/22:  
We regret any inadvertent  
error or anyone who  
may have been omitted due  
to our print deadline.*

Seacrest Foundation

## LEGACY *of* CARING

## TRIBUTE PROGRAM

*When you want to do something memorable for...*

- Birthdays
- Anniversaries
- Graduations
- Your very own special occasion
- Holidays
- Mother's Day or Father's Day
- Yahrzeit memorial gift
- Weddings
- A thank you
- Bar and bat mitzvahs



“ I’m looking  
for a gift that’s  
different and  
really matters

## How it Works:

Step 1

**RELAX.** We make it very simple to make a meaningful gift. Call 760.516.2019 or visit [seacrestfoundation.org](http://seacrestfoundation.org) and click “Give Now” to send a tribute card.

Step 2

**ACKNOWLEDGING YOUR GIFT.** You’re officially thanked by Seacrest Foundation (including a record for your tax files).

Step 3

**WHAT A WONDERFUL GESTURE.** The person you’ve honored with your gift to Seacrest Foundation (or their family) receives a special, distinctively designed, handwritten card from us. The card says that you have made a gift, explains how it helps those in need, and includes your personal message.

Step 4

**A HEARTFELT THANK YOU.** Both your honoree and you, as the contributor, are recognized by Seacrest Foundation in our bi-annual newsletter, *Happenings* magazine.

All funds raised support Seacrest Village’s Resident Assistance Fund and the Seacrest at Home/Seacrest Home Health Charitable Care Program. To send a Tribute Card or for more information please contact Seacrest Foundation at 760.516.2019.



SEACREST FOUNDATION'S

# Reunion Gala

*"We didn't want to leave"*

*"Memorable"*

*"Breathtaking"*

*"One-of-a-kind"*

*"Gorgeous"*

*"One big family"*

...are the words that guests used to describe the Seacrest Foundation Women's Auxiliary 44th Annual Gala on Sunday, June 12, 2022. Truly a Reunion Gala, this extraordinarily special event was the first gathering of our Seacrest community of supporters in over two years. Co-Chairs Cindy Bloch, Mary Epsten, Jean Gaylis, Jane Ottenstein, and Shari Schenk, along with over 230 guests, came together at a private residence and vineyard in Rancho Santa Fe to celebrate the strength and commitment of the Seacrest community of supporters whose generosity and kindness made it possible to get through the worst of the pandemic.

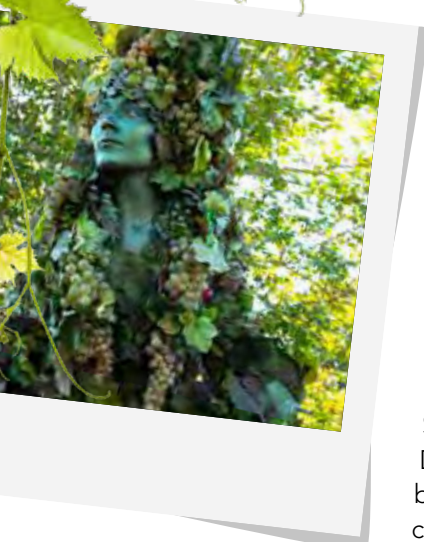
The Reunion Gala was a meaningful evening featuring a variety of performances and activities to entertain guests. Upon arrival and during the champagne and cocktail reception, guests enjoyed performances from a classical guitarist, and "living vines" that gradually came to life in an awe-inspiring, mesmerizing transformation. Dinner was overlooking a magnificent vineyard and featured a 3-course gourmet meal paired with exquisite wines.

All proceeds raised through sponsorships, underwriting, and ticket purchases will support Seacrest Village Retirement Communities' Resident Assistance Fund, which provides charitable care for residents who are most in need. The number of seniors requiring help is astounding and growing. Approximately \$2.5 million in charitable care is needed each year to cover costs of basic expenses such as food, shelter, and physical care.

Guests also had the opportunity to deepen their community impact through the Auction and Fund-a-Need Program. But the most special part of the evening began as guest speakers Martin Montalvo Perez, who is a Seacrest employee, and Debbie Simmons, who is a beloved resident, spoke about working and living at Seacrest through the pandemic. Martin passionately described working with the team through the pandemic and then spoke about Seacrest's Fund-a-Need Project: a new emergency communication system for the Joseph & Dorothy Goldberg Healthcare Center that will enhance lives and help Seacrest provide the best care to residents. Martin ended by saying, "All I want to do is provide the best possible care to each resident. I would do this work every day, forever, if I knew I was changing and impacting the lives of residents like Debbie," whom he then introduced.

Seacrest resident, Debbie Simmons, then eloquently and honestly shared her gut-wrenching, and yet so inspiring story of being diagnosed two years ago with sepsis, which resulted in the amputation of both feet and both hands. Debbie stated that Seacrest has become her home, where she truly feels safe. She added that with the love and support of the Seacrest staff she is now able to walk on prosthetic legs and is filled with hope for the future. Seacrest staff have been her lifeline...but what Debbie didn't fully realize until Martin spoke, is that her positive attitude and gratitude for each employee was, in fact, *their* lifeline to get through the darkest days of the pandemic.

For many more beautiful photos please visit: [seacrestfoundation.org/reuniongala](https://seacrestfoundation.org/reuniongala)





PRESENTING SEACREST FOUNDATION'S

80<sup>TH</sup>  
ANNIVERSARY RUBY  
JUBILEE

HONORING



PAM FERRIS  
PRESIDENT & CEO  
SEACREST VILLAGE RETIREMENT COMMUNITIES

FOR 35 YEARS OF  
DEDICATED LEADERSHIP

SAVE THE DATE

SATURDAY  
JULY 8, 2023

In the beautiful outdoor  
gardens of Park Hyatt  
Aviara Resort



Advancing Senior Care  
in the Jewish Tradition

Women's Auxiliary  
SEACREST FOUNDATION

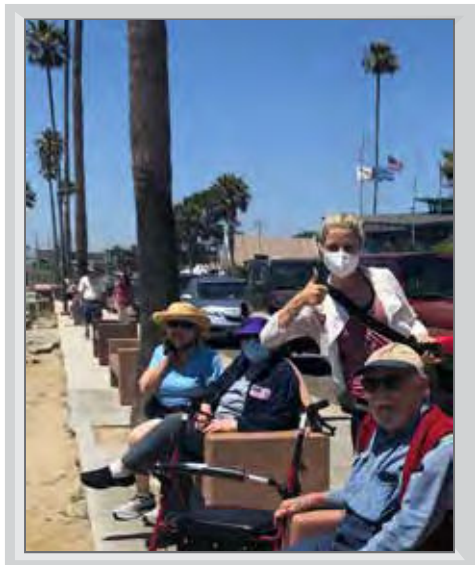
SAN DIEGO  
Jewish  
JOURNAL

# Adventures on the New Seacrest Bus

A new 10-passenger bus with wheelchair lift was recently purchased for the residents of Seacrest Village, made possible by gifts from five generous families in our Jewish community. The older bus was no longer reliable, and repairs were costly. This fabulous new bus provides safe and secure transportation for outings, adventures, and "joy rides" for the residents of Seacrest. We thank these families for their kindness and generosity and for helping to make this wish come true for the residents.

During the pandemic, Seacrest started taking small groups of residents on scenic rides; to simply get out, ride along the coast and smell the ocean air, or go up to the top of Mt. Soledad, or Double Peak in San Marcos to take in the gorgeous views. One can imagine how important those trips were to lift residents' spirits. Now that we are venturing out and about a little more, the adventures continue. Below are some recent fun outings residents have enjoyed.

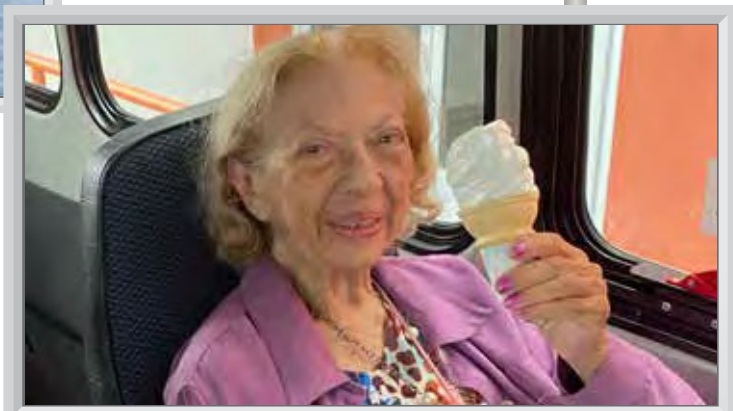
Next up will be sandwiches and a picnic in Mission Bay. We know there will be many more happy smiles and memories made for the residents as the outings continue. We extend our heartfelt appreciation to Sharon & Richard Bockoff, Stephen J. Cohen Private Asset Management Foundation, Dr. Adele Rabin, Bebe & Marvin Zigman, and a contributor who prefers to remain anonymous for providing residents with this bus, as well as the entire family of Seacrest Foundation supporters, for enriching and bringing joy to the lives of Seacrest residents.



*Residents Mary Blackman, Ann Fichman, and Charlie Morris, with Seacrest Director of Campus Life Enrichment, Katie Park, enjoying the sun at the beach*



*View of the seals from a trip to Oceanside*



*Out for ice cream! Yvette Knafou enjoying a sweet treat*



*Plaque inside the new bus, acknowledging Seacrest Foundation's generous contributors*



*Seacrest residents (L to R: Charlie Morris, Marilyn Saxe,*

*Mary Blackman, Ruth Strauss, Evelyn Sherman, Sandy Greenblatt, and Iran Fahmy)*



# 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 residents of Seacrest Village and clients of Seacrest at Home. 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 – Leichtag Foundation Campus

### New Cinema / Theater Equipment

Bring the joy of a good film to the residents ..... \$23,000

### Bose Portable PA System

For entertainment and music events on the Seacrest campus ..... \$1,250

### NuStep Recumbent Cross Trainers: Five new exercise machines

These exercise machines are used by residents in the Fitness Center, Rehabilitation department, Assisted Living, and Independent Living communities. Residents in all levels of care will glow from a good workout! ..... \$8,000 ea

### Eversound headsets and equipment plus a 1-year subscription

Eversound is an advanced listening system, designed for use in senior living communities, to enhance seniors' ability to hear and focus and in turn, better communicate and engage in interactions and group activities. This gift will provide 10 Eversound headsets along with a 1-year subscription ..... \$3,600

## Leichtag Family Assisted Living Residence

### Beauty Salon Furnishings & Equipment

A little pampering to help residents feel beautiful! ..... \$7,500

### Resident Outings to the San Diego Botanic Gardens

Being in nature is scientifically proven to lower blood pressure, reduce stress, and contribute to overall wellbeing – and our residents love these outings during each of the different seasons ..... \$2,000

## Joseph & Dorothy Goldberg Healthcare Center

### New Smart Television for the Guardians Activity Room

The TV is used many times each day for enriching activities, PowerPoint presentations, music, movies, Seacrest Village TV livestreams, and more. A new Smart Television would make the residents very happy! ..... \$3,000

Please consider helping Seacrest Foundation by selecting “Seacrest Foundation” as your charity of choice on smile.amazon.com.

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!



Advancing Senior Care in the Jewish Tradition



Have you seen your Facebook friends request birthday donations for their favorite charity? It's as easy as 3 clicks on Facebook and you can raise funds for Seacrest Foundation to help care for our community's elderly.

Please call Shona Borevitz, Director of Philanthropy for more information at 760.516.2003.





# Legacy of Promise



Arlene & Louis Navias

Tzedakah: How better to observe an ancient Talmudic teaching, promoted by our sages on a continuous basis, than by a meaningful Legacy gift?

Our sages taught that the true spirit of Tzedakah was knowing that you were helping, not knowing whom, and that the recipient had no need to know the donor; knowing that there will, unfortunately, be those, through no fault of their own, who will always need assistance.

This is why Seacrest plays such an important role in our Jewish community. They are there in times of need for so many.

That is why Arlene and I consider it such a privilege to be part of Seacrest Foundation's Legacy of Promise program.



We know we will be playing a small part in helping many others, and it will not be possible for any of the recipients to know who we are. This way we feel comfortable to help, and help fund and promote the Legacy of Promise program.

Wishing Seacrest a solid future and thanking Seacrest for allowing us to be part of your family of friends.

—Arlene & Louis Navias

*Our gratitude goes to those whose commitment and dedication ensures the future of Seacrest Village and Seacrest at Home for generations to come. Thank you to these generous visionaries who have named Seacrest Foundation in their legacy plans.*

- |                                       |  |  |                                       |
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| Joan and Guy* Gardner                 |  |  |                                       |
| Max M. and Jane V. Gauchman Trust     |  |  |                                       |

\* Of Blessed Memory





In formation August 11, 2022

Please consider including Seacrest Foundation in your will or estate plan and let your legacy gift make a difference for those in need. To learn more, please contact Robin Israel at 760.516.2018.




# How Your Gifts Were Put to Use:

To support the residents of Seacrest Village, the clients of Seacrest at Home, and our entire Seacrest Family community. Seacrest Foundation grants to Seacrest Village and Seacrest at Home make all the following possible.





## Provide charitable care for Seacrest Village residents who may have nowhere else to turn for help. Recipients of this care receive:

-  A safe and warm home, surrounded by the love and compassion of Seacrest caregivers and staff
-  Peace of mind for family members, especially these past years
-  Three kosher meals daily
-  Several recipients of charitable care are Holocaust survivors, and they now receive the special attention they require and deserve

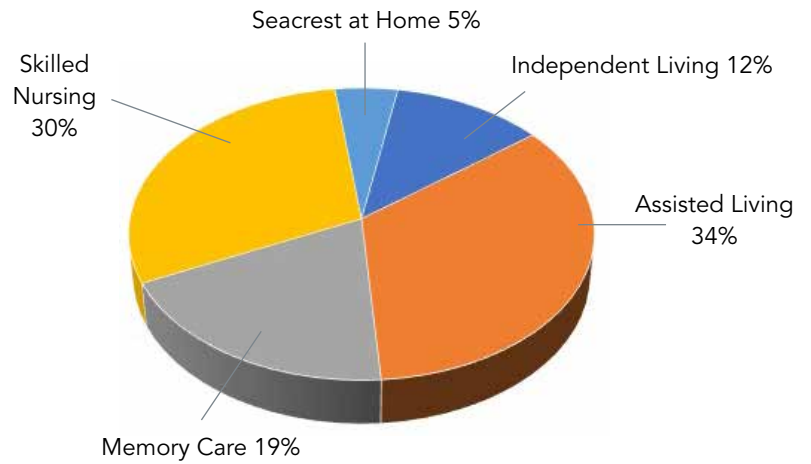
## Provide charitable care for Seacrest at Home and Seacrest Home Health clients. Recipients of this care receive:

-  Love and expert care from Seacrest at Home caregivers who are trained in Jewish customs and traditions
-  Assistance with the activities of daily living while remaining in their own home
-  Medical support at home

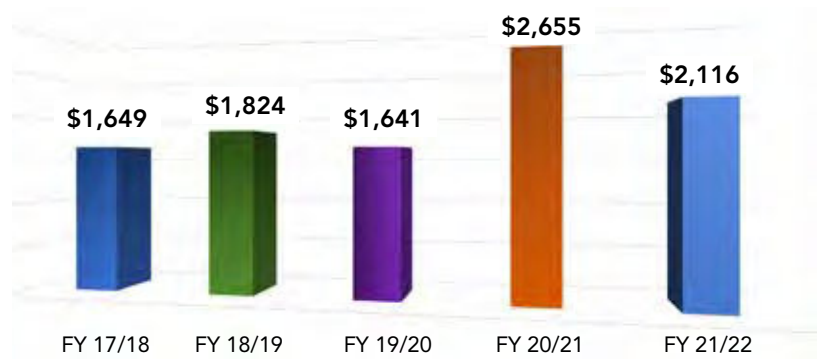
## And during this past 12 months, your gifts have helped provide:

-  Lunches, cookies, Shabbat challahs and gift cards for Seacrest Heroes to lift spirits during challenging times
-  PPE to keep staff and residents safe
-  Technology to keep residents/clients connected to family near and far
-  Ongoing testing of all residents and staff

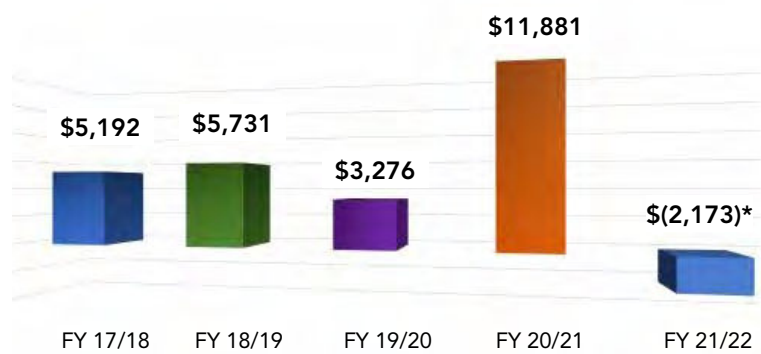
## Distribution of Charitable Care Funds FY21/22



## Grants to Seacrest Village and Seacrest at Home (000s)

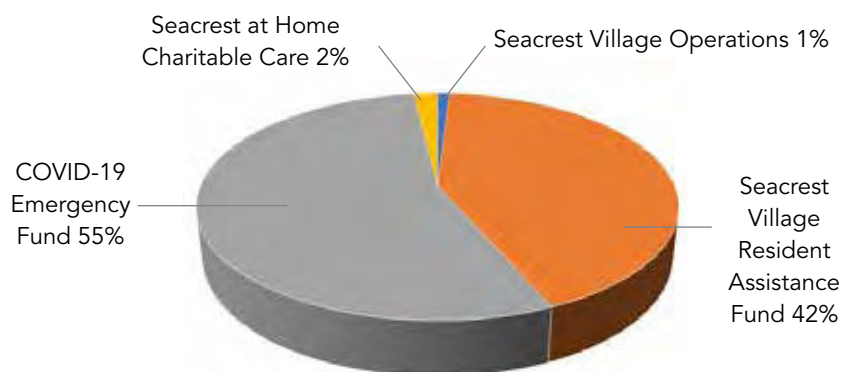


## Seacrest Foundation Revenue (000s)



\*Due to market instability

## Programs Supported by Grants FY21/22



# Seacrest Foundation Financial Statements 2020–2022

## STATEMENT OF FINANCIAL POSITION

<b>ASSETS</b>	<b>FY 21/22</b>	<b>FY 20/21</b>	<b>FY 19/20</b>
Cash	\$ 294,593	\$ 563,269	\$ 189,226
Investments	35,611,385	40,155,855	32,121,726
Pledges receivable, net	338,383	305,690	426,129
Prepaid expenses	11,250	11,250	35,713
Interest receivable	82,570	79,074	75,893
<b>TOTAL ASSETS</b>	<b>\$ 36,338,181</b>	<b>\$ 41,115,138</b>	<b>\$ 32,848,687</b>
<b>LIABILITIES</b>			
Accounts payable	\$ 18,540	\$ 34,603	\$ 19,225
Accounts payable - related party	142,435	51,263	327,661
Deferred revenue	77,450	22,080	101,624
<b>TOTAL LIABILITIES</b>	<b>\$ 238,425</b>	<b>\$ 107,946</b>	<b>\$ 448,510</b>
<b>NET ASSETS</b>			
Without donor restriction	\$ 23,898,505	\$ 28,271,331	\$ 21,920,592
With donor restriction	12,201,251	12,735,861	10,479,585
<b>TOTAL NET ASSETS</b>	<b>\$ 36,099,756</b>	<b>\$ 41,007,192</b>	<b>\$ 32,400,177</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 36,338,181</b>	<b>\$ 41,115,138</b>	<b>\$ 32,848,687</b>

## STATEMENT OF ACTIVITY

<b>REVENUE AND SUPPORT</b>			
Investment Return, net	\$ (4,783,294)	\$ 7,925,455	\$ 669,521
Contributions to Seacrest Foundation	2,610,231	3,955,654	2,606,007
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$ (2,173,063)</b>	<b>\$ 11,881,109</b>	<b>\$ 3,275,528</b>
<b>EXPENSES</b>			
Fundraising and administrative	\$ 618,394	\$ 619,094	\$ 679,604
Grants to SDHH and JHCS	2,115,979	2,655,000	1,640,522
<b>TOTAL EXPENSES</b>	<b>\$ 2,734,373</b>	<b>\$ 3,274,094</b>	<b>\$ 2,320,126</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ (4,907,436)</b>	<b>\$ 8,607,015</b>	<b>\$ 955,402</b>

# 2021-2022 Fiscal Year Contributors

Seacrest Foundation thanks the following generous contributors for their support.

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*These compassionate contributors are a prestigious group of community leaders who are the cornerstone of a tremendous fundraising effort. Their contributions of \$1,000 or more annually to support charitable care for residents of Seacrest Village and/or clients of Seacrest at Home help to ensure the greatest possible quality of life for the frail and elderly.*

<sup>25</sup> *Contributor to Seacrest for 25+ years*

\* *All or partial funds granted through the Jewish Community Foundation of San Diego*

<sup>M</sup> *Monthly Contributor*

<sup>U</sup> *Unrestricted Contributions over \$1,000*

<sup>C</sup> *COVID-19 Heroes Fund Gifts over \$1,000*

*Reflects giving from July 1, 2021 through June 30, 2022*

# Ways to Give

[seacrestfoundation.org/give-now](http://seacrestfoundation.org/give-now)

Although funds are still needed to help with pandemic-related expenses, our mission to support seniors in financial need remains at the forefront of our work. We continue to ask for your help to support the **Resident Assistance Fund** for Seacrest Village and the **Charitable Care Program** for Seacrest at Home and Seacrest Home Health. These charitable programs support current and future residents or clients who have depleted their financial resources.

A gift to Seacrest Foundation directed to the **Seacrest Village Resident Assistance Fund** helps provide for seniors who have lived long lives and now find themselves without anyone to care for them and/or without adequate funds to pay for such care. It is for those whose savings have been depleted due to illness or injury, or for any reason, and for those who may have nowhere else to turn to for help.

A gift to Seacrest Foundation directed to the **Seacrest at Home/Seacrest Home Health Charitable Care Program** helps provide for those in financial need who wish to remain in their own home and need companionship or assistance with activities of daily living.

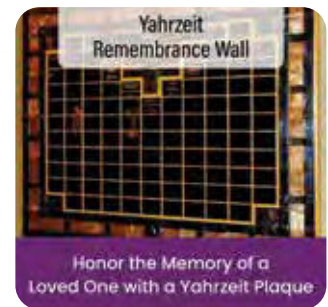
## The 211 Club

A group of generous patrons whose individual gifts of \$1,000 or more annually to Seacrest Foundation support the Seacrest Village Resident Assistance Fund and the Seacrest at Home/Seacrest Home Health Charitable Care Program. The 211 Club honors patrons at the Emerald, Sapphire, Ruby and Diamond levels. All members are invited to our annual Patron Recognition Party.



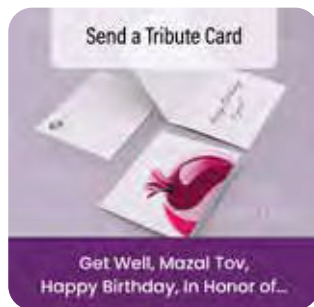
## Yahrzeit Remembrance Wall

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.



## Legacy of Caring Tributes

We offer a variety of tribute cards — In Honor Of, Happy 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 charitable care.



## Leave a Legacy

Join our "Legacy of Promise" program—a Legacy from you and a Promise from Seacrest Foundation to always endeavor to meet the needs of seniors. By leaving a legacy gift to Seacrest Foundation in your will/estate plan you will ensure that the Seacrest legacy of caring for those in need continues on for many generations to come. For more information and/or a personal visit to learn more, please contact Robin Israel at 760.516.2018.



## Honor Thy Father and Thy Mother Tribute Wall

This wall is a beautiful dedication to our loved ones here and to those who live in our memories. Inscriptions begin at \$1,000 and all funds are directed to help Seacrest Village Retirement Communities provide for those in need.



## Join or Renew Your Membership

Seacrest Foundation Guardians plan the annual Golf & Tennis Day, which is a favorite of sports enthusiasts and partygoers alike. The Women's Auxiliary of Seacrest Foundation plans the annual Gala. These dedicated volunteer groups are led by a mission to nurture and enrich the quality of life of the residents of Seacrest Village Retirement Communities. Membership dues are \$50 annually or \$1,800 for a lifetime membership.





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President, Board of Directors



Advancing Senior Care  
in the Jewish Tradition



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## What Time Is It...

Is it time to relax and take off the masks once in a while, is it time to plan a family vacation, is it time to think in a more positive way about school experiences for our children, about the health and safety of aging relatives, is it time...is it time... when will it be time?

The past two and a half years have been a challenge—they have been all-consuming. They have been full of sadness, grief, questioning, and worry. And yet, they have shown us promise.

So what time is it? With guarded optimism, we so desperately want to move into Rosh Hashanah and Yom Kippur with a sense of hope and healing. We want to feel safe to go to shul and sit amongst our Temple friends, and we want to make plans for breaking the fast on Yom Kippur with extended family and friends. We want, we wait, and some of us still worry.

As we assess what works for our families, we hope that others understand. If they do not, we forgive because what we have learned through all of this is that everyone is processing this unimaginable time differently and doing the best possible. This we have learned. And we have learned that together as a community, we are stronger and more resourceful than we ever imagined. And that is where there has been promise.

For two and a half years now, Seacrest Foundation has been raising funds to help Seacrest Village and Seacrest at Home manage their respective ways through the pandemic. The funds raised have made it possible to do things for residents and staff that kept them safer, more peaceful, and with more hope than would have otherwise been the case. Writing about it today brings back memories of the first days when we knew we had to raise millions of dollars for supplies and food and, in some cases, shelter for staff so they could remain working while their loved ones struggled with COVID-19 without them. Writing about it is indeed a flashback to a not long ago yet very dark time. And God willing, we will never again go through such a time. However, if it does happen again, we will have hope, because that is what our Jewish Community gave to us. You gave us hope. You gave us promise. You gave life and shelter to those who needed you the most. There is no greater gift...there is no greater mitzvah.

And so, the time is indeed now. To cherish one another, to think about how we can help those in our community who need us, to reach out to a stranger, to reconnect with an old friend, to do...to be...and to enter into this Jewish year of 5783 with renewed hope and healing.

We wish for you a life filled with peace, safety, and security, just as you have helped to provide for hundreds of people in our Seacrest and greater community. Together we have accomplished so much, and together we will indeed move forward.

Shana Tova U'metukah,



It's a Seacrest Family affair: Cindy & Larry Bloch and Talia and Ron Israel (Robin Israel's daughter and husband) singing the Shehecheyanu and joining in the Motzi at the 2022 Reunion Gala



Advancing Senior Care  
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If you would like an online/digital version of *Happenings* instead of, or in addition to, a printed copy, or if you wish to no longer receive fundraising communications from Seacrest Foundation, please contact Shona Borevitz at sborevitz@seacrestfoundation.org or call 760.516.2003.

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Joseph & Dorothy Goldberg Healthcare Center  
Lee & Frank Goldberg Residence Court  
The Katzin Residence  
Leichtag Family Assisted Living Residence  
Bernard & Dorris Lipinsky Administration Building  
The Ottenstein Vitality Center  
The Simon Pavilion  
Sam & Rose Stein Adult Day Services Center

## Seacrest at Home

760.942.2695 | inquiries@seacrestathome.org

## Seacrest Home Health

760.473.2914 | inquiries@seacresthomehealth.org



## Calendar of Events 2022

September 11 ..... Grandparents' Day  
September 25 ..... Erev Rosh HaShana  
September 26 ..... First Day Rosh HaShana  
September 27 ..... Second Day Rosh HaShana  
October 4 ..... Erev Yom Kippur (Kol Nidrei)  
October 5 ..... Yom Kippur  
October 9-16 ..... Sukkot  
October 16-18 ..... Shemini Atzeret / Simchat Torah  
November 9 ..... Kristallnacht  
December 18 ..... First Candle of Hanukkah  
December 18-26 ..... Hanukkah  
February 5-6 ..... Tu B'Shevat

*If you have an idea for an article in our *Happenings* magazine or a suggestion of any kind, we would like to hear it. Please contact Shona Borevitz at 760.516.2003 or sborevitz@seacrestfoundation.org.*

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## Seacrest Foundation

The mission of Seacrest Foundation is to obtain funding in support of San Diego Hebrew Home and Jewish Home Care Services, Inc. whose activities are designed to advance senior care and enhance healthy living by providing housing and supportive services.

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For additional news, photos, stories about activities, and so much more please follow Seacrest Foundation, Seacrest Village and Seacrest at Home on Facebook and Instagram.

