



GENERATIONS  
OF CARE

  
sholom  
foundation

CARE | COMPASSION | COMMUNITY

# DEAR FRIENDS,

## **Shalom to you and your loved ones.**

We are deeply grateful for the many ways you show up and advocate for those in our senior care communities. It has been a sweet year full of multigenerational stories demonstrating how our work matters more than ever. Thanks to the generosity and kindness of friends like you, Sholom remains steadfast in its mission to support adults in need across the continuum of care, to help them live life fully in a place where all are welcome.

You may notice that this fall publication is different from what you have seen before. On behalf of the Sholom Community Alliance, the Sholom Foundation has embarked on a strategic reimagining of our community engagement and outreach. You will soon hear and see more from us as we launch our calendar year-end giving campaign, refresh our website, and tell our stories in new modalities to inspire and engage our Sholom community.

In 2022/5783, caring for those who have so dearly cared for us looks very different. Emerging from a pandemic amidst a nationwide labor shortage remains a great challenge for elder care organizations. As the state of Minnesota celebrated its one millionth individual who turned 65 years old, aging services providers like Sholom are continuing to think differently about how to best serve seniors in their times of need.

Despite financial pressures and workforce shortages exacerbated by the pandemic, and outdated state reimbursement models which continue to pose challenges across the entire aging and senior care industry, Sholom continues to achieve 4-star ratings from the Centers for Medicare/Medicaid

Services across both the Ackerberg and Shaller campuses; Sholom's Transitional Care Unit sees above 90% resident satisfaction scores. We are at an exciting inflection point as we develop plans to serve Minnesota's growing community of seniors, which has already eclipsed the entire K-12 population. By 2030, 25% of all Minnesota adults will be over the age of 65.

With all of these demographic, economic, and global trends in mind, Sholom has established five strategic pillars for 2023: Quality, Finance, People, Service, and Growth. Each of these focus areas will guide us to advance quality care, life, and purpose for those we serve, as we have for generations. Our commitment to live our values of care, compassion, and community is unwavering. It is our hope that you see this in action through the stories and images on the following pages.

On behalf of everyone at Sholom, thank you again for your continued advocacy and support.



A handwritten signature in black ink that reads "Barbara Klick".

Barbara Klick, RN, MBA  
Sholom CEO



A handwritten signature in black ink that reads "Scott Seiler".

Scott Seiler  
Sholom Board President



A handwritten signature in black ink that reads "Michael J. Blum".

Michael Blum  
Sholom Foundation Board President

# A BEAUTIFUL LIFE: BETTY KOBILKA



Betty Kobilka

Betty Kobilka (z"l) joined the Sholom community in April of 2021 after transitioning from another assisted living program in the Twin Cities. Needing more physical support as she lived with dementia, the family read many online reviews, and, after speaking with Sholom's care teams, felt they found a great place for Betty.

A mother, grandmother, great-grandmother, avid gardener and bird watcher, Betty had an energy that was infectious. Sholom's care teams reflected often on just how much they could see her love of family. From little hugs, hand and head kisses to her beautiful smile and bright blue eyes, Betty's demeanor and sense of independence never changed while she was at Sholom. As her aides and care staff shared, "Betty was a stunning woman."

Heidi, a staff member at Sholom for more than 24 years, described Betty as a firecracker and spitfire with a beautiful smile. A lover of music, Betty would routinely sing in the morning, making sure her French braids were in perfect position. Betty shared her love of music with others in Sholom's community in another significant way, as well. She would often spend time with staff to get ready for her grandson, Jon, to visit and play music on his guitar for the Sholom community. Jon tried never to miss a moment with his grandmother and, as staff reflected, all the ladies loved him.

## In Our Hearts

Although Betty passed away on July 2 this year after a long time in memory care, her spirit remains in the hearts of those at Sholom. Her family, too, made an impact in that everyone on Betty's care team could always feel her and her family's deep appreciation of Sholom. The care team reflected on how special the Kobilka family made them feel, especially during the difficult times of pandemic and workforce shortages. Betty's care teams miss her greatly: Cindy, Khadro, Heidi, and many others. As Heidi said of the Kobilkas, "They are a beautiful family."



*Members of Betty's care team remember her fondly.*

“It was remarkable to see how Betty retained her sense of independence through it all. Her positive attitude was a model for everyone.”

*– Heidi*

# HAPPY DAYS AT SHOLOM



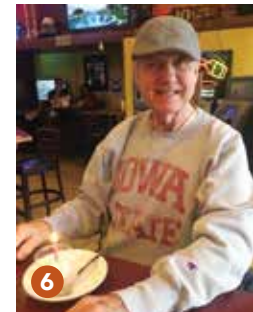
## THIS PAGE

- 1 A group of residents bask under stars and sunflowers on a visit to the Immersive Van Gogh Exhibit in Minneapolis.
- 2 Hanukkah is a festive time in the Levine Dining Room at Bentson Family Assisted Living.
- 3 Residents at Shaller celebrate at an Independence Day luncheon.
- 4 Resident Onalee with her favorite canine visitor at Sholom West.
- 5 Three fabulous staffers (L to R: Misty, Latonya and Ser) smile behind their masks at Sholom East.
- 6 Resident Jim (z"l) celebrates his birthday with family at the Lone Spur Grill.



## OPPOSITE PAGE

- 7 Jean spreads love with her colorful art project at Roitenberg.
- 8 Residents and families check out the collector car show on the Shaller Campus in spring.
- 9 Resident Joyce celebrates in style.
- 10 Resident Harold (z"l) enjoying the outdoors at Knollwood Place Apartments.
- 11 Gene helps us remember the commandment, Honor Thy Father.





## THE FACE OF COMPASSIONATE CARE: CRYSTAL HOUGHTALING



*Crystal Houghtaling*

The compassionate commitment of our care teams make it possible for Sholom to provide the highest quality of care. So who are these extraordinary team members? Meet one representative, Crystal Houghtaling, Director of Social Services for Sholom's Ackerberg Campus, who was recognized as Sholom's Employee of the Month in August. Crystal shares about her journey and how Sholom supports her and our team's professional development.

### **Q. Why did you choose Sholom?**

**Crystal Houghtaling:** Before coming to Sholom, I was in a case management role with another healthcare organization, but I really missed providing direct care to patients and their families. My entire career beforehand had centered on direct care, so I was excited to be offered this opportunity at Sholom to return to my roots in direct service. This role allows me to be truly present for those in their time of need.

### **Q. Can you reflect a bit about the challenges of the past couple of years in providing senior care?**

**CH:** My team and I were heartbroken when we had to mandate visitation restrictions during COVID. Our residents are social beings, so we had to become very creative in how we kept our seniors, families, and their care teams engaged. In retrospect, those intentional relationship efforts brought us closer to those in our care.



## **Q. What has kept you here these past three-and-a-half years?**

**CH:** In my role, I strive to ensure that Sholom's high standard of care is maintained by our care teams, and I am continually impressed with how staff show up. Our staff selflessly step in for one another to cover shifts, and we constantly evaluate our satisfaction rates and family engagement methods.

The other reason I stay is that Sholom feels like a family. Our leadership teams act on our organization's values each day. I am grateful that they support me as I strive to be a life-long learner and an expert in this field. I am currently in a leadership academy through LeadingAge MN, and my growing confidence in leadership allows my teams to feel supported and successful in their work.

## **Q. What would you most like our community of supporters to know?**

**CH:** It's hard to put into words what "providing compassionate care" means, but I'll try. First, Sholom has a culture of continuous improvement. From professional development opportunities to quality assurance huddles, Sholom staff are always striving to provide the best possible care. Also, we listen hard to feedback from residents and families as we work to improve and adapt to their needs. I am proud of the level of trust we share collectively. Even after a client is discharged, we follow up during the transition so that the family knows Sholom continues to care. In short, everything about our work is impactful, and I feel so appreciated each day at Sholom.

*Thank you, Crystal, for your passion, commitment to Sholom, and for what you do each day on behalf of the residents, clients, and their families.*

Do you know  
of someone  
interested in joining  
our work? Check out  
[sholom.com/careers](https://sholom.com/careers)  
for current  
employment  
opportunities!

# MAKE AN IMPACT WITH A GIFT TO SHOLOM

Sholom is grateful to our supporters who contribute throughout the year and particularly during this late fall season. These gifts make an immediate impact on the lives of adults in need across the continuum of care.

Annual **gifts of stock** or other **appreciated assets, qualified distributions from IRAs** and **cash gifts** alike support the immediate needs of Sholom and provide the many comforts of home to those in our care. Please find the enclosed envelope for your convenience.



*Residents Tom and Marge take a walk outside on the Ackerberg Campus.*

You can also donate online at [sholom.com/donate](https://sholom.com/donate).

Thank you!

**Questions?**  
Contact Sholom  
Foundation by email at  
[donations@sholom.com](mailto:donations@sholom.com)  
or by phone at  
952-939-1594

## Your contribution will enrich the lives of seniors at Sholom.

**\$500**

provides 2 months of social enrichment programs for Sholom residents

**\$1,000**

supports 4 months of transportation and community outing activities

**\$2,500**

equips Sholom's care teams with 9 weeks of training and professional development

“Mom was here for a little over a month. I would like to compliment your second floor staff for the excellent care; awesome job! Mom cried when she left as it was such unbelievable care from the nurses and aides. Thank you.”

– Family of Bernice

“Our family is so grateful to Sholom for the care you gave my mother-in-law.”

– Susie

The Sholom Foundation is a 501(c)(3) organization. Your gift is tax deductible to the fullest extent allowed by law. Unless otherwise specified by the donor, gifts are not restricted to a specific program.



# We're Grateful for You

**Thank you for your support of Sholom this season. Your gift makes a difference in the lives of our residents and their families.**

**"I would like to thank you, Leanne and the staff at Sholom for all the things you have done for my mother. They are greatly appreciated."**

*—Family of Doris*

*Pictured above: Laurie creates flower arrangements for the Sholom friends.  
Pictured on front cover: Shirley and her great-grandson Hadar.*

**sholom** *Care*  
**foundation** *Compassion*  
*Community*

3610 Phillips Parkway  
St. Louis Park, MN 55426

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

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
PERMIT NO. 894  
TWIN CITIES, MN

