

CEDAR SINAI PARK דור לדור

# GENERATION TO GENERATION



## LOOKING AHEAD

A bright future with exciting  
new opportunities

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## PANDEMIC & PROMISE

Learn what CSP meant to our  
residents during these times

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## BY THE NUMBERS

Featuring the 2020-21  
Annual Report

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CEDAR SINAI PARK

love. honor. respect.

FALL 2021





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COVER IMAGE: Our first group activity since COVID-19, luckily fell on Pesach. Pat Weed (Holzman House Resident) enjoys the Seder with Jasmine Davis (ADS Staff).

# BOARD OF TRUSTEES' UPDATE

**“As a garment is made up of single threads, so every gift aids in building the greatest work of charity.” (Talmud)**

To each and every one of you, to all of our threads – to our nurses, our aides, our culinary staff, our housekeepers, our IT department, our residents, our families, our board, our members, our volunteers, all of our offices and front line workers – you have aided in building our great work of charity. My heart goes out to all of you.

What a year we have been through! We have lived through a pandemic – we are still living through it – and we have done more than just survive. Through the amazing leadership of Kimberly Fuson, CSP has the lowest incidences of COVID of any facility of its kind in the Pacific Northwest. I am so honored to work alongside Kim.

As we enter our new year, we are also entering our “repair, rebuilding, and reimagining” phase. We have actively sought out and brought on six new board members, each with unique skills that will continue to help CSP be all that it can be. We have strengthened our staffing and even brought back to the fold long-time CSP employees. We have hired experienced, effective leadership that knows how to drive culture and have built a board that understands governance.

What's new for this year?

1. We have reinvigorated our governance committee and are in the process of reviewing our bylaws and other corporate documents.
2. We have taken a hard look at our operations on all fronts and are starting the process of revamping, redoing, and repairing.
3. We have started the repair work in our physical presence by installing new carpeting and flooring at RSM. We are in the process of totally updating 5 apartments and are planning for more. Bids are coming in for painting, power washing, new roofing, and the list continues.

4. With great energy and guidance of our Development Committee, Friends of Robison is reimagining its vision of who they are and how and who they can help on our campus.
5. With our Strategic Plan as our template, we are reimagining our services and looking to bring back memory care as a part of our continuum of care.
6. Thank you to Barbra Glidewell for reminding us of her work as our ethics advisor and rebuilding our Ethics Committee. That committee will meet as necessary to respond to ethical issues raised by the trustees, staff, residents and families, and as appropriate, the community at large.
7. CSP's commitment to our culture and our community brings a marrying and reimagining of our current Spiritual Life Committee and a new focus on further developing our long-term vision.

We have accomplished a great many things this past year and will continue to accomplish even more. We have pulled together as an organization, as a community, and as a family. We will need your continuing support – through volunteerism, through donations of money, and donations of time. I believe our future is bright. I believe each and every one of you are our threads.

L'shana Tova,

*Elise B. Brickner-Schulz*  
**Elise Brickner-Schulz**  
 Chair, Board of Trustees

## CURRENT BOARD

### EXECUTIVE COMMITTEE CHAIR

Elise Brickner-Schulz

### TREASURER

David Hirsch

### SECRETARY

Ilene Davidson

### VICE-CHAIRS

Michael Feves  
 Dr. Marvin Kaiser  
 Steve Rallison

### MEMBERS AT LARGE

Michelle Eastern Gradow  
 Conrad Myers  
 Jeff Reingold

### PAST CHAIR

Ivan Gold

### TRUSTEES

Rabbi Michael Z. Cahana  
 Marion Gans  
 Marc Goldring  
 Howard Graitzer  
 Jennifer Griffith-Weprin  
 Michael Millender  
 Margot Feves Pearmine  
 Felicia Rosenthal  
 Mylen Shenker  
 Eddy Shuldman  
 Jaimie Simon-Harper  
 James Winkler

### RSM RESIDENT REPRESENTATIVE

Fran Gardner

### PAST PRESIDENTS

Ivan Gold  
 Liz Lippoff  
 Lance Steinberg  
 Michael Feves  
 David Copley Forman  
 Sara Cogan (z"l)  
 Paul Frisch (z"l)  
 Jim Winkler  
 Dr. Victor D. Menashe  
 Manuel S. Berman  
 Leonard Barde (z"l)  
 Ruby Sachter  
 Jordan Schnitzer  
 Beverly F. Eastern  
 Stan Rotenberg  
 Abby Rothschild (z"l)  
 Gerry Poplack (z"l)  
 Milt Carl (z"l)  
 Stanley S. Eastern  
 Phil Blank (z"l)  
 Lewis Buchwach (z"l)  
 Judge Phillip J. Roth (z"l)  
 Joseph R. Josephs (z"l)  
 Eugene E. Nudelman (z"l)  
 Maurice D. Sussman (z"l)  
 Milton Kahn (z"l)

*Past Presidents are listed in order of service.*

# CEO UPDATE

**Neshuma is the Hebrew word for the soul, the spirit, the essence.**

Throughout this past year's pandemic, Cedar Sinai Park revealed itself as the neshuma of our community. Within it, CSP holds the wisdom of the past, the resilience of the present, and transcendent hope for the future.

The Nigerian proverb, O na ewe-obodo resonates deeply: **It takes a village.**

Because of the valiant effort of our entire staff, the profound dedication of our trustees, the extraordinary patience and understanding of our residents and families, and the exceptional generosity of our local, national, and international communities, Cedar Sinai Park **kept COVID-19 at bay**; "scrubbed" the air in our buildings clean during the fall 2020 fires; remained warm through the February 2021 ice storm/largest power outage in Oregon history; and stayed cool during the hottest days on record in our fair state to date.

On behalf of everyone at CSP, I send my deepest gratitude to each of you for your heart, strong spirit, partnership, and leadership this past year. I look forward to our continued powerful collaboration.



"THROUGH OUR WORK,  
WE LIVE OUR JEWISH VALUES."



A sage mentor said to me, "we do what we do at CSP because we're Jewish."

At CSP, we believe that the only thing that matters as much as what we do, is the spirit in which we do it. Through our work, we live our Jewish values. They are the driving force behind our actions and the foundation of everything we do.

More profoundly than who we serve, our essence, our neshuma, our identity as a Jewish agency speaks to why we serve. Guided by the values of **Tikkun O'lam**, repairing the world, **R'fuah**, healing, **Gemilut Hasadim**, acts of loving-kindness, **Tikvah**, hope, **Kehillah**, community and love, honor, and respect, we strive to be a vital resource for all of Portland. We celebrate the diversity of our staff, supporters, residents, and volunteers and find unity in the strong community we are building together.

This 102<sup>nd</sup> is Cedar Sinai Park's defining year. We look forward to being together again in body, as well as in mind, and spirit, celebrating, learning, growing, and evolving. The road, although uphill, will be rewarding.

We look forward to continuing our weekly vaccine clinic; to the return of memory care; and are thrilled our Adult Day Services Program resumed in person July 1, 2021.

This is the year we deepen our culture of community; this is the year of renewal for Cedar Sinai Park...and we will do it together.

L'Chaim Haverim!

**Kimberly Fuson**  
Chief Executive Officer

# A LOOK BACK AT 5781



## Life Enriching Activities Under COVID-19

From small group activities like bingo, sing-alongs, and exercise... to virtual "gatherings" like trivia and painting lessons... Engaging and fun indoor activities strengthened relationships between residents and staff, while keeping everyone healthy and safe.



## Remote dor l' dor for Purim

This year's Purim was a remote dor l' dor (generation to generation) experience! Local families delivered over 500 goodie bags to every CSP resident and staff member. Costumes, music and dancing were enjoyed by all!

A special thank you to The Jewish Federation of Greater Portland, Portland Jewish Academy, Maimonides Jewish Day School and Maayan Torah Day School.



Ray Packouz (z"l)

## Pesach 5781

This year's Pesach was special indeed, as the Passover Seder was our first large-group gathering for residents since the pandemic! Residents gathered for a beautiful meal led by community volunteers, and family members were able to join their loved ones for the celebration.



## Independence Day BBQ

This year's Independence Day BBQ had it all...festive decorations, traditional BBQ favorites, live music, prizes...and most of all, time spent together! From flipping burgers to waiting tables, the CSP's Board of Trustees showed their appreciation for residents and staff. Smiles were everywhere and laughter could be heard throughout the campus!



## Sweet New Year

Normally we'd gather at Marcy's Bar to celebrate the High Holidays... But under COVID, we delivered sweet treats, kind cards, and local apples and honey to all the residents on campus that they enjoyed from the comfort of their home.

## Outdoor Visits Bring Joy

We bundled up to welcome families to campus for outdoor visits! This long-awaited time with loved ones brought such happiness and joy to CSP's residents after many months apart.

## "Heart Is Where The Home Is" Virtual Annual Benefit Makes Fundraising History

Community members, young and old, came together for a fun-filled evening with host, Ari Shapiro (NPR's All Things Considered) to raise over \$535,000 to benefit CSP. The night included a cocktail/mocktail lesson with Daniel Shoemaker (Teardrop Lounge), and live music from a cappella band Six13, and local community treasures Cantor Eyal Bitton, Congregation Neveh Shalom, and Cantor Ida Rae Cahana, Congregation Beth Israel.

## Marcy's Bar Reopens!

Marcy's Bar, a favorite tradition at Rose Schnitzer Manor, reopened just in time for summer! Throughout COVID, Marcy's Bar went mobile, traveling down the halls of RSM, delivering delicious cocktails for residents to enjoy from the comfort of their rooms. But after nearly a year and a half, we are so pleased to gather again in person.

A very special thank you to Marcy Tonkin for her continuous support of Marcy's Bar!



Jerry Nudelman (z"l)

# TAPPING THROUGH THE HARD TIMES



It seems only appropriate to be listening to movie scores while writing this focus piece on our lovely Rose Schnitzer Manor resident, Beverly Nighorn.

## The Beginning...

Beverly grew up in Culver City, California, just a few blocks from MGM Studios where her father, Thomas Luff, was a prop master. Her mother, Helen Luff, enrolled Beverly in tap and drama classes at the age of four. Nighorn got her break in show business at the ripe age of five, starring in her first movie, Republic Studios "Roarin' Lead" in 1936, where she tapped her way into the hearts of viewers.

"They needed a child who could talk, sing, tap dance, and not be bashful – which turned out to be me. I even had screen credit!" said Nighorn.

According to IMDb, by the time Nighorn was six, she was known as the "fastest little tapper in Hollywood."

## Reflections...

She got to work with Elizabeth Taylor, who was "not only stunning, with four rows of eyelashes, but incredibly shy." Debbie Reynolds, says Nighorn, "was a hoot! I was one of six singers with Reynolds, in the MGM film, "Two Weeks with Love"." They sang "Aba Dabba Honeymoon", a catchy tune and if you don't know it, check it out on YouTube."

Nighorn was in a total of 54 films, and worked directly not only with Taylor and Reynolds, but Roddy McDowell, Jane Powell and Judy Garland! She eventually moved into television, working with Ida Rae Hutton's "All Girl Orchestra" on KTLA-TV. In 1951, she joined the local LA show, "The Leo Carrillo Show" as a singer and comedienne and sang in various clubs throughout the country.



## Family...

Once Nighorn had her two daughters, Deborah Lynn and Deidre Lianne, she left showbiz and worked in sales and took care of her growing family, settling in Ashland, working her way north and ending up in Portland. She has two grandchildren, and two great-grandchildren, who are six-year-old twins!

## Feeling the love at Rose Schnitzer Manor...

Two to three weeks before COVID hit, one-and-a-half years ago, Nighorn moved into Rose Schnitzer Manor (RSM). She came to RSM from a rehab facility where she had been recouping from a broken pelvis. As her daughter Deborah Elliot had worked years ago as RSM's Marketing Director, it seemed the perfect fit.

"I didn't know one person when I moved in," said Nighorn. "It was lonely and I couldn't see my family. However, the food was fantastic and the young fellows who delivered my meals were adorable and became my buddies!"

One of the first residents that Nighorn met was Annette Gerard. They met in the hallway and would argue as to who was the oldest. "Annette won," laughed Nighorn. "She's a delight."

"People who work here seem to understand the elderly and this attitude is so helpful. You have those who don't know where they are, to those who are very active...and the RSM staff sees to everyone's needs. So many staff members have such a wonderful sense of humor – which can make any situation better!"

Nighorn shared that all her life from show business to raising kids to working, she was always busy and around people. She learned during COVID how to be alone and to appreciate her quiet time – now she never is without a good book.

During the height of COVID, Nighorn went on to share, "I couldn't have been treated any better. I loved Marcy's Bar!" In fact, Nighorn was in the advertisement for Marcy's Bar going mobile.

## A look to the future...

Now that RSM is opening up, Nighorn is excited to go to Marcy's Bar in person. She's also working with Sandahl Balding (Life Enrichment Coordinator) to start a sit-down tap dancing class. "The last place I lived," said Nighorn, "I choreographed a group and we performed at the schools and at other facilities. And the costumes...that's where the fun comes in!"

"Sandahl has been delightful," continued Nighorn. "She understands my need to bring this program to RSM so people can partake and not just watch others do. Our youngest in my last group was 80 and our oldest was 94!"

Nighorn is looking forward to becoming more involved, hoping to bring back a complete Game Room and game day where activities can be held – and her appreciation for our Life Enrichment staff member, Sandahl, is deep. "I so appreciate Sandahl and her help in getting these programs going. The kindness and empathy of the entire staff is wonderful. I love it here."

"THE KINDNESS AND EMPATHY OF THE ENTIRE STAFF IS WONDERFUL. I LOVE IT HERE."

- BEVERLY NIGHORN



# MAKING LEMONADE OUT OF LEMONS

Through these dark times of the COVID-19 pandemic, it's been comforting to know that there are points of light...beacons of hope. Chuck Kirkalde is one of these rays of sunshine who can't help but spread warmth and light to everyone he encounters on the Cedar Sinai Park (CSP) campus. And during the pandemic, Chuck has been a point of light for all of his friends.

As a long-time resident of the Stern House at Harold Schnitzer Center for Living, Chuck's community-focus and family attitude had a profound impact on his fellow residents during this time.

"All the people I live with...my brothers and sisters...they mean so much to me." Chuck said with a smile. "I try my best to spread joy and happiness whenever I can. To encourage my friends and keep everyone's spirits up."



"WE BECAME MORE THAN JUST A COMMUNITY. WE BECAME A FAMILY."

- CHUCK KIRKALDE

And it's easy to see Chuck's dedication to uplifting those around him on a daily basis. He took these challenging times and turned it into something fruitful...making lemonade out of lemons.

Whether having a conversation with someone in the community kitchen or inviting a neighbor to play his favorite card game Hand and Foot... Chuck's thoughtfulness and simple acts of kindness were truly life-changing for residents who were feeling more isolated when we were at the height of COVID. Chuck kept the morale up!

"We all gravitate toward Chuck," remarked Nancy Heckler, Director of Adult Day Services. "He has such an energy about him and is always so positive. People really love being around him. He just brings people together."

One of Chuck's favorite ways to get his brothers and sisters involved is inviting them to attend one of the many weekly Life Enrichment activities. These continued throughout the pandemic lock-down, in one-on-one, small group, and even virtual formats.



Some of Chuck's favorite activities? Sing-alongs, dominoes, and reminiscing conversations to name a few.

These fun and engaging activities strengthened the bonds between CSP's residents and staff as well. These relationships were especially meaningful when family members, friends, and familiar volunteers couldn't visit due to the pandemic's restrictions.

"During this time, we found ways to be together even if we couldn't be physically close," said Jasmine Davis, Adult Day Services Activity Assistant and one of Chuck's favorite staff members. "We became more than just a community. We became a family."

Chuck's "CSP family" means the world...and his love inspires us each and every day. In the words of Dr. Seuss, "To the world you may be one person; but to one person you may be the world."

# VOLUNTEER UPDATE



**CSP relies on the dedication of our compassionate volunteers from around our community. It is with great pleasure we introduce our long-standing dedicated Board member and volunteer-extraordinaire, Michelle Eastern Gradow!**

Everybody's good at something! What is your talent or passion? After a year and a half of lockdown, 150+ residents are anxiously waiting for you to come join them and volunteer at Cedar Sinai Park.

You could share your favorite book, lead a game or assist with bingo, share Shabbat or create or lead an art project. You could serve drinks in Marcy's Bar. The possibilities are endless and we'd love to have you on campus.

If you don't want to make a weekly commitment, you could be on our "on call list" and we will contact you to help serve at a picnic or other special event. We are always looking for someone to help with our programs at the Rose Schnitzer Manor or with our residents at the Harold Schnitzer Center for Living.

Of course we know COVID is still around and things can change at any moment, but for the meantime when you come to volunteer at CSP the first thing you'll see are great smiles from our residents and you'll leave with a sense of knowing that you touched someone's life that day.

I promise after 18 plus years of volunteering, I'm looking forward to having year 19 on the books. Please come join me.

My email is [michelle.gradow@cedarsinai.org](mailto:michelle.gradow@cedarsinai.org). I'd love to hear from you and learn how you'd like to help.

With love, honor and respect,

*Michelle Gradow*

**Michelle Eastern Gradow**

Volunteer Coordinator

[michelle.gradow@cedarsinai.org](mailto:michelle.gradow@cedarsinai.org)





# DEVELOPMENT & COMMUNICATIONS

If you are anything like me, Rosh Hashanah is a wonderful time to reflect on the successes of the past year and look forward to what's to come. You have contributed so much to our success over this past year that I want to share the encouraging news about the work that you have made possible in support of our elders. Cue the trumpets as there is much to celebrate:

- Providing necessary COVID relief funding to keep our residents and staff healthy and safe, with proper Personal Protective Equipment (PPE), infection control, testing and vaccinations.
- Helping offset the costs not covered by Medicaid at Harold Schnitzer Center for Living (HSCL) and Robison Jewish Health Center (RJHC). In 2020, half of our residents or 39 individuals were on Medicaid. Your support went toward offsetting \$2 million to care for our elders. This total reflects the daily cost of \$165 per day for each of these 39 residents that is not covered by Medicaid. Thank you from the bottom of our hearts.
- Awarding scholarships to Rose Schnitzer Manor residents who are outliving their means, so that they can age in place.
- Supporting our front-line caregivers and staff with signs of appreciation – from family meals to coffee cards to parades! Our front-line workers are selfless – and they had their own families to care for when they went home.
- Our Living Enrichment staff got creative during a time of isolation, never allowing a pandemic to keep from engaging with our residents in a safe and healthful way. Marcy's Bar became mobile! Spiritual life went virtual. And personal visitations from staff along with family visits at a distance or via Zoom, kept our seniors connected.



As we look to the future, God willing, we see a world that is opened up, and more of what we do can be done in person. For now, we take it slow and that means fundraising events that may look a bit different. They won't be totally virtual like our last Benefit, but they may be a hybrid to accommodate all of our families, residents, volunteers and donors. Coming out of a pandemic, the comfort level is different for everyone, so we create our CSP family connections in the spirit of individuality – and health and safety.

While CSP did well last year, thanks to your partnership, this is just the beginning! Our goal is to start a long overdue endowment to prepare for a sustainable future for our elders in our community and in our community at large. No elder should have to fear outliving their means. This is not just a Jewish challenge – as we live longer, this is a societal challenge.

It is my hope and sincere wish that you will join me in continuing the mitzvah of Tzedakah. Tzedakah shows our determination as Jews to improve the world and what an opportunity we have to make a difference, to improve the world of our elders. Each of you has something to contribute – whether it is volunteering with our new Volunteer Coordinator and Board of Trustee's member, Michelle Eastern Gradow, sharing your expertise, or donating money – you all are a blessing to CSP.

Wishing you a happy and healthy 5782. La Shanah Tovah!

Warmly,

A handwritten signature in black ink that reads "Dru Rosenthal". The signature is fluid and cursive.

**Dru Rosenthal**

Director of Development and Communications

# WAYS TO GIVE

At Cedar Sinai Park, we believe that every person is deserving of the very highest quality of medical and whole-life care. We are committed to providing housing and health care to our elders regardless of their financial need because we are also committed to our age-old promise to “Honor Thy Mother and Father.”

When you give to Cedar Sinai Park, you are changing people’s lives. Whether you give a little or a lot, each dollar raised in support of our residents makes a difference.

## Annual Appeal

A gift to our Annual Appeal campaign helps support our mission to “Love, Honor and Respect” the elders in our care by ensuring that everyone in our community is provided the medical, mental and spiritual support they need to live healthy and fulfilled lives. During this pandemic, your assistance takes on even greater import as we have increased costs due to the pandemic. Join the L’dor Vador Society by gifting \$1,000 each year.

## Annual Benefit

By becoming a sponsor of our Annual Benefit, you make a powerful statement that you are a partner, investing in our mission of service. Whether our events are in-person or “virtual,” they provide an opportunity to gather together as a community in a fun and high-profile way. Join others to show that you are a friend to Cedar Sinai Park. You are making an impact on the lives of elders and adults with special needs in your community.

## Leave a Legacy

Join our “5<sup>th</sup> Commandment Society” and create a legacy that helps assure a future for the elders we care for at Cedar Sinai Park. Carry on your compassion through a gift from your will, retirement plan or living trust. Your investment will allow CSP to support our community’s vision for the future – providing a home for our beloved elders, based on Jewish values. We would be happy to discuss any giving option with you in confidence and without obligation.

## Legacy of Caring Tribute

A tribute gift to Cedar Sinai Park is a meaningful way to acknowledge any occasion or milestone, whether it’s a birthday, anniversary, wedding, b’nai mitzvah, yahrzeit or the passing of a loved one. Each gift directly supports the charitable care provided at CSP.

For more information please contact **Dru Rosenthal, Director of Development and Communications**, at 971-718-6611 or [dru.rosenthal@cedarsinai.org](mailto:dru.rosenthal@cedarsinai.org).



“NO ONE HAS EVER BECOME POOR FROM GIVING.”

- ANNE FRANK

# WISHLIST

The CSP Wish List is a frequently changing list that is composed of furniture, fixtures, equipment, program support, and more that enhances the quality of life for all residents at Cedar Sinai Park. The Wish List also includes gifts of medical equipment and lifestyle-enriching technology that will be meaningful to residents. Please take a look at our needs listed below. Your support is especially meaningful to our residents during this time:

## Life Enrichment:

### Two Heavy-Duty Yard Umbrellas for Outdoor Visits – \$3,000

Reduce isolation for CSP residents and create new gathering places outdoors for residents to visit with family and friends.

### Fragrant Fridays – \$10,000

Provide beautiful fresh flowers for Robison Jewish Health Center’s residents to arrange for Shabbat. Flowers will be displayed in the Households and entrances to HSCL and RSM.

### RSM Choir Support – \$10,000

Help support the Rose Schnitzer Manor Choir as they prepare for the RSM and HSCL Sing-a-Long events! Your gift will provide accompanists, costumes, props, music licensing and more.

### Furniture for Goodman Living Room and Adult Day Services – \$25,000

Create cozy conversation spaces for families to gather in the Goodman Living Room and help upgrade the furniture within Adult Day Services.

### New CSP Van (Wheelchair-Accessible) – \$45,000 - \$70,000

Support CSP’s residents who use wheelchairs, with a new wheelchair-accessible van! You’ll help residents

to have transportation to doctor’s appointments and fun outings around Portland with family, volunteers, and friends.

### Fine Art in RJHC Resident Suites – Variable

Give our post-acute rehabilitation resident suites a “refresh” with beautiful fine art pieces. These pieces will bring new life and cheer to residents during their stay.

## COVID-19 Relief:

### Personal Protective Equipment, Infection Control, and Testing Supplies – up to \$400,000 per year

We need your help to make sure we have the necessary infection control and prevention supplies, in-house COVID-19 testing with result capability, in-house “fit testing” for N95 masks, system-wide HEPA filters, HEPA air purifiers for RSM, and Personal Protective Equipment (life-saving masks, face-shields, gowns, gloves, and sanitizers) for all staff at Cedar Sinai Park.

## Technology:

### Technology Infrastructure and Equipment at RJHC/HSCL – up to \$100,000 per year

Help CSP to upgrade our infrastructure at the Robison Health and Rehabilitation

Center and the Harold Schnitzer Center for Living (RJHC/HSCL) to support additional technology for the installation of an internal television channel for residents, and enhanced telehealth capabilities.

### Built-in Sound Systems Campus-wide

Create a respectful environment for all residents that might have hearing or cognitive impairment with a built-in sound system campus-wide.

- **Built-in Audiovisual System in Rose Schnitzer Manor’s Zidell Hall – \$30,000**
- **Built-in Sound System in RJHC/HSCL – \$15,000**

### Vital Sign Equipment at RJHC – \$4,000

Provide new blood pressure machines for the RJHC care team to more accurately chart residents’ vitals. This will provide better quality care for our residents, preventing human errors and better tracking of any trends in abnormalities.

**Want to fulfill a wish? You are welcome to make a gift at any level to contribute to the above Wish List items. Please contact Dru Rosenthal, Director of Development and Communications at 971-718-6611 or [dru.rosenthal@cedarsinai.org](mailto:dru.rosenthal@cedarsinai.org)**

# 2020-21 ANNUAL REPORT

# COVID-19 RELIEF



## 150+ RESIDENTS

enjoyed the care, amenities and friendships of Rose Schnitzer Manor, the largest assisted living community in Oregon.



## 580+ RESIDENTS

benefited from four affordable housing facilities, and Kehillah, serving those with special needs.



## NEARLY \$2 MILLION

was provided in charitable care to elders and adults with special needs facing financial hardship.



## OVER \$500,000

of necessary COVID-19 infection control and prevention supplies were provided for CSP residents and staff thanks to forgiven federal loans, grants, and charitable donations.

We never would have imagined having a page on COVID-19 relief in our Annual Report. Navigating our “new normal” throughout the pandemic was made easier by the support of the Jewish Federation of Greater Portland, the generosity of our community, and the Paycheck Protection Program (PPP) loan, which has been forgiven.

**\$132,595**

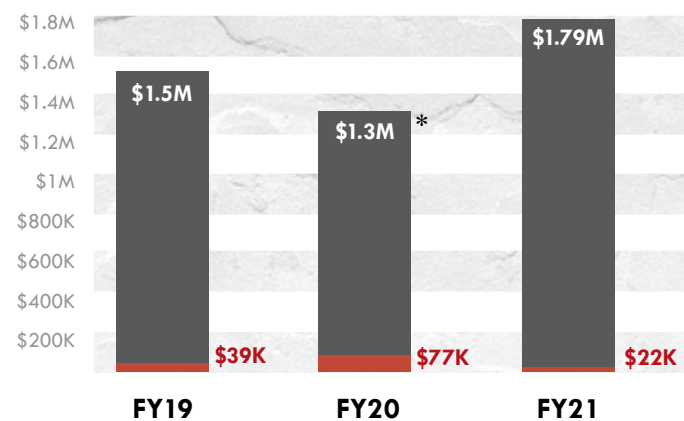
Jewish Federation of Greater Portland (COVID Relief)

**\$2.52 MILLION**  
Paycheck Protection Program Loan (forgiven) for salaries

**\$1.116 MILLION**  
COVID Relief Donations

**\$3.813 MILLION**

## FUNDRAISING OVERVIEW

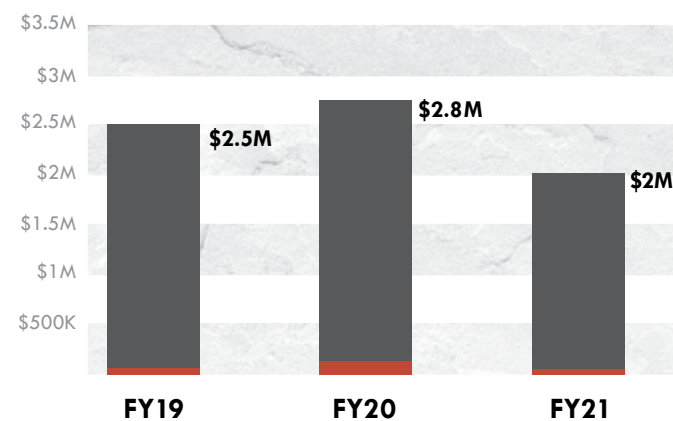


● Funds Raised ● Cost of Funds Raised

\*In FY20, we received an additional \$500,000 one-time gift.

## SUPPORTING THOSE IN NEED

CSP fundraises for costs not covered by Medicaid



● Total Deficit Not Covered by Medicaid ● Financial Assistance Provided to RSM Residents

# OUR GENEROUS SUPPORTERS

For over 100 years, donors of all kinds have generously supported our residents at Cedar Sinai Park, allowing them to live with comfort, independence, and dignity in a manner and in an environment based on Jewish values. Cedar Sinai Park is privileged to honor those donors who have supported us throughout our 2020-2021 fiscal year.



## \$100,000-\$500,000

Jewish Federation of Greater Portland  
Ernest Scheuer  
Marcy Tonkin

Gloria Bacharach\*  
Sandi & Ralph Miller  
Leah Nepom\*  
Raymond Packouz\*  
Jordan Schnitzer / Harold & Arlene Schnitzer Family Fund♥

## \$25,000-\$49,999

Chris & Michael Feves  
Martha Soltesz  
Beverly Zell

## \$10,000-\$25,999

Scripps AJAS OMA  
Anonymous A. Fund♥  
Bettman Estate  
Ruby & Sid Conroy♥  
Cononus Healthcare  
Leon & Esther Feldstein  
Fund of The Oregon  
Community Foundation

Morris J. Galen  
Douglas Goodman  
Jeffrey Hamburger  
Renee Holzman  
Debbie Mink  
Pollin Family Fund♥  
Jeff Reingold  
Dorothy\* & Philip Reiter  
Friendly Rosenthal Fund♥

Rose Schnitzer Manor Resident  
Council Fund  
Lois & Leonard\* Schnitzer  
Family Fund♥  
Leah Spellman Trust  
Memorial Fund♥  
Marla & Robert Weiner  
Susan & James Winkler

## \$5,000-\$9,999

Shanda & Narjala Bhasker  
Max Birnbach Charity Fund♥  
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Endowment Fund♥  
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Judith & Garry Kahn  
Robin & Bud Marcus  
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Rita & Robert Philip Family Fund♥  
Scott Reiter  
Sarah Ritchie Fund of The Oregon  
Community Foundation  
Eve & Alan Rosenfeld♥  
Sandra Schnitzer  
Mara & Robert Shlachter  
Eve Stern & Les Gutfreund♥  
Helen Stern

## \$2,500-\$4,999

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Endowment Fund for CSP♥  
Hester & Leonard Carr  
Nathan Cogan♥  
Carol Danish♥  
Ilene & Jim Davidson

D.A. Davidson & Co.  
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Allison Handler  
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Good Times Fund♥  
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Ellen Lippman &  
Steve Rosenberg♥  
Lubliner Endowed Fund  
for the Needy♥  
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Toinette & Victor Menashe  
Abby & Conrad Myers  
Jill & Edward Neuwelt  
Naomi & Jonathan Newman  
Odysseus Fund, LP  
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Phyllis & Bruce Ritchie  
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Sally Rosenfeld & Andrew Frank♥  
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Merrill Schneider Foundation  
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Grace Rose Serbu & Ivan Gold  
Nancy & Jeff Sharff  
Mardi Spitzer  
Jerry & Helen Stern  
Grandchildren's Fund♥  
Sharon Stern & Steve Rallison  
Linda & Larry Veltman♥  
Robert P. Weil Fund♥  
Bruce Weinstein

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Carol & John Arnsberg Family  
Endowment Fund♥  
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Memorial Fund♥  
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Henry & Evelyn Barber Fund♥  
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Rabbi Michael Cahana  
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Jerome Caplan  
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Joana Freedman & Carol Cook  
Judy & Ian Freeman  
Donna Weiss Friedman  
Kimberly Fuson

Ann & Edward Galen  
Fran Gardner  
Linda Georges  
Lesley & Robert Glasgow  
Rae Goldenberg  
Carolyn Gorin & Sam Gottlieb  
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Home Instead Senior Care  
Patricia Inhat & Nena Baker  
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Endowment Fund♥  
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Shirley & Jerome\* Nudelman  
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Clara & Jack Paige♥  
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Faye Samuels  
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Melanie & Jack Birnbach  
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Harriet Luft Block  
Diane & Jim Brady  
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Linda & Howard Davis  
Julie\* & Tom Diamond♥  
Harriet & David Dietz  
Faith Dubin  
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Geffen, Mesher & Co.  
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Judy & Yossi Malka♥  
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Lynn Marks  
Lori McCracken

Ruth Medak  
Robin & Robert Mesher  
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Taya Meyer  
Steve Moses  
Nancy & Michael Neuman  
Sondra & Gordon Pearlman  
Sylvia & Gary Pearlman  
Mary & Richard Peizner  
Pam & Walt Pelett  
Deborah & Barry Pelzner  
Jim Poplack  
Lisa Rackner &  
Rabbi Joseph Wolf  
Ellen Rosenblum &  
Richard Meeker♥  
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Ronnie & Martin Schechter  
Daniel Schiff  
Sidney & Alyne Schlesinger  
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Gillian & Henry Casson  
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Barbara & Richard Glick  
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Nancy Himmelfarb  
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Susan & Norm Kaplon  
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Steve Wasserstrom  
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Mittleman Jewish  
Community Center  
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Youth Foundation♥  
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President's Fund♥  
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Charles Rosenblum  
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Ruby Sachter  
David Saltzman  
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Sharon & Martin Singer  
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 Kathleen Davis-Weiner♥  
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 Zenith Tzedakah Fund♥

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 Rita & Peter Bedrick  
 Judith Belk  
 Yelena & Mikhail Benikov  
 Betsy Bennett  
 Cathy & Melvin Berlant  
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 Steven Berliner  
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 Joanne Bonime  
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 Marcia Director  
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 Erica Goldman &  
 Jeffrey Druckman  
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 Metropolitan Chicago  
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 Naomi Leavitt  
 Cynthia Lee Pfeiffer &  
 Raphael Goodblatt

Nora Lehnhoff  
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 Jayne & Rick London  
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 Geri & Jerrold Matin  
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 Rachael White  
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 Linda Zaversnuke

*\*Of Blessed Memory*

♥Support is through a fund of  
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 Foundation.

Please forgive any omitted  
 names due to this publication  
 going to print.



# 2020-2021 TRIBUTES

## JULY 1, 2020 – JUNE 20, 2021

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 Kimberly Fuson  
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 Kimberly Fuson  
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 Rosemarie Rosenfeld  
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 Christopher Rothko  
 Davia & Ted Rubenstein  
 Deanne & Richard Rubinstein  
 Bunny & Jerry Sadis  
 Elaine Savinar  
 Bob Tobias  
 Cheryl Tonkin & Rena Tonkin  
 Marcy Tonkin  
 Linda & Larry Veltman  
 Sharon Weil  
 Roberta Wolff  
 Dee\* & Ed\* Rosenbaum  
 Sandra Lewis &  
 James Rosenbaum  
 Goldie\* & William\* Rosenbaum  
 Sandra Lewis &  
 James Rosenbaum  
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 Eve Stern & Les Gutfreund  
 Judy Ross\*  
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 Michael Rothstein\*  
 Margaret Gotesman  
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Ruby Sachter

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Kimberly Fuson  
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Kimberly Fuson  
Isadore Yablon\*  
Kimberly Fuson  
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Kimberly Fuson  
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Beverly Zell  
Rose Zepkowitz\*  
Yvonne Brand  
Sala & David Horowitz  
Charles Zidell\*  
Thelma Newson &  
Stacie Newson

#### HAPPY BIRTHDAY

Lee Berne  
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Gerel Blauer  
Toinette & Victor Menashe  
Judy Blauer  
Beverly & Stan Eastern  
Rosalie Goodman  
Bari Isaacson  
Toinette Menashe  
Becky & Lee Holzman  
Victor Menashe  
Becky & Lee Holzman  
Susan Mosler  
Lesley & Bob Glasgow

Happy 88th Birthday –  
Jerry Nudelman\*  
Sandey & Delman Fields

Ray Packouz\*  
Bunny & Jerry Sadis  
Davia Rubenstein  
Toinette & Victor Menashe

Happy 90th Birthday –  
Allan Sherman  
Beverly & Stanley Eastern

Happy 100th Birthday –  
Ruth Shlachter\*  
Brenda & Bobby Weltman

Happy 75th Birthday –  
Stuart Shleifer  
Lesley & Bob Glasgow  
John Tennant  
Sandi & Ralph Miller

#### HAPPY ANNIVERSARY

Judy & Stan Blauer  
Taya Meyer  
Toinette & Victor Menashe  
Raya Gladstein

#### GET WELL

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Sandi & Ralph Miller  
Steve Berman  
Shirley Berman

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Kimberly Fuson  
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George Stull  
Sandi & Ralph Miller  
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Sandi & Ralph Miller  
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Terri Simon  
Rena Tonkin

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Linda & Arthur Waters

Barbie Enkelis  
Pamela & Stan Rotenberg  
Milton Zusman

Annette Gerard  
Myra Jackson  
Ivan Gold  
Toinette & Victor Menashe

Rosalie Goodman  
Bari Isaacson  
Michelle Gradow  
Liz & David Lippoff  
Linda & Arthur Waters

Nancy Heckler  
Liz & David Lippoff  
Jen & Howard Feldman's  
granddaughter  
Beverly & Stanley Eastern

Kimberly Fuson  
Sandy & Jeff Axel  
Gerel Blauer  
Nathan Cogan  
Miriam & Leonard Lewitt  
Harriet & Richard Maizels  
Debbie Mink  
Steve Moses  
Grace Rose Serbu & Ivan Gold  
Arlene Slive

Krista Maddox  
Elise & Gary Brickner-Schulz

Deanna McCracken  
Harriet Luft Black

Roz Menashe  
Toinette & Victor Menashe  
Toinette Menashe  
Raya Gladstein  
Sandi & Ralph Miller  
Lisa & Jeff Gordon  
Ray Packouz\*  
Nancy & Jeff Sharff  
Dorothy\* & Phil Reiter  
Sandra Lewis &  
James Rosenbaum  
Jane Rosenbaum  
Evelyn Banko  
Eve Rosenfeld  
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Ernie Scheuer  
Toinette & Victor Menashe

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David Fine

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Jean Goldstein

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Toinette & Victor Menashe

Brankica Uleman  
David & Shawn Looney

Jim & Susan Winkler's  
granddaughter  
Kimberly Fuson

\*Of Blessed Memory



# FRIENDS OF ROBISON TRIBUTES JULY 1, 2020 - JUNE 30, 2021

Friends of Robison (formerly The Robison Jewish Health Center Sisterhood) is an organization of women and men dedicated to enhancing the quality of life for all residents who reside on the Cedar Sinai Campus. Formed by Hannah Robison with the vision to support our Jewish elders, The Friends of Robison has been committed to CSP for over 100 years.

Members of the Friends of Robison strive to enhance the quality of life for all residents on the Cedar Sinai Campus by a variety of means, including fundraising and volunteering. We invite you to share the Mitzvah of membership and service!

To get involved, please contact Dru Rosenthal Director of Development and Communications, at 971-718-6611 or via email at [dru.rosenthal@cedarsinai.org](mailto:dru.rosenthal@cedarsinai.org).

The donors in **gold** are part of the Golden Book of Life. These donors made a single tribute of \$36 or more to be inscribed in the Golden Book of Life.

To make a tribute, please reference the giving envelope or visit [www.cedarsinai.org](http://www.cedarsinai.org).

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# A SALUTE TO OUR BENEFIT SUPPORTERS

On Saturday, May 13, we gathered for CSP's first-ever virtual Annual Benefit, "Heart Is Where The Home Is." Thanks to our generous Benefit sponsors and donors, together we raised over \$535,000 for Cedar Sinai Park!



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We are grateful to those whose commitment and dedication ensures the future of Cedar Sinai Park for generations to come. Thank you to these generous visionaries who have named Cedar Sinai Park in their legacy plans.

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I TOO AM PLANTING FOR MY DESCENDANTS.”

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Please consider including Cedar Sinai Park in your will/estate plan that will help us assure a future for the elders for whom we care.

**For more information and/or a personal visit to learn more, please contact Dru Rosenthal, Director of Development and Communications, at 971-718-6611.**







CEDAR SINAI PARK

love. honor. respect.



### About Us:

Founded in 1920, Cedar Sinai Park is a nonprofit organization committed to providing residential and community-based care to our elders and adults with special needs, allowing them to live with comfort, independence and dignity in a manner and in an environment based on Jewish values.

### Our family of services include:

- Rose Schnitzer Manor Assisted Living
- Robison Jewish Health Center
- Harold Schnitzer Center for Living
- Sinai In-Home Care
- Adult Day Services
- Lexington Apartments
- Park Tower Apartments
- Rose Schnitzer Tower
- The 1200 Building
- Kehillah



For more information on life at Cedar Sinai Park:  
[www.cedarsinaiark.org](http://www.cedarsinaiark.org)

**Cedar Sinai Park**  
6125 SW Boundary St.  
Portland, OR 97221-1019

