



LifeTimes

Jeffrey and Janice Cohen’s creative vision for transporting patients faster

When patients are discharged from local hospitals to Hebrew Home of Greater Washington’s Warren R. Slavin Post-Acute Care Center, they can now enjoy safe and efficient transportation thanks to a new wheelchair accessible van. The van was the generous gift of siblings Jeffrey and Janice Cohen, trustees of the Walter and Sarah Diener Foundation.

“Years ago, my uncle had to wait almost 8 hours to be transported from the hospital to rehab at Hebrew Home,” Jeffrey Cohen shared. “We want to do our part to help patients get to Hebrew Home faster and have a more pleasant admissions experience.”

Please turn to Page 4

Pictured at the dedication ceremony for the van are, left to right, Janice Cohen, Samantha Shpritz, Mason Noyes, Jeffrey Cohen, CESLC Board Chair Natalie West and CESLC President & CEO Bruce Lederman.



INSIDE:

Around Campus | Guardian Campaign | Squeals on Wheels
Year-End Charitable Contributions | Event Recaps | Calendar



Alejandro Small

Building on a legacy: a vision for the future of Hebrew Home of Greater Washington

You don't hear as much about the concept of "walking around" as you used to. I think that's a mistake.

I have always made it my philosophy to not assign a task to someone that I would not be willing to do myself. That

means I enjoy talking and working directly with my colleagues to learn all there is to know about Hebrew Home of Greater Washington.

Perhaps that hands-on approach stems from my experience as an occupational therapist. But it may be more closely connected to my focus on workplace culture — and my desire to make it the best it can be.

A welcoming, collaborative culture invites colleagues to join and stay with an organization. Longevity is particularly important in healthcare and especially long-term care because it adds to the quality of care we deliver.

I am so impressed with the way our associates serve our long-term care residents and our short-stay patients and hope our focus on being an employer of choice, led by our talented Human Resources Department, will continue to draw others to work here. In addition to CESLC's mission and history, the dedication and collaboration that leadership and care team members exemplify each day were key reasons I joined CESLC in June.

Recruitment and retention in long-term care remain key challenges across the senior living industry. Promoting our culture and our continuing efforts to enhance it is, I believe, a primary way to address those challenges and will be a focus for me this next year. I've already received positive feedback from my colleagues about this approach.

Longer term, my goals include incorporating a wider use of emerging technologies to enhance the work environment and the quality of care we provide. This commitment to quality and continuous improvement is one of the key factors that distinguishes Hebrew Home of Greater Washington.

So I will continue to walk around to learn more about everyone who makes this place so special.

I hope I have the chance to meet you as together we sustain and expand the mission of this historic organization.

Alejandro Small

Executive Director, Hebrew Home of Greater Washington

Landow House, Cohen-Rosen House earn 2024 AHCA/NCAL National Quality Award

Landow House and Cohen-Rosen House earned a 2024 Silver National Quality Award from the American Health Care Association and the National Center for Assisted Living (AHCA/NCAL). The Silver National Quality Award is the second level of three distinctions possible through the AHCA/NCAL National Quality Award Program, which spotlights providers across the nation that have demonstrated their dedication to improving quality of care for residents and individuals in long-term and post-acute care. Landow House and Cohen-Rosen House were the only Silver National Quality Award recipients in Maryland this year. This is the second time the residences have earned the award.



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Independent Living
301-450-7097

Hirsh Health Center
301-816-5004
ElderSAFE™ Center
301-816-5099
Hebrew Home of Greater Washington
301-770-8476

Jeffrey and Janice Cohen's creative vision

Continued from Page 1

When CESLC's admissions associates learn of someone in need of transfer from a local hospital, they can now arrange to have the person picked up quickly with the van.

This new process eliminates the need for stressful coordination with an outside vendor and ensures patients are attended to as soon as they are in the care of CESLC.



A LEGACY OF GIVING

The Walter and Sarah Diener Foundation has supported CESLC for nearly 40 years, significantly impacting the lives of thousands of older adults in the Jewish community.

The family foundation's contributions have funded a range of essential resources and programs, from COVID-era health screening equipment and telemedicine software to the Marilyn and Frederick Cohen Fund for Resident Activity.

Jeffrey and Janice dedicated the van in memory of their beloved parents, Marilyn and Frederick Cohen, lifelong philanthropists and community leaders. Three generations of family members attended a recent dedication ceremony, eager to see their vision realized and their loved ones' legacy honored through this unique gift.

"Honoring our parents the way they honored theirs is wonderful," added Jeffrey Cohen. "They would be so proud of this van helping so many people. Legacy is important to us, and we hope others will do the same."

"We are deeply grateful for The Diener Foundation's commitment to our mission," said CESLC President and CEO Bruce Lederman. "This van will significantly enhance the quality of life for our residents, and we look forward to continuing our partnership to improve the lives of older adults."

The Walter and Sarah Diener Foundation's devotion to CESLC continues a legacy of support that will enrich the lives of the community for generations.

Co-chairs bring decades of commitment to 2024 Guardian Campaign

As a youthful volunteer, Eric West and his sister scooped ice cream for residents of Hebrew Home of Greater Washington.

In a way, he's still doing that. As co-chair of this year's Guardian Campaign, West is helping lead the effort to make life as special as possible for the older adults served by Charles E. Smith Life Communities.

"My family has been involved with this community for more than 50 years," said West. "I grew up 'wearing the jersey.'"

He is co-chairing the \$1.35 million annual campaign with Jeffrey Pargament, who also has supported CESLC programs for decades. Both men have previously served as Guardian Campaign co-chairs as well as on the Board of Governors and various committees.

"The Guardian Campaign is important because it supports services that make life more fulfilling and secure for residents of our community. Collectively, we are providing opportunities they might not otherwise have," said Pargament.

To run through December 31, the Guardian Campaign is marking its 66th year of raising unrestricted funds for CESLC, said Director of Leadership Giving Jeanne Dimmick. "All gifts of any size and type are important, including cash, checks and even contributions of stock."

Guardian Campaign contributions:

- **Support life-enriching activities for residents**, including trips, live music, and cultural and educational programs that foster lifelong learning and self-expression.

Please turn to Page 8



Eric West and Jeffrey Pargament

Hebrew Home residents experience the healing power of pet therapy



Representatives from Squeals on Wheels pose with some of the animals they brought on a recent visit.

Dogs and cats have long visited nursing care communities as part of pet therapy programs, but rabbits, chickens, dragon lizards and even porcupines are now part of the menagerie benefiting residents of Hebrew Home of Greater Washington. While reducing social isolation, pet therapy also helps to improve mood and cognitive function.

“Residents love animals, but wanted more than dogs to visit,” said Annie Tran, HHGW’s director of recreational therapy. Because some residents may be fearful of dogs or allergic to cats, the idea of having small animals such as rabbits visit the

Wasserman and Smith-Kogod residences arose.

Squeals on Wheels, an organization that describes itself as the Washington area’s “traveling petting zoo,” has made the idea a reality. Four to five times a month, representatives bring various animals to Hebrew Home for residents to enjoy.

“Residents gather in a circle and take turns holding an animal. The representative will hold other animals such as chickens, dragon lizards and porcupines that residents may be hesitant to hold and share fun facts about them,” Tran said. “In that way, the program also becomes educational.” Flemish giant rabbits have been a particular hit because of their size.

“During the programs you hear comments such as ‘that’s so cute,’ ‘it’s so fluffy’ and ‘can I touch it?’ as residents interact and share stories about their visits to a petting zoo or larger zoo when they were younger. You can also sense mood changes and the comfort some residents experience when holding the animals,” she said.

The program can be particularly helpful for residents with limited mobility or who need additional motivation to participate in activities. “I have a few residents I rarely see actively using their hands for any task. Not only do these programs invite participation but you can also see these residents improving their motor skills through giving the animals treats and petting them,” Tran noted.

Please turn to Page 8

YEAR-END CHARITABLE CONTRIBUTIONS

3 insider tips to make the most of your charitable contributions before year-end

Over the years, many of CESLC's generous donors have employed tax-savvy strategies to maximize the impact of their giving. After all, being a good steward of your resources also includes thoughtful tax management. So what are some tax-savvy approaches to charitable giving?



MINIMIZING CAPITAL GAINS TAXES WITH STOCK DONATIONS

By donating stocks directly to Charles E. Smith Life Communities, donors can avoid realizing capital gains taxes. Instead of selling stocks and donating the proceeds, direct stock donations allow donors to avoid the capital gains tax and potentially claim a charitable deduction for the asset's full market value — allowing more to go to charity and less to taxes.



MAKING A QUALIFIED CHARITABLE DISTRIBUTION (QCD) FROM YOUR IRA

For individuals age 70½ and older, it is possible to give up to \$105,000 tax-free per year from an IRA directly to charity through a qualified charitable distribution (QCD). A QCD counts toward one's Required Minimum Distribution (RMD) for the year, and by lowering the balance of your IRA, it may reduce future RMD amounts.



CREATING A CHARITABLE GIFT ANNUITY FROM YOUR IRA

Thanks to recent legislation, donors can now fund a Charitable Gift Annuity (CGA) directly from their IRA. This meets the donor's RMD and gives them a new fixed income stream for life. When a CGA is created, the annuity generates interest, and the donor – or their designated recipient – receives fixed income payments for the rest of their life, primarily from the interest. Once the recipient passes away, the remaining balance of the gift becomes a donation to the charity.

As 2024 comes to a close, consider consulting with your financial advisor to ensure you are making the most of your charitable contributions while supporting the meaningful work of Charles E. Smith Life Communities. For further information, contact Director of Leadership Giving Jeanne Dimmick at **301-770-8328** or **dimmick@ceslc.org**.

2024 Guardian Campaign *Continued from Page 4*

- **Ensure shelter and education services at ElderSAFE™ Center**, one of fewer than 25 programs in the U.S. that address the growing issue of elder abuse.
- **Sustain Jewish values by providing spiritual life programs** that welcome people of all faiths but that are built on our Jewish values, including Shabbat services, holiday programming and Kosher dining.
- **Provide crucial funding** to cover the shortfall between Medicaid reimbursements and the actual cost of quality care.

“The Guardian Campaign is one of the most important at CESLC because it helps to fund all of the care, programs, and activities that differentiate us from other senior living communities in the region,” said West, who has had relatives receive services at CESLC. “The care provided here is second to none and the community’s support of this annual campaign is needed now more than ever.”



Your continued generosity to the Guardian Campaign furthers CESLC’s mission to deliver quality care and meaningful life experiences to those we serve. To learn more, visit smithlifecommunities.org/guardian-campaign or scan the QR code.

The healing power of pet therapy *Continued from Page 6*



One resident with limited mobility was so motivated to reach out to a guinea pig that she held the animal for an entire hour. “She doesn’t get tired of doing that and tells me ‘thank you’ whenever we have the visits,” Tran continued. The program also provides comfort to residents who formerly had pets but can no longer care for them.

Tran is expanding the effort by bringing farm animals such as alpacas and horses to the home’s courtyard.

Dogs and sometimes cats will remain Hebrew Home visitors, particularly for residents who cannot leave their rooms for group activities. But they’ll have to continue to make room for a wide variety of furry friends that prompt squeals of joy.

Tailgate Like a Professional

Football brought local healthcare professionals together for CESLC's first annual Tailgate Like a Professional: Where Tailgating and Networking Collide event in early September. Attendees mingled, played football-themed games, won prizes and more.



Resources for Solo Aging

Steve Gurney, founder of Positive Aging Sourcebook, moderated a discussion at Ring House that provided strategies and resources to help older adults navigate life independently. Panelists included Susy Murphy, owner of Aging Well Eldercare, and Gary Altman, founder and chair of Altman and Associates, as well as two Ring House residents who shared their personal experiences with solo aging.



A Night of Comedy

On September 26, community members, donors and board and committee members gathered for a night of comedy featuring stand-up comic Dan Naturman. The sold-out event at Bethesda Theater was an opportunity for attendees to learn about CESLC services and how community support helps us fulfill our mission of caring for older adults.



Upcoming Events



NOVEMBER 7, 2024

2 – 3 p.m. | Webinar

Medicare Open Enrollment

Learn about Medicare and the options available to you from certified Medicare experts from the Montgomery County State Health Insurance Assistance Program.

NOVEMBER 11, 2024

11 a.m. – noon

Ring House Social Hall

Veterans Day Program

Join CESLC for a program honoring the men and women who have served our country, including music and reflections on their service. Light refreshments will be served.



NOVEMBER 19, 2024

1 – 2 p.m. | Webinar

Cultural Considerations in End-of-Life Care

Bridget Burke, LMSW, LGSW, and Maria Kaplan, RN, BSN, CHPN, of the Jewish Social Service Agency will help attendees explore how culture impacts end-of-life decision-making.

For more information and to register for these events, please scan the QR code or visit smithlifecommunities.org/events.



GIVING TUESDAY

Giving Tuesday, a global movement that harnesses the power of individuals to spread generosity in communities and around the world, is Tuesday, December 3. Consider making a gift, telling your network about CESLC's mission, or inquiring about becoming a regular volunteer. Your generosity sustains CESLC's work to provide quality care and meaningful life experiences to older adults in our community.

Whether you contribute on Giving Tuesday or on any other day of the year, your contribution directly impacts the lives of so many.

To learn more about giving to CESLC, visit www.smithlifecommunities.org/giving.

Thank you for your support.



#GIVING
TUESDAY

Thank you
to all of the clergy who
contributed their time
and talents to make
CESLC's High Holidays
services possible.





Visit us online at
www.smithlifecommunities.org to:

- Register for events
- Find volunteer and career opportunities
- Make a donation



**CALL 301-363-4473 TO LEARN ABOUT
OUR MOVE-IN SPECIALS.**



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