



For 118 years, Hebrew SeniorLife has been leading the way in senior care, and while a global health crisis was a bump in the road, we've never strayed from making the safety and fulfillment of seniors and our staff our top priority.

As we continue to navigate the ongoing challenges of a pandemic, we are proud to move forward with hope, optimism, and a stronger-than-ever dedication to providing safe and compassionate care for our seniors.

This pandemic has given even more urgency to our *Age of Opportunity* campaign, which is funding important priorities in memory health, research and teaching, the ways we go above and beyond in the care of seniors, and the revitalization of our flagship Boston campus. We are incredibly grateful that donors have contributed \$90 million so far out of a \$125 million goal, all of which is funding advances in care that are benefiting seniors today and for generations to come.

In this Report to the Community, we highlight the many different "portraits" of the people we serve at Hebrew SeniorLife, as well as portraits of the donors who help support our work. Each and every one of you inspires us with how much you care about the work we do, from providing outstanding health care and thriving senior living communities to teaching and research.

Having you as part of this community means the world to us, and to those we serve. Thank you for your loyalty and support.

Melissa Tearney Board Chair Hebrew SeniorLife Louis J. Woolf President and CEO Hebrew SeniorLife

#### Bloom Where You're Planted

When NewBridge resident Jack Sobel looks back on the support he received as a boy from the New York City Boys Club and the Stanton Street Jewish Settlement House, he can't help but give back. New York City also had a free college, Baruch College, which he attended at night. During the day he founded a wholesale company that was sold upon graduation. Jack relates that his wife Barbara supported his efforts while raising their children Henry and Suzanne. They now have three grandchildren.

Jack and Barbara support a wide variety of causes, including a scholarship program for frontline staff at NewBridge on the Charles. "It's been my background to support the communities I live in," says Jack. "You get back what you put in."

The Sobels now reside in Hebrew SeniorLife's independent living community at NewBridge. They enjoy the quality of life and the location, as it enables them to see their daughter on a more regular basis. Their son lives on the West Coast so he's a bit farther away. They also appreciate NewBridge's excellent medical facilities, wide-ranging cultural activities, and Jewish offerings such as kosher meals. "We enjoy all of it—the concerts, discussion groups, lectures, and fitness facilities," says Barbara. Jack adds, "NewBridge is a great place to be with a range of generations, including your peers. It grounds you because they understand what you're experiencing."

The Sobels are committed to volunteering and philanthropy. In addition to their involvement in providing educational opportunities for health aides, nurses, and other direct care staff, they have donated art for the NewBridge lobby and supported Hebrew SeniorLife's efforts to address the COVID-19 pandemic.

"During the pandemic, we wanted to support the additional expenses associated with keeping residents safe and providing the best quality of life possible," says Jack. "They did a wonderful job, facilitating social interaction with Zoom meetings and even bringing special treats to our doors. We have a wonderful staff here, and we are grateful to be able to do our part to support them."









## A Well-Matched Partnership

They say that iron sharpens iron, and The Sephardic Foundation on Aging's partnership with Hebrew SeniorLife is proof positive. The Foundation started in Brooklyn in 1951 as the Sephardic Home for the Aged. In 2015, when a physical residence for Sephardic seniors was no longer needed, the group reinvented itself as a private grant-making foundation focused on supporting the needs of Jewish older adults.

"Our Foundation has a single mission," says Director of Grants Janice Stolar. "We fund projects that foster innovation and collaboration in the field of aging so that older people and their communities have the support and resources they need to flourish."

The Sephardic Foundation on Aging now partners with organizations throughout the United States and in Istanbul, Moscow, Ethiopia, and Israel, not only with financial support, but also with expertise in personalized care and a network that encourages best practices among all recipients.

Members of the Board and staff of the Foundation were invited to Hebrew Rehabilitation Center in Boston and toured a newly renovated long-term chronic care household on the west sixth floor of the Berenson Allen Building.

"We feel very strongly about providing the best living arrangement for people suffering from dementia-related illness," says Janice. "One of the things that appealed to us was the household model at Hebrew Rehabilitation Center. Patients are happy, they have opportunities to make choices in their lives, including getting the best nutrition. People are thriving as a result of this individualized care."

The Sephardic Foundation on Aging generously provided an 18-month grant to underwrite renovations to the east side of the Berenson Allen sixth floor and promote research on the impact of the Hebrew Rehabilitation Center household model. A one-year, controlled study funded by the grant revealed that patients on renovated Berenson Allen households benefited from improved patient choice, quality of life, and functional status compared with patients on non-renovated long-term chronic care floors. Moreover, throughout the pandemic, the new households more easily lent themselves to increased infection control processes due to their emphasis on private rooms and small group spaces.

"Hebrew SeniorLife is associated with many organizations and leaders committed to the highest quality of care for seniors. They are leading the way in senior care," says Janice. "You can tell that they are making an impact and working very hardnot only providing the best care, but also doing the analysis and always looking to improve. Hebrew SeniorLife is at the forefront."

#### **Adelsons Transform Senior Care**

Born to immigrant parents and raised in Dorchester, the late Sheldon G. Adelson started out as a teenager selling newspapers on a street corner and became one of the world's most successful entrepreneurs. He never forgot his roots, and when he first visited Israel in 1988, he honored his father, a Lithuanian-born Jew, by wearing his shoes because he wanted his father to experience Israel in spirit. He dedicated his philanthropic work to strengthening the Jewish community, both here and in Israel.

Sheldon, who passed away in January at the age of 87, and his wife, Dr. Miriam Adelson, an internationally recognized physician, have invested heavily in Hebrew SeniorLife throughout the years. This past year, the couple's foundation gave a generous \$2.5 million matching gift toward Hebrew SeniorLife's efforts to respond to the pandemic. Their gift was intended to help encourage a response from the community during a difficult time, and it certainly inspired other donors, motivating them to give over \$7.5 million.

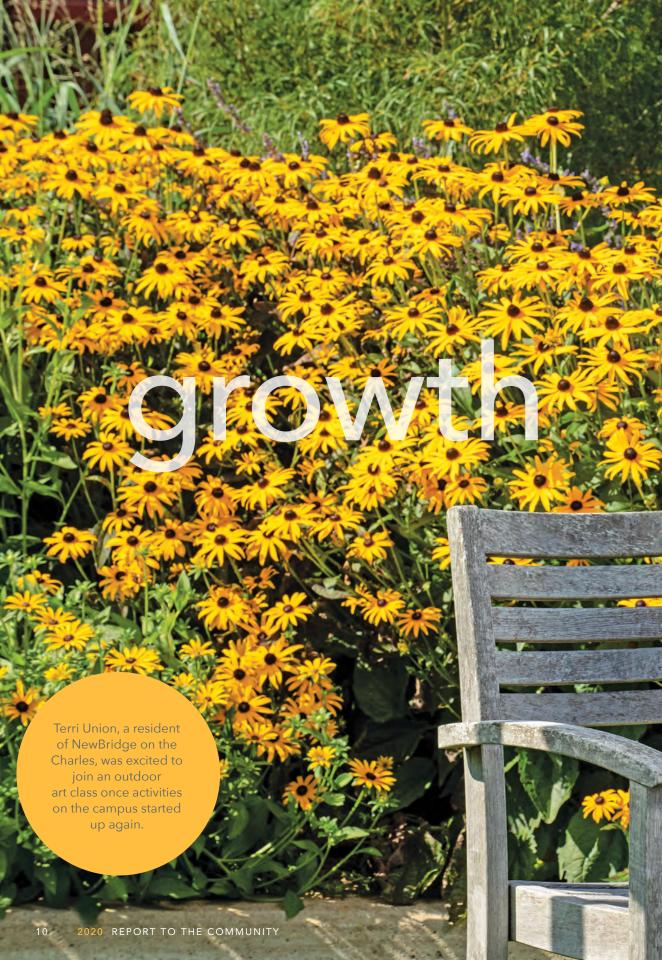
Over the years, the Adelsons have given more than \$25 million to Hebrew SeniorLife, making them our largest and most transformative donors. Their generosity enabled us to build NewBridge on the Charles and create and share a new vision for senior living, which is a role model for other organizations around the world. Because of their leadership, we are able to help 3,000 seniors across HSL live their best lives in the best place for them each day.

The Adelsons were dedicated to the idea of a multigenerational campus where students at the Rashi School could interact with the seniors on campus, benefiting both the students and the seniors. They named the Adam and Matan Adelson Multigenerational Program for their sons. Their vision propelled the growth of this program to include 72 organizations that participate with us on all of our campuses, and also inspired other similar programs throughout the U.S.

"This is an organization that is transforming senior care, and my wife and I have the honor of supporting it," said Sheldon in 2012, when asked about his philanthropy. "I see our gift as an investment in the future. It's a gift that will have an impact not only on the Boston Jewish community, but on seniors everywhere."

We are so grateful for the Adelsons' loyal and consistent support of our mission to care for seniors. HSL is so fortunate to have the Adelson Foundation as our partner in all the work we do. Sheldon will be missed by so many, including all of us at HSL.









## Seeing is Believing

They say that seeing is believing, and after all they have witnessed, Deanna and Sidney Wolk believe in Hebrew SeniorLife.

"From my volunteer work at Hebrew SeniorLife, I have seen firsthand the expert care that the organization delivers," says Deanna, who taught mahjong for years to long-term chronic care patients at HRC in Boston.

A wide variety of front-row experiences with Hebrew SeniorLife have further strengthened their commitment. The Wolks contributed to the founding of Hebrew SeniorLife Hospice Care and supported the renovation of the Deanna and Sidney Wolk Pavilion, which provides personalized care and a restorative living environment for 48 long-term chronic care patients at our Boston campus.

"Having seen and given to other programs, we saw all the good work Hebrew SeniorLife does for so many people," says Sidney, chairman and CEO of The Cross Country Group, based in Medford.

The Wolks' commitment has grown with each collaboration, recently culminating in a \$5 million gift to fund the newly named Deanna and Sidney Wolk Center for Memory Health. The Wolk Center provides Harvard Medical School-affiliated outpatient memory care services for people concerned about cognitive loss, as well as for their families.

"When we learned of the increasing need for community-based services in brain disorders and cognition for both patients and their caregivers, we knew that our gift towards memory care services would definitely fill a void here in this area."

Like so many families, the Wolks are committed to this effort because many people they know have been affected by Alzheimer's disease and other dementias.

"Deanna and I have seen it firsthand, and it is heartbreaking," says Sidney. "It's so hard. It's absolutely tragic what families go through. That's why we are so excited about where this gift can lead to, with such a fantastic team behind us."

Deanna, who has been a Trustee for six years, couldn't agree more: "With this gift, we are happy to support that level of excellence, helping people with memory care issues and access to the right experts, supports, tools, and services to help them live their best lives possible."

#### A Team Effort

Community service and leadership seem to run in Jeff Drucker's family. Jeff's father was a Hebrew SeniorLife Trustee, and helped oversee the construction of Orchard Cove and Jack Satter House. Jeff's grandfather modeled the importance of giving back to the community and has served as a lifelong example for the family.

So it was natural when Jeff became Board Chair of Hebrew SeniorLife in 2017, a position he held until this past spring. His leadership came at a time of tremendous growth for the organization, including the expansion of Hebrew SeniorLife's senior living footprint, increased services and research for those affected by Alzheimer's and dementia, and the launch of the *Age of Opportunity* campaign. "Jeff cares so much about the staff and the seniors at Hebrew SeniorLife," says Jeff's wife, Jen. "He always gives 100% to his work there."

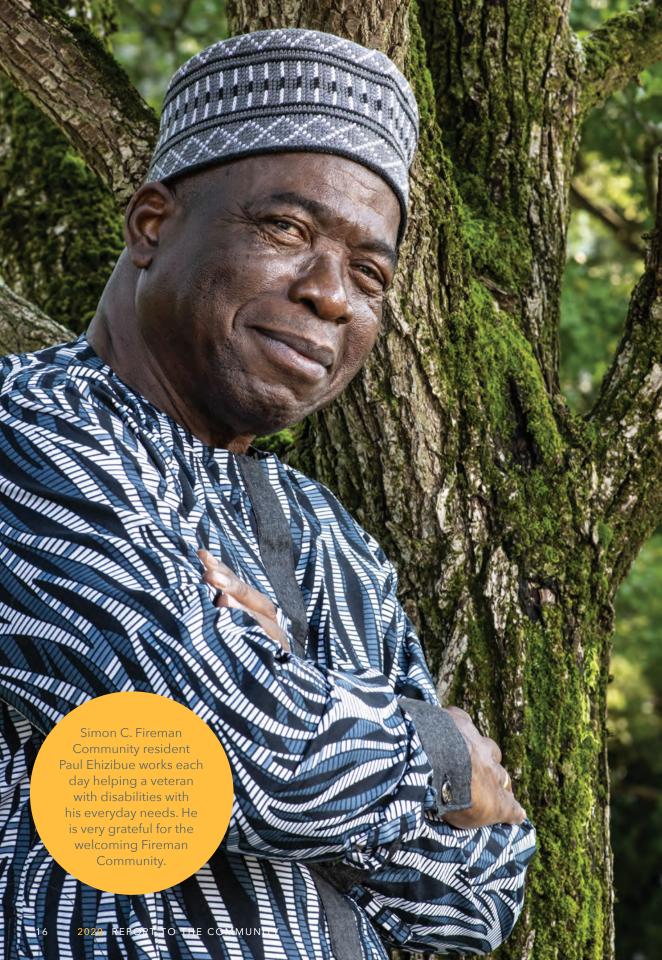
If you speak with Jeff, he will tell you that it has been a team effort. In addition to the inspiration provided by his father and grandfather, the support of Jeff's wife and kids has fueled his volunteer work. "Without Jen allowing me the space to do these volunteer activities, I couldn't be as committed to Hebrew SeniorLife." Jen has also worked with Hebrew SeniorLife Hospice Care and hosted events.

Jeff and Jen's three children have motivated Jeff as well by carrying on their parents' commitment to service. All three have made their mark at Hebrew SeniorLife, playing games with residents and patients as well as delivering gifts to staff during the pandemic. "Our kids have seen so much of Jeff's dedication and leadership. It's natural for them to follow in his footsteps," remarks Jen.

Jeff points out that his brother and business partner, William, has been a steadfast champion of his work. "I work in our family business. Before I accepted the Board Chair role, I asked my brother how he felt about pinch-hitting for me at times due to my Board commitments," remembers Jeff. William threw his support behind the mission and gave Jeff the freedom he needed to lead the Board.

"I wouldn't trade what I do for anything," says Jeff. "Working in the family business has afforded me the ability and flexibility to pursue my passion for empowering seniors to live independent, fulfilling lives."





"Life is like riding a bicycle.

To keep your balance you must keep moving."

**ALBERT EINSTEIN** 

## thank you

This year has been another challenging one, marked by the ups and downs of fighting a pandemic. As Einstein said, "we must keep moving," and with your help, that is what we've done, and will continue to do.

As a Hebrew SeniorLife donor, you play a critical role in helping us move forward. We have never been an organization that stands still. As we continue to lead the way in senior care, we rely on your support to continue to keep our seniors and staff safe, to be innovative, to grow, and for our ability to go above and beyond for seniors every day. With your continued support, the *Age of Opportunity* campaign will create solutions to many of the challenges of aging today. Whether your gift is directed to fund specific programs or toward supporting all of our essential programs, please accept our deepest appreciation. Thank you!

# Engage

A reimagined EngAGE 2020, held on November 16, 2020, raised \$1.2 million. More than 400 guests attended virtually and enjoyed performances by renowned cellist Yo-Yo Ma and one of Broadway's leading ladies, Tony Award Winner Kelli O'Hara. Governor Charlie Baker spoke about Hebrew SeniorLife's role in leading the state in setting infection-control standards for senior care during the pandemic. Alvaro Pascual-Leone, M.D., Ph.D., medical director of the Deanna and Sidney Wolk Center for Memory Health, spoke about brain health and its relationship to preventing cognitive decline as we age.

We are deeply grateful to our EngAGE 2020 sponsors, whose gifts are supporting Hebrew SeniorLife's mission to redefine the experience of aging.

#### **Innovative**

Theodore W. and Evelyn G. Berens Charitable Foundation Theodore S. Berenson and Family and Helaine B. Allen\* and Family Marilyn and André Danesh The Jane\* and Jay Fialkow Family Hinda and Arthur Marcus

#### **Entrepreneurial**

Cynthia and John Fish Jane R. and William S. Mosakowski Melissa and Gary Tearney

#### **Adventurous**

Marsha and Tom Alperin Irina and Mark Barrocas Alison and Marc Casper Tom and Midge DeSimone Judy and David Rosenthal Jennifer K. Silver Barbara and Jack Sobel

#### Bold

Beth Israel Lahey Health
Eugene and Susan Briskman
The Drucker Family
Gabrielle and Richard Henken
Rabbi Jamie and Harold Kotler
Wendy and Dan Kraft
Howard E. Cohen and
Myra Musicant

Nixon Peabody
Risk Strategies
Rockport Mortgage Corporation
Cynthia B. Shulman\*
Barbara and Peter Sidel
Rosalyn and Richard Slifka
Susan Florence Smith
Geraldine and Gabriel Sunshine
Deanna and Sidney D. Wolk
Sarah and Louis J. Woolf
Justin L. and Genevieve G.\* Wyner
Lois Silverman Yashar and
James Yashar

#### **Forward**

Abrams Capital, LLC

American Quality Property Service
Bank of America
Harriet and George Berkowitz
Herbert\* and Evelyn\* Berman
Brigham and Women's Faulkner
Hospital
Century Bank
Marsha R. Cohen
Combined Jewish Philanthropies
CommCreative Unified Marketing
Barbara and James Conen Family
Steven R. Flier, M.D. and Carol
Efron-Flier
Ruth Ann and Dr. Edward Feinberg
Denise and William Finard

Ellyn and Mark Harmon Prof. Regina and Dr. George Sharon and Charles Karp Sherry Lang Lori and Frederic Leif M&T Bank Charitable Foundation Beth and Rick Marcus Jessica and Charles Myers New England Baptist Hospital Joseph Novakoff Charitable Foundation Prime Buchholz Ellen and Mickey Rabina Rafanelli Events Julie Rosen and Gary Belowich UBS Financial Services Inc. Private

Roberta and Stephen R. Weiner

Steven and Sydna Weinstein Ellen and Peter Zane

### **Additional Supporters**

Anonymous Susan Ansin

Jessica and David Aronoff Bald Hill Builders, LLC Peter A. Banks M.D.

Marsha and Peter H. Berenson Karen and Steven Berkowitz

Mary Bishop

Christopher Bartel

Blue Cross Blue Shield of

Massachusetts

Alison and Barry Braunstein

Alan G. Breitman Lorraine D. Bressler Judith and David Brezniak Lynda and Jeffrey Bussgang

CBIZ

Barbara Courtiss and William

Rothschild

Paul W. DiMaura

DiMella Shaffer Associates

Bryna Litchman and Arthur Enste

Andie S. Finard

Andrea and Todd Finard Bob and Glenda Fishman Fraser Engineering

Reese and Jamie Genser
Pam Goodman and Michael
Shwartz

Abby and Brett Gordon

Robert Griffin

Steven and Carolyn Gusenoff

Herbert J. Sims & Co.

Kimberly and Elliiot Herman ICON Architecture, Inc.

Harriet and Paul Krupp

Judith M. Leary

Karen and Matthew Levy

Lewis and Louise Lipsitz Francis McNulty

Stephen Patterson

Mindy and Max Peckler

Nancy Raphael, Theodore Raphael,

and Laura Silin\*

Sharon and Howard Rich Lisa and Peter Roblin

Jamie S. Rogers

Laurence P. and Maxine E. Rogers

Gloria Rose Jan Z. Rose Valya Kazes Shapiro Ruth and Norman Stavisky Arlene D. and Gregory L. Stoller Jordan M. Stone and Sarah Lederberg-Stone TD Bank, N.A. Prudence and Michael Thorner

Linda and Daniel Waintrup Lynne L. Wolf and The Honorable Mark L. Wolf

#### Hebrew SeniorLife Officers and Directors

#### **Board of Directors**

Melissa Bayer Tearney Chair

Jay L. Webber *Vice Chair* 

Marsha R. Cohen Treasurer and Secretary

Howard E. Cohen Thomas J. DeSimone Jeffrey D. Drucker Jane Edmonds Todd B. Finard Steven Flier, M.D. Reese Genser Richard J. Henken Harold G. Kotler Hinda L. Marcus William Mosakowski David Rosenthal, M.D. Susan Florence Smith Roberta S. Weiner Mark Zeidel, M.D. Ellen Zane

#### **Trustees**

Alan P. Abrams, M.D. Nancy Allen Michael Alperin Susan L. Ansin Peter Banks, M.D. Phyllis Baron Kenneth Bello Laura Black Michael J. Bohnen Leo Breitman Eugene F. Briskman Marc A. Busny Debbie Dana Cable Rev. Dr. Gloria Harris Cater Irwin Chafetz Gerald D. Cohen Harvey J. Cohen, D.M.D. James Conviser Jeffrey A. Cutter Marilyn R. Danesh Peter Dixon Scott Emerman Edward Feinberg, M.D. Jay Fialkow

Ruth Ellen Fitch Michael L. Flatto Valerie Fleishman Jonathan D. Freedman Jeremy Freid Eli Gelfand, M.D. Laurence Gerber Lillian L. Glickman, Ph.D. Marjorie Glincher Marjorie Glou Mark Goldman Robert S. Goodof Peter S. Gordon Elizabeth Greenspan Matthew Grosshandler Carolyn Gusenoff Paul Hardiman William Heitin Eileen Gibbons Helle Richard A. Hirschen Andrew N. Jaffe Lawrence M. Kaplan Jack Kasten Galina Khatutsky Jon Kingsdale Anu B. Kothari Javne Lampert Marc H. Lampert Kathleen Lane Sherry L. Lang Jessica Langsam Cheryl G. Lappen Gail C. Levine Steven D. Levy Carol S. Lobron Eleftheria Maratos-Flier, M.D. Richard G. Marcus Steven A. Meyer

Victor Milione

Barry Okun

Meryl Price

Esther Muhlfelder

Joseph M. Paresky

Hillary Koritz Price

Richard A. Remis

Jamie S. Rogers

Debra Poskanzer, M.D.

Barbara Okun, Ph.D.

Laurence P. Rogers Gloria Rose Julie Rosen Lvnda K. Rowe Robert Rudnick Jane D. Salk **Hedy Samet** Nancy B. Samiljan Joyce Schultz Leslie Shaff, M.D. Steven M. Shulman Barry R. Sloane Edward A. Sokoloff Robert Sokoloff Harold Solomon, M.D. Gregory L. Stoller Jordan M. Stone Jeffrey S. Swartz Maryanne Tackeff Roger E. Tackeff Gary Tearney, M.D., Ph.D. Michael O. Thorner, MB. BS. DSc. MACP Andrew R. Urban Jay Wagner Daniel Waintrup Steven J. Weinstein Daniel Weintraub Marc J. Wexler Jeffrey Winnick Deanna Wolk Justin Wyner

#### **Trustees for Life**

Dale Zaff

Irving A. Backman Barry S. David Franklin B. Davis David B. Ellis Carol Flashner Ina Glasberg Diane S. Goldman Gerald M. Gootman Marjorie Housen Leonard S. Jolles Paul I. Karofsky Neil D. Krug Robert M. Leavy Edward M. Levitt Walter I. Lipsett
Alan P. Michelson
Robert Sage
S. Lawrence Schlager
Harold W. Schwartz
Martin J. Shaevel
Valya Kazes Shapiro
Joel B. Sherman
Paula L. Sidman
Ruth Stavisky
Theodore I. Steinman, M.D.
Lynne L. Wolf

#### **Chairs for Life**

Thomas M. Alperin Howard E. Cohen Jeffrey D. Drucker Todd B. Finard William G. Finard Andrew I. Glincher Hinda L. Marcus Arnold H. Rosenberg Martin B. Shulkin Jennifer K. Silver Gilda Slifka Alan D. Solomont

#### **Chairman's Cabinet**

Hannah Langsam Lawrence E. Langsam Aaron Spencer Shirley Spero Lois Silverman Yashar

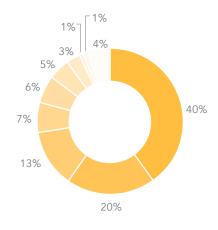
## 2020 FINANCIAL SUMMARY

Hebrew SeniorLife ended Fiscal Year 2020 with an operating cash flow deficit, as consolidated operating expenditures exceeded operating revenues by \$9 million.

Operating revenues increased by 0.6% to \$244.2 million in FY2020, and earnings before interest, taxes, depreciation, and amortization (EBITDA) declined from \$26.3 million to \$23.1 million. The revenues reflect lower census due to the pandemic, and include approximately \$11.3 million of COVID-19 relief funding.

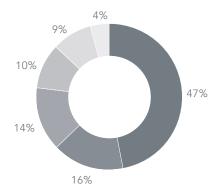
Operating expenses rose by 3.9% in FY2020 due to costs associated with the pandemic (personal protective equipment; COVID-19 testing; staff appreciation pay). Regular capital expenditures were lower by \$2 million as compared to the prior year, due to COVID-19 restrictions.

With respect to the investment pools at HSL, NewBridge on the Charles, and Orchard Cove, the aggregate balance remained strong, although lower from the prior year, going from \$184.1 to \$167.3 million due to the elimination of HSL's legacy pension liability for approximately \$18.5 million.



#### Operating Revenues (Cash Based) (\$000)

HSL Parent and HRC-Roslindale	\$97,664
HRC-Newbridge	49,403
NewBridge IL/AL	30,976
Orchard Cove	16,136
Center Communities of Brookline	14,316
Home & Community-based Services	11,850
Jack Satter House	7,305
Simon C. Fireman Community	3,286
Fundraising Receipts	2,000
COVID-19 Stimulus Funding	11,331
Total Operating Revenue	244,267



#### Operating Expenditures (Cash Based) (\$000)

Salaries and Benefits	\$119,640
Supplies	38,932
General and Administrative	36,317
Facility and Other Costs	25,077
Debt Service	23,226
Capital Expenditures	10,033
Total Operating Expenditures	253,225
Operating Cash Flow	(8,958)

## What's Your Impact?

When you give to Hebrew SeniorLife, you invest in the autonomy and well-being of seniors—today and for generations to come. Your generosity fuels health care, communities, research, and teaching that are redefining the experience of aging.

To inquire about leadership-level gifts that can impact specific Hebrew SeniorLife programs, or to learn about making a bequest or life-income gift, please contact:

Katelyn Quynn Chief Development Officer and Vice President, Board Relations KatelynQuynn@hsl.harvard.edu 617.363.8295

Teresa V. Lisek
Director of Development
TeresaVLisek@hsl.harvard.edu
617.971.5788

Laura Katz Leacu Director, Institutional Giving LauraKatzLeacu@hsl.harvard.edu 617.971.5785 Marsha Katz Slotnick Senior Major Gifts Officer MSlotnick@hsl.harvard.edu 617.971.5784

Helaine Silverman Major Gifts Officer HelaineSilverman@hsl.harvard.edu 617.971.5776

Deb Mayerson Major Gifts Officer DeborahMayerson@hsl.harvard.edu 617.971.5777

To make an unrestricted Annual Fund donation, please visit hebrewseniorlife.org/annualgiving or contact:

Amanda Leberman Assistant Director, Annual Giving AmandaLeberman@hsl.harvard.edu 617.971.5792



#### **HEALTH CARE**

Hebrew Rehabilitation Center, Boston and in the Gloria Adelson Field Health Center at NewBridge on the Charles, Dedham

- · Long-term chronic care
- Post-acute care
- Outpatient services

Hebrew SeniorLife Community Health Services

- Deanna and Sidney Wolk Center for Memory Health
- Primary and specialty medical care
- In-home care
- Hospice care
- · Adult day health

#### **RESEARCH**

Hinda and Arthur Marcus Institute for Aging Research

#### **TEACHING**

Education and training programs for the next generation of geriatric professionals

#### **SENIOR LIVING COMMUNITIES**

#### SUPPORTIVE LIVING COMMUNITIES

Center Communities of Brookline

- Julian and Carol Feinberg Cohen Residences
- Marilyn and André Danesh Family Residences
- Diane and Mark Goldman Family Residences
- Sloane Family/Century Bank Primary & Specialty Care Center

Simon C. Fireman Community, Randolph Jack Satter House, Revere

#### CONTINUING CARE RETIREMENT COMMUNITIES

Orchard Cove. Canton

NewBridge on the Charles, Dedham on the Dr. Miriam and Sheldon G. Adelson Campus

#### **ASSISTED LIVING COMMUNITIES**

NewBridge on the Charles, Dedham

- Jack Satter Assisted Living Residences
- The Gilda and Alfred A. Slifka Memory Support Assisted Living Residences