



 **menorah***Life*
Shared values. Shared compassion.

2023-2024

ANNUAL IMPACT REPORT

ALL ABOUT ANN

Ann Bregman Rascoe, a resident of Toby Weinman Residence, has found a welcoming and supportive home at Menorah Life.

Ann is an accomplished professional with a background in teaching special needs children and creating art. She leads art programs with a group at a local college and shares them with our residents. Ann's art is also featured in the 9/11 Memorial Museum in New York City. Her family members, who live in various cities in the United States and Canada, are reassured that Ann is thriving and safe at the Toby Weinman Residence.



Ann with Major Mackson, Founder & CEO of the Veterans Art Center Tampa Bay, at the display of her artwork on September 11, 2024.

TABLE OF CONTENTS

4-5

Menorah Life Board Chair Letter

6

Foundation Board Chair Letter

7

CEO Letter

10-11

Board of Trustees

12

Leadership

13-19

Defining Moments

20

Donor Party

21

“This Time” Poem Excerpt

22-23

40th Anniversary Gala

24-25

Photos of Menorah Life

26

From Our Families

28-29

Lively Luau Photos

30-31

Finances

32-33

Donors

34

Leave A Legacy

35

Menorah Life Foundation Legacy Society

LETTER FROM THE BOARD CHAIR

Dear Community,

As we embark on Rosh Hashanah (the new year), the next fiscal year, and a new board, Menorah Life focuses on honoring its past and renewing its future.

“

Menorah is coming upon its 40th year serving the Jewish and non-Jewish community.

We thank our founders, families, and donors who have passionately given their time and treasure.

”

Our wonderful supporters help Menorah serve our community through its guiding values of kavod (treating others with dignity, honor, and respect), hesed (acts of kindness), tzedek (doing what is right through service and integrity), and limud (learning and growing).



**DAVID
DELRAHIM, ESQ.**

Menorah Life Board Chair

LETTER FROM THE BOARD CHAIR



In 2024, the board promoted its long-time CFO, Donna Perryman, to the role of CEO to focus on perfecting Menorah's quality of care, physical plant, and personal relationships it shares with its families. The board, CEO and leadership team have made a commitment, identifiable goals, and a plan on how to reach these goals. In summary, our plan is to: (1) hire and retain more quality care employees, with an emphasis on retention of those that show exceptional care, love and passion to Menorah, its residents and families; (2) complete renovations of our physical plant, including a second air conditioner, first floor, and kitchen to provide an innovative clean look for our residents, employees, and guests; and (3) create a financially sustainable business model that will ensure Menorah will be here for generations to come.

Over the past two decades, both for profit and not-for-profit senior living facilities have been shutting, consolidating or reducing quality of care to increase profits or stay afloat. Menorah is different, and we love it! With the generous support of our donors we have been able to continue programs for families and the aging population not because it is profitable, but because it is the right thing to do (tzedeck). Menorah continues programming for its residents that gives them choices and activities, while providing guidance and support (kavod). We seek out and support our volunteers that spend quality time with our residents, bringing smiles to their faces (tzedeck). And Menorah has fostered learning and growth to our employees by offering training, internal promotion, and leadership opportunities. As a result, we continue to grow the number of valued team members who have been with Menorah and our families for over twenty years.

While Menorah celebrates 40 years, the Menorah board is planning for the next 40 years, and we couldn't do it without your support. On behalf of the entire board, thank you for your interest, time, commitment, and financial support of this fabulous organization that not only provides care for our aging population, but the ability for families to focus on the quality time they have with their loved ones.

LETTER FROM MENORAH LIFE FOUNDATION BOARD CHAIR

As we reflect on the past year or so, we realize just how much of a fundamental role the Menorah Life Foundation plays in the lives of our residents, their families, our team and community. Through the Foundation, we were able to rent an emergency cooling tower while our custom unit was on order and to replace our South cooling tower on the roof of our Samson Center, as well as several individual units throughout the building to ensure the comfort of all.

We also used Foundation funds to start the remodeling of the kitchen at our Toby Weinman Residence, upgrade our landscaping, provide the specialized Tovar Technology for the Bresler Unit, fund operations for the Irv Weissman Day Center, fund operations for the Samson Nursing Center, and provide generous year-end gifts for our employees. We also remodeled and enhanced Floors 2, 3, and 4 with more up-to-date decor and artwork.

As we look forward to the coming year, we will celebrate 40 Years of Magical Moments at Menorah Life! We hope you will join us at our once-every-5-years Gala on Sunday, May 18. Our fantastic and creative Gala Committee has been hard at work since May 2023 to plan a festive and successful evening.



ANN SOBLE

Menorah Life Foundation
Board Chair

Future plans for Menorah Life include a total renovation of our 40 year old kitchen and remodel of the entire first floor of the Samson Nursing Center. Of course, all plans for an update are only undertaken with our residents' well-being and comfort in mind.

Menorah Life continues to evolve to meet the growing needs of our seniors and their families. Your generosity can create a lasting impact on those we serve. We truly appreciate your support!

LETTER FROM THE CEO

DONNA PERRYMAN, CPA

Menorah Life Chief Executive Officer

It is with great gratitude and privilege that I speak to you as the Chief Executive Officer of Menorah Life. After more than 22 years of dedicated service, I consider it an honor to assume this esteemed position. Triumphs and trials have marked my journey with Menorah Life, and I am immensely proud of our organization's progress.

During my tenure as CFO, I have been instrumental in navigating Menorah Life through complex operational and financial obstacles while also taking the time to acknowledge and celebrate our numerous accomplishments. Throughout it all, one core principle has remained steadfast: the well-being of our residents is our top priority, and this principle will continue to be the cornerstone of our mission.

Stepping into the role of CEO required unwavering confidence in our team's ability to overcome any challenge and a firm commitment to placing the interests of our families and communities at the forefront of every decision. This staunch commitment to your well-being will guide us in every step.

I am truly excited about the future of Menorah Life. The opportunity to work alongside our dedicated team members to continue fostering a supportive and thriving community for all those we serve fills me with optimism and hope.

Thank you for your trust and support as we embark on this new chapter together. I want to reassure you that I am committed to serving the Menorah Life community with the utmost dedication and I look forward to our continued journey together.





**WE'RE ALL ABOUT
LIFE AND LIVING.**

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).

VALUES

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

Kavod

Treating others with honor, dignity and respect.

Hesed

Performing acts of kindness, compassion and caring.

Tzedek

Doing what is right through leadership, service excellence, integrity and stewardship.

Limud

Learning and growing personally and professionally with a commitment to innovation.

OUR MISSION

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

OUR VISIONARIES

BOARD OF TRUSTEES MENORAH LIFE

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OUR VISIONARIES

BOARD OF TRUSTEES MENORAH LIFE FOUNDATION

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Paul Samson

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Barbara Baughman – *Honorary*

LEADERSHIP



Donna Perryman, CPA
Chief Executive Officer



Nicole Spencer, NHA
Administrator



Melissa Bader, PHR
Chief Human Resources Officer



David LeVine, MD
Chief Medical Officer



Amy White, RN, BSN
Director of Nursing



Heidi Beers, RHIT
Director of Health Information Services



Madora Preil, RN
Director of Care Planning



Karen Fratianni, CADDCT, CDP®
*Director of Social Services
and Discharge Planning*



Kevin Harben
Director of Therapy Services



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



Rabbi Aaron M. Lever, BCC
Director of Spiritual Care



BillieJo Barker
Director of Admissions



Wayne Roach
Director of Maintenance



Heather Claridge
Director of Dining Services



Greg Yann
Controller



Cheryl Wagner
Director of Development



Syka Goodwin, ADC
Director of Life Enrichment



Mariaelena Alcira, CDP®
Director of Weissman Day Center



Chad London
IT Director



All Smiles at Menorah Life



DEFINING MOMENTS

40 new beds on 2nd and 4th floors.



New kosher kitchen renovation for the Toby Weinman Residence.

Applied for Homeland Security Grant to help protect against antisemitic attacks.



Expansion of IT Department to increase focus on cybersecurity.



In partnership with The Cathedral of St. Jude the Apostle, the Spiritual Care Department began hosting Catholic worship services – a monthly Mass and a monthly Eucharistic Service with Rosary prayers in addition to the weekly Eucharistic minister visits.



Menorah Life partnered with the Tampa Bay International School to provide intergenerational programming for Samson Nursing Center and Toby Weinman residents including a student-led Hanukkah performance and Purim carnival hosted by the residents.

In partnership with Empath Health, the Spiritual Care Department sponsored an inaugural Reiki staff training for nurses and CNAs. Menorah Life is the first senior community in Pinellas County to offer a Reiki training program to enhance the lives of residents, families and staff.





MILESTONE MOMENT

Menorah Life's Samson Nursing Center in St. Petersburg has been honored with the 2024 Bronze Commitment to Quality Award by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL). This prestigious award recognizes the center's dedication to enhancing the quality of life for its residents through exceptional care.

The Bronze Award is the first of three levels in the AHCA/NCAL National Quality Award Program, which acknowledges health care providers across the country for their commitment to excellence in care for older adults and individuals with disabilities.

The award process involves a thorough evaluation by trained experts who assess each applicant against nationally recognized standards of organizational excellence.

Cathy Bergland, Chair of the AHCA/NCAL Awards Board, congratulated Menorah Life, stating, "This is a significant achievement. I encourage the team to celebrate this moment and continue pursuing higher levels of quality and performance."

Donna Perryman, CEO of Menorah Life, expressed her pride in the recognition, saying, "This award is a testament to our team's unwavering dedication to delivering compassionate, high-quality care to our residents."



Samson Nursing Center provides skilled nursing care, memory care, and rehabilitation services at its facility at 255 59th St. N., St. Petersburg. Residents benefit from kosher meals, an on-site chapel, and the support of a rabbi on staff, ensuring a holistic approach to care.

SPECIAL STONES

Menorah Life is proud to unveil a beautiful new stepping stone display at the entrance of the Samson Nursing Center, a testament to the vibrant community spirit we cherish. This collaborative project between our residents and staff resulted in twelve stunning pavers, each designed with colorful glass shards that reflect the unique creativity of our resident artists. Over several weeks, participants worked together to craft these meaningful pieces, with each stone bearing a personal touch. Now, as visitors and family members enter the building, they are greeted by this heartfelt display that symbolizes the joy and sense of belonging that thrives at Menorah Life.





***"Great things are done by a series of small things brought together."
— Vincent van Gogh***

AN EVENING TO REMEMBER DONOR PARTY 2024



POETRY WITH A PURPOSE

An excerpt from “This Time”

Written by Menorah Life resident Leslie E.

*Be kind, give love, expect nothing
you know naught of
laugh loud, unbind your mind
use your days wisely, embrace your time
understand that which important you find
forgive, bless, give
want love, get some
the more you give, the more it will come
show a child something loving and new
you can easily give grains of gold too
take a chance, do something
and you will be one of those beautiful
memories for someone*

CELEBRATING 40 YEARS

Join us as we celebrate 40 years of *Magical Moments* and exceptional care at Menorah Life's 40th Anniversary Gala!



This milestone event will honor four decades of dedication to enriching lives, fostering community, and providing compassionate care to those we serve. Be part of an unforgettable evening filled with inspiring stories, entertainment, and a reflection on the impact Menorah Life has made over the years.

Together, we'll commemorate our journey and look forward to the bright future ahead.



Sunday, May 18th, 2025
5 PM



The Coliseum
535 4th Ave N.
St Petersburg, FL 33701



Renee Lipman
rlipman@menorahlife.org

MAGICAL MOMENTS GALA

Sponsorship Amounts (*through August 2024*)

The Magician Presenting Sponsors (\$25,000+)

- Sabal Trust Company
- Functional Pathways of Tennessee, LLC
- MMI Dining Services
- Polaris Pharmacy Services

The Illusionist Sponsor (\$18,000+)

- Donna & Joe Perryman

Prestige Sponsors (\$10,000+)

- HCA - Palms of Pasadena Hospital
- Marsh & McLennan Agency LLC
- MSL, CPA & Advisors
- NurseDash
- Howard & Nancy Miller, Jan & Craig Sher, Jay & Jan Miller

Presto Sponsors (\$7,500+)

- Barbara & Irvin Guterman
- Barry & Jackie Kanner
- Steve Warren M.D.

Ala Kazam Sponsors (\$5,000+)

- BayFirst National Bank
- Kathleen Buns
- Barry & Judith Alpert Family
- The Benjamin Family (Marilyn, Judy, Mark & Louisa)

Voila Sponsors (\$2,500+)

- Bayfront/Orlando Health
- Hall Booth, Smith, P.C. Inc.
- Judy & Eric Ludin, Ali & Josh Ludin
- Peter & Lois Pardoll
- RB Health Partners
- Saul & Lee Rachelson
- Jim & Ann Soble

Abracadabra Sponsors (\$1,800+)

- Deeb Elder Law PA
- Shelley Lynn
- Tropical Benefits/ARCW Leavitt
- Lauren & Mason Salit
- Colby Masterson/Frey Masterson Investments
- David Delrahim & Shumaker, Loop & Kendrick
- Nicole & Leighton Spencer
- Cindy & Bob Weisberg
- B.C. Ziegler and Company

Additional Sponsorship Opportunities Available.
Please contact Cheryl Wagner at cwagner@menorahlife.org.

THROUGH THE LENS



A VISUAL JOURNEY



FROM OUR FAMILIES

I would like to express my sincere gratitude and appreciation for the care my mother received at the Weissman Day Center. My mother enjoyed fun activities, a variety of entertainment experiences and loving and compassionate care during her days at the center.

Thank you for taking such good care of Mom for the last two years. It takes a special gift to care for the elderly in such a loving manner and you have that gift. We really enjoyed the family get togethers with all the delicious foods. It gave us a chance to meet other seniors and families at Menorah.

We wanted to take a moment to express our deepest gratitude for the kindness you showed our mother. The thoughtfulness and extra efforts to decorate for her birthday did not go unnoticed and made her day special.

We want to thank you and the entire Menorah Life staff for the excellent care given to our dad. Not only as family members, but also as his health surrogates, we were able to observe everyone's kindness and friendliness. Please share our deep appreciation with your staff.



“Dogs have a way of healing hearts without saying a word.”





LIVELY LUAU



We love our Volunteers! If you are interested in volunteering at Menorah Life, please reach out to Suzanne Pace, our Volunteer Coordinator, at space@menorahlife.org.

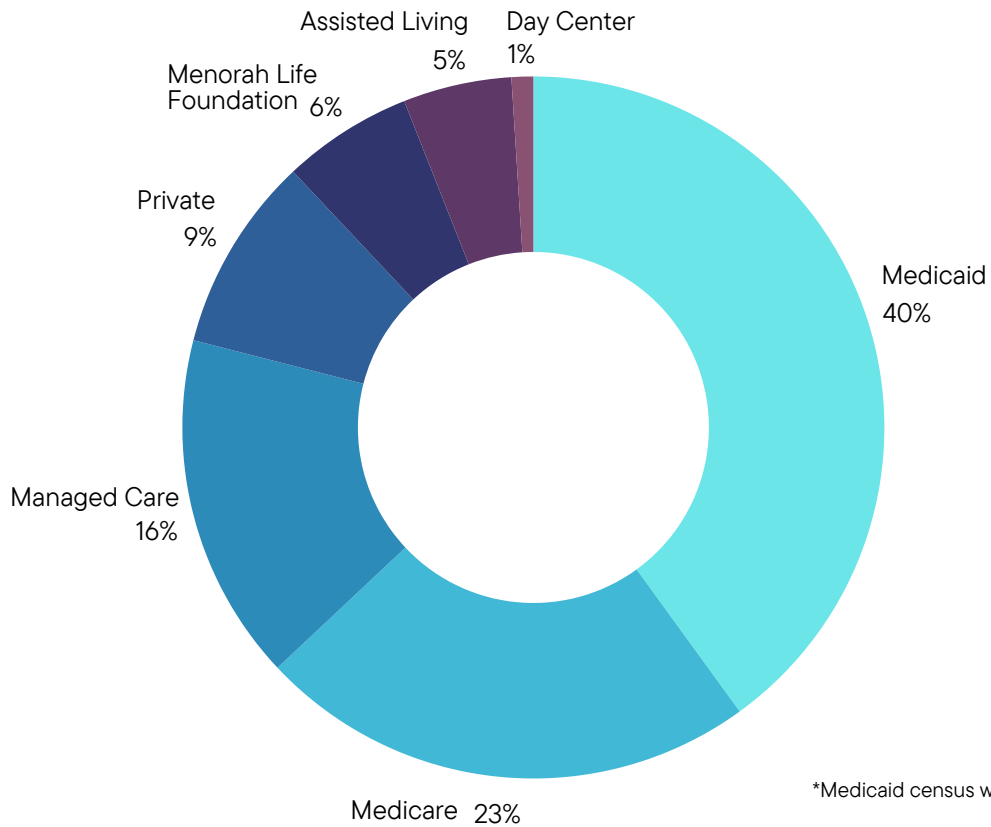
FINANCES

Statement of Operating Revenues and Expenses for Fiscal Year *(Ended June 30, 2024)*

Revenue from Operations	
Resident and third party revenue	\$29,763,463
Adjustment for charitable care	(\$7,446,938)
Net resident revenue	\$22,316,525
Other revenue	\$90,485
Net Operating Revenue	\$22,407,010
Operating Expenses	
Professional patient care	\$15,678,728
Support services	\$6,986,716
Interest & Property related	\$844,719
Total Operating Expenses	\$23,510,163
Net Income (loss) from Operations	(\$1,103,153)
Community Support for Operations	\$1,062,986
Net Income (loss) including depreciation	(\$40,167)

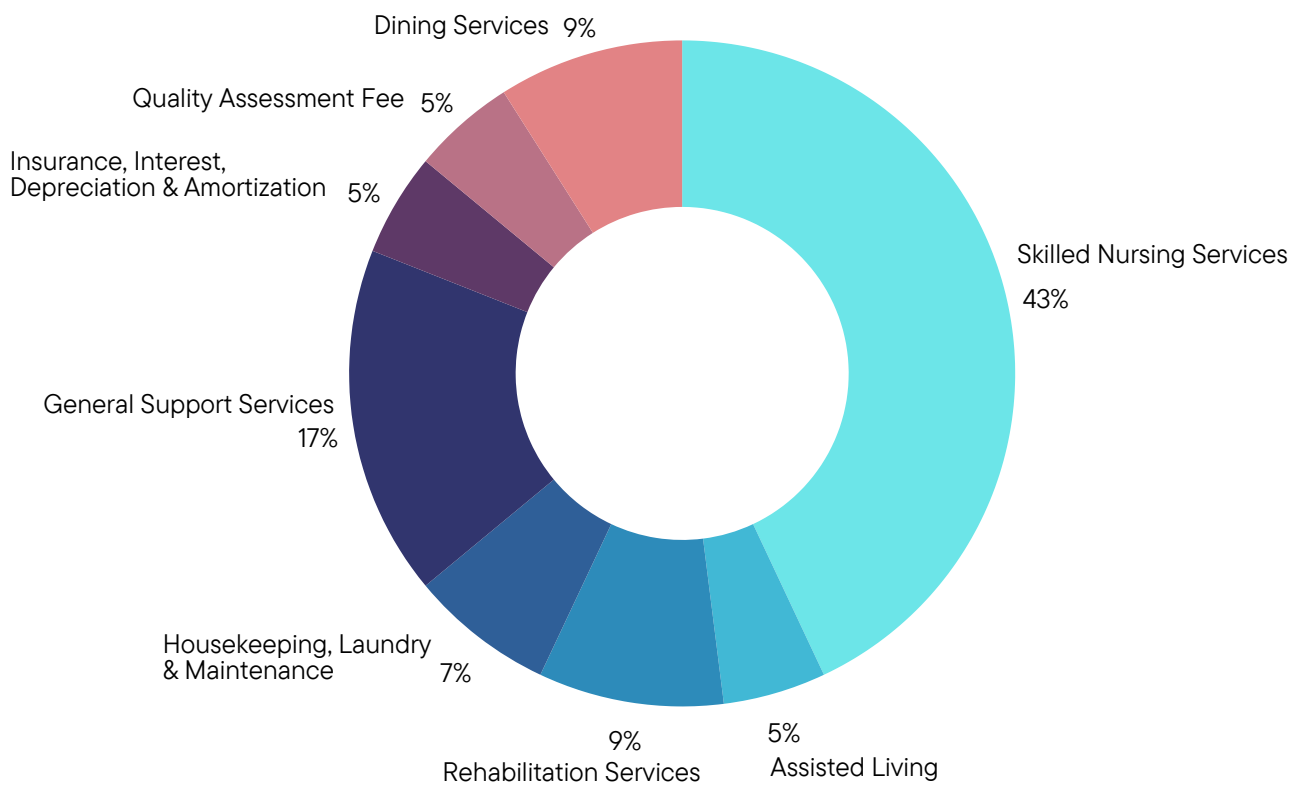
The Foundation provides Menorah Life with the financial support needed to maintain high quality care regardless of ability to pay. Please consider the needs of our seniors in your financial planning.

SOURCES OF REVENUE



*Medicaid census was 57% of the SNF population

OPERATING EXPENSES



DONORS

(through August 2024)

\$5,000+

Anonymous
Menorah Manor Guild
Blossom Leibowitz
Moore Stephens Lovelace, P.A.
Functional Pathways
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Edith & Len Seligman*
The Toby & Melvin Weinman Foundation

\$3,600+

Kathleen A. Buns
Gabe Rubin*

\$2,500+

Susan and Ronald Diner
Barry and Jackie Kanner
Donna and Joe Perryman
Jan and Craig Sher

\$1,800+

Albert A. Belson
Marilyn Benjamin
Vivian and Edward Lurie
Lois and Peter Pardoll
Maxine and Martin Solomon

\$1,000+

Judith and Barry Alpert
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Stacey and Jordan Gillman
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Emily and Fred Gurtman
Judith and Paul Hall
Roni and Stephen Igel
June Baumgardner Gelbart Foundation
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Sandy and Michael Slomka
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Jack Stevens

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Phyllis D. Schoenberg
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Rothman Family Foundation

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Heather Sconnely and David S. Delrahim
Kelsey and Volker Dommel
Ann R. Haendel
Sally and William Israel
Kids with Cancer Holiday Party
Charles Lewis
Rochelle and Mark Lewis
Katherine Mendelblatt
Denise and David Mokotoff
Donald Penpeck
Susan and Joseph Rashkin
Theda and David L. Robbins
Marilyn and Bernie Sapperstein
Betty Slavney
Linda Valentino
Sharon and Irwin Wallace
Lynn Wecker
Cheryl and Scott Wagner
Hazzan Jodi Sered-Lever and Rabbi Aaron Lever
RB Health Partners, Inc.

\$180+

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Fay Condron
Daniel Cooperberg
Jolene and Neil Fabricant
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Audrey R. Greenberg
Deborah and Robert Jacobs
Starr Silver and Byron L. Kolitz
Ted Levine
Mark A. Linsky
Ellen and Alan Nastir
Lyris and Eric Newman
Reva Pearlstein
Karen and Cary Reich
Toni and John Rinde
Susan and Sheldon Sbar
Brenda and Joel Shavin
Jill and Reid Silverboard
Ann and James Soble
Marilyn and Bruce Smith
Phyllis and Paul Tauber
Frank Wood
Brian Zuckerman

\$118+

David Altschul
Liz and Kenneth Altschul
Steven Atran
Barbara Baccari and Eric Weston
Ruth Ball
Esta Blaxberg
George Bukhin
Harriet Easton
Leslie and Robert Freedman
Brenda Gluszek
Barbara Goldberg
Madelene Handler
Janet and Michael Kass
Sally Laufer
Melinda Lebowitz
Renee Rissin
Beatrice E. Samuelson
Debbie and Brent Sembler
Linda and Jim Siegle
Cynthia M. Wingard

\$100

Bonnie Baker and Tom Ridgik
Jamie and Larry Barrett
BayFirst National Bank
Geraldine Lee and Geoffrey Berman
Anita and David Bernstein
Eric Caplan
Brenda Clayson
Anne M. De Marlor
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Francesca and Richard Messenger
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Vivian Neumann
Ellen and Emil Pavone
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Sokolov & Piper P.A.
Cynthia and Robert Puhala
Diane and Scott Sable
Simo Savicic
Myra Sheidler
Susan and Stephen Small
Mozelle Sutton
Cavit M. Toran
Debra Wallace
Steven Warren
Toby Wertheim
Nancy Wilfert
Roberta and Gary Zamore

Thank you for your continued support.

LEAVE A LEGACY

Planned giving is a thoughtful way to support Menorah Life while maximizing the impact of your charitable dollars. Unlike traditional donations, planned gifts are future-oriented, often taking effect after a donor's lifetime. Options for planned giving include:

- Wills and Living Trusts
- IRA Charitable Rollover
- Life Insurance proceeds
- Transfers from Donor Advised Funds
- Gifts from Qualified Retirement Plans (401k, 403b and IRA's)
- Charitable Remainder Trusts
- Gifts of Appreciated Stocks

Why consider planned giving? Beyond the financial benefits, planned giving allows you to create a lasting legacy, ensuring your values and passions live on.

For Menorah Life, planned gifts are the cornerstone of long-term financial stability. These substantial contributions can fund critical programs, build endowments and support future generations.

How do you want to have an impact, leave a legacy, and make a difference? Together we can create a charitable plan that aligns with your goals and values.

For more information on planned giving, please reach out to me, Donna Perryman, CEO, (dmperryman@menorahlife.org) or Cheryl Wagner, Director of Development, (cwagner@menorahlife.org) to discuss your support of Menorah Life. You may also visit our website www.menorahlife.org and click on "Leave a Legacy".

As a member of the Menorah Life Legacy Society, I invite you to join me in a great investment in our future. Our Leadership is fully committed to our long-term success.

MENORAH LIFE FOUNDATION LEGACY SOCIETY

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 planned gifts make 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*
Audrey R. Chenkin*
Arlene & Col. Aaron Chernoff*
Harriet & Lawrence Cyment
Betty & Joseph Damsker*
I. Frank Davis*
Barbara Diamond
Susan & Ronald Diner
Dorothy & Ralph Dutcher*
Esther Esrick*
Jolene & Neil Fabricant
Martin Fleischman*
Julia Flom*
Darwin Frank*
Harriet Frankel*
Edna Rothstein Freeman*
Ruth Friedman*
Elaine Garon
Belle & Allan Gee*
June Baumgardner Gelbart*
Lillian & Sidney Grau*
Linda & Steve Grau
Erna* & Leonard Green
Samuel Greenberg*

Charlotte A. Gunzburger*
Barbara & Irv Guterman
Sandra Herzog
Irma & Harold Hillman*
Harriet Horwich*
Sally & William Israel
Edith Jackson*
Jacqueline Jacobs*
Eden & George Jacobsohn*
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Joseph Levin*
Judith & Clifford Levitt
Edie & Walter Loebenberg*
Aida Mack*
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Jan & Craig Sher
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William Silver*
Sandy & Michael Slomka
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***



Artwork created by Menorah Life residents

“Creativity is contagious, pass it on.”
— Albert Einstein



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Therapy that exceeds expectations

POLARIS
PHARMACY SERVICES

MENORAH LIFE

Menorah Life is a community-sponsored, not-for-profit senior healthcare organization that opened in 1985. It serves six counties on Florida's gulf coast. Menorah Life's mission is to enhance the lives of seniors, families, and our community with compassion, innovation, and excellence. A full array of Jewish programming is offered to nurture the "neshama," the Jewish soul. Menorah Life serves people of all faiths.

The Samson Nursing Center residents benefit from comprehensive nursing, medical and rehabilitation programs. Medical services are provided by private medical staff; many medical specialties are represented. An intensive Life Enrichment Program provides activities to meet an extremely broad range of emotional, physical, intellectual, and social needs. ***The Samson Nursing Center is Accredited by the Joint Commission.***



The Lasher Family Rehabilitation Center houses therapy services including a full range of quality short and long term physical therapy, occupational therapy, and speech therapy. The newest technologies in rehabilitation are utilized.

The Weissman Day Center is a comprehensive adult day health program providing support for seniors living in their own home. It is located in the Samson Nursing Center.



WHO WE ARE



The Toby Weinman Residence is the only Jewish assisted living residence in Pinellas County. It provides its residents with an enriching lifestyle that promotes overall physical, intellectual and emotional well-being.

Renew You is an intensive and therapeutic short-stay program, designed for people recovering from surgery, an illness or an injury when hospitalization is no longer needed.



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

The 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 building and equipment, and funds for current operating expenses.




Toby Weinman Residence
A COMMUNITY OF MENORAH LIFE

