



# menorahLife

Shared values. Shared compassion.



## Annual Impact Report 2022-2023

# Our *Visionaries*

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## Menorah Life Foundation Board of Trustees

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Jonathan H. Weinman, DDS  
Phyllis Werner  
Barbara Baughman  
*(Honorary)*

# Messages from Our Board Chairs

The Menorah Life Board of Trustees has worked diligently throughout this past year as visionaries for our future with unwavering support of creating the road map to achieving goals each step of the way.



*“Menorah Life has been a leader in its industry continuing to be one of the few FIVE STAR facilities in Pinellas County. Our board is excited about the development and progress Menorah Life has made to ensure its continued success.”*

- David Delrahim, Menorah Life Board Chair



Save the Date!  
menorahLife's  
40th Anniversary Gala  
May 18<sup>th</sup>, 2025

The Menorah Life Foundation Board is at the core of our efforts and commitment to raising the funds needed to both sustain and grow our legacy of care and excellence for those we serve.



*“This past year felt like life was normalizing. Board meetings were hybrid so that some trustees attended in person. We had a beautiful Patron event at the end of May celebrating spring. It was well attended; the culinary staff prepared a magnificent cocktail buffet & the energy was high. The Foundation is on a renewed path to enrich our mission. I hope you will join us!”*

- Ann Soble, Menorah Life Foundation Board Chair

## Our *Purpose*

To enhance the lives of seniors, families, and our community with compassion, innovation, & excellence.

## Our *Values*

We are inspired by Jewish values in all that we do.

**Kavod:** Treating others with honor, dignity & respect

**Hesed:** Performing acts of kindness, compassion & caring

**Tzedek:** Serving justice through leadership, excellence, integrity and stewardship

**Limud:** Learning and growing personally and professionally with a commitment to innovation

## Our *Vision*

To make the world a better place by exemplary care for those we serve, role-modeling our values, and engaging in **Tikkun Olam** (Healing the World).

Driven by our **Mission**, Guided by our *Faith*.

# In *Memoriam*

We are deeply saddened by the passing of these extremely valued members of the Menorah Life family since the last annual meeting. May their memories be a blessing.

**Gerald Benstock**  
*Founders Association*

**Rita Fishman**  
*Foundation Trustee*

**Ruth Glickman**  
*Menorah Life & Foundation Trustee*  
*Guild President*

**Edward Kalin**  
*Founding Board of Governors*  
*Menorah Life & Foundation Trustee*  
*Founders Association*

**Edith Seligman**  
*Foundation Trustee*  
*Founders Association*



"In all that we do, we remember them."

# A Message from Robert Becht, MBA, JD

## *Chief Executive Officer*



After several years on hiatus, I am pleased that we have reinstated our Annual Report. This report serves to inform and guide those interested in Menorah Life and our overall direction.

This has been an exciting time for Menorah Life as we have seemingly come to the end of the COVID pandemic. At its outset, COVID created much fear and uncertainty as it affected our most vulnerable seniors. No one was left untouched – residents, patients, family members, and staff and their families.

COVID challenged our ability to operate and our ability to serve our senior community. Even so, Menorah rose to the occasion by remaining a vital part of the senior healthcare continuum – working in partnership with local hospitals and physician practices. Over the last two years, Samson Nursing Center has become the post-acute provider of choice for rehab and skilled nursing services. We are the #1 receiving facility from both St. Anthony's Hospital and Bayfront Hospital – the two largest hospitals in St. Petersburg. We had the largest number of post-acute admissions of any skilled nursing facility in the entire county in 2022. This is due to the excellent care being delivered which is also evidenced by our CMS 5-Star rating (Centers for Medicaid and Medicare Services) and our Joint Commission accreditation.

While Samson Nursing Center, Toby Weinman Residence, and Weissman Day Center all have beautiful facilities, what makes Menorah special and distinctive are our people. We enjoy a superb leadership team and team members who all believe in our mission and live our values every day. Menorah is a place where life is celebrated and honored – especially for the seniors we serve. It is a credit to our people that we are able to continue to serve, to continue to survive and thrive, in what is clearly the most challenging labor market. **Our team is a blessing.** I appreciate the hard work and am grateful for the dedication I witness on a daily basis. Our Menorah team inspires and uplifts and tells me the future is bright.

Over the last year, the board and leadership team of Menorah began a strategic planning journey. Importantly, we defined six strategic imperatives that will guide our initiative/priorities/goals:

1. Being a high-quality provider and delivering the highest quality services is a critical characteristic of Menorah. We must maintain and continue to achieve excellence in all we do.
2. Financial sustainability through sound stewardship and long-term profitability must be a pillar of our organization so that we can reinvest in quality/excellence and growth.
3. To sustain ourselves and serve the seniors, families, and our community with the highest quality services, we need to grow and diversify our services, while always maintaining and achieving quality in our core services.
4. We are an organization of people serving people. We must be people-focused and be an employer of choice.
5. We should optimize our greater campus to the highest extent possible to support our mission and goals.
6. Our culture and values are our vital defining characteristics. We must foster these, infuse these into everything we do, and leverage these.

Our boards, especially our executive board members, have been deeply involved in guiding and safeguarding the organization through these difficult times. I am so impressed with the level of engagement, excellent governance, and great guidance provided. I would like to personally give thanks to our board members for their time, energy, and continued interest in the important work we do. David Delrahim, Menorah Life Chair, and Ann Soble, Menorah Life Foundation Chair, have both been outstanding leaders during this transformative time period. Menorah is indebted to you both.

Now that the COVID pandemic is behind us, its results are still challenging us. These include increased costs of operation, increased regulatory mandates, decreased overall funding or program reimbursements, much tighter labor market, significantly improved infection control protocols, and continued public confusion over service provision, to name a few. Even with these headwinds at our face, we stand strong to serve. Our challenge now is to continue to evolve our organization for the future healthcare needs of our community while always staying true to our founding Jewish values of Kavod, Hesed, Tzedek, and Limud that inform everything we do. As we seek the future by solidifying our core and growing our services, our purpose remains the same – **enhance the lives of seniors, families, and our community with compassion, innovation, and excellence.**

## A Message from Donna Perryman, CPA *Chief Financial Officer*



I'm very proud of my 21 years at Menorah Life. I have learned and seen a lot during that time, but none of us could have ever predicted what we endured over the past few years. It was the most challenging time for our staff, residents and families – emotionally, operationally and financially. We are grateful for the community's support as well as the Federal COVID funds that helped us through those difficult times.

Some of the faces may have changed at Menorah, but our dedication to our community has not. Both of my grandmothers played an important role in my development so it is personal for me to take care of those that took care of us.

My team and I do our part through Menorah's Finance Department. Our Finance team works hard to make the best use of every dollar so Menorah Life can once again be a self-sustaining organization.

I have faith that we are coming out of the pandemic even stronger. Through thoughtful growth, we are refocusing our role in the community. We are grateful for your charitable support and couldn't do it without you.

"My family will be forever grateful for the kind and dignified care provided my mother by the caretakers and staff during that most difficult of times in life. Many thanks to all."





## Executive Staff

Robert J. Becht, MBA, JD  
Chief Executive Officer

David LeVine, MD  
Chief Medical Officer

Donna Perryman, CPA  
Chief Financial Officer

Sirena Wilson, RN  
Director of Nursing

Melissa D. Bader, PHR  
Chief Human Resources Officer

Scott Allen, NHA  
Administrator

Renee Lipman, MLS  
Executive Assistant

## Department Directors

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Assistant Director of Nursing

Syka Goodwin, ADC  
Director of Life Enrichment

Greg Yann  
Controller

Wayne Roach  
Director of Maintenance

Cheryl Wagner  
Director of Admissions

Mikie Legault-Dolmanet, DOR, LPTA  
Director of Rehabilitation

Karen Fratianni, CADDCT, CDP®  
Director of Bresler Alzheimer's  
Program

Adam Mann, LPN  
Director of Resident Services,  
Toby Weinman Residence

Madora Preil, RN  
Director of Care Planning

Kim McFadden, BA, CDP®, CPC  
Director of Social Services

Rabbi Karen Tashman  
Director of Development &  
Communications

Rabbi Aaron M. Lever, BCC  
Director of Spiritual Care

Kibo Scatliffe  
Director of Dining Services

Mariaelena Alcira, CDP®  
Director of Weissman Day Center

Heidi Beers, RHIT  
Director of Health Information Services

Nicole Spencer, NHA  
Risk Manager & Assistant  
Administrator



“In the beginning my spouse with dementia was fighting going (to the Weissman Day Center) ...but now is asking to go 3 days a week. This facility is both kind and caring of your loved one. They make sure there are activities to keep your loved ones engaged.”



“My mother recently moved into Toby Weinman after a stay at Menorah. The residence is clean and safe and Adam and the entire staff are all very attentive and focused on a high quality of service! When my mother was asked if she liked her new place at Toby Weinman, she said no, I Love it!”



# Founders Association

Founders Association members have bound themselves to Menorah Life's standard of excellence through a major financial commitment. They are committed to providing leadership, planning and are partners in our mission.

The Allweiss-Pardoll Families  
Lee & Abe Pardoll\*  
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Toby Nastir & Mel\* Myers  
Bonnie & Pat\* O'Connell  
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Donna & Jerry Orns\*  
Fagl & Ronald\* Oxman  
Audrey & David\* Pearlman  
Diane & Stanley\* Person  
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Annette Raymund\*  
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Marie & David\* Hyman  
Marcella\* & Lawrence Telles  
Jean & Ted Wittner\*  
Sharyn R. Wittner  
Sue Wolfson\*

# Legacy Society

(as of October 1, 2023)

## You are the Guardians of Our Future

The Menorah Life Foundation has been the recipient of numerous gifts from the estates of many of our former residents and members of our community. These individuals are the guardians of our future. They are making it possible for Menorah Life to continue its mission for generations to come.

Anonymous  
Deborah & Daniel Albert  
Teri & Jack Albores\*  
Judith & Barry Alpert  
Marvin Aronovitz  
Joan & Mickey\* Baskin  
Emelia Bedford\*  
Toby Rothbardt Bresler\*  
Rivy Chapman\*  
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Arlene & Col. Aaron Chernoff\*  
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I. Frank Davis\*  
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Linda & Steve Grau  
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Gerald Klein  
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Anna Rogak\*  
Rose & Louis Rosenthal\*  
Thelma & Maurice Rothman\*  
Alice & Gabe Rubin\*  
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Marilyn & Harold Schaffner  
Lillian Schertzer\*  
Erika Schnabel\*  
Edie & Leonard Seligman\*  
Rose & William Shapera\*  
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William Silver\*  
Leo Smith\*  
Rebecca Smith\*  
Julia & Allan Solomon\*  
Selma Stein\*  
Lucille R. Strauss\*  
Joyce & Herbert Swarzman  
Veronica & Alexander Szegedy\*  
Bea\* & Lester Unger  
Col. Hyman Weinberg\*  
Deby Weinstein  
Marilyn & Irving Weissman\*  
Sharyn R. Wittner  
Sue Wolfson\*

*\*Of Blessed Memory*

# With appreciation to the Donors who support the Menorah Life Foundation.

(this list is inclusive of gifts received January 1, 2022 - October 1, 2023)

\$75,000+

Estate of Sylva Eichel

\$20,000+

Diane & Arnie Ross

The Weinman Family Foundation

\$10,000+

Carol Epstein

Estate of Arlene Samuels

Kenneth Sherman

Functional Pathways

\$5,000+

Judith & Barry Alpert

Marilyn Benjamin

Susan & Ronald Diner

Jackie & Barry Kanner

Blossom Leibowitz

Estate of Alice & Gabe Rubin

Sabal Trust Company

\$1,800+

Albert Belson\*

Susie & Ira Berman

Christine & Fernando Borges

Kathleen Buns

Patrece Colburn

Kelly & Volker Dommel

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Shanna & Bryan Glazer

Judi & Mark Gordon

Margie & James Green

Myra & David Gross

Estate of Charlotte Gunzburger

Emily & Fred Gurtman

Susan Heyman

Estate of Miriam Lengyel

Joanne & Jacob Luski

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Liz & Greg Sembler

Jan & Craig Sher

Ann & Jim Soble

Maxine & Martin Solomon

Steven Warren

Rachel & David Wein

June Baumgardner Gelbart Foundation

MMI Dining Systems

\$500+

Anonymous

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Lori & Rob Becht

Bonnie & Arthur Berman

Nancy & Alan Bomstein

Estate of Renette & Abe Corenswet

Ali & Adam Curtis

Harriet Easton

Betsy & Leonard Englander

Phyllis & Larry Fishman

Gitanjali & David Fleischman

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Sara & Ted Gastman

Stacey & Jordan Gillman

Linda & Jack Goldfarb

Susan & Robert Goldstein

Terri & Jay Gross

Mark Guiffre

Barbara & Irvin Guterman

Judith & Paul Hall

Helen Hameroff

Florence Hempel

Susan & Spencer Hinkle

Valerie Hyman

Judy & Mark Klein

Beth & Bill Knowles

Dell Krug

Susan & Steven LeVine

Janice & David LeVine

Joan & Bruce Levine

Nancy & David Linsky

Stuart Lipman

Renee Lipman

Judy & Eric Ludin

Vivian & Edward Lurie

Bebby & Arthur Marlin

Colby Masterson

Peter Meinke

Nancy & Howard Miller

Denise & David Mokotoff

Deborah & Joel Momberg

Estate of Carolyn Moore

Estate of Jean & Sylvan Orloff

Fagl Oxman

Lee & Saul Rachelson

Karen & Cary Reich

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Laurie & Marc Reiskind

Theda & David Robbins

Nancy & Stanley Rosenberg

Phyllis Schoenberg

Debbie & Brent Sembler

Robyn & Michael Shapiro

\$500+ *(continued)*

Sally Siegel  
Sandy & Michael Slomka  
Debbie & Mark Sokolov  
Robin Soltoff  
Therese & Scott Sroka  
Jack Stevens  
Sharon & Irwin Wallace  
Lynn Wecker  
Cindy & Robert Weisberg  
Linda Weiss  
Irene & Steven Weiss  
Jayne & Ronald Weissman  
Elaine & Otto Weitzenkorn  
Lisa & Steven Zaritsky

\$180+

Jared Abelman  
Joni Adams  
Yael Alpert  
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Janet Augenbraun  
Barbara Baccari & Eric Weston  
Janice Band  
Judy Benjamin  
Geraldine & Geoffrey Berman  
Robert Blumberg & Andrea Yates  
Patricia Brazil  
Nanette & Budd Bugatch  
Joan & Jay Cohen  
Carol & Richard Conza  
Heather & David Delrahim  
Mordekhai Eibert  
Anne Elozory  
Elinor Fishman  
Stephen Fogel  
Leslie & Robert Freedman  
Barbara & George Friedel  
Elaine Garon  
Judith & Herbert Gofman  
Betty & Barry Gootson  
Julia & Michael Gordon  
Anita & Bernard Greenberg  
Audrey Greenberg  
Pati & David Gross  
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Karen & Keith Halperin  
Madelene Handler  
Judy & Troy Holland  
Audrey & Shawn Hollander  
Carolyn Isakson  
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Fran Kipling  
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Raissa & Chris Lauber  
Sally Laufer

\$180+ *(continued)*

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Ted Levine  
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Mary Beth Lewis  
Mark Linsky  
Daniel Ludin  
Karen & Mark Marder  
Estate of Bruce Martin  
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Ellen & Alan Nastir  
Lyris & Eric Newman  
Priscilla Parrish  
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Sharon & Arthur Schloss  
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Karen & Jeffrey Tashman  
Linda Valentino  
Willem Van Prooijen  
Livia & Stephen Wein  
Gloria Weinberger  
Beverly & Chip Weinman  
Nancy Wilfert  
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Claire & Ronald Yogman  
Roberta & Gary Zamore  
Terri & Lane Ziegler  
Paula & Carl Zielonka  
Brian Zuckerman  
Congregation B`nai Israel  
Kids with Cancer Holiday Party  
AJAS  
AquaCal AutoPilot

*\*Of Blessed Memory*

# With appreciation to the Donors who support the Menorah Life Foundation.

(this list is inclusive of gifts received January 1, 2022 - October 1, 2023)

## \$100+

Allen & Helene Allweiss  
Judith Alstadter  
Bonnie Baker & Tom Ridgik  
Jamie & Larry Barrett  
Elaine Berman  
Anita & David Bernstein  
Dorothy Bowser & Elizabeth Unruh  
Phyllis & Irwin Browarsky  
Elaine Buchholtz  
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## \$100+ (continued)

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Linda & Ernest Rehnke  
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Global Strategy Group  
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## Grants

The Weinman Family Foundation  
June Baumgardner Gelbart Foundation  
Francis Davis Fund/Arnie & Diane Ross  
The Jewish Federation of Florida's Gulf Coast

*\*Of Blessed Memory*



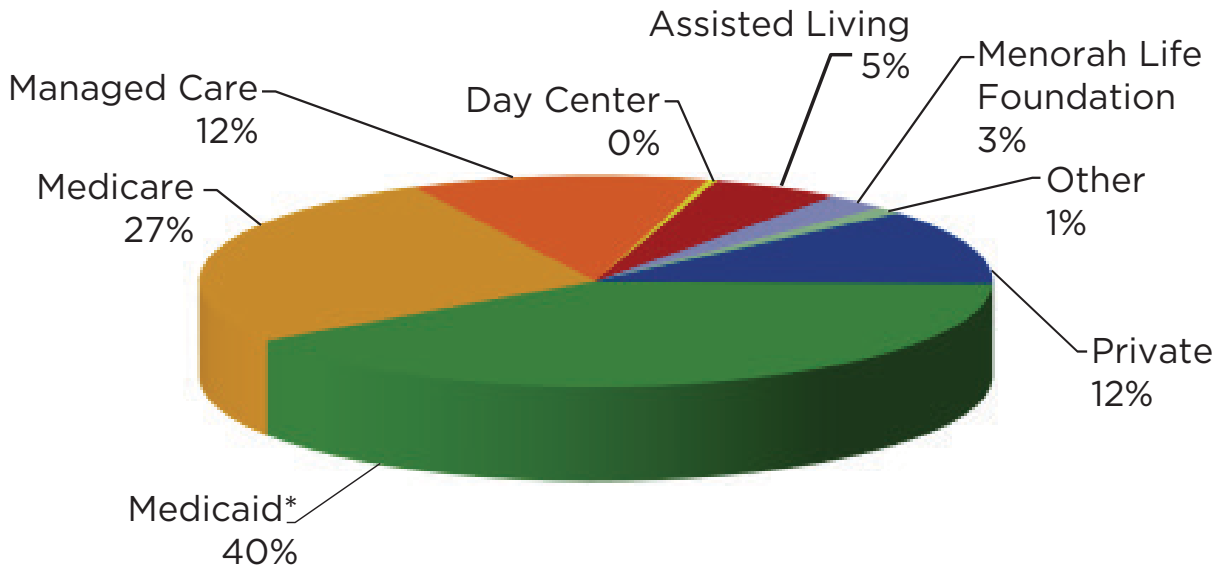
## Statement of Operating Revenues and Expenses for Fiscal Years Ended June 30, 2023 & June 30, 2022

|   | 2023         | 2022         |
|---|--------------|--------------|
| <b>Revenue from Operations</b>                  |              |              |
| Resident and third party revenue                | \$27,811,393 | \$22,674,419 |
| Adjustment for charitable care                  | (6,593,914)  | (5,203,333)  |
| Net resident revenue                            | 21,217,479   | 17,471,086   |
| Investment Income                               |              |              |
| Other revenue                                   | 250,452      | 68,869       |
| <b>Net Operating Revenue</b>                    | 21,467,931   | 17,539,955   |
| <b>Operating Expenses</b>                       |              |              |
| Professional care                               | 15,409,095   | 13,394,753   |
| Support services                                | 7,062,466    | 5,893,099    |
| Interest, Depreciation & Amortization           | 1,120,596    | 1,260,977    |
| <b>Total Operating Expenses</b>                 | 23,592,157   | 20,548,829   |
| <b>Net Income (loss) from Operations</b>        | (2,124,226)  | (3,008,874)  |
| <b>COVID 19 Related Grants</b>                  | 1,567,352    | 3,225,842    |
| <b>Community Support for Operations</b>         | 556,248      | 165,867      |
|   | 2,123,600    | 3,391,709    |
| <b>Net income/(loss) including depreciation</b> | \$ (626)     | \$ 382,835   |

The Foundation provides Menorah Life with the financial support needed to maintain high quality care regardless of ability to pay. Please consider the needs of Jewish seniors in your financial planning.

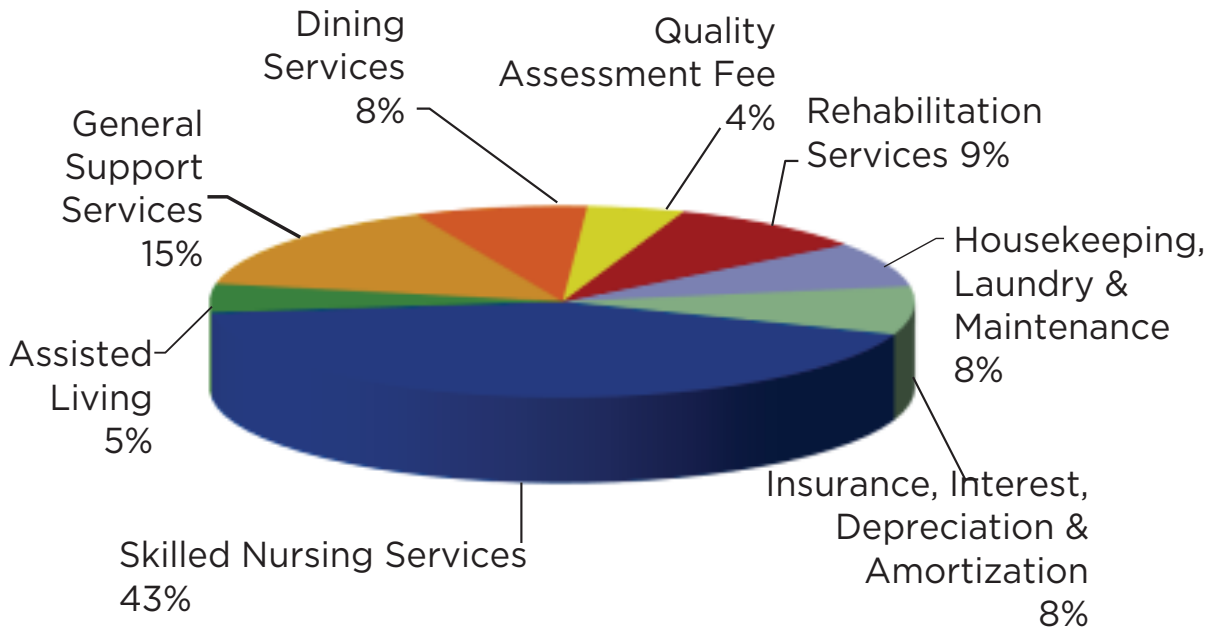


**Sources of Revenue**  
For the Fiscal Year Ended June 30, 2023



*\*Note that Medicaid census was 54% of the SNF population.*

**Operating Expenses**  
For the Fiscal Year Ended June 30, 2023



# Jewish Life at Menorah



Chanukah Dreidel Drop



Purim Carnival



2nd Night Seder for Pesach



Yom HaAtzma'ut Picnic



Erev Rosh Hashanah Dinner



Celebrating Sukkot in the Sukkah

# Employee Honors 2022


January 2022  
**Khadijah Ferguson**  
 CNA  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE




February 2022  
**Barbara Sullivan**  
 Department Coordinator  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE



March 2022  
**Donett James**  
 CNA  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE




April 2022  
**Diane Weiner**  
 Life Enrichment Specialist  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE



May 2022  
**Lissey Donaldson**  
 Resident Services Nurse  
 Toby Weinman Residence  
 A COMMUNITY OF MENORAH LIFE



June 2022  
**Carol Palmer**  
 Laundry Aide  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE




July 2022  
**Tammie Burden**  
 CNA  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE



August 2022  
**Britany Miller**  
 CNA/Med Tech  
 Toby Weinman Residence  
 A COMMUNITY OF MENORAH LIFE



September 2022  
**Jonathan Deleon**  
 CNA  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE



October 2022  
**Gregory Thoman**  
 Culinary Specialist  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE



November 2022  
**Arianne Soto-Hernandez**  
 RN  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE



December 2022  
**Cheryl O'Kane Rawson**  
 Receptionist  
 Samson Nursing Center  
 A COMMUNITY OF MENORAH LIFE



**Employee of the Year**  
**2022**



**Barbara Sullivan**  
 Department Coordinator  
 menorahLife  
 Shared values. Shared compassion.

“My mom is there for rehab and care is awesome. Room is semi private. Delicious kosher meals. Nurses and CNA are wonderful. I can’t say anything but wonderful care. Also the doctor calls each week to give updates. The place is clean, such a beautiful place”

Menorah Life is a community-sponsored, charitable, not-for-profit senior healthcare organization that opened in 1985. Menorah Life's purpose is to enhance the lives of seniors, families, and our community with compassion, innovation, and excellence. We provide high-quality senior care services with compassion and confidence in a warm, welcoming setting on our beautiful tropical campus.

With nearly four decades of experience in senior healthcare, Menorah Life offers best-in-class rehabilitation, adult day care, assisted living, and long-term skilled nursing care in a community where seniors enjoy a true sense of purpose by leading happier, healthier, more socially engaged lives well into their advanced years. Menorah Life serves people of all faiths.



## Samson Nursing Center

A COMMUNITY OF MENORAH LIFE

Samson Nursing Center has been providing the highest level of skilled nursing care for seniors since 1985. We believe every resident deserves thorough and attentive care in superior care facilities. We are Joint Commission accredited and rated as 5-stars by CMS (Centers for Medicare & Medicaid Services) – the highest ranking possible. Samson Nursing Center has become the post-acute provider of choice for Pinellas County, providing services in partnership with local hospitals and physician practices. Our intensive and therapeutic post-acute program is designed for people recovering from surgery, an illness, or an injury, when hospitalization is no longer needed.



## Lasher Family Rehabilitation Center

OUTPATIENT SERVICES AT SAMSON NURSING CENTER

Our unique approach to senior rehabilitation provides a customized program of recovery for each patient. Clients receive physical, occupational, and/or speech therapy from our dedicated team of over 20 skilled professionals. We are committed to rehabilitation and continuing care performed in an atmosphere of encouragement, friendship and individual attention.



## Weissman Day Center

A PROGRAM OF MENORAH LIFE

Our adult day program at Menorah Life has a 99% satisfaction score from seniors and their caregivers. The Weissman Day Center is the perfect solution for those seniors who continue to live at home or with their caregivers. The program provides socialization, activities and nutritional care for seniors in a warm, compassionate environment. Our comprehensive adult day program is located on the first floor of Samson Nursing Center in a dedicated space specifically designed for adult day services.



## Toby Weinman Residence

ASSISTED LIVING AT MENORAH LIFE

Toby Weinman Residence is the only Jewish assisted living residence in Pinellas County, serving people of all faiths. Located on the Menorah Life campus, Toby Weinman Residence provides its residents with an enriching environment that promotes overall physical, intellectual and emotional well-being. Our focus is on providing an intimate living environment that promotes independence and enhances their lives.



## Bresler Program

MEMORY CARE AT SAMSON NURSING CENTER

Our Bresler Program institutes the best practices for the care of Alzheimer's Disease. The Program, part of the Weinman Alzheimer's Care Village in Samson Nursing Center, provides a unique multi-level dementia care environment.



## Menorah Life Foundation

SUPPORTING MENORAH LIFE

Menorah Life Foundation is the fund development arm of Menorah Life and is actively supported by the community. Its responsibilities include the development of funds to support charitable care and special programs, capital funds for the support of buildings and equipment, and funds for current operating expenses.

