



OUR PATH TO *Excellence*

2019 ANNUAL REPORT



BETH SHOLOM

Excellence in Senior Living

Well-Being - for Life.

TABLE OF CONTENTS

A Message from the CEO.....	3
Commitment to Excellence. 74 Years and Counting.	4 – 7
Virginia's First Memory Care Center of Excellence. Only at Beth Sholom.	8
GO BIG. GO LOUD. Experience Enhanced Quality of Life.	9
Creating a Culture of Excellence. It's Our Way of Life.	10
Thank You to Our Donors	11
Statement of Operations.....	12 – 13
2018-2019 Board of Directors	14
Board Member Quotes.....	15

A MESSAGE FROM THE CEO

May of 2018, I was honored to be chosen by our Board of Directors to lead Beth Sholom into the future.

This is my first annual report message as President and CEO. I would like it to be a document you can use as a reference for how we plan to move Beth Sholom forward over the foreseeable future. My hope is that we all continue to work together to ensure our goals remain aligned.

I want to start by saying clearly that the foundation of Beth Sholom is as strong as ever. I believe that our underlying business strengths and our ongoing pursuit of excellence will continue to benefit us as we move forward. I am proud of the many things we've accomplished together in a short time.

Together, we've added more forward-thinking, talented professionals to our team. We reinstituted off-site strategic planning retreats. We rewrote and improved our bylaws. We have boosted employee engagement by resurrecting our Employee of the Month and Employee of the Year programs. We've enhanced and integrated new technology throughout our service lines. Perhaps our crowning achievement was the development of the Memory Care Center of Excellence and the implementation of Hearthstone's *I'm Still Here*® approach to Memory Care.

But we never rest. Many more meaningful opportunities lie in front of us and we are prepared to deliver results. With a vision toward the future, we have identified key opportunities:

- Solidify a Parkinson's Center of Excellence
- Develop key niches in rehab
- Move toward in-home models and integrate more home care services
- Become the employer of choice
- Enhance marketing efforts to further strengthen our brand

We take our commitment to our residents, families, team members and the greater community very seriously, and while many providers can say they do what we do, few do it with the depth, strength and commitment of Beth Sholom. I am proud of the strong local presence and deep relationships we've built over our long, storied history. With our vision and these strengths as our foundation, we have a plan to define our path forward with three strategic initiatives:

VALIDATION –
proving our value
and supporting
our brand
identity

**STRATEGIC
GROWTH** –
building a more
comprehensive
and coordinated
continuum of
services, organically and through partnerships

SOLIDIFY THE FOUNDATION – creating financial strength, investing in people and expanding technology

The opportunities that lie ahead for Beth Sholom are enormous, and the ability to lead this next chapter is humbling and exhilarating. I am focused on accelerating the progress that our residents need from us. Their needs will always drive us.

Our purpose and commitment have driven more than 70 years of Beth Sholom innovation, and we are stronger and more determined than ever to provide a fulfilling lifestyle for the seniors of today – and tomorrow. We believe in the continuous pursuit of excellence and we are committed to doing our best. It's what our residents – and seniors in our community – deserve.

I'd like to extend my deepest appreciation to our residents, families, employees and Board of Directors for their passion and commitment to moving Beth Sholom forward. *I take daily inspiration in their unwavering support.*



Morris S. Funk
President &
Chief Executive Officer





COMMITMENT TO EXCELLENCE.

74 Years and Counting.

Beth Sholom's commitment to creating a legacy of excellence began more than 70 years ago when it opened in 1945 in the Fan District of Richmond. It was the first Jewish home for seniors in the state. Guided by faith-based values such as kindness, respect and patience, the community was quickly associated with compassionate nursing care – and a commitment to excellence.

While much has changed over the years, Beth Sholom's founding principles have remained the same – to serve residents with kindness, dignity, respect and patience. We believe it is our honor to provide a true home for those who choose to live here, allowing them to live as independently as possible no matter how their health needs may change in the future.

DEFINING EXCELLENCE.

At the Beth Sholom campus, seniors and their families discover that excellence is so much more than a standard – it's a way of life.

Each day, residents take pleasure in a campus that looks more like a resort than a senior living community. Whatever their abilities may be, residents enjoy a daily lifestyle as interesting as their own unique stories. They benefit from a robust schedule of activities. They can participate in meaningful programs. They have access to compassionate care. They live in beautiful, homelike surroundings. Every aspect of daily life is designed to honor their dignity and to provide the abundant senior living each and every resident so richly deserves.

But don't take our word for it. Read tidbits from our residents, their families and our staff who define what excellence means to them as they share personal stories of how being associated with Beth Sholom has enhanced their lives.

"I'm as happy as I can be because Parkside defines deluxe living – and it just keeps getting better!"

– PHILLIP PINES



Phillip Pines

EXCELLENCE MEANS NEVER SETTLING.

Parkside resident Phillip Pines is a survivor of both the D-Day invasion of Normandy and the Battle of the Bulge. The World War II Veteran who will aptly turn 100 on George Washington's birthday this coming February, says daily life at Parkside Assisted Living, one of two Assisted Living communities on the Beth Sholom campus, is wonderful. "I'm as happy as I can be because Parkside defines deluxe living – and it just keeps getting better!"

Before he moved into his Parkside apartment, Phillip was a volunteer in the Healthcare Center and says it has been very satisfying to watch the evolution and growth Beth Sholom has experienced since he first encountered the community. "I always thought Beth Sholom was top-notch," he says. "But the people who work here don't just settle for getting by. Everyone you meet here, whether they are part of the administration or a member of the dining room staff, is always looking for opportunities to make a positive difference in the lives of the residents here. Beth Sholom has certainly made a difference in mine."

The Seldons

EXCELLENCE IS ... HAPPY WIFE, HAPPY LIFE.

Wendell and Barbara Seldon are high school sweethearts who are still going strong 66 years after they said "I do." The couple lives in a two-bedroom apartment in Parkside and say they couldn't be happier. "I'll be honest, I needed a little convincing to give up our independent lifestyle," says Wendell. "It's hard to realize you need help, but Barbara and our children made me realize the house was too much to manage at our age (Wendell is 90; Barbara is 89) and that the support we would get at Parkside would make a big difference in our quality of life. They were right. And besides, when Barbara's happy, I'm happy!"

"I am quite happy here," says Barbara. "We are fortunate we don't require a lot of help, but when we need it, it's here, and there's a lot of comfort in knowing that."

Bev Kniffen, the Seldons' daughter, played a role in helping them select Beth Sholom. "We looked at several communities around Henrico County. I steered them toward Parkside for a lot of reasons," she says. "For years, friends have told me about Beth Sholom's good reputation and commitment to excellence. I felt that commitment as soon as we visited. Everything from the community décor to the apartment designs to the staff's interaction with residents, everything just felt right to me – to us."

Although they have slowed a bit as they enter their tenth decades, the Seldons still keep busy. Wendell, a former city manager and state executive who held a variety of governor-appointed positions including Director of General Services for the Commonwealth of Virginia, and Barbara, a former nurse, keep track of their schedules by maintaining meticulously detailed daily calendars. "What can I say?" says Wendell. "Once a planner, always a planner!"



Thelma Gilbert

EXCELLENCE MEANS EXCEEDING MY HIGH STANDARDS.

Before she retired, Thelma Gilbert was a nurse and says she recognizes good nursing care when she sees it. "I know, firsthand, the difference between adequate care and good care," says Thelma. "I can tell you the care we receive here in the Healthcare Center at Beth Sholom is excellent. My standards are high, and the staff never fails to exceed them."

Thelma moved to the Healthcare Center in 2017, but she was familiar with its care before moving in. "I was a patient in the Rehab Center after suffering a stroke," she says. "I stayed for almost an entire summer. When I left, I was a healthy 15 pounds heavier and was able to get back to my life. When it was time for full-time care, there was only one choice for me."

Now that Thelma is a resident at the Healthcare Center, she says she has new gratitude for the staff. "I feel great here. I have a lot of health issues, and I really believe I'm still 'here' because of the care I receive," she says. "I couldn't ask for anything more."

Thelma also says she appreciates the Center's recent renovations and improvements. "Beth Sholom really knows how to make good even better," she says.

Thelma says she tries to show her appreciation by helping the staff however she can. In addition to welcoming new residents and spending time with residents who may not have families that can visit, she sets the tables for dinner each night. "You can't not be a nurse. I have an inherent tendency to want to help, so if I can help someone – even in a small way – I do."

When Thelma isn't helping a staff member or resident, or watching a favorite Lifetime movie, chances are she's visiting with her boyfriend who, for years, has been trying to convince Thelma to marry him. "He's wonderful," she says, "but I don't want to leave here!"



Robin Williamson

EXCELLENCE MEANS A GUARANTEED PARKING SPACE!

Robin Williamson is not a typical Skilled Nursing resident, but when multiple sclerosis took away her ability to stand on her own, she felt it was time to go to a place that could provide her with the care and assistance she needed.

Choosing Beth Sholom was easy. Robin was pleased with the results of the outpatient rehabilitation she underwent. And it is located right around the corner from The Steward School, the school she volunteers at – and drives to – every weekday.

Robin has either worked or volunteered at The Steward School since 2001 when her son was a student. "I love the work I do at the school. It reminds me that I can still be useful and make a difference," she says. "The staff at Beth Sholom is so supportive of my efforts and always goes the extra mile to make sure I have whatever I need – like securing me a permanent parking space!"

Robin adds, on a more serious note, that she truly gets excellent care from the entire team. "Everyone from the nurse practitioner to the therapists to the CNAs is extraordinary," she says. "Beth Sholom is very fortunate to have such an incredible team. It's a team that always strives to do more, so it's no wonder the Rehabilitation Center at Beth Sholom was recently awarded a Silver Award Rating for Best Inpatient Rehabilitation by *OurHealth Magazine's Senior Healthy Living* edition."



Peggy and Rabbi Koller

EXCELLENCE MEANS MEETING DIFFERENT NEEDS.

Peggy Koller is thankful that she and her husband can reside at the same community even though the two have very different care needs. Peggy lives in The Gardens; Rabbi Koller, a rabbi and former Beth Sholom chaplain, lives in The Gardens' Memory Care Center of Excellence.

The couple moved into The Gardens when Rabbi Koller's memory further declined. "I have multiple sclerosis, and it became harder and harder for me to care for him," Peggy says. "My own health was declining, so moving was our best option. My husband was a chaplain here at Beth Sholom, so we knew about the quality of the care. It was a natural choice for us. The only choice."

The couple lived together in The Gardens for as long as possible, but as Rabbi Koller's memory declined further, Memory Care was his best option. "It's comforting to know I can go and see him whenever I want to," says Peggy. "I can't imagine having it any other way."

"We knew about the quality of the care. It was a natural choice for us. The only choice."

– PEGGY KOLLER



Gloria Brown

EXCELLENCE MEANS HOME – AND MARLO.

The Gardens' resident Gloria Brown moved into Parkside shortly after it opened and lived there for over four years. While she enjoyed an active and full lifestyle at Parkside, she decided to move to a brand-new community because she always likes trying new things. "I was attracted to the shiny new penny," admits Gloria, "and while it was indeed pretty, it wasn't Beth Sholom. It wasn't home. The commitment just wasn't the same."

Gloria quickly moved back to Beth Sholom. She now resides at The Gardens in an apartment decorated with her own pottery creations, trinkets from the 37 countries she has visited, and photos of her family. "Since my return, I have never looked back," she says. "While I hope an apartment becomes available at Parkside, I am thankful I can go and visit with my friends whenever I want. I'm happy to be surrounded by the kind and attentive staff here. I'm just glad to be home."

When asked what she finds most excellent about being back at Beth Sholom, she quickly answered "Marlo." Marlo Lashley is a Beth Sholom bus driver. "Ask anyone around campus and they will sing Marlo's praises," says Gloria. "Marlo does so much more than simply drive us around. He goes out of his way to do nice things for people. The world would be a happier place if everyone had a 'Marlo' in their life. Marlo may very well be the love of my life!"



Rachel Berkowitz

EXCELLENCE MEANS DOING AS MUCH OR AS LITTLE AS YOU WANT!

A native of Slovakia, Rachel Berkowitz has lived at The Woods for over ten years and is still as enthusiastic about it as the day she moved in.

Since 1981, Beth Sholom has been committed to providing affordable housing to those 62 and older and for those applying for an apartment specifically constructed to be accessible to individuals with a physical disability. The Woods offers affordable Independent Living to adults seeking a strong feeling of community and an abundance of life-enriching activities. Many residents – including Rachel – say The Woods has been a lifesaver for them.

Jewish Family Services helped Rachel find The Woods. "I am so thankful to be here," says Rachel. "I have enjoyed every minute. Here, you continue to live your life the way you want. You live safely and are surrounded by neighbors who become friends and a wonderful, helpful staff. What else can you ask for?"

Rachel is an involved resident. When she's not tidying her meticulous apartment, which she says is one of her favorite things to do, she's volunteering, going out to lunch with friends, participating in activities, or showing off her apartment to prospective new residents. She's even her floor's fire captain. "I like to keep busy, though maybe a little less so now that I'm getting older," she says. "You can be as involved or as uninvolved as you want."

"Here, you continue to live your life the way you want. You live safely and are surrounded by neighbors who become friends and a wonderful, helpful staff."

– RACHEL BERKOWITZ

Patty Thompson

EXCELLENCE MEANS EVEN BETTER TOMORROWS.

"Excellence means being or doing better today than yesterday, and better yet tomorrow," says Patty Thompson, the Administrator at Parkside. "At Parkside, we like to say there is no such thing as a typical day because we are always striving to improve. I think the same is true for all Beth Sholom lifestyles, from Independent Living at The Woods to the Skilled Nursing Care offered at the Healthcare Center."



VIRGINIA'S FIRST MEMORY CARE CENTER OF EXCELLENCE. *Only at Beth Sholom.*

If someone you love is living with Alzheimer's disease or a related dementia, life-changing, world-class Memory Care is now available at Beth Sholom.

INTRODUCING *I'M STILL HERE*® – A PROVEN APPROACH TO MEMORY CARE.



Developed by Hearthstone Alzheimer Care, a national leader in developing Memory Care best practices used around the country, the *I'm Still Here*® approach is based upon the belief that people living with Alzheimer's disease and other dementias can live a fulfilling, purposeful

life. Ensuring they do is the goal of the *I'm Still Here*® philosophy. The cornerstone of *I'm Still Here*® emphasizes meaningful, purposeful engagement that incorporates the unique interests and skills of each resident.

"This exclusive evidence-based, person-centered approach makes each day fulfilling while decreasing common symptoms of Alzheimer's disease such as apathy, anxiety and depression," says Tiffany Coughlin, Administrator of The Gardens and Leader of the *I'm Still Here*® Program Implementation Team. "Most importantly, each day we celebrate the person who is always present – regardless of where they may be on their journey."

"We partnered with Hearthstone because it is a world leader in the development, refinement and promotion of life-enhancing, evidence-based, non-pharmacological tools and approaches," says Beth Sholom CEO Morris "Mo" Funk. "*I'm Still Here* offers a better quality of life to our residents. Just as important, it brings a message of hope to people living with dementia and to those who love them."

"With this exclusive program, we gain a deep understanding of each resident's personal story, strengths and preferences to create a purposeful and uplifting experience each day," says Patty Thompson, Parkside's Administrator. "The *I'm Still Here* approach at Beth Sholom blends proven best practices in Memory Care with our long-standing commitment to enriching life for our residents."

Tiffany adds that the *I'm Still Here*® approach is a perfect cultural fit for Beth Sholom. "At Beth Sholom, we are committed to creating a culture of caring, honor, respect and excellence," she says. "As a faith-based community, we are passionate about offering the most advanced, best possible care available. *I'm Still Here* is that care."

I'm Still Here® empowers residents to use their skills and abilities regardless of how advanced the memory loss. The approach includes a wide variety of programs tailored to their interests, needs and abilities:

THE DISCOVERY EXPERIENCE

for Early-Stage Memory Loss

Discovery includes individualized learning stations that support self-esteem and confidence.

THE VITALITY EXPERIENCE

for Mid-Stage Memory Loss

Vitality programs foster a sense of identity and social connection through creative arts and group activities.

THE SERENITY EXPERIENCE

for Later-Stage Memory Loss

Serenity features sensory-rich activities as well as cognitively stimulating experiences such as interactive art.

"Employees receive extensive – and ongoing – training to ensure they are successfully engaging residents at every stage of the disease process," says Tiffany. "Meaningful engagement is central to the *I'm Still Here* approach because, when a person with dementia is engaged in a meaningful activity, he or she cannot be exhibiting problematic behavior."

Tiffany adds that the relationships between residents and the staff have grown closer since *I'm Still Here*® was implemented. "This approach is not just about better care; it's also about better relationships. Our team has really bought into this philosophy of care."

"*I'm Still Here* is another example of how Beth Sholom is committed to developing programs that set a new standard in care," says Mo. "We have a long, storied history of creating new paradigms for seniors by continually setting the standard – and then raising the bar."

GO BIG. GO LOUD.

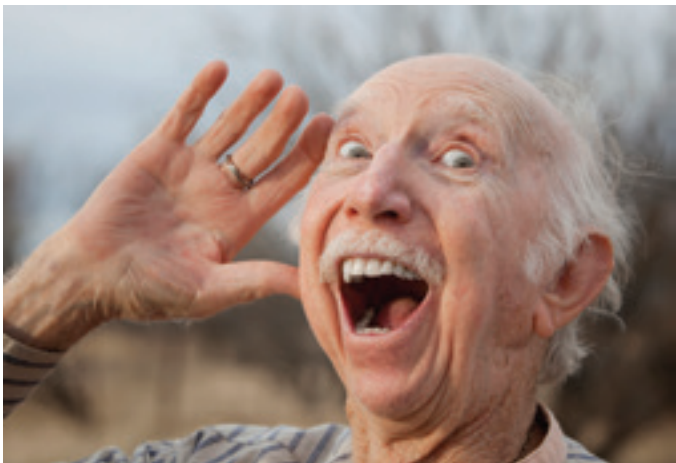
Experience Enhanced Quality of Life.

For those experiencing movement or speech problems due to Parkinson's disease, a specialized therapy program focusing on big movements and loud speaking may be the ticket to a significant improvement in quality of life.

LSVT BIG®, LSVT LOUD®, and SPEAK OUT!® are three intensive therapy programs developed for people living with Parkinson's disease. "The emphasis of these programs is on exaggerated activity done with purpose to compensate for Parkinson's movement and speech symptoms," says Betsy Cheney, Director of Rehabilitation Services at Beth Sholom.

Betsy explains that for movement issues, patients are encouraged to move "big" in amplified ways, whether they're walking, buttoning a shirt, pulling change from pockets, or drawing. BIG trains people to exaggerate their physical movements so movements that seem "too big" to them are actually appropriate.

For speech, the focus is on speaking with intent. Therapists target voice production deficits such as softness and difficulty forming sounds clearly. Therapy may include practicing sustaining a vowel sound, as well as reading aloud and speaking activities that increase in length and complexity.

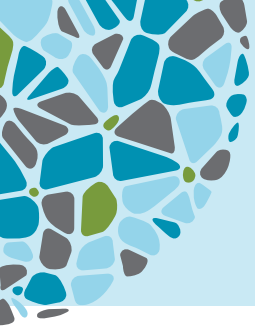


"The thinking behind LSVT and Parkinson Voice Project® is that by retraining sensory, motor and cognitive functions through moderate to intensive exercise and patient empowerment, patients can improve function and potentially slow deterioration," says Betsy. "Interventions also increase speech intelligibility and facial expression and improves confidence."

At Beth Sholom, LSVT LOUD, BIG and Parkinson Voice Project (PVP) programs like SPEAK OUT! are offered on an inpatient and outpatient basis. Both programs are administered with intensity – four times per week for four weeks – and are tailored to each individual patient.

"The majority of participants I've worked with find LSVT to be extremely helpful and report improvements in overall quality of life," says Betsy. "BIG patients typically notice improvements in walking, getting up and down, and rolling in bed as well as overall flexibility, balance, strength and endurance. LOUD patients often notice improvements in speech volume and voice quality."

"The people who tend to benefit the most from LSVT BIG, LSVT LOUD and PVP are early on in their diagnosis or have minimal to moderate functional loss. But, because the program is specific to individual patients and their needs, results are based on personal goals."



CREATING A CULTURE OF EXCELLENCE.

It's Our Way of Life.

- ARE YOU HAPPY AT WORK?
- WHAT MAKES YOU THE MOST HAPPY ON ANY GIVEN WORKDAY?
- ARE YOUR COWORKERS HAPPY?
- WHEN YOU THINK ABOUT GOING TO WORK, DOES IT MAKE YOU HAPPY?

These are the questions we have to ask ourselves every day," says Mo Funk, President and CEO of Beth Sholom. "Achieving organizational excellence starts with keeping your employees happy because, quite simply, happy employees translate to better care and that means happy residents."

"Throughout our history, our employees' desires and demands have evolved," says Patty Thompson, Administrator of Parkside. "While it can be challenging to keep up, our mission and founding principles – to serve with kindness, dignity, respect and patience – are what drives us and makes us successful."

"We all know that competitive pay and good benefits are important factors in an employee's decision to join and stay at a company," adds Tiffany Coughlin, Administrator of The Gardens, "but there are other desires many employees often find more important than a paycheck."

Desires that Staffing Coordinator Dika Thompson says Beth Sholom meets. "I believe we are truly respected and valued here," she says. "The management team makes a real effort to provide us with what we need to be successful in both our professional and personal lives. Professionally, we're supported and given every opportunity to grow. Personally, this is the best place I've ever worked. Beth Sholom is home."

Beth Sholom is – or has been – "home" to other members of Dika's family, as well. Her sister, Letitia Johnson, is a 20-year employee who is now the Assistant Director of Nursing of The Gardens. For nearly 15 years, her stepfather was the Director of Housekeeping. Her children are regular volunteers who help out with everything from assisting with activities to giving manicures to residents.

Nakwor Anymoi, a Med Tech at The Gardens, says she loves the fact that while she's at work, she doesn't feel like she is working. "Most of my colleagues are enjoying what they do every day. We have fun with our residents – and with each other. All of this makes for a happy work atmosphere."

"Our culture promotes employee engagement," says Mo. "We find that engaged, happy employees are more likely to go the extra mile and generally feel more fulfilled and committed to helping ensure residents are living their best lives."

Mo adds that culture is a top priority because if the culture is right, so is everything else. "Culture drives our reputation, our care, our service and, ultimately, our growth," he says. "At Beth Sholom, our culture is based on a shared set of core values, ideals, commitment, beliefs, skills and roles. It's our way of life – and that's why we've been successful for so long."

"Culture drives our reputation,
our care, our service and,
ultimately, our growth."

– MORRIS S. FUNK
PRESIDENT/CEO

DIGNITY

KINDNESS

PATIENCE

RESPECT

Thank You TO OUR DONORS

Janice Abady
Ellen Renee Adams
Louis Allahut
Mira Alsterberg
Barbara Barnes
Mindy Barnes
Harriet Barshow
Mr. Mark Baron
Claire Benenson
Dennis Beck-Berman
Claudia Biegler
Esther Binshtok
Diane Blackburn
Marilyn Blake
Francine Blum
Barbara Blumberg
Cookie Brady
Melissa Brownstein
Michelle Cantor
Mary Lee Cantor
Esther Carneal
Mr. and Mrs. Case
Madelynn Chubin
Jack and Bari Cohen
Frona Colker
Adrienne Constine
Mickey Corn
Harriet David
Margie Davids
Sue and Art Davis
Benjamin Dennis
Beth Edelstein
Ann Eisenberg
Phyllis Ellenbogen
Sharon Feldman
Winnie Fratkan
Morris and Mindy Funk
Brian and Janet Gale
Judy and Louis Gary
Rick and Linda Gary
Pat Gershenoff
Fran Gewirtz
Charles Gold
Dr. Leonard and Penny Goldberg
Jean Goldman
Amy Goodman
Julie Goodman
Anne Gordon
Dr. Stuart and Gail Grandis
Mr. and Mrs. Greenberg
Dorothy Handelsman

Ronnie Hecht
Dan and Nancy Heller
Ruby Jo Hiller
James Hillsman
Terry Hirsch
Betty Hoffer
Ellen Hollands
Helen Horowitz
Ben and Amy Humphreys
Lindy Jacks
Robin Jackson
Dr. and Mrs. Michael Jaffee
Pat Janner
Carol Jarrett
Jonathan Joseph
Hilda Kaplan
Alene Katz
Lynn Katz
F. Jeffrey Keil
Lynn and Neil Kessler
Felicia Key
Alan Kirshner
Susan Kleinman
Celeste Kocen
Peggy Koller
Dr. Ike and Judith Koziol
Mr. and Mrs. Geoffrey Krystal
Hedy Lapkin
Robert Lichtenstein
Joan Lipstock
Debbie Leo
Risa Levine
Shelia Levine
Judith and John Levy
Joel and Gail Lewis
Mr. and Mrs. Michael Lubin
Shelly Lubman
Barbara Lustig
Elisa Malkman
Barbara Mandel
Lydia Mareck
Jan Martin
Mr. and Mrs. Martin
Nancy Meyer
Victor Moes
Abby Moore
Francine Morgan
Richard Murad
Rabbi Randi and Rabbi Scott Nagel
Sandi Nogi

Sara Belle November
Dr. and Mrs. Ken Olshansky
Vilma Osmalov
Ira Ovrutskiy
Jonathan and Anne Marie Perel
Carolyn Perlman
Mary Perretz
Judy Petock
Mr. and Mrs. Chuck Perschetz
Jackie Petroff
Bonnie Pinkske
Ellen Pinsky
Meta Potts
Linda Price
Brenda Rabhan
Shelley Rabhan
Elaine Ragone
Mark Resnick
Paula Ritter
Beth Rochkind
Cecelia Rosenberg
Mr. and Mrs. Toby Rosenthal
Regina Sager
Ruth Schoenhaut
Limor Glazer-Schwam
Irving and Elise Scherr
Joyce Scholl
Jane Schwarz
Lynn Schwartz
William Schwarzschild
Irvin and Linda Seeman
Barrie Shapiro
Shirley Shapiro
Nanette and Nathan Shor
Daniel and Peggy Siegel
Stuart Siegel
Zelda Silver
Lynn Simonoff
Mark and Susan Sisisky
Sharon Smith
Dr. and Mrs. Spaner
Dr. I. Norman Sporn
Dr. David Stein and Beth Siegel-Stein
Nikki Steingold
Ann Sterling
Mr. and Mrs. Sullivan
Joann Supko
Mr. and Mrs. Ken Sweitzer
Morton Thalhimer

Morton Thalhimer III
Caren Tronfeld
Stanley Ullman
Sara Waskin
Carol Weigmann
Jim Wienberg and Rosann Bocciarelli
Flo Weinberg
Pam Weisberg
Betty Weissbecker
Gail Werner
Judy Wiener
Marilyn Wiener
Roberta Wiener
Evelyn Windmueller
Marian Winer
Eileen Zachar
Halina Zimm
Lynn Zinder

CORPORATE

Christian & Barton, LLP
Dominion Voice and Data
Harris Electric Co. of VA, Inc.
HPSI Purchasing Services
Medline Industries, Inc.
Sage Age Strategies
Scott Insurance
TCMS: *Temperature Control Mechanical Services*
TowneBank
Unidine
Walker-Phillips Healthcare Consulting

WE WOULD LIKE TO THANK AND RECOGNIZE THE FOLLOWING ORGANIZATIONS FOR THEIR CONTINUED SUPPORT

Congregation Beth Ahabah-Hebrew Fund
Jewish Community Federation of Richmond
Richmond Jewish Foundation

We have made every effort to ensure that all donors are included. If we have left you out, please let us know.

STATEMENT OF OPERATIONS

fiscal Year Ending September 30, 2019

Skilled Nursing	\$10,580,619
Assisted Living	\$8,303,495
Outpatient Rehabilitation.....	\$460,315
Independent Living	\$1,178,327
Contributions & Grants	\$413,244
Other.....	\$143,571
Net Assets Released from Restrictions	\$131,059

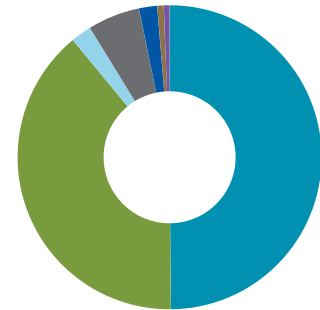
TOTAL OPERATING REVENUE..... \$21,210,630

Salaries & Wages	\$8,206,910
Employee Benefits & Taxes.....	\$1,433,567
Contract Services.....	\$6,053,498
Other.....	\$2,744,762
Depreciation	\$1,478,111
Interest.....	\$1,207,018

TOTAL OPERATING EXPENSES.....\$21,123,866

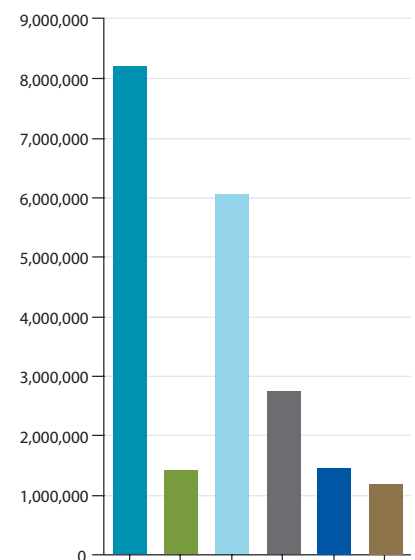
Income from Operations	\$86,764
Non-Operating Expenses.....	\$168,725
Deficiency of Revenues over Expenses	\$(81,961)

SOURCES OF REVENUE



- Skilled Nursing
- Assisted Living
- Outpatient Rehabilitation
- Independent Living
- Contributions & Grants
- Other
- Net Assets Released from Restrictions

OPERATING EXPENSES



- Salaries & Wages
- Employee Benefits & Taxes
- Contract Services
- Other
- Depreciation
- Interest

COMMUNITY SERVICES

Resident Care Scholarships	\$6,000
Resident Care	\$1,304,160
Bad Debt.	\$33,670

COMMUNITY BENEFIT TOTAL..... \$1,343,830

2018-2019 SOCIAL ACCOUNTABILITY

Community Workshops – Room Rental & Food.....	\$3,500
Jewish Community Meetings – Room Rental.....	\$500
Political Community Speakers/Voting – Room Rental.....	\$500
Resident/Family Receptions and Holiday Events – Room Rental.....	\$750

TOTAL..... \$5,250

MISSION

To provide quality and comprehensive residential, healthcare and community-based services to individuals of all faiths, in a manner that reflects our Jewish traditions and values.

VISION

To become a center of excellence, committed to enhancing the lives of those in our community and our staff, serving all in a manner that reflects our social, cultural and spiritual values.

CORE VALUES

- We value excellence in all we do
- We value our employees as our greatest asset
- We value respect for one another
- We value accountability and integrity
- We value our diversity and our teamwork
- We value our tradition and the commandment to 'honor thy father and mother'



2018–2019 *Board of Directors*

JONATHAN JOSEPH | CHAIRPERSON

JANET GALE | VICE CHAIRPERSON

BEN HUMPHREYS | TREASURER

STANLEY ULLMAN | SECRETARY

MORRIS S. FUNK | PRESIDENT & CHIEF EXECUTIVE OFFICER

SUSAN DAVIS

RICK GARY

LEONARD GOLDBERG, PHD

DAN HELLER

LYNN KESSLER

JONATHAN PEREL

CHARLES PERSCHETZ

RUFUS PHILLIPS

ELISE SCHERR

DAN SIEGEL

BETH SIEGEL-STEIN

JIM WEINBERG

HONORARY MEMBERS

MARK RESNICK

GILBERT ROSENTHAL

IRVING SCHERR

BOARD MEMBER

“quotes”

JON JOSEPH, BOARD CHAIRPERSON



“Moving to Beth Sholom gives residents daily opportunities to enjoy life-enhancing experiences. We continuously evaluate our programs and offerings and are always looking for opportunities

to improve, expand and stay ahead of the curve. The *I’m Still Here* program is a prime example of that commitment.

“The initiatives we have put into place will set Beth Sholom on a clear path to future success while maintaining – and enhancing – the wide scope of services and programs we have established over our history.”

BETH SIEGEL-STEIN, BOARD MEMBER



“The secret to our success is simple: Keep working toward a standard of care that can only be achieved through a relentless pursuit of excellence. It’s been our formula since I

started as a volunteer here at age five. It’s been our formula since my mother was a resident. It’s our formula today and it will be our formula well into the future.

“From our leadership team to our hands-on care staff, we have put together a team who believes in our mission and is committed to nurturing our culture of caring and excellence.”

ELISE SCHERR, BOARD MEMBER



“Our goal: To be the provider of choice for senior living in the Richmond area. To do that, we listen, respond and adapt to residents’ needs – and to the community’s needs.

“My husband and I joined the board because we saw, firsthand, the care my mother-in-law received as a resident. We are passionate about helping Beth Sholom in its tireless pursuit of excellence.”

DAN SIEGEL, BOARD MEMBER



“We are committed to continuous growth, improvement and offering our residents the highest quality of senior living possible.”

RICK GARY, BOARD MEMBER



“Our residents experience the heart of Beth Sholom’s mission for excellence in every aspect of our lifestyles, care and services. We go above and beyond what is expected to ensure our residents’ expectations are exceeded.”



BETH SHOLOM

Excellence in Senior Living

Well-Being - for Life.



1600 JOHN ROLFE PARKWAY | RICHMOND, VA 23238 | (804) 750-2183 | WWW.BETHSHOLOMLIVING.ORG 