

HAPPENINGS

a publication of



Advancing Senior Care
in the Jewish Tradition

SUMMER/FALL 2020



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Shana Tova

FROM YOUR
SEACREST FAMILY



Please join Seacrest's Rabbi Leah Herz for Virtual High Holy Days services. For the full schedule please visit:

SeacrestVillage.org/HighHolyDays

Also, visit [YouTube.com](https://www.youtube.com) and follow Leah Herz for year-round virtual services, including "Chai There with Rabbi Leah."



Advancing Senior Care
in the Jewish Tradition



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RETIREMENT COMMUNITIES





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Our beautiful community we call Seacrest Village has truly been blessed!!! While the world is battling COVID-19, we all know the true risks that involve both our residents and our staff. To date, Seacrest has incurred minimal cases of the virus and we have had no deaths. The San Diego Hebrew Homes Board has been working diligently with management during this time of crisis and overwhelmingly feel the passion to protect our residents and staff to place safety as the number one priority. The safety and security measures that have been put in place are rock solid. The love and support shown by the broader community with an outpour of calls and donations have reached the hearts of all involved.

With all the chaos going on in the world, it has been truly inspirational to watch "Our Heroes" step up and serve our mission. Our heroes are the day-to-day staff who not only live a life of extreme precaution but work very hard to keep the residents engaged and their spirits high. Our heroes provide the most flexibility possible to the residents so they can enjoy a full day without compromising their wellness. Our heroes will be working in this fight against the virus for the foreseeable future with tremendous love and compassion. We applaud, support and salute you.

This is a historic time period that Seacrest Village is facing as we are fighting against a virus that affects our community directly. While history will dictate how this plays out, our goal is to give it our best day in and day out until this virus is treatable, while giving our residents an enjoyable experience. On behalf of the Board of Trustees, we want to thank the entire Seacrest Community for stepping up. Keep doing your heroic task, keep fighting and keep up our shared passion of the love and wellness for both the residents and staff.

Best regards,

On the cover: *The Guss family wishes a social distance Happy Birthday to Grandpa, Bernie Guss.*



*Pam Ferris, President/CEO
Seacrest Village Retirement Communities*

It's hard to patrol love.

And yet with your safety our paramount concern, we've had to do just that. We've had to restrict visits from loved ones and keep you isolated from each other, with communal dining and large gatherings barred for the time being.

We've done our best to create innovative ways to keep you feeling connected to your loved ones beyond our walls and to each other within them. Our Zoom and FaceTime program along with our internal SVTV programs have become the next best thing to being there, yet we know these past several months have been extremely difficult. Thank you for being open to these new ways of connecting.

When it comes to COVID-19, understandably there's an increasing impatience for all of this to be over. When will our lives get back to anything that resembles normal? And just what will that new normal look like?

It has been many months since our world was turned upside down by this historic global pandemic, with the last one dating back 100 years.

Sizing up the pandemic is now an unfortunate daily ritual we have had to add to our routine. How many new cases have been reported, and in what cities? Where are the hot spots? How safe is it to go anywhere?

While we grapple with COVID-19 on the rise, one might ask, could there possibly be any silver linings? And if so, what could they possibly be? I suppose each of us would respond differently, though if you ask me, I would say unequivocally 'yes'.

During these past several months at Seacrest I have seen first-hand, residents and staff alike learning how to be resilient. They have a strong desire to keep going and stay positive, even in the worst of times, and this has been and continues to be nothing less than extraordinary.

I've also seen residents and staff show an incredible amount of empathy. They feel for others in the midst of this tragedy, those who have lost loved ones and those who have lost their jobs as well as their security.

Finally, I've witnessed tremendous acts of kindness. So many families, residents, and lay leaders have called and written letters of support and gratitude for how we've handled this challenging circumstance for those in our village. My staff and I have had to be creative in finding innovative ways to operate, and our efforts have not gone unnoticed.

So, yes, I definitely believe there can be many silver linings in this pandemic. I challenge you to think about yours, and hope we can all find something positive as we find our way through this unprecedented pandemic together.

Stay well everyone,

Pam



*Rabbi Leah M. Herz, MAHL
Director of Spiritual Life*

A legend is told of wise King Solomon who had thousands of servants during his reign. There was one to whom he showed great kindness, causing great envy amongst the other servants. Solomon devised a special task so difficult that he was sure the man would fail, thereby proving that he was showing no favoritism to him over the others. One month before Passover, the King sent the servant on a mission to find him a special ring — one, which, when he wore it, would make him happy when he was feeling sad and similarly, would make him sad when he was feeling happy. The servant was to carry the ring back to the King on the eve of Passover.

For the next month, the servant traveled throughout Israel from north to south and east to west, visiting every jewelry maker in the land but to no avail. Finally, just days before he was to return to Jerusalem, he came upon a goldsmith in a remote village who made him the perfect ring and he returned to the palace with just minutes to spare before the sun set on the Eve of Passover. King Solomon was surprised to see the servant enter the court, sure that he would not have succeeded. Instead, the servant handed him a small silk pouch in which he found a beautifully crafted ring inscribed with the words "GAM ZEH YA'AVOR...THIS TOO SHALL PASS." Solomon realized the wisdom of the ring; in moments of sadness and difficulty, he could look at the inscription and know that soon they would pass, and he would be happy once again. He also knew that his feelings of joy might be fleeting so he should exult in them while he could.

For the past months, we have lived on a teeter-totter experiencing frustration and satisfaction, indecision and purpose, ignorance and knowledge, hope and despair. Let us learn from the wisdom of King Solomon to know these feelings are temporary and that darkness will most certainly lead to light. Perhaps most importantly, we must hold on to the times of joy with all our might and celebrate them. Gam Zeh Ya'Avor...these days of challenge...they too shall pass.

Rabbi Leah



*Stanley Pappelbaum, MD
Chair, Board of Directors
Seacrest at Home*



*Kelli Denton, RN
Director, Seacrest at Home*

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Continuity in A World Of Sudden Change

Ordinarily, Seacrest at Home's submission to the *Happenings* newsletter is forward looking — an announcement of things to anticipate. It is safe to say that since the last publication in March, we now live in a completely different world. Broadly speaking, much of what was anticipated then, for most of us has been updated, cancelled, postponed, or in need of reconsideration— from travel to dining. This is to say nothing of the economic devastation facing millions of Americans and the unpleasant choices many now face.

Speaking more specifically, within Seacrest at Home's walls (and by extension, those of Seacrest Village), we too, must navigate a new environment in terms of documentation, compliance, updates to processes and procedures, and enhanced training. But there are some aspects of our organization that have held up to the current crisis, demonstrating that they need no updates or refinement—our caregivers.

While families, friends, and other service groups were prohibited from visiting the campus, our caregivers have been working harder than ever to deliver the kind of assistance and companionship many residents and community clients now face in light of the COVID-19 pandemic. Our caregivers, some of whom are Seacrest Village staff as well, have come to work every day since the beginning of the pandemic, carrying out their duties with as much professionalism as they always have—now with an even greater sense of pride, given how invaluable their services have shown to be.

While this pandemic continues to obscure the certainty of things that lie ahead, in closing, I take great comfort in focusing on some of the things that remain clear and consistent. I take comfort in knowing that there are people "out there" who work hard to make the world a little brighter and a little more enjoyable for our clients. I take comfort in knowing that despite whatever life throws at our little village (and the greater community), Seacrest at Home can and will be there for them.

Kelli Denton, RN
Director, Seacrest at Home

760.942.2695

seacrestathome.org

Stephen J. Cohen Memorial Garden Brings Serenity to Seacrest

Stephen J. Cohen was a mensch. He was a kind soul and the bravest leader. He was an advisor and confidant and provided direction to the Boards of Directors and management of San Diego Hebrew Homes and Seacrest Foundation for many decades. Stephen helped to shape both organizations into what they are today, and he is missed terribly.

In February of 2020, a beautiful and meaningful garden was designed in Stephen's memory with the purpose of creating a peaceful space for the residents to enjoy. The funding for the Stephen J. Cohen Memorial Garden was donated jointly from the Adele S. Rabin Trust and the Stephen J. Cohen Private Asset Management Foundation.

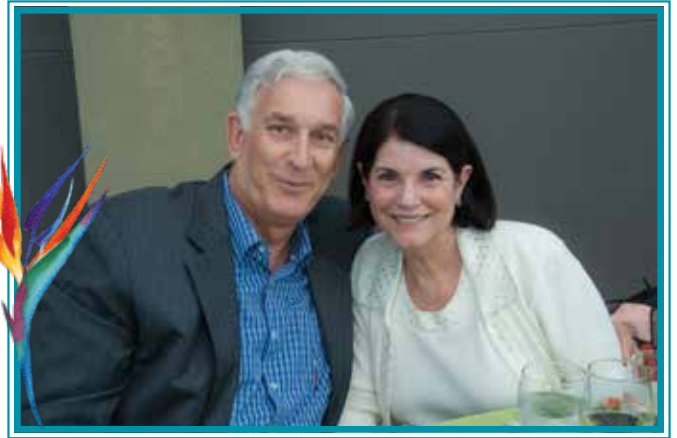
The concrete was poured, a bench designed, a water fountain added, flowers and trees now blooming, all to turn a previously seldom visited area on the Seacrest Village campus into a garden of serenity. Staff worked together as each part was imagined—a testament to the desire to feel connected to Stephen in this way.

When staff gather for a business meeting someone will often ask, "What would Stephen Cohen do?" And from there a decision is made with a greater sense of certainty. Out of sight, but absolutely not out of our minds, Stephen remains an important part of how Seacrest Village and Seacrest Foundation conduct their work.

Stephen's niece, Suzi Cohen, who is a Seacrest Foundation Board Member shared, "GUS (Great Uncle Stephen), as my son Zane calls him, has a very special place in our hearts. Zane remembers him as being very important, not just to him, but Zane knew that GUS took care of many other people. When it is safe, we will come visit the garden often and hope it will be a place for residents and their friends and family to sit and breathe in the peaceful seaside air, and remember that life is precious and to be enjoyed. That is what GUS would want." Suzi recalls that when she decided to get involved in the Jewish community, she asked her uncle where he would recommend she focus her efforts. With great confidence he told her to call Seacrest. That was many years ago, and Suzi remains a very important part of the work of Seacrest Foundation.

When Stephen's wife, Adele, began envisioning the idea of a memorial garden with Robin Israel, her goals were two-fold. First, she wanted to create a garden of beauty for the residents to enjoy each day. Second, she wanted to memorialize and in some way continue Stephen's legacy of philanthropy and vision best captured by the often quoted Nelson Henderson line, "The true meaning of life is to plant trees under whose shade you do not expect to sit." Adele's vision for this garden and her commitment to Seacrest is an important part of the work that she and Stephen did, both independently and jointly for Seacrest and its residents.

Coincidentally, Adele chose a location for this beautiful garden that is next to Mel's Place, the Coffee shop at Seacrest that Stephen helped to make a reality for residents, staff, and families.



Stephen Cohen (z"l) and Dr. Adele Rabin



Zane Cohen adds his special touch to help create the garden



"GUS, I love You - Z" GUS (Great Uncle Stephen) was Stephen Cohen's nickname, signed by Zane Cohen and forever etched on the heart of the garden at Seacrest



Stephen J. Cohen Memorial Garden

LEGACY *of* CARING

TRIBUTE PROGRAM



“I’m looking
for a gift that’s
different and
really matters”

When you want to do something memorable for...

- Someone you love and haven't seen in far too long because of this pandemic
- Birthdays
- Holidays
- Weddings
- Anniversaries
- Mother's Day or Father's Day
- A thank you
- Graduations
- Yahrzeit memorial gift
- Bar and bat mitzvahs
- Your very own special occasion

How it Works:

Step 1

RELAX! We make it very simple to make a meaningful gift. Call 760.516.2019 or visit seacrestfoundation.org and click "Give Now" to send a tribute card.

Step 2

ACKNOWLEDGING YOUR GIFT. You're officially thanked by Seacrest Foundation (including a record for your tax files).

Step 3

WHAT A WONDERFUL GESTURE! The person you've honored with your gift to Seacrest Foundation (or their family) receives a special, distinctively designed, handwritten card from us. The card says that you have made a gift, explains how it helps those in need, and includes your personal message.

Step 4

A HEARTFELT THANK YOU. Both your honoree and you, as the contributor, are recognized by Seacrest Foundation in our bi-annual newsletter, *Happenings* magazine.

All funds raised support Seacrest Village's Resident Assistance Fund and/or Seacrest at Home's Charitable Care Program. To send a Tribute Card or for more information please contact Seacrest Foundation at 760.516.2019.



Advancing Senior Care
in the Jewish Tradition

Legacy Of Caring, 2/1/20 – 6/30/20

In Honor of

David Alpert
Anonymous

Solana Blantz
Lee Weiss

Pam Ferris
Rabbi Lenore Bohm &
David Phillips

Esther Fischer
Robin & Leo Eisenberg
Linda Weir

**Birth of Great-
Granddaughter Addison
Ilene Fish**
Trudi Kranitz

Lee & Frank Goldberg
Stacy & Donald Rosenberg

Doris Gonczy
Connie Gonczy &
Steven Reich

**Theresa & Stephen
Gonczy's Wedding**
Connie Gonczy &
Steven Reich

Goldberg Healthcare Staff
Kerri & Matt Schiff

Rabbi Leah Herz
Susan Lapadula
Connie Gonczy &
Steven Reich
Liz Wolfson

**Rona LaZare and
Morris Schwartz**
Rita Heller

**Our Grandchildren:
Parker, Jillian, Devon and
Kennedy Roberts**
Kathy & Paul Roberts

Edie Ross*
Katherine & Rick Ross

In Memory Of

Ruth Abraham
Irwin Abraham

Sondra Albers
Elaine Leon
Bea Sklarewitz

Bob Beck
Harriet & Alan Shumacher

Bella Dalin
Hedy & Rabbi Ralph Dalin

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Susan Sobel
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Ellen & Ernie Addleson
Toby & Howard Cohen
Lee & Frank Goldberg
Barbara & Norman Rozansky
Harriet & Alan Shumacher
Lilly Strausberg

Claire Winer
Mary & Mark Warmbrand

Thank You

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Hermeen Scharaga

Brandon Gonet
Cherry Orly

Rabbi Leah Herz
Liz Wolfson

Carla & Adam Jacob
Liz Wolfson

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Katzin Staff**
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Robert Linehan

**Pam Ferris, Robin Israel
and Carl Measer**
Evelyn Sherman

**Glezer, Persky and
Schuman Family**
Liz Wolfson

Carmen Uriarte
Trudy Feder

Chris Zwagers
Genesis Franco & Martin
Perez

Legacy Of Caring, 2/1/20 – 6/30/20

Father's Day Wishes

Dave Alpert

Rabbi Lenore Bohm &
David Phillips

Mitchell Dubick

Caroline Dubick
Julie Dubick

Richard Gilbert

Ellen & Larry Edwards

Saul Glickman

Jacob Glickman
Jeff Glickman
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Murray Rogow

Sheri Johnson

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Linda Zangwill & Marc Siegel

Mother's Day Wishes

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Beverly Berger

Shelley Berger
Rhonda & Robert Berger

Frances Caminer

Marcia Stern & James Kern

Doris Heller Cramer

Elaine Kolodny Heller

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Paul Dostart

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Jackie Fagan

Phyllis & Howard Levin

Naomi Feller

Beth Printz

Lee Goldberg

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Lorna Goodman

Melaini Peet

Evelyn Janoff

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Ken Slack
Randi Slack

Doris Kramer

Bob Kramer
Leslie Kramer-Weinberger &
Miles Weinberger

Trudi Kranitz

Barry Kranitz

Larry Krause (in Memory of Susan "Grammy" Sobel)

Robin, Ron, Talia, and
Jacob Israel

Jeff Lazarow

Eve Lackritz

Barbara Meyers

Susan & Mark Clark

Thelma Montag

Heidi Welsh

Alice Morawetz

Anonymous

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Robert Linehan

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Jackie & Todd Kirschen
Shayna Kirschen &
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Marlene Sherman

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Bea Sklarewitz

Beverly McCalla

Ruth Strauss

Vivian Rich

Lee Weiss

Alissa & Steven Weiss

Lillian Zwail

Janice Zwail

Get Well

Cynthia Cranmore

Mary Lynn & Larry Weitzen

Happy Anniversary

Robin & Ron Israel

Kim Fuson

Happy Birthday

Ellen Addleson

Norma & Werner Dreifuss

Dona Alpert

Dave Alpert

Trudie Bohm

Dave Alpert

Joan Frosh

Dave Alpert

Rabbi Leah Herz

Ruth Strauss

Stan Pappelbaum

Miriam & Noel Fishman

Mazal Tov

David Hallac on his Wedding

Toby Wolf

Trudi Kranitz on the Birth of her Great-Grandchild

Selene Schlank

Marisa Rosenberg on her Wedding

Barbara Appleby
Helen Dover and
Sofia Maio Merdinger

Special Thoughts

Larry Krause

Marcia & Leonard Fram

Freddie Measer

Judy & Jack Kase
Gail Trettin

Sheldon Merel

Marcia & Leonard Fram

George Wise

Marcia & Leonard Fram

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Honor Thy Father and Thy Mother Tribute Wall

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Susan & David Kabakoff

Lenore Starr

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Public Property Financing
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Yahrzeit Memorial Wall

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Lee Herman Weiss

Legacy of Promise

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Shapov Trust
Ruth Slonim
Dorothy Steyer
Mort Vogelsson
Memorial Fund

* Of Blessed Memory

Funds granted through
the Jewish Community
Foundation of San Diego

In formation 06/30/20:

We regret any inadvertent
error or anyone who
may have been omitted due
to our print deadline.

Planning During Pandemic

by Matthew Schiff, Director of Sales and Marketing



Matthew Schiff
Director of Sales & Marketing
760.632.0081

First off, "Hello!" It's nice to "meet" everyone. My name is Matthew Schiff, Seacrest Village's new Director of Sales and Marketing. I enjoy this position immensely and am excited for the challenges and opportunities that lie ahead for this department. I started in this role on March 14, just as the COVID-19 pandemic quickly began seeping into seemingly every possible part of our lives. I suppose one could say I've not yet had a "normal" day here, though I'm sure they are coming. In the meantime, we all must adapt and modify our lives accordingly because time waits for no one.

On that note, I've noticed a shift in the kinds of questions I receive from individuals who are considering moving to Seacrest Village. In early March, as I began reaching out to prospective leads and those on the interest list asking about their plans, understandably, they replied, "Get in touch with us after COVID-19 blows over." Now, four months into a pandemic that shows no signs of abating, I now receive calls from many of these people with a request: "Can I move in before the second wave hits?" (To which I think have we left the first wave yet?) I attribute this to people not wanting to have to take refuge in their homes again, stuck in isolation and fearing the next run to the grocery store resulting in a fruitless search for toilet paper. Additionally, there is that ever-present sense of uncertainty hanging over all of us. During this time, our residents, while subject to all of the physical-distancing requirements outlined by the State of California, CDC, and others, are still able to kibbitz with one another outside in the courtyards, engage with staff, enjoy social distanced on-campus happy hours, and, of course, view the live stream of Rabbi Leah's Friday evening and Saturday morning Shabbat services.

I reference all of this because there is value in understanding this shift. Prior to COVID, moving from home to an independent living setting was something quite easy to put off until another day. Now with every day bringing higher and higher caseloads, gaining a sense of safety and security easily moves to the top of the to-do list. This has been exacerbated in some ways by the children of these individuals. It's easy to imagine the helplessness a son, daughter, or loved one must feel being separated not only geographically, but by a once-in-a-lifetime pandemic as well. And so, I ask you, dear reader, where are you in your planning?

Photos, right: Seacrest's fully remodeled lounge and cocktail bar. Residents can enjoy socially distanced get-togethers in the new lounge with the dining room scheduled to open in October. Plans are underway for safe dining as soon as county regulations allow.



Has COVID-19 shifted your planning in some way? If it has, you're not alone and we are here for you.

To help families ease into the conversation surrounding the next steps on the retirement journey, Seacrest Village Retirement Communities is offering an incentive program to entice those wavering on the fence about moving into an independent living residence to take the leap and join our community. **New residents who move into our independent living residence between September 1, 2020 and December 31, 2020 will get two complimentary months of rent in the first year of residence.*** We understand that these are uncertain times and that major life changes are not always easy to navigate. We would, however, like to make that process a little less expensive and remind our community that we are here for them, and can offer a bit of comfort and reliability in a world that is increasingly sparse on both.

Having been in the business of serving our aging population for over 75 years, we have helped thousands of friends, families, and neighbors to live happily within our walls. We've worked with all types of unique situations and circumstances. We can be part of the planning process and would like to be a resource for those who either don't know where to start, or just need to be nudged gently forward. We're offering virtual tours of our campus and are eager to show off some of our newly constructed resident areas. So, if you're in the planning stage, let us be a part of the conversation. And if you are the least bit interested in moving into an independent living environment, give me a call. There's a lot to discuss.

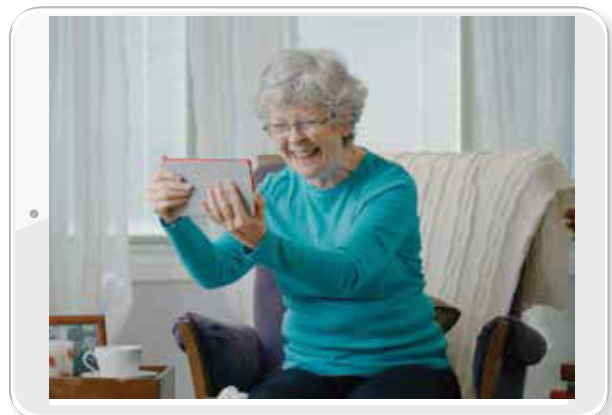
**Offer only good on new resident move-ins between September 1, 2020 and December 31, 2020. Promotion for new residents only. Seacrest Village will waive the cost of the 6th and 12th-month of rent only. This does not apply to the second-person fee. Offer cannot be used in conjunction with any other offers.*

Let Seacrest at Home Help You Connect With Your Family, Wherever They Are!



Don't let COVID-19 stand in the way of connecting with your family or loved ones. In addition to offering assistance with the activities of daily living, Seacrest at Home can also help you get connected to your family members with a FaceTime or Zoom video call. You or your loved ones may already receive some of the services offered by Seacrest at Home from one of our many expertly trained caregivers – transportation, medication reminders, pet care, bathing, dressing, housekeeping, errands, memory care, and more - but we can also keep you connected with your family. If you've missed seeing the beloved faces of parents, grandparents, grandchildren or family members, contact us and we will get you 'close' to them in no time, wherever they are.

For families with elderly loved ones or seniors in need of home care services, call Martin at Seacrest at Home today to find out more at 760.632.3715.



Seacrest Foundation would like to thank the following list of generous contributors who have supported the Seacrest COVID-19 Emergency Fund. Our greatest gratitude goes out to each of you:

Brenda & Stephen Abelkop
Norman Alexander
Sandra & Earl Altshuler
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Linda & Michael Bennett
Rhonda & Robert Berger
Shelley Berger
Carolyn & Michael Berlin
Sherry & Alan Berlin
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In formation 7/29/20

**Special Thanks to Esther Fischer, Allison & Robert Price Family Foundation, and Norma & Werner Dreifuss for their \$25,000 contributions to Seacrest Foundation's COVID-19 Emergency Fund, inspiring others to match their generosity. Enormous gratitude also goes to the San Diego Jewish Community COVID-19 Emergency Task Force for leading the way for our entire San Diego Jewish Community and granting Seacrest Foundation \$101,000 to protect the most vulnerable among us. Thank you to the Leichtag Foundation, Robin & Leo Eisenberg and the Cushman Foundation for providing a Shabbat dinner to our staff and their families. Words can not express our gratitude.*

We are pleased to announce the most recent \$25,000 gift from Norma and Werner Dreifuss to Seacrest Foundation's COVID-19 Emergency Fund. These caring and loyal Seacrest contributors hope that our community will also give and double their incredibly generous gift.

Please help us reach this goal by making a gift to the Seacrest Foundation COVID-19 Emergency Fund today.

Together we must recognize the need to support Seacrest's frontline workers, and the frail and vulnerable residents who need us the most.

Below are just some of the safety measures in place.

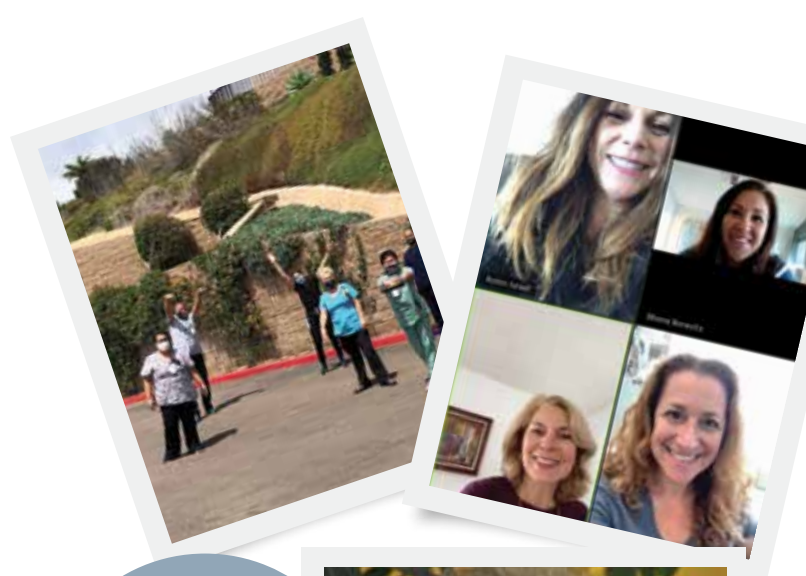
- All staff have been issued masks and are required to wear them at all times.
- All staff have signed "The Seacrest Pledge" agreeing to stay home, leaving only for essential purposes, and to always wear their masks when outside of their homes, in order to protect Seacrest residents, clients, and each other.
- Residents are wearing masks when they leave their apartments.
- Routine temperature checks and other health monitoring as well as monthly COVID-19 testing is in place.

Seacrest stands by its mission to protect and keep each resident, client, and staff member safe, and they can only do that with your support.

These generous gifts sent to the Seacrest Foundation COVID-19 Emergency Fund provide:

Personal Protective Equipment, testing of staff and residents, meals to all staff members while they are at work (minimizing the chance of exposure at grocery stores for employees), and more.

Tremendous additional support is needed to keep our community safe. Please consider a gift today:
SeacrestFoundation.org/COVID



“

It's been a scary few months, but I have my angels with me, the Seacrest staff.

—Trudi, Resident

”



And the world came together as the people stayed apart.

Jennifer Wagner



29th Annual Seacrest Foundation *Take a Swing for Seniors*, a Unique Semi-Virtual Event with Raffle and Online Auction, Raises \$160,000

This year, because of the current COVID-19 pandemic, Seacrest Foundation made the decision to cancel the popular in-person Guardians Golf, Tennis, Pickleball & Spa Day, scheduled for July 20, 2020. The committee quickly pivoted to a semi-virtual event and announced *Take a Swing for Seniors* Raffle & Online Auction. Seacrest Foundation President Robert Haimsohn said, "Although we can't be together, we can still 'be there' for the residents of Seacrest Village Retirement Communities who have nowhere else to turn for help." Proceeds from *Take a Swing for Seniors* Raffle and Online Auction benefit the Resident Assistance Fund to provide charitable care for Seacrest Village residents in need as well as support for the COVID-19 Emergency Fund.

Seacrest Foundation promoted five ways of participating in *Take a Swing for Seniors* to help the most vulnerable in our community: 1) Contribute sponsorship funds to receive recognition on the event website; 2) Golf with your friends at Del Mar Country Club "social distance style"; 3) Score something awesome in the online auction; 4) Enter the raffle and win an elliptical or \$1,000 cash—Winner's choice!; and 5) Attend the live Zoom Cocktail Reception, a short but lively online reception with a Fund-a-Need request as a culmination of the

weekend of bidding at the online auction.

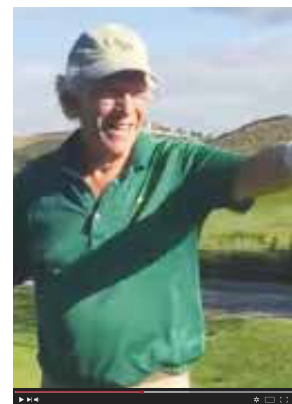
At the Zoom reception, speakers shared their personal stories about why they support Seacrest Foundation. Todd Kirschen stated that his grandmother (92) is a resident at Seacrest, and she loves living there. "I would do anything for my Nana, just as I am sure you would do for yours. Now, what about all those Nanans and Grandpas who do not have family to help them when they need it? Well, that's where we come in."

Seacrest Foundation thanks the dedicated volunteers, the Guardians of San Diego, and their presenting sponsor, The William Gumpert Foundation, as well as the entire community for their support of the organization during this challenging time. With help from this loyal group, Seacrest Foundation can continue to provide critical funds to support the residents of Seacrest Village.

This year's committee was led by chair Devin Chodorow, and included members Earl Altshuler, Marty Ehrlich, Mary Epsten, Bob Haimsohn, Todd Kirschen, and Jon Schwartz.

To participate in next year's auction, contact Anna Johnston, Foundation Events Manager, at 760.516.2015.

You can still purchase rounds of golf at Del Mar Country Club through May 31, 2021. To do so visit seacrestfoundation.org/golf or call Anna Johnston, Seacrest Foundation Events Manager, at 760.516.2015.



Left: Seacrest Foundation supporters lift a glass for a toast at the live Zoom Cocktail Reception. Middle: Earl Altshuler, Seacrest Foundation Board Member and former Guardians of San Diego President, stars in a Public Service Announcement encouraging everyone to join the virtual event. Right: Marty Ehrlich, "Take a Swing for Seniors" Committee Member, asks everyone to join him on the course at Del Mar Country Club.

Seacrest Foundation and Guardians of San Diego recognize the following sponsors:

PRESENTING SPONSOR The William Gumpert Foundation



Sherri & Mitch Adler

Zilpa Lackritz

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In formation 710.20

Resident Spotlight: Trudi Kranitz

Trudi, or "Gertie" as her family called her, was born and raised in Georgia. Growing up, she was known as the cousin with "good taste" in clothing and for her great sense of style. At the age of 18, Trudi married her sweetheart, Nelson, after he got out of the service following WWII. They had only dated for nine months. Once married, they lived in several places before making their way to San Diego. They moved from Georgia to Niagara Falls, New York, back to Georgia and then to Michigan.

Trudi and Nelson had three children: a son named Barry and two daughters named Selene and Ilene. In Michigan, Trudi took classes in fashion and then got jobs working in designer retail establishments where she continued her career until she and her husband moved to San Diego. Trudi recalls the most wonderful retirement party in Michigan; she loved her work there. The move from Michigan to San Diego was to be near their youngest child, Ilene, and her family.

Upon arrival in San Diego, and settling in Carlsbad, Trudi worked in Rancho Santa Fe in a designer retail clothing shop for 3 years. When Nelson passed away in June 2009, Trudi knew then she wanted to live in a communal setting to be around others. She was so happy when she got a call from Seacrest in 2010 inviting her to come see an available apartment, and she moved in right away.

While living at Seacrest, Trudi enjoyed many years with her two closest friends, Susan Sobel and Sonia Schechter. She recalls having so much fun together in the Playreaders group. Trudi said she, Susan, and Sonia laughed so much and could sit for hours enjoying each other's life stories. Several years ago, while Trudi was living at Seacrest, her daughter, Ilene, became ill and needed care. Trudi inquired about Ilene moving into Seacrest to receive the healthcare services she needed. Trudi's dear daughter was cared for tenderly until her passing from ovarian cancer. Trudi says, "Thanks to Seacrest Village I was able to be with Ilene until the very end. This meant the world to me."

Three years ago, Trudi had a stroke. She stayed in Seacrest's skilled nursing facility, the Joseph & Dorothy Goldberg Healthcare Center, where she says that she received the best care and compassion from Seacrest staff. She credits that care to getting her back on her feet and back to her apartment in the independent living building. Trudi was a volunteer greeter on the "Welcoming Committee" for new Seacrest Village residents for five years and enjoyed that so much. She enjoyed helping newcomers get settled into their Seacrest home just as she was welcomed when she moved in. Trudi spoke of her appreciation for Seacrest at Home. They were there for her when she needed that little extra bit of help, and now she loves seeing her photo in the advertisements for Seacrest at Home.

Recently, on her 90th birthday, Trudi's son arranged a big 90th birthday party in Encinitas for her. Her most special gift was a photo album celebrating her 90 years, including special inscriptions provided by her friends and family. While sharing it she noted that one of her cousins wrote about her sense of style and how she always looked so nice. Some things never change. Trudi is beautiful in every way, and her smile is infectious.

While talking about the pandemic, Trudi shared, "I know I am safe and loved here at Seacrest and that means a lot to me and my family. I am a very blessed person because I am here, and I am loved. I can't be with my kids (seven grandchildren and eight great grandchildren), but I am safe. I just want to get through each day during this pandemic and hope that I live to see the end of it for the whole world."

Trudi's words of wisdom for kids today: "Look inside and follow your heart and conscience."

Trudi's message to the world: "Oh please, please get back to a normal way of life. People need to be able to be free to live a good life regardless of where they live. This will only happen if everyone is one and we take care of one another."



Top, left to right: Trudi at 18 years old; 60th Wedding Anniversary – Nelson presenting Trudi with a Tallis at Congregation Shir Ami; Trudi and Nelson, New Jersey; 2013 Tea Party at Seacrest with best friends Susan Sobel (z"l) and Sonia Schechter (z"l)

Bottom, left to right: Trudi's daughter Selene in 2019; Trudi and son, Barry; Trudi's daughter Ilene (z"l)

Wish List

The Wish List is a frequently-changing list that is composed of furniture, fixtures, and equipment that enhance the quality of life for all residents of Seacrest Village. This list includes gifts of medical equipment, religious articles, and lifestyle-enriching technology. Gifts of \$2,500 to \$24,999 are permanently recognized on the **Sustaining Gifts Wall**. Below is a list of items that would be meaningful to residents:



Seacrest Village – Leichtag Foundation Campus

New Cinema / Theater Equipment

Bring the thrill of a good film to the residents \$23,000

New 36-Passenger Bus

For transportation to outings, doctor appointments, essential services, and more
(Multi-contributor gift – 4 families at \$15,000 each – please call for additional information) \$60,000

Bose Portable PA System (2 units)

For entertainment and music events on the Seacrest campus \$2,500

Ellen & Ingram Chodorow Synagogue

Two High Quality Wireless Microphones

Help prayers come through crystal clear \$2,500

Annette's Village Square

Fire Pit and Patio Furnishings

Annette's Village Square is a social distanced gathering place and hub of Seacrest \$18,000

Leichtag Family Assisted Living Residence

Beauty Salon Furnishings & Equipment

A little pampering to help residents feel beautiful! (Beauty salons will open based on county COVID-19 regulations). . . . \$7,500

The Katzin Residence

Grandfather Clock

Bring a touch of familiarity and comfort into the residents' new home. \$2,000

COVID-19 EMERGENCY FUND NEEDS

(Multiple contributors needed)

Help cover the cost of COVID-19 testing for Seacrest Village and Seacrest at Home. Frequent testing is now required to keep our community safe and is an enormous additional expense \$5,000

Help provide critical Personal Protective Equipment (PPE) to ensure the safety of residents, clients and staff of Seacrest Village and Seacrest at Home \$2,500

Provide a Friday night dinner for Seacrest Village and Seacrest at Home staff and their families. This reduces possible exposure of staff at grocery stores and helps Seacrest thank the incredible staff members who are working tirelessly to keep residents and clients safe. This will cover the cost of a meal for each of the 300 employees and their families \$2,000

"Rabbi Aaron Gold (z"l) truly enjoyed his many visits at Seacrest where he would teach, sing, and dance with the residents.

In his memory, I am happy to provide Seacrest the Portable Ark on the Wish List, to bring services to outdoor patios and gardens across the Seacrest campus."

—Jeanne Gold



Legacy Contributor Spotlight



“

If you're going to live, leave a legacy. Make a mark on the world that can't be erased.”


— Maya Angelou

Legacy of Promise

“Our involvement with Seacrest began 16 years ago when our mom, Lee Otchis, was looking for a new home in the San Diego area. Upon her first visit, she immediately fell in love with Seacrest and particularly the warm greeting she received from the friendly staff. Seacrest made the last 10 years of her life better than any of us could have imagined. While there are many deserving non-profit organizations out there, we decided that Seacrest would be our charity of choice because we will eternally be grateful for the wonderful environment Seacrest provided for Mom. The value of the conscientious, dedicated staff has never been more apparent than during the Coronavirus pandemic. We are proud to support Seacrest and the wonderful service it provides to our seniors, and to leave a legacy for the future so that Seacrest can continue protecting and caring for the most vulnerable among us for generations to come.”

— Linda & Wayne Otchis

Visit seacrestfoundation.org/LegacyofPromise for a complete Legacy of Promise listing. Please consider including Seacrest Foundation in your will/estate plan and let your legacy gift make a difference for those in need. For more information and/or a personal visit to learn more, please contact Robin Israel at 760.516.2018.



Have you seen your Facebook friends request birthday donations for their favorite charity or encourage friends to contribute to a cause on GivingTuesday? It's as easy as 3 clicks on Facebook—you can raise funds for Seacrest Foundation to help care for our community's elderly. Thank you to Karen Vogel for setting up a very successful Facebook Fundraiser for her birthday! We are so grateful.

Please call Shona Borevitz, Director of Philanthropy for more information at 760.516.2003.

Please consider helping Seacrest Foundation by selecting “Seacrest Foundation” as your charity of choice on smile.amazon.com.

When you shop with Amazon, a percentage of every eligible purchase will be donated to Seacrest Foundation, and there is no additional cost to you!



Advancing Senior Care
in the Jewish Tradition



Because of You...



Seacrest Village and Seacrest at Home residents, clients, and staff have the Personal Protective Equipment they need to stay safe and healthy.



Daily meals have been provided for staff during the pandemic to reduce possible exposure to COVID-19 at grocery stores.



Residents and clients have access to technology to stay connected virtually to family near and far.



Over 250 seniors living at Seacrest Village continue to be cared for with dignity, love, and compassion.



Three healthy kosher meals are provided daily to residents, with a menu that now incorporates vegan and gluten-free options.



The Holocaust survivors who currently live at Seacrest Village are cared for with the utmost compassion and special attention.

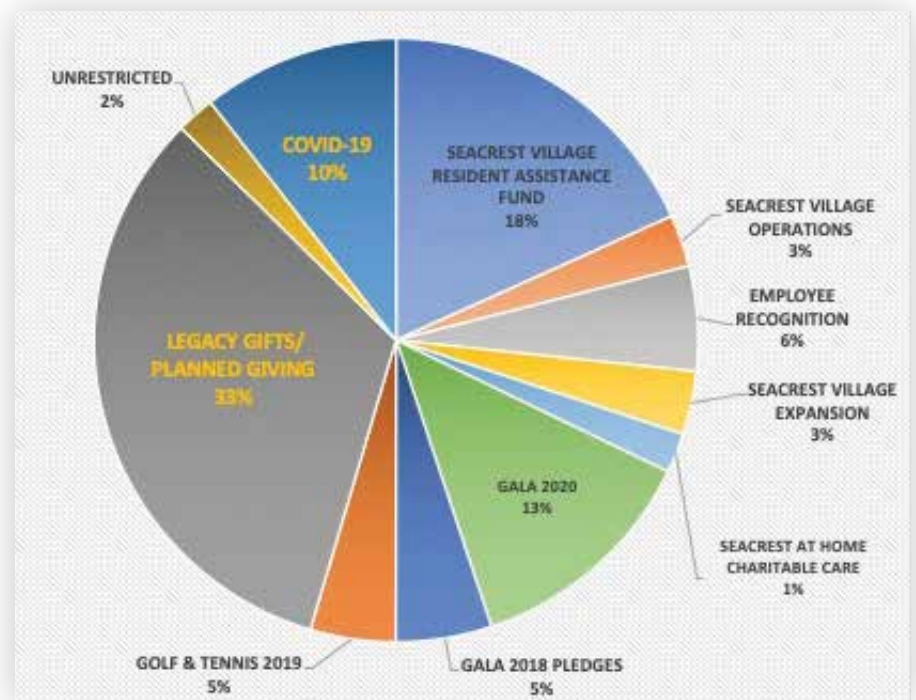


Family members can sleep at night, knowing their loved one is being cared for.



“Seacrest is one of the great miracles God gave me in this life!”
—Joe, Resident

Contributions to Revenue FY 19/20



“We are worth what we are willing to share with others.”

—Rabbi J. Sacks

Please consider making a gift to Seacrest Foundation today. You will change the future for those in need. Please call 760.516.2003 or visit us online at seacrestfoundation.org.

Seacrest Foundation Financial Statements 2018–2020

STATEMENT OF FINANCIAL POSITION

ASSETS	FY 19/20 UNAUDITED	FY 18/19	FY 17/18
Cash	\$ 189,226	\$ 513,557	\$ 863,909
Investments	32,121,726	30,503,766	26,676,616
Pledges receivable	426,129	501,959	692,136
Prepaid expenses	35,713	79,522	47,885
Interest receivable	75,893	47,764	60,839
TOTAL ASSETS	\$ 32,848,687	\$ 31,646,568	\$ 28,341,385
LIABILITIES AND NET ASSETS			
Accounts payable	\$ 19,225	\$ 19,000	\$ 18,000
Accounts payable - related party	327,661	35,083	114,406
Deferred revenue	101,624	147,710	47,777
TOTAL LIABILITIES	\$ 448,510	\$ 201,793	\$ 180,183
NET ASSETS			
Without donor restriction	\$ 21,920,592	\$ 22,001,337	\$ 21,123,435
With donor restriction	10,479,585	9,443,438	7,037,767
TOTAL NET ASSETS	\$ 32,400,177	\$ 31,444,775	\$ 28,161,202
TOTAL LIABILITIES & NET ASSETS	\$ 32,848,687	\$ 31,646,568	\$ 28,341,385

STATEMENT OF ACTIVITY

REVENUE AND SUPPORT			
Investment Return	\$ 669,521	\$ 1,673,298	\$ 1,600,117
Contributions	2,606,007	4,057,914	3,591,892
TOTAL REVENUE AND SUPPORT	\$ 3,275,528	\$ 5,731,212	\$ 5,192,009
EXPENSES			
Fundraising and administrative	\$ 679,604	\$ 623,178	\$ 966,358
Grants	1,640,522	1,824,461	1,648,497
TOTAL EXPENSES	\$ 2,320,126	\$ 2,447,639	\$ 2,614,855
CHANGE IN NET ASSETS	\$ 955,402	\$ 3,283,573	\$ 2,577,154

2019-2020 Fiscal Year Contributors

Seacrest Foundation thanks the following generous contributors for their gifts this year.

Jodi & Glenn Abe*	Corina Borevitz	Caroline Dubick	Melissa & David Gilbert*	Nancy Hutter
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Steven Bernstein	Larry Davis	Marcia & Leonard Fram	Stacy & Jonathan Halberg*25	Shayna Kirschen & Marc Potash
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^{*} Member of The 211 Club: These compassionate contributors are a prestigious group of community leaders who are the cornerstone of a tremendous fundraising effort. Their contributions of \$1,000 or more annually to support charitable care for residents of Seacrest Village and/or clients of Seacrest at Home help to ensure the greatest possible quality of life for the frail and elderly.

²⁵ Contributor to Seacrest for 25+ years

^{*} All or partial funds granted through the Jewish Community Foundation of San Diego

Reflects giving from July 1, 2019 through June 30, 2020

Ways to Give

We are grateful for your support. Currently, we greatly need funds for the **Seacrest Foundation COVID-19 Emergency Fund** to help ensure the safety of residents, clients, and staff during this time of crisis.

Even now when critical funds are needed to fight the COVID-19 pandemic, our mission remains the support of seniors in financial need. We continue to ask for your help to support the **Resident Assistance Fund** for Seacrest Village and the **Charitable Care Program** for Seacrest at Home. These are both charitable programs for current and future residents or clients who have depleted their financial resources.

A gift to Seacrest Foundation directed to the **Seacrest Village Resident Assistance Fund** helps provide for seniors who have lived long lives and now find themselves without anyone to care for them and/or without adequate funds to pay for such care. It is for those whose savings have been depleted due to illness or injury, or for any reason, and for those who simply have nowhere else to turn to for help.

A gift to Seacrest Foundation directed to the **Seacrest at Home Charitable Care Program** helps provide for those in financial need who wish to remain in their own home and need companionship or assistance with activities of daily living.



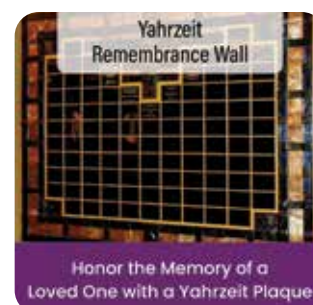
The 211 Club

A group of generous patrons whose individual gifts of \$1,000 or more annually to Seacrest Foundation support the Seacrest Village Resident Assistance Fund or the Seacrest at Home Charitable Care Program. The 211 Club honors patrons at the Emerald, Sapphire, Ruby and Diamond levels. All members are invited to our annual Patron Recognition Party.



Yahrzeit Remembrance Wall

Honor the memory of your loved ones with a plaque on the beautiful Yahrzeit memorial wall housed in the Ellen & Ingram Chodorow Synagogue at Seacrest Village. Plaques are \$180, and all funds are directed to help Seacrest Village Retirement Communities provide for those in need.



Legacy of Caring Tributes

We offer a variety of tribute cards — In Honor Of, Birthday, Mazel Tov, Get Well, Thank You, and In Memory Of — to help you express your sentiments in a very meaningful way. Each dollar generated goes directly to support charitable care.



Leave a Legacy

Join our "Legacy of Promise" program—a Legacy from you and a Promise from Seacrest Foundation to always endeavor to meet the needs of seniors. By leaving a legacy gift to Seacrest Foundation in your will/estate plan you will ensure that the Seacrest legacy of caring for those in need continues on for many generations to come. For more information and/or a personal visit to learn more, please contact Robin Israel at 760.516.2018.



Honor Thy Father and Thy Mother Tribute Wall

This wall is a beautiful dedication to our loved ones here and to those who live in our memories. Inscriptions begin at \$1,000 and all funds are directed to help Seacrest Village Retirement Communities provide for those in need.



Join or Renew Your Membership

Seacrest Foundation Guardians plan the annual Golf, Tennis, Pickleball & Spa Day, which is a favorite of sports and spa enthusiasts and partygoers alike. The Women's Auxiliary of Seacrest Foundation plans the annual Gala. Both of these dedicated volunteer groups have been led by a mission to nurture and enrich the quality of life of the residents of Seacrest Village Retirement Communities. Membership dues are \$50 annually or \$1,800 for a lifetime membership.





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Advancing Senior Care
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To donate, please visit
[seacrestfoundation.org/
COVID](http://seacrestfoundation.org/COVID)

Exactly... What Is Normal?

We hope this letter finds you safe and well.

As we reflect on the previous "normal" for Seacrest Village and Seacrest at Home, we are immediately reminded that something has not changed—something is still normal. Something so important as saving lives and taking care of those who came before us remains the "normal" and only because of our Jewish community. It is a blessing to have this support, and now more than ever, we are grateful to you and we need you.

COVID-19 has rocked our worlds in many different ways. For children and teens, it means one thing, for those in college another, for those with small children yet another, and for those in their 90s and 100s it means something profoundly different. Those of us living in our own homes have a choice to wear a mask and run into Target or Sprouts—and as of this writing perhaps get take-out from a favorite restaurant. We hear friends discussing this topic daily as they too consider the risks of re-entering the world. The risks are ours to choose to partake in or not. But for Seacrest residents, the choice was suddenly and literally taken away. They can't choose to run into Target or Sprouts, though they can choose to leave their apartments to go to the courtyard and walk around the buildings. Those of us in our homes can take the risk and choose to broaden our "quaranteam"; those living at Seacrest cannot. By protecting them from the virus, and doing what is deemed critical, their choices have been taken away, thus, further isolating them. Some may ask, "How is this right?" or "How is this fair?" As one resident recently said, "Seacrest is keeping us inside and we can't see our families in person, but Seacrest is keeping us alive, and for now, that's got to be good enough."

And so, what can Seacrest do to ease the added burden that has been placed upon the residents that most of us reading this do not feel? Seacrest can support them by serving extra special meals, by bringing a hairdresser back to the campus, by affording five residents at a time in the living room for cocktails, by connecting them to their families through technology, social media, distanced outside limited visits when it is safe, and by becoming the closest thing to family that many have. And very critically, by providing personal protective equipment to them and to the staff caring for them. These things are done each and every day. And they are done only because of your contributions to Seacrest Foundation.

And while Seacrest awaits the time when residents can safely be protected with proper testing and other means so they can see their loved ones, the love and care for them will continue—the same way this Jewish community has supported Seacrest since 1945—with compassion, love, dignity, and respect.

This we know for sure a pandemic cannot change.

As one day passes to another for the residents of Seacrest, we ask you today: please, consider a gift to support our efforts to bring personal protective equipment and other critical elements to their lives. Help us make sure they are as safe as possible. Making your gift to the Seacrest Foundation COVID-19 Emergency Fund today will change lives. There is no greater gift; there is no greater mitzvah.

As we approach the High Holy Days, we hope for a time of renewal, an opportunity to seek a better and brighter future, and a time to embrace the values of Bittachon, Emunah, and Tikvah—of trust, faith, and hope.

We wish each of you and those whom you hold dear a Shana Tova U'metuka,

Robert Haimsohn

Robin P. Israel, MPA



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If you would like an online/digital version of *Happenings* instead of, or in addition to, a printed copy, or if you wish to no longer receive fundraising communications from Seacrest Foundation, please contact Shona Borevitz at sborevitz@seacrestfoundation.org or call 760.516.2003.

Seacrest Foundation

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The Katzin Residence

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Bernard & Dorris Lipinsky Administration Building

The Ottenstein Vitality Center

The Simon Pavilion

Sam & Rose Stein Adult Day Services Center

Seacrest at Home

760.942.2695 | inquiries@seacrestathome.org

Calendar of Events 2020–2021

September 13 Grandparents' Day

September 18 Erev Rosh HaShana

September 19 First Day Rosh HaShana

September 20 Second Day Rosh HaShana

September 27 Erev Yom Kippur (Kol Nidrei)

September 28 Yom Kippur

October 3 & October 4 First 2 Days Sukkot

October 10 Shemini Atzeret

October 11 Simchat Torah

November 9 Kristallnacht

November 15 Sid Vogel Pickle Day at Seacrest

December 10 First Candle of Hanukkah

December 10–18 Hanukkah

February 9 Tu B'Shevat

**February 2021 Join us for our Women's Auxiliary
VIRTUAL GALA! (More info coming soon!)**

Seacrest Foundation

The mission of Seacrest Foundation is to obtain funding in support of Seacrest Village Retirement Communities and Seacrest at Home whose activities are designed to advance senior care and enhance healthy living by providing housing and supportive services.

For photos and stories of activities and happenings, please follow Seacrest Village and Seacrest at Home on Facebook and Instagram.

