



# Circle of Life

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### OUR MISSION

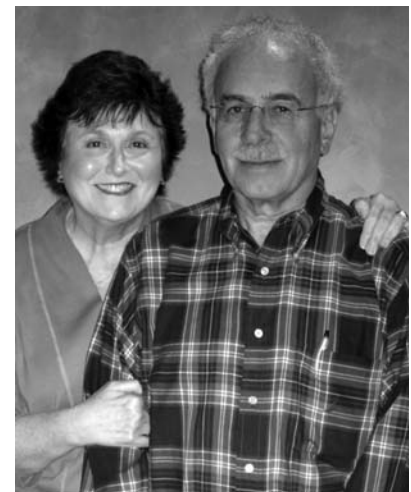
Sholom Foundation is the planned giving and endowment fundraising arm of the Sholom Community Alliance. It is the Foundation's sole mission to help ensure the financial viability of the Sholom Community Alliance for generations to come.

*Construction is progressing on the Rossy and Richard Shaller Family Sholom East Campus in St. Paul. The Harry & Jeanette Weinberg Apartments are on schedule for an April 2008 opening. Nearly 60 percent of the apartments have been spoken for. Applications are available by calling 651-637-0360.*

### Sharon and Marty Kieffer Establish a Sholom Home Auxiliary Endowment Fund

## Belief in Sholom — Commitment to Excellence

Sharon and Marty Kieffer share many values, particularly that everyone should be treated with dignity and respect. They are optimistic and practical individuals who prefer to take action when they see something that needs fixing or can be enhanced for the benefit of others. For these reasons and more, they have established a new Sholom Home Auxiliary Endowment Fund through the Sholom Foundation: *The Sharon and Martin Kieffer Family Fund for Resident Services and Beauty Salon.*



Both Sharon and Marty have a family connection with Sholom. Marty's grandfather lived out his last years at Sholom Home East and his parents lived at Knollwood Place, where after his father's death, his mother, Mary, continues to live. Sharon's mother, Martha Weiner, enjoyed living at Sholom

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## 2007 Year-End Gift Idea #1

If you are in a 33% income tax bracket in 2007, and you itemize your deductions, a \$10,000 cash gift to Sholom Foundation postmarked by December 31st will save you \$3,300 in 2007 taxes.



# President's Message

## by Jay Goldberg



Dear friends,

When was the last time you heard someone say:  
*"I want to live out my life in a nursing home."*

I am quite sure this is not a statement often heard. But frequently circumstances are such that long term care is the only answer, and families and friends want to know that their loved ones are in good hands, receiving the attention and quality care they so deserve.

You need to know that Sholom is committed to enhancing the lives of all Sholom Home residents through a culture of caring and excellence in service. Today's Sholom Homes are a far cry from the Jewish Home for the Aged you might remember from your youth.

Today, Sholom employees are being trained to focus on the needs of each individual. We're also striving to provide as close to a home-like environment as possible in our nursing homes. Flexible mealtimes and menu options are becoming part of the daily routine, along with changes in staffing patterns to promote positive and lasting relationships between residents and their care providers.

How fortunate we are that so many Sholom Home East staff will be moving to the new Shirley Chapman Sholom Home East on the Shaller Family Campus when it opens. The staff is already working on the state-of-the-art "neighborhood" concept that will help "de-institutionalize" the feel of long-term care and move it toward a more home-like setting. We are excited about the possibility of bringing these new concepts in long term care to Sholom Home West as well.

We also know that providing quality care in a dignified and respectful manner requires well-trained and committed staff that, in turn, must be acknowledged with competitive wages and benefits in a supportive working environment.

*But, the fact remains that providing for recruitment, education, and training of qualified and caring staff requires financial resources that we can no longer rely upon receiving from the state alone.*

Skyrocketing health insurance and energy costs, along with ever-diminishing state reimbursements means that Sholom must rely on you — our community — to provide the financial wherewithal to ensure that our loved ones' later years are lived out in a caring and positive environment.

In this season of giving and rejoicing in our freedom, please remember Sholom Foundation and ensure that Sholom will be here for all seasons . . . for all of us.

Sincerely,

Jay Goldberg  
President

**Circle of Life**

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# Get to Know Your Sholom Foundation Board of Directors



**Michael Saxon**

*In this and coming issues of Circle of Life, Sholom Foundation board members will be introduced to our readers. Please get to know the Foundation Board and feel free to call the Foundation at 952-939-1593 if you would like to contact a board member.*

## Michael Saxon

Mike, owner principal of Inver Grove Ford, serves as Treasurer of Sholom Foundation. Mike's long time connection with Sholom began when his grandparents were residents at Sholom Home East. He serves on the Sholom Foundation Board because of his strong belief that as people age and require varying degrees of assistance, they deserve to be treated with dignity,

respect and quality care.

"One of the biggest challenges facing Sholom Foundation," Mike believes, "is convincing my generation and younger people of the absolute necessity to support Sholom now and in the future just as our parents did."

Mike and his wife, Polly, are longtime volunteers of their time and resources in both the Jewish and broader community, and hope that their children, Abby, Benjamin, and Emily will carry on this commitment during their lifetimes.

<p><i>President</i> Jay D. Goldberg</p> <p><i>President Elect</i> Robert Karon</p> <p><i>Vice President</i> Charles Selcer</p> <p><i>Secretary</i> Ilene Zwick</p> <p><i>Treasurer</i> Michael Saxon</p>	<h2>2007-2008 Sholom Foundation Board of Directors</h2> <p><i>Directors</i></p> <p>Steve Baldinger Reuben Birnberg Steve A. Brand* Carole Davidson Arnie Divine* Stan Dobrin Neil Feinberg Doreen Frankel</p> <p>Allen Freeman* Kenneth Garelick Burt Garr Jon Gordon* Mickey Greenberg Robert Hartman* Marc Hasko Lisa Heilicher Stan Kagin Brian Kamin</p> <p>Judy A. Karon Scott Lifson Robert Mast Michael Minsberg Jeffrey Ringer Mark Rotenberg Ada Rubenstein Steven C. Schachtman</p> <p>Herbert Schechter Steven Shaller Thomas Sherman* Dede Smith Lloyd Stern * Jim Tankenoff Jerome Yugend*</p> <p style="text-align: right;"><i>* Past Presidents</i></p>
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***We're online –  
let's keep in touch***

Send us your email address at [foundation@sholom.com](mailto:foundation@sholom.com). We will send you updates and information about timely and relevant topics that impact our everyday lives. We welcome your questions and comments and will to respond quickly to your email messages.

**Don't forget to visit our website at**

**Donations to the Sholom Foundation may be charged to your credit or debit account. For more information, call 952-939-1664 or email: [donations@sholom.com](mailto:donations@sholom.com)**




# Belief in Sholom — Commitment to Excellence

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**“Our interest is in providing that extra something to support Sholom’s commitment to bring dignity and respect to the residents and enhancing their lives.”**

SHARON KIEFFER

Home West for four years and Sharon remembers how pleased she was with her mother’s care during that time. When her condition began to deteriorate, the last year of Martha’s life at Sholom was very difficult for Sharon and Marty. They both felt the care could have been improved with a more sensitive and personal approach.

Sharon visited her mother every day, wanting to continue to provide her with the personal connection she felt was so important for Martha. “People can point out concerns, but they have to take an active role to support their loved ones, no matter where they are. It is the family’s responsibility to be forever present in their lives to make sure that their needs are met.”

Marty reflects solemnly, “Nobody wants to be in a nursing home. That is why it is so important for the administration and staff to care for the residents with the respect, dignity and kindness they need and deserve. We all must remember that this is now the resident’s home.”

The Kieffers remember when Sharon’s mother was first shown the Sholom facility she was especially excited about the beauty salon services. Martha had her hair done every week and always enjoyed and appreciated the respectful and personal treatment she received from the salon staff. It was Martha’s favorite time of the week; it always seemed to bring her back to a happier period in her life.

That is why, upon finding out that the Sholom Home Auxiliary would not be able to continue to subsidize a portion of the salon services at Sholom East and West, Marty and Sharon knew it was their opportunity to step in and help. They had read about creating Sholom Home Auxiliary endowment funds to provide annual income for services for the nursing home residents, so

they created a fund, not only to help subsidize salon and barber services, but to provide for future additional services for the residents as well.

“There is a time in our life when we think about what we want to leave behind,” explains Marty, “And helping the elderly is at the top of our list.” Adds Sharon, “Even though we know there are ways in which my mother’s experience could have been better, we believe in what Sholom stands for, and what it means for our community to have a quality nursing home that will continue to achieve the highest of standards. We were excited to learn of the ongoing improvements in staff training, and with the new campus, a cultural shift toward a more home-like atmosphere at both Sholom homes. Our interest is in providing that extra something to support Sholom’s commitment to bring dignity and respect to the residents and enhancing their lives.”

Helping Sholom is a natural for the Kieffers given their background and experiences. Much of Marty’s adult life

## 2007 Year-End Gift Idea #2



In exchange for a cash gift or gift of stock to Sholom Foundation, receive a Charitable Gift Annuity that will provide you with annual payments for the rest of your life at very favorable rates and a partial tax deduction. If you are giving stock, allow enough time for the transfer and sale of the stock to take place by December 31st.



has been in the business of helping others. As a former hospital administrator, he understands both the business side and the human side of care-giving. Marty was the Administrator of Children's Hospital of St. Paul and then Vice President of HealthOne, before starting his own health care staffing company in the 1980's. He retired for a short period and has since been involved in other business ventures.

Sharon is a lifetime member of the Sholom Home Auxiliary, whose mission is to provide for the care and comfort of the nursing home residents through volunteer activities and fundraising. A native of Columbus, Ohio, she has also been an active volunteer in the Pacer Puppeteer Prevent Abuse Program for over 20 years. With three married children and three young grandchildren, all out of town, they delight in visiting them and sharing in their lives.

When the Kieffers look to the future, they see a vital Sholom Home providing the elderly with a good quality of life in a kind and loving manner. Summing up their feelings, Sharon, "There will always be challenges faced by all service organizations. It's our responsibility as a community not just to point out problems, but to help implement solutions. It is important that each of us take to heart the psalm displayed on the wall of Sholom Home West:

*DO NOT CAST ME OFF IN OLD AGE  
WHEN MY STRENGTH FAILS ME,  
DO NOT FORSAKE ME*

## 2007 Year-End Gift Idea #3

Donate appreciated stock that you have held for more than one year to Sholom Foundation. You will receive a charitable deduction for the entire value of the stock and avoid capital gains tax on the appreciation. Be sure to allow enough time for the stock transfer to take place and the stock sold by December 31st.



**If you are age 70½ or older . . .**

## **Law Permits Tax-Free IRA Charitable Rollover in 2007**

Once again for tax year 2007, if you are age 70½ or older, you may instruct the Trustee or Custodian of your IRA to directly transfer up to \$100,000 to a qualified public charity like Sholom Foundation tax-free. PLUS, this gift from your IRA will count toward your Required Annual IRA Distribution.\*

### **Save Taxes on Lower Reportable Income**

A charitable gift made directly from your IRA to Sholom Foundation of part or all of your Required Annual Distribution will lower your reportable income and save taxes.

### **Effectively Increase Your Giving Limit**

A charitable gift made directly from your IRA to Sholom Foundation permits you to give "over and above" the usual deductible amount of 50% of annual income — up to \$100,000 in 2007.

### **Lower Tax on Social Security**

A charitable gift made directly from your IRA to Sholom Foundation may reduce the amount of your Social Security income that is taxable.

### **Standard Deduction Benefit**

Even if you do not itemize on your tax return, a charitable gift made directly from your IRA to Sholom Foundation will be excluded as income on your return, and therefore may reduce your taxes.

### **REMEMBER:**

***Under the provisions of this legislation, you must be 70½ or older at the time of your gift. You must instruct your IRA Trustee or Custodian to transfer your gift from your IRA directly payable to "Sholom Foundation", the Sholom entity qualified to receive these IRA charitable gifts. And, be sure to instruct your trustee to include your name on the memo portion of the check. Questions? Call 952-939-1594.***

*\*Consult your professional advisor to determine how this provision may benefit both you and your charity.*

# Putting Off Till Tomorrow . . .

**We recommend that you consult with an estate-planning attorney or other qualified advisor regarding a Will or living trust. If you would like a WILL INFORMATION KIT that can assist you in gathering the information your estate planning professional will need to prepare a Will and other related documents, call Barbara Brooks at 952-939-1594.**

When it comes to the creation of a Last Will and Testament, one must conclude that the vast majority of Americans subscribe to the adage, “never do today what can be put off until tomorrow.”

In fact, every year as many as 70 to 80 percent of adult Americans who die, do so without having let their own voice be heard in the form of their personal Will. As a result, family, friends and loved ones are faced with the reality that the state will determine a number of very personal issues.

Given this somewhat startling statistic, one cannot

keep from wondering why so many fail to take advantage of all that a Will makes possible.

## **Too busy living to think about dying**

This may well be the single biggest reason so many Americans die without having prepared a valid Will. Daily living — from dawn to way past dark — is so demanding that it seems virtually impossible to think about anything even remotely related to death.

The unfortunate truth is that the lives of children, spouses and loved ones can often be made miserable because a deceased failed to articulate important specifics.

## **We’re not dealing with a mansion here!**

Many people look at a modest home and a limited asset portfolio as too small to warrant the time and expense of a Will. This is often a costly assumption.

Even after only a few short years, the value of a home — even shares in a closely held, non-public entity — can increase so much that the tax and distribution implications are significant. Values can change quickly as a result of inflationary times. So, even in the case of young couples or estates that are seemingly very modest, a Will minimizes the effect of costs and taxes in the event of an untimely death.

These are just two examples of why so many may postpone the creation of a Will. But no matter what the reason, a little time and thought today can result in significant savings and unnecessary emotional stress later. In addition, the creation of a personal Will is how you give final voice to your hopes, your dreams, and your values. It gives lasting voice to your legacy...a voice that will echo for generations.

## **2007 Year-End Gift Idea #4**



If you are over the age of 70½, instruct your IRA trustee or custodian to make a direct contribution to Sholom Foundation for any amount up to \$100,000 tax-free. Your IRA contribution will count toward your Annual Required Distribution, which will save you taxes as well. Be sure to allow enough time for the IRA distribution to take place by December 31st.

*The Sholom Foundation  
gratefully acknowledges the  
Schochet Family for helping  
to underwrite the Circle of Life.*

# *Sholom Foundation Heritage Society*

**The Sholom Foundation Heritage Society has been established to thank those thoughtful individuals and families who have included Sholom Foundation in their estate plans. We honor those who have made such a commitment and gratefully acknowledge these valued friends:**

Anonymous  
 Ruth & Allen Aaron  
 Rosalyn Baker  
 Beverly Balos &  
     Mary Louise Fellows  
 Irving & Deane Bassin  
 Steve & Gail Brand  
 Leo & Carole Breitman  
 Ruth Breslermann  
 Barbara Brooks  
 Helen Brooks  
 Henry & Harriet Davis  
     Family  
 Lois & Sherman Devitt  
 Mary S. & Robert A.  
     Dinerstein  
 Barbara Eiger  
 Corrine & Tom Feinberg  
 Francine & Neil Feinberg  
 Nicole & Kenneth Fink  
 Arlene Fried  
 Rosalie & Andrew Gellman  
 Roni & Alan Gingold

Ilene & Jay Goldberg  
 Zelia Kanters Goldberg  
 Bernice Cowl Gordon  
 Jane & Jonathan R. Gordon  
 Marilyn & Dean Greenberg  
 Nancy & Robert Hartman  
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 Debbie & Marc Hasko  
 Elissa Heilicher  
 Fran & Irving Herman  
 Jake Hurwitz &  
     Doreen Frankel  
 Emmy Lou Jacobson  
 Lorita & Jay Jacobson  
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 Stefanie & Robert Karon  
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 Helen & Ivan Kenis

Kipp Family  
 Philanthropic Fund  
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 Faye & Mayer Krupp  
 Gracia & Merrill Kuller  
 Jules & Rose Levin  
 Rhoda & Tom Lewin  
 Sheila & Stephen Lieberman  
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 Rhoda & Donald Mains  
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     Newman  
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 Ada Rubenstein  
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 Lawrence M. Shapiro Family  
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     & Sheldon Silberman  
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     Slonim  
 John Spooner  
 Vicki & Lloyd Stern  
 Arthur & Margaret Stone  
 Beryl & Frank Strickon  
 Sharon & Bill Torodor  
 Deera & Al Tychman  
 Jerome S. Yugend

**If you would like to or have already arranged for an estate gift for Sholom Foundation, please let us know so that we can honor and recognize you as a member of the *Sholom Foundation Heritage Society*. As always, any gifts to Sholom may remain anonymous if you so choose.**

***We all want to be remembered and we all will leave something behind.***

– Barry K. Baines M.D.  
 author of "Ethical Wills:  
 Putting Your Values on Paper"

Sholom Foundation invites you to become a member of the ***Sholom Foundation Heritage Society***, honoring those who recognize the value of providing for our Jewish elderly by making a commitment to the Sholom Foundation, a 501(c)(3) nonprofit corporation in Minnesota, through their Wills and other charitable gift plans. There is no finer example of the power of giving than what we can achieve together.

I (We) wish to participate in the *Sholom Foundation Heritage Society* through the following:

- |   |  |
|---|--|
| <input type="checkbox"/> Will or Living Trust       | <input type="checkbox"/> Insurance Policy      |
| <input type="checkbox"/> Charitable Gift Annuity    | <input type="checkbox"/> Retirement Plan Asset |
| <input type="checkbox"/> Gift of Securities         | <input type="checkbox"/> Gift of Real Estate   |
| <input type="checkbox"/> Charitable Remainder Trust |  |

If you so choose, you may indicate the amount or range of your gift to help us better plan for the future: \$ \_\_\_\_\_

COMPLETE THE FOLLOWING: (please print)

Date \_\_\_\_\_  
 Name(s) \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Signature (of spouse, if applicable) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone Number(s) \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Please check this box if you wish to have your name included in listings of **Sholom Foundation Heritage Society** members in our publications. This will help encourage others to join this important group of benefactors. (If you do not choose to be listed, you will continue as an unlisted member.)

Your name(s) as it should appear in print: \_\_\_\_\_

**For more information, contact Barbara Brooks at 952-939-1594 or email:**

# Sholom

# Foundation Donations

July 21 - October 19  
2007

## *Honor & Remember Your Family and Loved Ones*

Donate to the Sholom Foundation General Fund or to any Fund on pages 14-17 (or create your own fund). Honor family and friends on special occasions, wish for a speedy recovery, or express your condolences. All donations are acknowledged to the individual or family you are honoring.

## *Easy & Secure Ways to Donate to Sholom Foundation*

To conveniently donate online, just log onto: [www.sholomfoundation.com](http://www.sholomfoundation.com) or call Tina Tott, donations coordinator at 952-939-1664 to leave your credit card number on our secure system. Then you may call Tina, fax 952-939-1591, or email [donations@sholom.com](mailto:donations@sholom.com) at your convenience with donation information.

**In spite of our best efforts to be accurate in recognition of our donors, mistakes can occur. If your name or fund was omitted, listed incorrectly, or misspelled, please accept our apology and we ask that you notify us of the error. Thank you for your understanding.**

8 [www.sholomfoundation.com](http://www.sholomfoundation.com)

Joyce & David Abramson  
Mira & William Akins  
Anthony Construction  
Kerry & Scott Bader  
Wendy & Steve Baldinger  
Adrienne & Morton Bank  
Doris Berde  
Shirley & Marshall Besikof  
Beth & Rick Binder  
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Semen Paley  
Francie & Mark Paper  
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Ruth & Harold Roitenberg  
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Barbara Walstein  
Mr. Randy Weinberg  
Gloria and Howard  
Weisskopf  
Violet M. Werner  
Carol Mae & Skip Widdes  
Clarissa J. Wien  
Randee & Sam Wolfson  
Stanton Wolkoff  
Ilene & Bruce Zwick

## IN HONOR OF

**Ruth Aaron**  
*Birthday*  
Betty & Herbert Aaron  
Toba & Allen Freeman  
Ann Miller

**Barry & Margo Abelson**  
*Birth of Granddaughter*  
Jane & Jon Gordon

**Doddie Altman**  
*Birthday*  
David E. Feinberg

**Darrell Ansel**  
*Birthday*  
Phyllis & Phil Garon

**Shirley & Harvey Ansel**  
*Birthday*  
Bernice Cowl Gordon

**Lorraine Applebaum**  
*Birthday*  
Ceil & Herman Feldman

**Terry & Jack Appleman**  
*Birth of Granddaughter*  
Pat & Harold Kaplan

**Fern Badzin**  
*Birth of Grandson*  
Ruth & Allen Aaron



**Robert Baldinger**

*Birthday*  
Lou Ann & Leon  
Bongard  
Joanie & Alan Levey

**Adrienne Bank**

*Birthday*  
Marja Engler

**Stan Barenbaum**

*Birthday*  
Gretta Freeman  
Gracia & Merrill Kuller  
Sharlene & Sid Ladin

**Martin Bell**

*Birthday*  
Marja Engler

**Theresa Berman**

*Birthday*  
Sharlene & Sid Ladin  
Erma G. Lipschultz  
Addie & Norm Perl

**Benjamin Berry**

*Bea Berry Bar Mitzvah*  
Marilyn & Howard  
Fischbein

**Barbara Betten**

*Birthday*  
Gracia & Merrill Kuller  
Diane & Joe Mast

**Corrinne Birnberg**

*Birthday*  
Ruth & Allen Aaron  
Gretta Freeman  
Toba & Allen Freeman  
Lorita & Jay Jacobson  
Dottie Lipschultz

**Reuben Birnberg**

*Birthday*  
Gracia & Merrill Kuller

**Eileen & Ed Blake**

*Wedding Anniversary*  
Marja Engler

**Leon Bongard**

*Birthday*  
Bettie & Stan Barenbaum  
Loie & Sherman Devitt  
Marlene & Aaron  
Gimpel  
Rose Goldfine

**Darlene & Larry**

**Braufman**  
*Wedding Anniversary*  
Nancy & Stan Skadron

**Cindy & Don Brown**

*Sam's Engagement*  
Jane & Jon Gordon

**Elaine & Ron Burton**

*Wedding Anniversary*  
Tybe & Arlen Kitsis

**Walter Cahn**

*Birthday*  
Marja Engler

**Ellen & Walter Cahn**

*Wedding Anniversary*  
Marja Engler

**Arlene Cardozo**

*Birthday*  
Shirley Rothstein

**Helen &**

**Harvey Chargo**  
*Wedding Anniversary*  
Judy & Ross Dworsky

**Donna Chessen**

*Birthday*  
Tanni & Loren Dorshow

**Patricia & Mark Chodosh**

*Good Health in the New Year*  
Elaine & Ed Devitt

**Benjamin Cohen**

*Wedding Anniversary*  
Joni & Bill Burg

**Paula & Arvin Cohen**

*A Happy New Year*  
Ricki & Mark Simon

**Pearl Darmstadter**

*Birthday*  
Shirley Rothstein

**Harriet Davis**

*Birthday*  
Rose Goldfine  
Mitzi & Terry Kane

**Barbara Eiger**

*Birthday*  
Arline Bloom  
Bayle Greenberg  
Shirley & Earl Hill  
Lorita & Jay Jacobson  
Roz & Arthur Jaffee  
Mayer Krupp  
Addie & Norm Perl  
Fay & Leonard Ribnick

**Rhoda Engelson**

*Birthday*  
Gracia & Merrill Kuller

**Marja Engler**

*Birthday*  
Diane & Joe Mast  
Nancy Toberman

**Ro & Marty Falgar**

*Wedding Anniversary*  
Patti & Bernie Bratter

**Mindelle Feller**

*Birthday*  
Shirleymae & Bob Lane

**Sharon Fenton**

*Birthday*  
Sharlene & Sid Ladin

**Ernie Fink**

*Birthday*  
Joni & Bill Burg  
Elaine & Ed Devitt

**Allen Freeman**

*Birthday*  
Connie & Paul Ross

**Judy & Todd Freeman**

*Katie's Engagement*  
Lorita & Jay Jacobson

**Audrey Freidson**

*Marriage of Grandson*  
Lil & Julie Raen

**Nathan Freidson**

*Birthday*  
Roz & Arthur Jaffee

**Rosie & Andy Gellman**

*Wedding Anniversary*  
Jane & Jon Gordon

**Ted Ginsberg**

*Birthday*  
Dona & Mike Rodich

**Ilene & Jay Goldberg**

*Community Contributions*  
Pam & Mark Margolis

**Edith Goldschmidt**

*Birth of Great Grandson*  
Phyllis Appelbaum

**Cynthia Gordon**

*Birthday*  
Paula Bernstein

**Jane & Jon Gordon**

*Wedding Anniversary*  
Judy & Jon Harris

**Myra & Roger**

**Greenberg**  
*Wedding Anniversary*  
Marja Engler  
Toba & Allen Freeman

**Roger Greenberg**

*Birthday*  
Marja Engler  
Gracia & Merrill Kuller  
Diane & Joe Mast

**Kimberlee & Mark Greenstein**

*Wedding Anniversary*  
Anita & Mike Siegel

**Teri & Mike Greenstein**

*Shem Tov Award*  
Anita & Mike Siegel

**Jeanne Gross**

*Birthday*  
Renee Barinbaum  
Joni & Bill Burg  
Sally & Ben Cohen  
Beverly Goldfine  
Shirleymae & Bob Lane  
Erma G. Lipschultz  
Ann Miller  
Renee Ribnick  
Delores & Mel Sigel

**Jeanne Gross**

*Happy New Year*  
Ruth & Allen Aaron

**Audrey Halpern**

*Wedding Anniversary*  
Marja Engler

**Judy & Jon Harris**

*Marriage of Daughter*  
Mimi & Sherry Gleeckel

**Amos Heilicher**

*Birthday*  
Barbara Brooks  
Michele Brooks  
Myra & Roger  
Greenberg  
Lorita & Jay Jacobson  
Mayer Krupp  
Ben Liman  
Sue & Martin Ring  
Bert & Norton Rockler  
Merle Shapiro

**Lowell Herman**

*Birthday*  
Elaine & Ron Burton

**Marilyn Horowitz**

*Birthday*  
Ann Miller

**Susan Hughes**

*Birthday*  
David E. Feinberg

**Jay Jacobson**

*Birthday*  
Naomi Rotenberg  
Riva Gruenberg

**Lorita Jacobson**

*Birthday*  
Margo Berdass

**Lorita & Jay Jacobson**

*Wedding Anniversary*  
Martin Mayblum  
Riva Gruenberg

**Manny Jaffe**

*Birthday*  
Marja Engler  
Sharlene & Sid Ladin

**Gloria Johnson**

*Birthday*  
Eileen & Yossi Garelick  
Gracia & Merrill Kuller  
Sharlene & Sid Ladin

**Lois Johnson**

*Birthday*  
Marja Engler  
Gracia & Merrill Kuller  
Sharlene & Sid Ladin

**Sonia Kafhak**

*Jonah's Bar Mitzvah*  
Marja Engler

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*Avinoam's Bar Mitzvah*  
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*Renee & Daniel's Marriage*  
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**Nancy Kaplan**

*Engagement of Daughter*  
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**Sue & Harvey Kaplan**

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*Wedding Anniversary*  
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*Wedding Anniversary*  
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Marja Engler  
Gracia & Merrill Kuller  
Sharlene & Sid Ladin  
Diane & Joe Mast  
Mimi & David Sanders

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*Wedding Anniversary*  
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*Birthday*  
Diane & Joe Mast

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*Birthday*  
Lorita & Jay Jacobson

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*Birthday*  
Ben Liman

**Marion Klein**  
*Birthday*  
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Ann Miller

**Jeanette & Max Kurnow**  
*Wedding Anniversary*  
Rae Besner  
Betty Sweet

**Shirleymae & Bob Lane**  
*Birth of Great Granddaughter*  
Merle Anne &  
Zenith Kremen

**Shirleymae Lane**  
*Birthday*  
Merle Anne &  
Zenith Kremen

**Nancy & Steve Lane**  
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*Birth of Grandson*  
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Amos Heilicher

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*Birthday*  
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Steinman

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Elaine & Ron Burton

**Sheldon Masnek**  
*Birthday*  
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*Birthday*  
Sharlene & Sid Ladin

**Berdie Muscoplat**  
*Birthday*  
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Lorita & Jay Jacobson

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*Wedding Anniversary*  
Shirleymae & Bob Lane

**Tessie & David Oxman**  
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*Birth of William*  
Joni & Bill Burg

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*Granddaughter's Marriage*  
Ruth & Allen Aaron

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*Birthday*  
Barbara Grossman  
& Ron Reichert

**Lil Raen**  
*Birthday*  
Ann Barnett  
Gloria Esensten  
David E. Feinberg  
Gretta Freeman  
Audrey Freidson  
Pearle & Leonard  
Goldman  
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*Birthday*  
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*Birthday*  
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*Birthday*  
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Marja Engler  
Janet Jaffe  
Diane & Joe Mast

**Mimi & David Sanders**  
*Wedding Anniversary*  
Joanne & Joel Glotter  
Jo & Howard Weiner

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*Wedding Anniversary*  
Reva Rosenbloom

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Toba & Allen Freeman  
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*Birth of Grandson*  
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**Rosalyn & David Schwartzman**  
*Wedding Anniversary*  
Marja Engler

**Rosalyn Schwartzman**  
*Birthday*  
Marja Engler

**Sam Sell**  
*Birthday*  
Ben Liman

**Michael Selnick**  
*Daughter's Engagement*  
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Leslie Held &  
James Chucker

**Steven Shaller**  
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*Birth of Grandchild*  
Judy & Ross Dworsky

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*Birthday*  
Sharlene & Sid Ladin

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*Wedding Anniversary*  
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*Birthday*  
Gretta Freeman

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*New Granddaughter*  
Lynn & Buddy  
Abramson

**Sandy & Myron Striker**  
*Wedding Anniversary*  
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**Dorothy Sway**  
*Birthday*  
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*Marriage of  
Michael & Susan*  
Harriet Levy

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*Wedding Anniversary*  
Riva Gruenberg

**Sandra & Robert  
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*Wedding Anniversary*  
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Sharlene & Sid Ladin  
Diane & Joe Mast

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*Birthday*  
Betty & Herb Fantle  
Ann & Hersh Specktor

**Babe Wartnick**  
*Birthday*  
Judy & Ross Dworsky

**Willard Weisberg**  
*Birthday*  
Marja Engler  
Sharlene & Sid Ladin

**Gloria Weisskopf**  
*Birthday*  
Ruth E. Finn

### A SPEEDY RECOVERY TO

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Delores & Mel Sigel

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Shirleymae & Bob Lane

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Shirleymae & Bob Lane

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Margo Berdass  
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Ruth & Allen Aaron

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*A Lovely Evening*  
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*A Lovely Evening*  
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**Sammy Kieges**  
Elaine & Ed Devitt

**Saul Kollins**  
Julia Katz &  
Stewart Simon  
Robbie Perl &  
Richard Garon

**Ann Kopstein**  
Carol & Stan Dobrin  
Lois & Dale Dobrin

**Faye Krupp**  
Myriam Stein

**Madeline Landsberg**  
Margo Berdass  
Lois Levine  
Barbara Raport  
Judy Rockler

**Sherman Langer**  
Nancy Langer

**Hy Lederfine**  
Ben Liman  
Ellen & Doug Weitman

**Mother of Gail  
& Ron Lehman**  
Harriet & Miles Lane

**Edith Ball Levine**  
Geraldine & Sidney  
Schneider

**Renee Lifson**  
Melissa & David Gewolb

**Barbara Livingston**  
Naomi & Barry Kassler

**Mother of  
Linda Nathanson**  
Marja Engler

**Taylor Neuman**  
Ruth & Allen Aaron

**Harvey Oberman**  
Gayle & Richard  
Dorshow

**Daughter of  
Michael Posnansky**  
Joanie & Alan Levey

**Florence Price  
Rosenbloom**  
Jeanette & Max Kurnow

**Mother of Gary  
Rappaport**  
Marja Engler  
Jane & Jon Gordon  
Lorita & Jay Jacobson

**Laeh Raskas**  
Lynn & Buddy  
Abramson  
Bettie & Stan  
Barenbaum  
Elaine & Ed Devitt  
Rhoda & Gene Engelson  
Gretta Freeman  
Toba & Allen Freeman  
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Linda & Murray Kieffer  
Elaine Kirschbaum  
Merle Anne &  
Zenith Kremen  
Gracia & Merrill Kuller  
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Pauline & Barney Ratner

**Grandson of Audrey  
& Bobby Rees**  
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Zenith Kremen

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**Marion Ribnick**  
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Annette &  
Howard Siegel  
Marilyn Specktor  
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**Son of Betty Rosenberg**  
Toby Cohen

**Lillian Roth**  
Joel Green &  
Renanah Halpern

**Charles Rothstein**  
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**Stanly "Shy" Rubin**  
Bettie & Stan  
Barenbaum  
Elaine & Ed Devitt  
Loie & Sherman Devitt  
Natalie & Bud Harris  
Harriet & Miles Lane  
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**Goldie Schachtman**  
Carole & Leo Breitman  
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Sally & Ben Cohen  
Rosie & Loren Geller  
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**Gilbert Schlussman**  
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**Pearl Shapiro**  
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Donamae Koppelman

**Mutzi Sieden**  
Jennifer & Randy Geller

**Marshall "Bud" Sipkins**  
Ilene & Jay Goldberg  
Jane & Jon Gordon  
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Janet Jaffe  
Robert & Susan Karatz  
Merle Anne &  
Zenith Kremen  
Sharlene & Sid Ladin  
Lisa & Bruce Peilen

**Marvin Smith**  
Phyllis Appelbaum  
Janice Applebaum  
Margo Berdass  
Jeanne & Burt Corwin  
Bea Cowle  
Harriet Davis  
Cynthia & Harold  
Goldfine  
Natalie & Bud Harris  
Lorita & Jay Jacobson  
Janet Jaffe  
Sharlene & Sid Ladin  
Harriet Levy  
Joan & Norman Noun  
Loretta Orstad  
Fay & Leonard Ribnick  
Ada Rubenstein  
Melissa & Sheldon  
Silberman  
Fern Silverman  
Dede & David Smith  
Marilyn & Marvin  
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**Frank Strickon**  
Lynn & Buddy  
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Toba & Allen Freeman  
Harriet Levy  
Ann Miller  
Ada Rubenstein

**Father of Cookie Walzer**  
Elaine & Ron Burton

**Harry Ward**  
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**Harry Wartnick**  
Diane Commers &  
Jack Wartnick

**Owen Waxman**  
Shirleymae & Bob Lane

**Sadie Wernick**  
Phyllis Appelbaum  
Bettie & Stan  
Barenbaum  
Jane & Jon Gordon  
Ellen & Dana Nelson

**Nancy Wexler**  
Bettie & Stan  
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Janet Jaffe

**Sarah Widdes**  
Ossie Perlman

**Judy Winer**  
Margery & Stuart  
Pihlstrom

**Florence Winner**  
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**Neil Winston**  
Sheryl & Rob Ackerman

**Marlene Yarchever**  
Carolyn & Joseph Smith

**Ronald Zouber**  
Cynthia & Harold  
Goldfine

# Sholom Foundation Funds

*On behalf of those served by Sholom, thank you to our donors who have established the following new funds:*

## TRUSTEE

Heidi Schechter Moldo Hospice Fund

## BENEFACTOR

Morton & Sally Leder Fund\*  
*(fund increased from Sponsor)*

## SPONSOR

Shirley & Marshall Besikof Family Fund  
Bruce R. Kahn Sholom Ball Fund  
*(a Sholom Home Auxiliary Endowment Fund)*  
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John W. Schletty Fund  
*(a Sholom Home Auxiliary Endowment Fund)*  
Rivian & Leonard Silesky Fund  
Ilene & Bruce Zwick Family Fund

*Those Funds that have been increased over time to a higher level are designated by an “\*”*

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Harold & Sylvia Liefschultz Fund\*  
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Heidi Schechter Moldo Hospice Fund  
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Manya & Red Sturrey Sholom East Maintenance Fund  
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Tess Armstrong Entertainment Fund for Sholom East  
Mike & Kathleen Belzer Fund  
Theresa & Nathan Berman Fund  
Steve A. & Gail Greenspoon Brand Family Fund  
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Max & Sara Lee Edelstein Scholarship Fund  
David E. Feinberg Family Fund  
David E. Feinberg & Gerry Hughes Family Fund  
Neil & Francine Feinberg Fund  
Shirley Levitan Goldberg Fund

Dr. Moses & Bernice Cowl Gordon  
Music Fund\*

N. Bud Grossman Fund

Alan & Beverly Kasdan Fund\*

Harry Kay Dinner Fund

Margie & Leo Levie  
Nurses' Scholarship Fund

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Harvey Lubov Fund

Ben Miller Foundation Nurses' Fund\*

Fay & Leonard Ribnick Family Fund\*

Victor Rosenblum Family Fund

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Frank & Freda Schochet Family Fund\*

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Zetta & Leonard Shapiro  
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Gary & Marsha Tankenoff and  
Scott & Hindy Tankenoff  
Families Music Fund

James & Paula Tankenoff Music Fund

Tenenbaum Family Fund

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## BENEFACTOR

Anonymous

Allan L. Apter Fund

Fern & Bernard Badzin Fund

Marvin F. Bank Fund

Amy & Stanford Baratz Family Fund

Linda & Robert Barrows Fund

Margo & Fred Berdass Family Fund\*

Gerald & Joy Bratter Family Fund

Diane & Richard Cohen Family Fund

Beatrice & Stanley Cowle Fund\*

Beatrice & Stanley Cowle Special Fund

Dachis Family Fund

Ross & Judy Dworsky Family Fund

Mike & Marja Engler Fund\*

Sam & Frances Finkelstein  
Staff Education Fund\*

Freeman Family Fund

Harold & Zelda Goldenberg Fund

Lawrence & Ronya Greenberg  
Family Fund

Roger & Myra Greenberg Family Fund

Jake Hurwitz & Doreen Frankel Fund

Rose Jacobs Employee Healthcare Fund

Alvin & Janet Jaffe Fund\*

Naomi & Dutch Kastenbaum Fund

Robert Katz & Janice Katz Sigal Fund

Helen & Ivan Kenis Fund

Jack Krenzen Family Fund

Jeanette & Max Kurnow Family Fund

Morton & Sally Leder Fund\*

Rhoda & Tom Lewin Family Fund

Joy & Ronald M. Mankoff Fund

Joy Marcus Fund

Vernon & Alexandra Mark Family Fund

Edith & Sidney D. Milavetz Fund\*

Raleigh L. Morgan Fund

Annette & Marion E. Newman Fund

Lillian & Julius Raen Fund\*

Benjamin & Lillian Ravich Family  
Activities Fund

Paul N. & Irene Rifkin Sholom  
Employee Education Fund

Rischall Family Fund

Norton & Bert Rockler Fund\*

Bernard "Sonny" & Mary Rose Fund

Connie & Paul Ross Family Fund

James & Van Sanders Family Fund\*

Sheva & Tom Sanders Fund

Hy & Dorothy Schanfield Family Fund

Irving & Jacqueline Schectman Fund

Sam Schlesinger Family Fund

Nancy & Michael Schoenberger  
Family Fund

Alan, Joel & Robert Shapiro  
Family Fund

Harry, Rosalind, Morton & Joan  
Shapiro Fund\*

Aaron & Sadie Siden Family Fund

Gerald Singer Fund

Dorothy & Edward Slonim Fund

## To Establish a Sholom Foundation Fund

**Gifts at any of these levels will be acknowledged by a plaque on the Walls of Honor at Sholom Homes East and West.**

<b>FOUNDER</b>	\$1,000,000 cash, pledge or deferred
<b>PILLAR</b>	\$500,000 - \$999,999 cash or pledge or \$750,000 - \$999,999 deferred
<b>BUILDER</b>	\$250,000 - \$499,999 cash or pledge or \$500,000 - \$749,999 deferred
<b>TRUSTEE</b>	\$100,000 - \$249,999 cash or pledge or \$200,000 - \$499,999 deferred
<b>PATRON</b>	\$50,000 - \$99,999 cash or pledge or \$100,000 - \$199,999 deferred
<b>BENEFACTOR</b>	\$25,000 - \$49,999 cash or pledge or \$50,000 - \$99,999 deferred
<b>SPONSOR</b>	\$10,000 - \$24,999 cash or pledge or \$20,000 - \$49,999 deferred

*A "deferred" gift is a bequest or planned gift that will benefit Sholom following the death of the donor or annuitant.  
Combinations of cash pledges and deferred gifts are welcome.*

# Sholom Foundation Funds

## *Gifts & Naming Opportunities*

For endowment gifts of \$10,000 and more, a designated fund, in your name or the name of a loved one, may be established.

All funds are acknowledged with plaques on the Walls of Honor at Sholom Home West and Sholom Home East (and then at the new Shaller Campus when it is completed).

For larger gifts, in addition to establishing a fund, you may wish to take advantage of the opportunity to dedicate or name specific areas, rooms, equipment, furnishings and programs of the Sholom Community Alliance.

For more information call 952-939-1594.

## *2007 Year-End Gift Idea #5*

**Gifts of cash to Sholom Foundation are fully deductible — up to a maximum of 50% of your adjusted gross income. Make sure your check is in the mail and post marked by December 31st.**

## **BENEFACTOR** *continued*

Mickey & Harold Smith Fund for  
Rabbinic and Religious Activities  
Mollie B. Tankenoff Music Fund  
for Sholom East  
Marion & Ed Vinokour Fund  
Harry S. Wartnick Fund\*  
Vi & Harvey Werner Fund

## **SPONSOR**

Anonymous  
Ruth & Allen Aaron Family Fund  
Edward M. Abramson Fund  
Alpha Omega International Dental  
Fraternity Alumni Chapter Fund  
Ronald Shalom Amdur Fund  
Phyllis & Melvin Appelbaum Fund  
Al & Donna Apple Family Fund  
Reverend Samuel A. Baker  
Religious Activities Fund  
Judy & Fred Baron Family Fund  
Deane & Irving Bassin Fund  
Barbara D. & Lee Bearmon  
Family Fund  
Constance & Sydney Berde  
Family Fund  
Betty & George Berman Family Fund  
Bernice & Milton Bernick  
Family Fund  
Ben & Pauline Bernstein Rabbinic  
and Judaica Activities Fund  
Shirley & Marshall Besikof  
Family Fund  
Joanne Ferraro & Robert J. Beugen  
Assisted Living Scholarship Fund  
Naomi & Harry Birger Family Fund  
Blumenson Flower Fund at  
Sholom Home West  
Lou Ann & Leon Bongard  
Family Fund  
Carole & Leo Breitman Fund  
Elinor D. Brodie Fund  
Samuel Brodsky Fund  
Elaine & Ron Burton Family Fund  
Cohen Fund  
Burt & Jeanne Corwin Family Fund  
Isadore Crystal Family Fund  
Harriet & Henry “hanc” Davis  
Family Fund

Mary & Harold Doroshow  
Family Fund  
Shirley Dworsky Fund  
Rod Effress Employee Benefit Fund  
David S. & Barbara Eiger Fund  
Linda Sharon Engel Fund  
Rhoda & Gene Engelson  
Family Fund  
Alex & Zelda Epstein  
Education Fund  
Corrine R. & Thomas D.  
Feinberg Fund  
Joan & Arnold Feinberg Fund  
Kenneth Chaim Fink Fund  
Richard J. & Beverly N.  
FitzGerald Fund  
Frailich Family Library Fund  
at Sholom West  
Arlene M. Fried Fund  
Lillian D. Geller Family Fund  
Andrew & Rosalie Gellman  
Family Fund  
Gepner-Silverman Fund  
Karen & Bruce Gershman  
Family Fund  
Florence & Manuel Giffis  
Family Fund  
Ida & Bernard Gingold Family Fund  
Jay & Ilene Goldberg Family Fund  
Sanford & Marlene Goldberg  
Family Fund  
Babe & Rivoli Golden Family Fund  
Dr. Sewell Gordon Nursing  
Scholarship Fund  
Mary & Leland Gottstein  
Family Employee Benefit Fund  
Mike & Donna Green Fund  
Janet & Harold Greenberg  
Family Fund  
Irene & Saul Greenspoon  
Family Fund  
Ferne & Edward Grosmann Fund  
Samuel M. Hartman Fund  
Phyllis B. & Howard “Buddy” R.  
Harris Continuing  
Education Fund  
Hasko Family Fund  
Elissa J. Heilicher Fund  
Sally & David J. Hoffman Fund  
William & Edith Hurvitz Fund



Etta Jacobs Flower Fund for  
Sholom Home East  
Lorita & Jay M. Jacobson  
Family Fund  
Roz & Arthur Jaffee Family Fund  
Bruce R. Kahn Family Fund  
Steven A. Kalin Fund  
Estelle & Joe Kane Family Fund  
Thomas & Etta Miller Kaplan Fund  
Judy A. Karon Fund  
Sally Karon Family Fund  
Sternie Kissin-Rosen Fund  
Lee & Barbara Kopp Fund  
Nettie & Ben Kramer Fund  
Krupp Employee Emergency  
Loan Fund  
Sharlene & Sidney Ladin Family Fund  
Miles & Harriet Lane Family Fund  
Carol L. & Jerry W. Levin Fund  
Rose & Jules Levin Family Fund  
Lois Levine Fund  
Gloria & Fred Levy Fund  
Harriet & Marvin Levy Family Fund  
Ruth Liman & Beverly Liman  
Lederfine Fund  
Laurel & Scott Lifson Family Fund  
Erma G. Lipschultz Fund  
Murray Litton Fund  
Harriet & William Lumel  
Resident Care Training Fund  
Mildred & Louis Marko Fund  
Ann & Julius Miller Fund  
Ben & Adith Miller Fund  
Rose Smith Mirsky Family Fund  
George & Edith Nadler Family Fund  
Miriam & Nelson Neuman  
Family Fund  
Northland Endowment Fund  
Joan & Norman Noun Family Fund  
Barrie & Steven Orloff Family Fund  
Carol & Mickey Orren Fund  
Peilen Library Fund for  
Sholom Home East  
Gertrude & Howard Perlman Fund  
Gloria & Sheldon Pinck Family Fund  
Truen & Bert Press Fund  
Diane & Jon Rappaport Family Fund  
Dona & Mike Rodich Family Fund  
Norman & Ruth Ann Rose Fund

Mildred S. & Myer H. Rosen Fund  
Burton G. Ross & Cynthia  
Rosenblatt Ross Fund  
Marilyn Rovner Fund  
Jeanette & Samuel Rubenstein  
Family Fund  
Esther S. & Manuel H. Ruder Fund  
Berneen Rose Rudolph Fund  
Miriam & David Sanders Fund for  
Menorah Plaza & Menorah West  
Miriam & David Sanders Roitenberg  
Scholarship Fund  
Clara & Leonard Savitt Fund  
Fannie & Abe Schanfield Fund  
Schechter Family Fund  
Lois & Sam (Chick) Schenfeld  
Family Fund  
Shelley & Dr. Eddie Segal  
Family Bus Fund  
Bess & Dan Seligman Family Fund  
Ben & Leah Serber Family Fund  
Shapira Family Building Fund  
Sam & Lorraine Shark Family Fund  
Charlotte & Monroe Shine  
Building Maintenance Fund  
Sholom Community Alliance  
Employee Contribution Fund  
Delores & Melvin Sigel Family Fund  
Rivian & Leonard Silesky Fund  
Dee & Norman Silver Fund  
Rose Butwin Silverstein Fund  
Arnold & Kaethe Simon Fund  
Evlyn Solomon Fund  
Frieda Juster Sperling Nurses'  
Scholarship Fund  
Vicki & Lloyd Stern Family Fund  
Dr. Ian Swatez Nursing Scholarship  
and Musical Entertainment Fund  
David Tychman Fund  
Rodney S. Wallace Family Fund  
Diane & Burt Weisberg Family Fund  
William & Jody Weisman  
Family Fund  
Gloria & Howard Weisskopf Fund  
Ann & Henry Wiener Fund  
Steve & Arlene Winnick Family Fund  
Jerry & Marcia Yugend Family Fund  
Ilene & Bruce Zwick Family Fund

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# Sholom Home Auxiliary Funds at Sholom Foundation

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## TRUSTEE

Sharon & Martin Kieffer Family Fund  
for Resident Services & Beauty Salon

## BENEFACTOR

Ruth Dicker Sholom Ball Fund  
Joy Marcus Sholom Ball Fund

## SPONSOR

Bruce R. Kahn Sholom Ball Fund  
John W. Schletty Fund  
Mindy & Steve Wexler Fund

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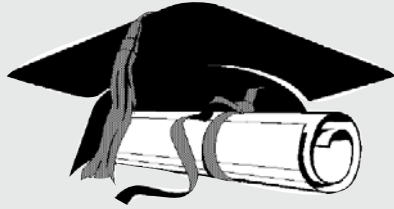
## SUPPORTING THE SHOLOM HOME AUXILIARY

A Sholom Home Auxiliary Endowment Fund will ensure that your annual giving to the Sholom Home Auxiliary to benefit the Sholom homes continues long after you are gone. You can endow your annual Sholom Ball tickets, support the aviaries & aquariums, provide beauty shop services and holiday gifts for the residents and much more.

All gifts and beneficiary designations should be made payable to: Sholom Foundation, for the benefit of the Sholom Home Auxiliary. To find out more about creating a Sholom Home Auxiliary Endowment, contact Barbara Brooks at 952-939-1594.

\*Endowment gifts of any size are welcome and may be made over a period of years. Cash gifts or pledges starting at \$10,000 or deferred gifts starting at \$20,000 will establish a named Auxiliary Endowment Fund at Sholom Foundation and will be recognized on the Walls of Honor at both Sholom Homes.

## THE ACADEMY at Sholom Community Alliance Opens Fall Session with Over 100 Registrants



*I have found that the variety of programs offered by the Academy has given me something to look forward to almost every day, and I learn something new each time I attend a class.*  
—Ruth Schoenberger

*Recently, I enlisted in several programs at the Academy. To my surprise – and delight – I am having a ball! I am fortunate to have these stimulating courses available to me.*  
—Walter Lubov

*The Academy has been a wonderful innovation for seniors. Thanks to Evelyn Shore and the “powers that be” for activating our minds, curiosity and interest.*  
—Beverly Davis

THE ACADEMY at Sholom Community Alliance kicked off its first semester with course offerings in: *Great American Music: Broadway Musicals On-Screen; Basic and Conversational Yiddish; Torah Study; Judaic Conversations; Supreme Court On-Screen; and Introduction to Judaism*, all on the Ackerberg Campus. Under the direction of Evelyn B. Shore, Principal of THE ACADEMY, this broad array of classes, seminars, workshops and video presentations is provided for the enjoyment and enrichment of the Sholom Community Alliance residents and tenants. For information please call 952-939-1623.

**THE ACADEMY at Sholom Community Alliance enriches the lives of all those on the Ackerberg campus. To learn more about how you can ensure the continued success of THE ACADEMY with an endowment gift, contact Barbara Brooks at Sholom Foundation, 952-939-1594.**

## Do You Know Your Sholom?

### *Sholom Community Alliance . . .*

is the operating entity that manages and provides the following services: home health care, meals-on-wheels, adult day programs, independent market rate and low income housing, assisted living, memory care, short term rehabilitation, long term care, and end-of-life hospice services.

### *Sholom Foundation . . .*

exists to raise sufficient endowment funds, which are maintained in perpetuity, so that the income from these funds will be sufficient to both defray any budgetary shortfalls incurred by the Sholom Community Alliance and promote excellence in service to the community. The Foundation's sole mission is to help ensure the financial viability of the Alliance for generations to come.

### *Sholom Home Auxiliary . . .*

is comprised of volunteers whose sole purpose is to assist both Sholom Homes through volunteer activity and annual fund raising to bring added services and comfort to the nursing home residents (Sholom Ball, Silver Tea, donations, knish sales, membership drive, etc.).

### *2007 Year-End Gift Idea #6*



Some employers match charitable gifts, making your donation to Sholom Foundation worth even more. Simply enclose your company's matching gift form with your check and mail by December 31st.



# SAVVY SENIOR

## Senior Scams: How To Protect Your Elder Loved One

*Dear Savvy Senior,*

*Can you offer some tips on protecting seniors from financial scams? My next door neighbor's elderly parents were recently swindled out of several thousand dollars and I want to make sure my own mother is protected.*

*- Fraud Fighting Cindy*

Dear Cindy,

Senior financial scams are a big problem! In fact, the Securities and Exchange Commission estimates that some 5 million senior citizens are the targets of financial abuse each year. Here's what you should know.

### Appealing Targets

While people of all ages can be fleeced, seniors are particularly appealing targets to con artists. Why? Money, time, good manners! Seniors tend to have more money to steal, more free time to listen to sales pitches, are less likely to hang up on or cut off a pushy salesman and are more trusting than the younger generations.

### Scammers

It's not always easy spotting a con. They come in the form of swindlers to shady financial advisers, slick-talking telemarketers, professional caregivers and even relatives who steal from the very people they're supposed to be looking after. The most common scams targeting seniors today come in the form of free-lunch seminars selling dubious financial products and high-pressure phone calls and endless junk mail peddling free vacation packages, sweepstakes, phony charity fundraisers and more. And, there's ongoing problems of identity theft, Medicare fraud, door-to-door scams, credit card theft, e-mail scams and family thieves — which make up more than half of all financial crimes against the elderly.

### Fraud Protection

The most effective way to help protect your mom is to alert her to the different kind of scams out there that target seniors. The easiest way to do this is by visiting the North American Securities Administrator's web site ([www.nasaa.org](http://www.nasaa.org) – click on “Senior Investment Resource Center”) where you can get a rundown on some of the most common scams making the rounds these days as well as a Fraud Awareness Quiz. Also see [www.fraud.org](http://www.fraud.org). If your mom doesn't have access to a computer, print the materials yourself and use them to start a conversation.

It's also a good idea to keep tabs on her social circle. For example, are you hearing a new name mentioned when you talk to her? Who's giving her advice, financial or otherwise? It's almost like checking up on your kids and who they're hanging out with. Introduce yourself to the new people entering your mom's life, just so they know you're involved with her affairs.

Some additional tips that can protect her include reminding her to never give out her Social Security number or financial information over the telephone, in person or over the Internet unless she initiated the contact. Have her consider using direct deposit rather than having paper checks (such as Social Security, disability or stock dividends) sent to her through the mail. And have her register with the National Do Not Call Registry ([www.donotcall.gov](http://www.donotcall.gov); 888-382-1222) which will reduce telemarketing scams.

**To read more scam-prevention tips, including Spotting a Scam, visit [www.sholomfoundation.com](http://www.sholomfoundation.com), click on “Savvy Senior” and look for back issue: September/Week 4/2007. Or, call 952-939-1594 for the complete article.**

**You can find a new Savvy Senior column every week on our website [www.sholomfoundation.com](http://www.sholomfoundation.com). Savvy Senior, along with Washington Hotline, weekly articles, and financial news is also available to you in the Sholom Foundation eNews which you can receive electronically. Email [Foundation@sholom.com](mailto:Foundation@sholom.com) or call 952-939-1594 and give us your email address to begin receiving the Sholom Foundation eNews.**

**Savvy Senior** is written by Jim Miller, a regular contributor to the NBC Today Show and author of “The Savvy Senior” book. The articles are offered as a helpful and informative service to our friends and may not always reflect this organization's official position on some topics. Jim invites you to send your senior questions to: Savvy Senior, P. O. Box 5443, Norman, OK 73070



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From the Board and staff of Sholom Foundation...  
Wishing you and yours  
a Happy Hanukkah!

# Sholom Ball

*An Evening of Celebration*

*Saturday, January 12, 2008*

*Minneapolis Marriott City Center  
30 South 7th Street, Minneapolis*

**6:30 PM COCKTAIL RECEPTION**  
WITH MUSIC BY *OPUS ENSEMBLE*

**7:30 PM DINNER & DANCING**  
FEATURING MUSIC BY *R FACTOR*  
AND SPECIAL APPEARANCE BY THE  
*ATLAS GREENBERG LOUNGE*

**10:00 PM DESSERT RECEPTION**

*Tickets Starting at \$125*

*Cocktail Attire ~ Dietary Laws Observed*

**FOR INFORMATION OR TO PURCHASE TICKETS,  
CALL THE SHOLOM AUXILIARY AT 952-939-1620**

*The Sholom Ball proceeds go towards Sholom Home long-term care facilities and supplies significant dollars for resident equipment, aesthetic items for the Homes, and special staffing needs*