Achieving excellence in caring is rooted in awareness that care is personal and individual. Because each of us has a unique and important life story, the first step in our decision making process is to listen and understand those stories that are shared throughout our community. From there, we continue to evolve and shape our programs and services to meet the wide-ranging health care needs of adults as they age, and to provide support for those who love them now and well into the future.

Menorah Park expects high quality service throughout our entire far reaching health care organization. Increasing our technology ensures solid methods to track and understand clinical outcomes and to effectively and efficiently run all operations. Providing exceptional results is the best way to establish strong confidence and trust and the ultimate validation of our excellence in caring; positive word of mouth throughout our community from clients, residents, family members and health care professionals.

Never before has there been such an intense focus on state and federal regulatory compliance, the client/resident experience, and clinical outcomes, and we are proud that we more than measure up. Several of our community services continue to receive accolades for innovation and care. Stone Gardens and Menorah Park received zero deficiencies in surprise inspections. U.S. News & World Report published its findings with data provided by the Centers for Medicare and Medicaid Services, ranking Menorah Park #1 in Cuyahoga County and #2 in Ohio for short-term post-hospital rehabilitation and long-term skilled nursing care.

None of this could happen without dedicated people. Why are our staff, volunteers and board members so driven toward excellence? Our Jewish values guide us to treat people under our care as if they were our own mothers and fathers; honoring them as stated in G-d’s Fifth commandment. Staff members embrace this philosophy and are problem solvers invested and passionate about improving lives on a daily basis. They are not focused on a time clock; their dedication and creative expertise comes from the heart. There are so many stories shared by residents, clients and families, and several can be found in our bi-monthly campus newsletters. Each in his or her own way expresses that while you can receive therapy, day center support, educational resources, and care elsewhere, the people are who make this place special; they are like family, and together, we are a loving community.

This warm community is further strengthened by our partnerships with like-minded hospital systems and health care organizations throughout the community. We continue to explore and develop these valuable partnerships reaching for new horizons that focus on each of our areas of expertise to further elevate the care we provide for our community.
EXCELLENCE IN CARING BY THE NUMBERS

Menorah Park is dedicated to helping each person find exactly what they need however they define what brings them the best quality of life.

- Menorah Park’s health care choices include nine services and five distinct residential options to fit individual needs and desires. We serve more than 1000 adults each day.

- Across our campus, Menorah Park schedules more than 30,000 activities throughout the year to provide a wealth of enriching opportunities that ensure we are meeting the interests of every individual under our care.

- More than 69,000 trips using Menorah Park’s bus transportation occur annually to support clients’ needs to get to and from outpatient therapy, our adult day center, and residential outings and individual appointments to events, doctor’s appointments and places of worship.

- Our more than 1100 staff members are the heart of our organization; sharing compassion for residents, clients and family members, and dedication and passion for the work they do each day. The average length people remain with the same company is less than five years. 45% of Menorah Park’s staff members have been on our team for more than five years with a large number remaining with us for 10 years or more.
Our only mission is to raise funds to provide support for all Menorah Park programs and residences, to help maintain the finest, most compassionate, specialized care for every resident and client. **This year, 2,821 gifts totaling in excess of $2.1 million enhanced the lives of the 1000+ residents and clients served every day by Menorah Park.**

We support services all across the Menorah Park campus, from the best and largest nursing home in Ohio to safe, healthy and active apartment living at R.H.Myers, assisted living at Stone Gardens and Wiggins Place, and memory care assisted living at Helen’s Place; from the renowned Peter B. Lewis Aquatic & Therapy Center to the Mandel Adult Day Center (Ohio’s oldest and largest); and from Home Health Care to our multiple-award-winning Center 4 Brain Health – every program and service and all of our residents and clients benefited from the generous support of our donors, which assures Excellence in Caring.

As we have long said, there will be no problem with the demand for Menorah Park services in the future, with the dramatic increase in longevity and the “tsunami” of the Baby Boomers coming our way. **The problem is how to pay for them.** The Boomers didn’t save enough for their retirement. Government programs cannot possibly handle a time when there will be three times as many 85+ year olds as there are today.

We proudly work to secure the resources necessary to help Menorah Park remain the finest care provider for people as they age. Our Jewish values teach us to honor our parents, to care for the sick, and to attend to people in their old age – these tenets drive everything we do and cause us to strive to be ever better. This requires resources, and that’s where we rely on you.

On the following pages you will read about our fundraising initiatives and see the names of many of the loving, generous donors who supported so many different Menorah Park projects and programs this year.

Our **2016 Menorah Park Annual Campaign** had 715 donors, raising over $441,000. **Patti Berns, Mark Doris and Sharon Epstein** chaired this year’s campaign. Designated tributes to specific programs provided an additional $358,763. Our 250 endowed Donor Funds, which hold $9.1 million, provided more than $432,000 in operating support and enhanced programs all across our campus.

(continued)
We all want Menorah Park to maintain quality and excellence as it faces future challenges. After 5 years and much hard work by co-chairs Barry Feldman, Ira Kaplan, Bill Lieberman and Rick Rivitz, we closed the Endowment Campaign this past year. It raised $6.3 million and garnered 171 gifts. Now the Endowment work will be folded into a Unified Campaign to address both long- and short-term operating and capital needs.

Ken Marblestone joined the 31 other Foundation Board members this year, all hard at work to enhance our ability to support the needs of Menorah Park’s residents.

Our professional team is always ready to assist you in your desire to support Menorah Park. Lynn Bercu Krumholz is our Senior Development Officer. Jane Furth is Director of the Annual Campaign and Outreach. Carol Fleeter is our Executive Assistant, working alongside Glenda Gamble, our Office Manager.

We ended the 2014/15 fiscal year with $23,064,103 in current holdings and $4,523,240 in promises of future planned gifts, for a total of $27,587,343. We provided a total of $1,413,524 in support to Menorah Park programs and services. Thank you for a great year! Together we are enhancing the lives of thousands of seniors across Northeast Ohio. We couldn’t do any of this without you and your generous support.

And we always remember why: so Menorah Park can serve our parents with respect, dignity and caring as our Jewish values teach us to do. And, so our excellent services will be there when you need them yourself.

Rick Rivitz
President

Joel Fox
Chief Development Officer

2016/17 Menorah Park Foundation Board

Norman Adler  Irv Feldman  Bill Lieberman  Laura Scharf
Rob Berick  Mitchell Frankel  Ken Marblestone  Elliott Schlang
Bob Brandon  James Goldsmith  Martin Marcus  Richard Schreibman
Marla Comet-Stark  Brent Grover  David Nagusky  Michael Shames
Mark Doris  Lisa Immerman  Marjorie Newman  Bart Simon
Sharon Epstein  Ira Kaplan  Rick Rivitz  Edwin Z. Singer
Allan Felber  Bob Kwait  Enid Rosenberg  Judith Weiss
Barry Feldman  Keith Libman  Burt Saltzman  Steve Wiesenberger
2016/17 REVIEW OF SELECTED MAJOR GIFTS

Here are some examples of the many gifts given this year. We express profound gratitude to the donors who made all of the following possible this year:

An anonymous donor stepped forward when budget reality caused Menorah Park to have to cut back the treasured daily live entertainment in the Deitz Piazza from 6 days to 3 days per week. This gift allows us to maintain the daily entertainment for two years, until July of 2019.

Dr. Hymie and Barbara Akst gave a gift to completely renovate our Dental Suite in the Menorah Park Clinic. The gift is in memory of family members Molly and Abbie Akst, Hilda and Sanford Bleiweiss, and Howard Akst. Jeff and Stephanie Danzinger made an additional gift for this project.

The State of Ohio Emergency Management Agency provided a $99,000 grant this year to enhance security on our campus. Electronic entry, observation cameras, the lobby command center and staff/vendor photo IDs were all made possible, for the safety and security of our residents, clients and guests.

David P. Miller’s name appears on many previously-funded projects across our campus. This year, David made a major gift to bring The Advisory Board, which is the premier “best practices” healthcare consulting firm, to Menorah Park. The Advisory Board helps health care organizations worldwide to improve performance using a combination of research, technology, and consulting, for the benefit of all clients and patients served.

We wish to recognize Arthur Pollak of Pollak Foods Distributors, and Robert Kwait who, year after year, provide our lead gifts for the vendor and Board aspects of the Menorah Park Annual Campaign. With their leadership gifts we can launch each year’s campaign and motivate so many others to follow their generous, early, exemplary giving.

There were many new “planned gifts” this year. These are either bequests or pledges to be paid after death, or current gifts that produce income during life with the balance paid to Menorah Park at death. We wish to especially thank these generous donors and families this year:

Anonymous (2)
Shirley A. Blau*
Rochelle Chernikoff
Peggy N. Einstein
The Family of Betty Jaskulek*
Don Sayre
Dr. Nancy Wurzel

*of blessed memory
Development Plan Reviewed; New Recommendations Developed and Approved

After five years of implementation, the 2011 Development Plan was reviewed and a new set of recommendations came forward. Overall fundraising during the 5-years was over $13.8 million, with several completed capital projects, over $6 million in Endowment achievement, almost $2 million in Annual Campaigns, and hundreds of designated, special-purpose gifts. As a result of the review the separate Endowment Campaign was concluded; a Unified Campaign was designed; messaging issues were addressed (see Integrated Marketing and Branding below); and a special focus on Hospice fundraising was launched.

Integrated Marketing and Branding Launches

Following an extensive market study and brand development project, we launched the new integrated Menorah Park brand. Every service – the nursing home, the apartment residences, the Peter B. Lewis Aquatic & Therapy Center and outpatient rehab; the Mandel Adult Day Center; Home Health Care; the Center 4 Brain Health; the Aging Resources Center; and the Foundation – now fall under the Menorah Park banner. Eleven websites were integrated into one, so both clients and donors have easy access to everything Menorah Park does. A campus-wide brochure – the first ever – was published and is ubiquitous. Our new logo and “Excellence in Caring” slogan adorn everything. The “big” Menorah Park is taking hold and affecting everything we do, especially enhancing seamless client service and motivating donor support.

Teen Philanthropy Board Celebrates 15th Year

Fourteen sophomores, juniors and seniors participated in the 15th Anniversary Teen Philanthropy Board. They raised almost $5,000 to add to other grants, providing a pool of $17,474 which they allocated to nine high-priority projects across the Menorah Park campus, while they learned about all aspects of aging services and charitable work.

New “Wish List” Compiled and Promoted

Every Menorah Park service has needs which can enhance the quality and availability of our offerings while addressing the comfort and convenience of our residents and clients. A new effort to gather those needs and publish lists that donors can consider launched this year, and already has resulted in dozens of new gifts which improve our services. Now donors can easily determine specific projects in the residence or program area of their choosing, at a cost that they can consider, knowing what our priority needs are. Call us for the latest list!
This year’s theme of Excellence in Caring goes along well with the goal of Menorah Park’s Women’s & Men’s Association. We ensure the quality of life for our entire community by providing funding for the extras that mean so much to our residents. Through our revenue producing Pearl’s Place Snack Shop, a breakfast, lunch and snack destination for our campus community; the Market in the Park gift shop that includes the latest fashion trends, and Pierre’s Ice Cream Parlor, we are able to provide so many wonderful experiences for the Menorah Park campus residents each year.

The Association loves to see our residents enjoy the 80-plus ice cream socials that we provide during the summer and the beautiful Sukkah we decorate in the fall. Our board members are very happy to deliver the beautiful gifts that we give for Mother’s Day, Father’s Day and Chanukah to our 355 Menorah Park skilled nursing care residents. With each interaction, the volunteers gain just as much joy delivering the gifts as the residents do receiving them. For residents without many visitors, these are truly special moments that demonstrate how much they are loved.

Association board members also engage in volunteerism, as they take new residents to lunch at Pearl’s Place four times each year as a way to welcome them to the Menorah Park community.

We appreciate our more than 250 volunteers, who are supported through our Association, and are grateful to have them part of our family and community. During National Volunteer Appreciation Week, we arrange a lovely breakfast and an educational lecture. In the fall, we show our gratitude at a Volunteer Appreciation dinner with entertainment, a special gift, and awards honoring their hard work and commitment throughout the year.

The Women’s & Men’s Association members and volunteers are Menorah Park’s ambassadors; and do an excellent job of carrying out our mission of promoting the general welfare of, and interest of all whom we serve. I am proud of all of our accomplishments this year and thank you, our community, for your support and engagement on our campus.