

Welcome to the very first issue of Good Works • Good News!

As Director of Philanthropy at Lions Gate, I am so proud to present our very first issue of Good Works•Good News, the Philanthropy Newsletter. Twice a year I will be sharing all the good news about the philanthropic projects we are spearheading. Our goal is to make sure that Lions Gate and Saltzman House will be at the heart of our dynamic Jewish community in South Jersey for many generations to come.

This newsletter puts the spotlight on the many ways you support Jewish Senior Housing and Healthcare Service (JSHHS). Whether you dedicate a bench or name a beautiful public space within the Lions Gate or Saltzman House communities, we have a variety of innovative giving programs that provide meaningful ways to

make a lasting impact in our communities. With the help of committed supporters and donors like you, JSHHS will continue to improve and enhance lives, strengthen the community, promote health and wellness, and honor and protect the dignity of our seniors.

Thank you again for all you do to support JSHHS!
Warmly,

Lisa Goldwasser

Director of Philanthropy

(856) 679-2189 • lgoldwasser@lionsgateccrc.org



Dedication Benches are a meaningful way to contribute to the Lions Gate community

The 55-acre Lions Gate campus boasts some of the most beautiful walking trails in all of South Jersey. Each year generous donors purchase Dedication Benches to enhance the accessibility of the trails. They are such a meaningful way to remember a loved one, and at the same time contribute to the Lions Gate community.

“When Susan Love passed, I wanted to find a thoughtful way to honor her memory,” said Gregg Wolfe, one of Susan’s close friends. “Susan was the CEO of Lions Gate for many years, and people knew and loved her for all her tireless work on behalf of seniors. She was a wonderful leader and a person of great integrity. When I heard there were plans to create a small garden in her honor, I thought it would be

fitting to outfit that garden with seating so residents could spend time there. I purchased a Dedication Bench in memory



of Susan Love as well as one in memory of her father, Donald Love, who was a tremendous benefactor to our community. In addition, I wanted to honor other members of Susan’s family, so I purchased a Dedication Bench in honor of Judy Love, Susan’s mother, as well as a bench in honor of David Farber, Susan’s fiancé. Those four benches will surround the garden and welcome visitors for many years to come.”



You can gift the Lions Gate campus with a Dedication Bench for just \$3,600. Each 60” bench features an engraving of two lines to commemorate a loved one, celebrate a special occasion, or mark a significant life event. As always, your donation is fully tax-deductible.

Thank you for beautifying the Lions Gate campus one bench at a time!



TACOS & TEQUILA

Save The Date

May 12, 2022 • 6:00 - 10:00 p.m.

Congregation Beth El

8000 Main Street, Voorhees, NJ 08043



Tacos & Tequila is one of Friends of Jewish Senior Housing's biggest fundraisers of the year, and our most recently held in person Tacos & Tequila Gala was our best event yet! Held at Congregation Beth El in Voorhees, the event was attended by over 450 guests. We are so proud to report that each year the Tacos & Tequila event nets 10% more donations than the year before. In fact, Tacos & Tequila has single-handedly raised nearly \$250,000 over the past five years to benefit JSHHS seniors in need. As always, all donations are tax deductible.

"This year's event is going to be nothing short of spectacular," said Aimee Levin, Event Co-Chair. "The pandemic sidelined Tacos last year, but this year will be a true extravaganza, with more prize baskets, more entertainment, and more tequila tastings than ever before. I look forward to seeing everyone there!"

For Tacos & Tequila 2022, the indoor party will be complimented with plenty of outdoor tent space. All CDC guidelines will be followed, and guests will be required to upload proof of vaccination prior to the event. (Please visit LionsGateccrc.org/covidID). We are proud to announce Classical Caterers as our featured caterer this year, with a menu of the most delicious Latin American cuisine that is sure to wow the crowd. There will be signature cocktails and a margarita bar, and for the discerning tequila enthusiast, this year's event will feature a variety of artisanal tequilas as well as time-honored traditionally known tequilas. Fabulous prizes will be auctioned off throughout the night, including The Big Tamale trip raffle, and a strolling mariachi band will keep the party hopping. To purchase tickets, go to www.lionsgateccrc.org/tacosandtequila.

Must be 21 years of age to attend. Dietary Laws Observed.

Purchase your tickets TODAY!

Please contact: Lisa Goldwasser • (856) 679-2189 • lgoldwasser@lionsgateccrc.org

One-of-a-Kind Naming Opportunities & Sponsorships

Create your legacy, and help Lions Gate provide quality living and healthcare services for seniors through Naming Opportunities and Sponsorships. Make a gift in your own name, company name, or in honor/memory of a loved one. Your support will make it possible for us to enhance the lives of those who have made Lions Gate their home, and will help us serve future generations. Best of all, your act of generosity will live on for years to come.

Imagine your name here! Here are just a few of the Naming Opportunities available on the Lions Gate campus:

- Independent Living Wellness Center: **\$100,000**
- Skilled Nursing Dining Room: **\$25,000**
- Nurse's Station in Rehabilitation: **\$18,000**
- Resident Apartments: **\$3,600** each
- Assisted Living Media Room: **\$36,000**
- And so much more!



Assisted Living Living Room:
\$50,000



Independent Living Bistro:
\$125,000



Independent Living Private Dining Room: **\$25,000**



Assisted Living Library:
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Independent Living Dining Room: **\$125,000**



Independent Living B Wing:
\$100,000

We'd love to discuss the many Naming Opportunities available throughout Lions Gate
Please contact: Lisa Goldwasser • (856) 679-2189 • lgoldwasser@lionsgateccrc.org

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We would like to individually thank the many generous donors who have made Lions Gate and Saltzman House a priority in their giving. Whether a family made a donation in memory of a loved one, or an individual chose to donate to a specific fund, please know that your donation has made a true difference in the lives of Jewish seniors. From the Lions Gate Capital Campaign to the Friends of Jewish Senior Housing Fund, from the Solidarity Response Fund to the Presidents' Circle Fund, every dollar donated has meant so much in the quest to enrich the lives of Jewish seniors in South Jersey. Thank you so much for your kindness. Your generosity will have far-reaching effects beyond measure.

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Friends Of Jewish Senior Housing Makes The Most Of Your Generous Donations

As a non-profit LifePlan Continuing Care Retirement Community (CCRC) in New Jersey, proudly serving the needs of the Jewish community, Lions Gate provides top-notch care to seniors from all walks of life. You make it possible for us to raise the bar on senior living and senior healthcare today...and tomorrow.

“Currently over 35% of our healthcare residents rely solely on Medicaid,” said Meredith Becker, MHSA, LNHA, Lions Gate COO. “These are challenging times for senior care as many seniors are outliving their financial resources. With decreasing third-party payer assistance (Medicare and Medicaid), and the possibility of acute illness, our priority has been and always will be to invest our resources with care so that we can alleviate the financial stress so many seniors feel.”

While much of the funds raised support our healthcare residents as well as capital improvements to our facilities, Friends of Jewish Senior Housing has several great projects in the works for 2022. “This Spring, Friends of Jewish Senior Housing will be purchasing seasonal furniture to create a beautiful outdoor living space at Saltzman House as well as for the healthcare residents at Lions Gate,” said Aimee Levin, a long-time Friends committee member. “We hope that the residents will spend many happy hours enjoying the newly updated outdoor living space.”



We're always happy to discuss the many contribution opportunities available.
Please contact: Lisa Goldwasser • (856) 679-2189 • lgoldwasser@lionsgateccrc.org

Your Generosity Can Live On For Generations To Come Through Your Estate Plan

You've spent your whole life working hard to build your wealth, and being able to pass it on to future generations is an honor you should be proud to bestow. Did you know that non-profit organizations and charities can be named as beneficiaries in your estate plan? There are generally three ways to include the non-profit or charity of your choice in your estate plan.

1. You can name them as the beneficiary for a specific gift, such as a certain amount of money, stock, or other assets.
2. You can name the non-profit or charity as the beneficiary of a life insurance policy, IRA retirement account or charitable gift annuity. Another option for residents is to designate a percentage of your entry fee to one of the Lions Gate Legacy Funds.
3. You can allocate a percentage of your total estate to be bequeathed to a non-profit or charity. Many people choose to leave 10% of their estate to a cause that's close to their heart when they draw up their will.

“We have been so honored to be named as a beneficiary in many residents' estate plans,” said Dave Thompson, Lions Gate CEO. “Families recognize how much joy their parent found living in our community, and were happy to see how impactful a bequest can be to the ongoing growth and expansion of the Lions Gate campus.”

There are several funds you can name as a beneficiary in your estate plan:

- **Lions Gate Legacy Fund** — Offers residents confidential financial support to cover expenses of daily living when they outlive their assets.
- **Lions Gate Community Fund** — Helps maintain the financial strength and well-being of the community and of all residents.
- **Lions Gate Activities Fund** — Pays for community activities provided under the direction and leadership of the Lions Gate Residents Association.

We thank you for considering Lions Gate as you create your estate plan.

Schedule an appointment to discuss your legacy today

Please contact: Lisa Goldwasser • (856) 679-2189 • lgoldwasser@lionsgateccrc.org

It's A Mitzvah! Creating A Culture Of Philanthropy At Lions Gate

All of us strive to be generous — we want to be generous with our time shared with others, to be generous with the kindnesses we bestow on others, and to be generous with our charitable giving. Is generosity a gift of G-d? Generosity is also translated as “goodness,” and is about being honorable and charitable. If G-d has given you much, you can serve G-d by sharing it with others. To be able to give to those in need with an open heart is truly a mitzvah.

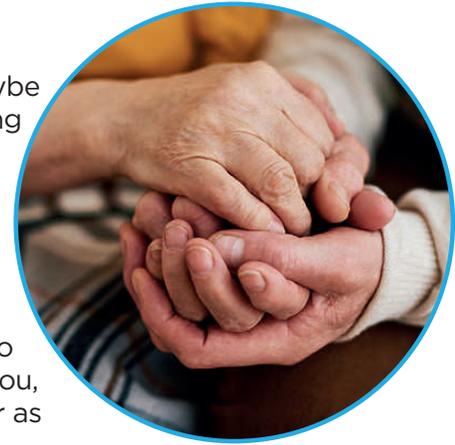
Helping others is not only good for the world, it also makes us happier and healthier, too. There are so many ways to give — giving money, time, ideas, energy. No matter how you give back to others, simply giving something of yourself creates a mindset of kindness and generosity that is contagious. The more you give, the more you will inspire others to give as well!

There is a striking quote by Elizabeth Gilbert, the author of *Eat, Pray, Love*, which sums up the meaning and beauty to be found in giving...

“In the end, though, maybe we must all give up trying to pay back the people in this world who sustain our lives. In the end, maybe it’s wiser to surrender before the miraculous scope of human generosity and to just keep saying thank you, forever and sincerely, for as long as we have voice.”

JSHHS wants to say thank you, forever and sincerely, to everyone who has donated money or goods or time to our community. We truly appreciate your generosity. When you focus on giving back, making a difference, and creating positive change, you magnify the culture of philanthropy that embraces care and abundance for all.

Thank you for giving with your heart!



Grant From JCF Purchases Assisted Living's New OMiVista Mobii Unit

The staff working on the healthcare side of Lions Gate was looking for a way to engage residents with mobility or dementia issues via sensory stimulation. An OMiVista Mobii unit seemed like the ideal solution — this advanced technology creates an interactive projection on a tabletop or floor. It's a multi-sensory experience that encourages active engagement through motion.

The staff starts by choosing a projection that would be meaningful for the resident. From fields to mountains, from outer space to the ocean depths, the projections respond to all movements, no matter how small, and encourage physical and mental participation.

“Recreation is important at every age,” said Julie Schaffer, Activities Director for Assisted Living. “This program allows us to meet the needs of each of our residents, and completely engage them in a fun and safe sensory experience.”

As you might guess, the OMiVista Mobii projection unit was quite expensive. To facilitate the purchase, Lisa Goldwasser, Director of Philanthropy at Lions Gate, applied for a grant from The Jewish Community Foundation, and they stepped up to partially fund the purchase.

“We’re so grateful to the Jewish Community Foundation, and particularly to the Fannie & Meyer Adleman Family Endowment Fund, for their generous grant of \$2,500,” said Lisa. “They helped make it possible for us to acquire this amazing piece of equipment that greatly improves the quality of life for our healthcare residents.”



The Lions Gate Pool Courtesy of Judy Auritt Klein

One of the best ways to stay fit is to join Lions Gate residents for water aerobics classes at the pool. The pool was one of the places you would find Judy Auritt Klein during her days at Lions Gate. In fact, throughout her life, Judy always found herself at home in the water.

“Mom was a swimmer from childhood,” recounts daughter, Anne Klein Farber. “She swam all through high school, and during her years at University of Pennsylvania as well as Penn State. She was the US Women’s Intercollegiate Swimming Champion 1943-1946. She was ultimately inducted into the Pennsylvania Sports Hall of Fame, and was in the first class inducted into the Philadelphia Jewish Sports Hall of Fame.”

Fun fact: Judy met her husband of 64 years, Bob Klein, when she was a young lifeguard at Philmont Country Club. “Our dad received 3 Purple Hearts as a Marine in WWII and met our mom while



Judy Klein

rehabilitating one of his injuries in the pool each day at the club.”

Bob and Judy Klein went on to have a long and happy life together, with 3 children and 7 grandchildren. After Bob passed away, Judy moved into Lions Gate. “Mom absolutely loved Lions Gate!” said Anne. “She felt it was important to leave a lasting legacy at Lions Gate, and her lifelong love of swimming made it an easy decision to name the pool. I hope everyone who swims a lap at the Lions Gate pool thinks warmly of our champion mom.”

The Lions Gate Card Room Courtesy of Judy & Richard Franken

Whether you’re an avid bridge player or canasta is more your cup of tea, there’s always a game going on in the card room at Lions Gate. It’s a hub of activity, and that’s exactly what Judy and Richard Franken wanted for their lives at Lions Gate — to stay busy, active, and among friends. So when 10 happy years at Lions Gate passed in the blink of an eye, Judy and Richard wanted to celebrate their decade on campus by giving back to the community. Dedicating the card room seemed like the perfect choice.

“From the very beginning, we enjoyed our new life here,” said Judy. “We already knew some residents, and we met many new and interesting people as the apartments started to fill up. We never felt alone or bored. The staff at Lions Gate was warm, welcoming, helpful, and caring. We felt at home almost immediately.”

Several years later, Richard passed, but Judy continues to live at Lions Gate and enjoys spending time in the card room with her friends. “Dedicating the card room was our way of celebrating our 10th anniversary here at Lions



Judy & Richard Franken

Gate,” said Judy. “I miss Richard every day, but I know he would be so happy to know how much enjoyment the card room brings to many residents at Lions Gate.”

“The best decision we ever made was to move to Lions Gate together,” smiled Judy. “It was a wonderful place to live as a couple, and it continues to be a supportive, warm home for me now.”

The Lions Gate Art Studio

Honoring Eugene & Evelyn Bass

Courtesy of Ellen Bass

For some people, there is nothing more comforting than expressing themselves through art. The simple ritual of putting paint to paper taps into their creativity, their intelligence, and their individuality.

For Ellen Bass, naming the art studio for her parents, Eugene and Evelyn, was an easy choice. "I feel like the art studio is the heart of Lions Gate. We always called my dad the Mayor of Lions Gate because he knew absolutely everyone in the community, so I wanted to dedicate something to them that would bring people together. The art studio symbolizes that for me. Art therapy has such a huge impact on wellness. It's an uplifting space, and that was important to me. I wanted something happy that speaks to their legacy of a life well-lived."

Eugene was a prominent oral surgeon in Cherry Hill, and Evelyn was a well-known realtor. They were both members of Beth El, and very active in the Jewish community for decades. When they decided to transition into a retirement community, Lions Gate was the obvious choice. "They absolutely wanted to stay in this area, and Lions Gate is a community of friends here. Later, when my mom developed Alzheimer's and my dad had some cognitive impairment, they never

had to move. The continuing care at Lions Gate allowed them to get the level of care that was appropriate to each of them, and still live in a respectful way. They provide the best options for keeping the family together."

Evelyn and Eugene were together their entire adult lives, and that was the true source of their happiness. "People tell me I look like my mom, and I take that as the highest compliment," said Ellen. "She was always so happy and full of life. I feel happy when I stop into the art studio. Making art seems to allow people to embrace a new level of emotional well-being. It just brings joy to everyone. My mom and dad would've liked that."



Lions Gate resident, Don Fletcher, spends many happy hours each week in the Eugene & Evelyn Bass Art Studio.

Spread kindness with Lions Gate Tribute Cards



Did you know that the Philanthropy Office has tribute cards available anytime you would like to honor a person or special occasion? Call **Lisa Goldwasser** at **(856) 679-2189**, and she will create a beautiful personalized tribute card for your recipient. You can make a donation in any amount, and as always, all donations are tax deductible. "So many people want a meaningful way to remember someone who has passed or to honor a special occasion like a birthday or anniversary," said Lisa Goldwasser, Director of Philanthropy at Lions Gate. "A tribute card is really a lovely gesture. And the donation supports ongoing programs at Lions Gate and Saltzman House. It's a beautiful full-circle program that embraces today as it supports the needs of tomorrow."

For every tribute card sent, we thank you for your generosity.

1110 Laurel Oak Road | Voorhees, NJ 08043 | Phone: (856) 679-2200 | Fax: (856) 782-2660

Dedicate a pebble, and add to the beauty of The Pebble Tribute Wall Mosaic

The Pebble Tribute Wall is growing every day! Installed in the foyer across from Commons Hall, we plan to expand the breadth of the mosaic to include the entire main hallway as more and more people buy a pebble.

“People have purchased a pebble to commemorate a special anniversary or birthday,” said Lisa

Goldwasser, Lions Gate Director of Philanthropy. “There are also pebbles in memory of those who have passed. When you stand back and look at the Pebble Tribute Wall, this mosaic brings together all the beautiful celebrations, solemn occasions, and wonderful memories that represent lives well-lived.”

רִדָּה, צְדָקָה וְחֶסֶד -- יִמְצָא חַיִּים, צְדָקָה וְכְבוֹד.

One who strives to do good and kind deeds attains life, success, and honor



Choose from five different sized pebbles.
Your donation is fully tax-deductible.



Pebble 1:
\$250

3.875”h x 4.75”w



Pebble 2:
\$500

5.25”h x 7.5”w



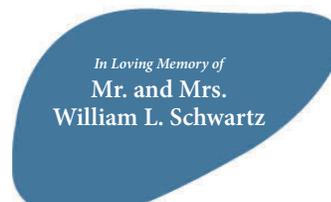
Pebble 3:
\$1,000

7.375”h x 10”w



Pebble 4:
\$1,800

9.448”h x 11.75”w



Pebble 5:
\$2,500

10.375”h x 16.125”w

