

Changing Lives

through Philanthropy at LifeBridge Health



HORD COPLAN MACHT

Levindale Unveils Multi-Million Dollar Project For Baltimore's Elderly

\$10 Million Gift from The Harry and Jeanette Weinberg Foundation Leads the Way

The Harry and Jeanette Weinberg Foundation, Inc. pledged \$10 million, the largest gift to a long-term care center in the Foundation's history. In appreciation of that gift, the campus is now known as The Harry and Jeanette Weinberg Campus at Levindale.

Willard Hackerman, president and CEO of Whiting-Turner, also made a leadership gift to the project.

"Mr. Hackerman's gift is an incredible expression of philanthropy," says Warren Green, LifeBridge Health President and CEO. "We will be forever grateful to him and The Harry and Jeanette Weinberg Foundation for such

➤ *continued on page 3*



Willard Hackerman, President and CEO of Whiting-Turner, and Michael Renbaum, Chairman of the Board of Levindale

PHOTO: MARC SUMMERFIELD

ELDER CARE as we know it is undergoing a sea change at Levindale Hebrew Geriatric Center and Hospital. The LifeBridge Health affiliate recently launched a \$31 million construction project, which is the first phase of a plan that will create an intimate, home-like residence that promotes privacy, dignity and independence for all who live there.



Sinai Hospital
Northwest Hospital
Levindale Hebrew Geriatric Center and Hospital
Courtland Gardens Nursing & Rehabilitation Center

Leadership Gift to Levindale Reflects The Weinberg Foundation's Priorities

HARRY WEINBERG had a reputation as a tough businessman with a soft spot for older adults. In 1988, after visiting five nursing homes in Israel and observing the discomfort the heat caused residents, he wrote a \$1 million check to The American Jewish Joint Distribution Committee to air-condition all five facilities.

In Baltimore, Weinberg paid for monthly birthday celebrations, with cake and ice cream, for Levindale residents. After his death, the Foundation funded an endowment to ensure that those celebrations would continue. Donn Weinberg, Chairman of the Board of Trustees, inherited his uncle's affection for seniors and often sings and entertains at the monthly birthday parties.

Given that history, it seems fitting that the Weinberg Foundation chose to make its largest ever gift to a long-term care facility — \$10 million — to Levindale.

Barry I. Schloss, treasurer and a trustee for the foundation, says, "Donating \$10 million is never an easy decision, but it was easier than we initially anticipated. Improving the lives of older adults was always Harry Weinberg's priority, and the foundation that bears his name remains committed to that goal. We have supported Levindale for the last 20 years, and we are extremely proud to have the opportunity to partner with it again on this ground-breaking project.

"We started talks with Levindale about the new building in 2005 and were very interested. Levindale's leaders kept us informed and, once plans were finalized, they met with our board to review the financial



LifeBridge Health President and CEO **Warren Green** with **Barry I. Schloss**, treasurer of the Weinberg Foundation

information, the costs involved, the most current thinking about long-term care and Levindale's plans to raise the remaining funds needed.

"When the Weinberg trustees met to consider making the grant, an important factor in our decision was the fact that Levindale has been leading this community's efforts to care for Northwest Baltimore's frail, aging population for 120 years.

"The board was impressed that Levindale's new facility would provide an

entirely different approach to caregiving, with 'neighborhoods' that would provide residents almost all of the services and amenities they need. As a Baltimore-based foundation, we always wanted Levindale to be the country's best long-term care facility for Jewish senior adults, and this project will make that possible."

Schloss says the foundation gives the largest allocation of its grants to fund services and facilities for older adults and is one of the only major foundations to focus on that population. An inspirational quote from Rabbi Abraham Joshua Heschel that appears on the foundation's website offers insight into the reasoning underlying that priority: "It is easy to love children. Even tyrants and dictators make a point of being fond of children. But the affection and care for the old, the incurable, the helpless are the true gold mines of a culture." ●

Barry I. Schloss joined The Harry and Jeanette Weinberg Foundation in the spring of 2004 and was elected trustee and treasurer the following February. Previously, he worked for the CPA firm that audited the books and records of the Foundation and its related entities.



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unprecedented capital campaign support.”

The Levindale project will add 87,000 square feet to the nursing home's current footprint. The spacious three-story building will have two small households on each floor. Each household will have 14 private bedrooms with full, private bathrooms; a country kitchen with family-style Kosher cooking and dining; a den for reading, listening to music and watching television; and a cozy hearth area ideal for socializing.

Included in the project are a two-story town center with a Jewish-themed museum, a synagogue, a gift shop, a café, a barbershop and a beauty salon. Sensory gardens, courtyards, patios and a playground for grandchildren will grace the outside.

Hord Coplan Macht is the project design team.

Aric Spitulnik, Levindale president and COO, says, “We are turning the traditional structure of long-term care



Caring for plants and flowers helps residents thrive.

upside down, empowering residents to plan their days according to their preferences. Residents can decide, for example, to wake up early or sleep in, to participate in activities or have a quiet, low-key day. They can choose menus and mealtimes and whether to eat with members of their household or in their own apartment.

“The building is a natural progression for Levindale's innovative and pioneering spirit. Just five years ago we became the first nursing center to implement a neighborhood model. When the project is completed in the spring of 2012, Levindale will become the first facility of its kind in the state to have built actual neighborhood households.

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Dogs are frequent visitors at Levindale.



Rendering of a bedroom in the new Levindale

The Campaign for Levindale

We are pleased to recognize the following supporters for their commitments of \$1,000 and above to The Campaign for Levindale as of January 12, 2011.

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\$1,000,000 and above

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Levindale Board Steps Up During Silent Phase of Campaign

MICHAEL RENBAUM, Chairman of the Board of Levindale, confesses that he believed some of the stigma generally connected to nursing homes. That was before he became involved with the organization 12 years ago, and that experience has changed his mindset completely.

“Levindale has been providing loving care for Baltimore’s Jewish frail and elderly for more than 120 years, in a setting that is anything but dark and dreary,” he says. “Levindale is a place where people can come to learn to live well again. Many of our patients, particularly those in our rehabilitation programs, receive care and then return home to live independently.

“Now the time has come to build a new campus that is as modern and innovative as any that exists in our country. It is not just a question of physicality; this project will help us set even higher standards for the delivery of top quality nursing and rehabilitation care, especially as evidenced by our commitment to the Eden Alternative.

“The new Levindale is being built on the cornerstones of privacy, dignity and choice — principles that will empower our residents. Each room will be private, with its own private bath. And each room will have flat-screen HD TVs. Moreover, you will not find a stitch of institutional décor anywhere. The kitchens will be as modern as you would find in any new home. And that is our goal: to create an atmosphere and environment for our residents that feels — and is in every way — like their home.

“Every detail has been thoroughly planned. The halls, for example, are intentionally shorter than usual in order to make it easier for residents to ambulate, in some cases, hopefully, without needing their usual cane or wheelchair. The shorter halls will also enable staff to deliver services in a more immediate and intimate way.



Michael Renbaum, Chair of the Levindale Board of Directors, and Aric Spitulnik, President and COO of the facility, celebrate at a kickoff event for the construction project.

If you think Renbaum is proud of the new facility, you should hear him talk about his board of directors.

“Our board has supported this project philanthropically one hundred percent. We made that decision individually and collectively before we went out into the community to ask for support.

“This project has been 10 years in the making. Ron Rothstein, Levindale’s immediate past president and COO, was the visionary who laid the groundwork for this ambitious plan. His successor, Aric Spitulnik, has done a marvelous job of making Ron’s dream become a reality. My two predecessors, Charles Winner and Dr. Bruce Berger, drove this project through its earliest years, and I am most confident my successor, Jason Blavatt, will be successful in guiding this project to its opening in the spring of 2012.

“The Levindale capital campaign has a goal of \$20 million. To date, we have already raised \$14 million and are

seeking support for the remaining funds.

“We could not be more grateful for the extraordinary philanthropic support we have received from those who appreciate the importance of taking care of the most vulnerable in our Jewish community: our frail and elderly. Without the guidance and encouragement of LifeBridge Health President and CEO Warren Green, none of this would have happened.

Renbaum noted that Senator Hubert Humphrey once said, “... the moral test of a society is how it treats those who are in the dawn of life and those that are in the twilight of life, the elderly ...” By that measure, he believes that Levindale and LifeBridge Health will be deemed to have served their community well.

“We saw a need and we acted to answer that need. Now we look forward to experiencing the impact the new Levindale will have on the lives of our residents and their families — and for generations of Baltimore families to follow,” Renbaum says. ●

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“A decade ago, we were the first in the state to adopt the Eden Alternative, a proven antidote to the three plagues of nursing homes: loneliness, hopelessness and boredom. In addition to having a positive psychological effect, the Eden Alternative has helped our residents be in better overall health and require less medication.”

Eden Alternative elements that have helped Levindale become a thriving, active community include:

- Frequent contact with children
- Interactions with canine “visitors” and taking care of live-in pets such as birds and cats
- Opportunities to cultivate plants, gardens and flowers
- “Kibbutz” groups that help residents become better acquainted and make decisions about their neighborhoods
- Turning mealtimes into dining experiences, complete with hostesses

who serve varied menus in a beautifully decorated dining room

- Spontaneity and fun through music and dance therapy, pottery, exercise, reminiscing, Russian culture, drama, movies, noontime chats, games and weekly birthday parties

“In short,” says Spitulnik, “we are transforming Levindale into a nationally recognized state-of-the-art nursing center that will change the way elder care is delivered for the next 25 years. The new building will enable us to do more than meet our mission; it will enable us to exceed it.” ●

Save-A-Limb Bike Ride Funds Work Here and in Haiti

FOUR HUNDRED FIFTY BIKERS of all ages pedaled away to support the 5th annual Save-A-Limb Ride on October 16, 2010 at Oregon Ridge State Park. The ride raised more than \$115,000 for the Save-A-Limb Fund of the Rubin Institute for Advanced Orthopedics (RIO). The fund supports the fight to save limbs from amputation and provide hip and knee replacements to patients in need, both domestically and internationally.

“This year was particularly poignant because the Save-A-Limb Fund helped us send teams to treat earthquake victims in Haiti” said John Herzenberg, M.D., director of the International Center for Limb Lengthening at Sinai’s RIO. This year’s ride is set for Saturday, October 22, 2011. For more information, visit www.savealimbride.org. ●



Three riders turned out in style.

Race for Our Kids Impacts Services

MORE THAN 950 PEOPLE turned out for the 7th annual Race for Our Kids, presented by the Sinai Hospital Auxiliary. Held in the Mt. Washington neighborhood in late September, the event raised over \$120,000 for the division of pediatric oncology at the Herman & Walter Samuelson Children’s Hospital at Sinai.

Runners competed in age group categories for cash prizes and medals in the 10K race and medals in the 5K race. The Sinai Hospital Auxiliary also organized an interactive One-Mile Family Walk.



Neil Meltzer, Sinai Hospital president and COO; **Joseph Wiley, M.D.**, chairman of the hospital’s department of pediatrics; and **Andrew Levine**, Sinai Hospital board member and Race for Our Kids chair.



Happy participants from the One-Mile Family Walk

“The funds raised impact us on every level,” said Joseph Wiley, M.D., chairman of the department of pediatrics at The Herman & Walter Samuelson Children’s Hospital at Sinai. “Philanthropic support is important to our mission: education, teaching, training and helping us advance our technological ability to provide outstanding yet comfortable care for kids in a family-centered way.”

Special thanks to our presenting sponsor, the Sinai Hospital Auxiliary, and our other top sponsors: The Classic Catering People, Gibbons Family Foundation, Select Event Rentals and TRAVELCLICK. Save the date for next year’s race: Sunday, September 25, 2011. For more information, visit www.raceforourkids.org. ●

Alfred I. Coplan Pediatric Hematology Oncology Outpatient Center Opens

FRIENDS AND FAMILY of the late Alfred Coplan joined physicians, staff and supporters of The Herman & Walter Samuelson Children's Hospital at Sinai on September 7, 2010 to dedicate the Alfred I. Coplan Pediatric Hematology Oncology Outpatient Center.

"This new clinic embraces our patient- and family-centered approach to patient care by providing better exam and infusion facilities for our patients and family members who accompany them," said Joseph Wiley, M.D., Chairman of the Department of Pediatrics at The Herman & Walter Samuelson Children's Hospital at Sinai. "The five exam rooms are larger, and they are equipped with technology that supports the electronic health record. The five private infusion bays are monitored by a new nursing station configuration. Overall, the design and layout are huge improvements for the staff and patients."

The clinic moved from its ground floor location to a newly created space near the main hospital entrance. Wiley says, "We are proud to have this modern, beautiful space that enhances our ability to care for children and young adults. The project would not have been possible without the level of philanthropic contributions from our generous donors."

In addition to Dr. Wiley, guests heard from Sinai Hospital President and COO Neil M. Meltzer. Lee Coplan, LifeBridge Health board member and Development



Jan Rivitz, Helen Coplan and Lee Coplan

Committee Chair, thanked the assembled guests on behalf of his sister, Jan Rivitz, and his mother, Helen Coplan. The new facility is named in honor of their late father and husband, respectively.

The Coplan Center is part of the overall \$20 million Herman & Walter Samuelson Children's Hospital expansion project, of which almost \$18 million has been raised to date.

LifeBridge Health gratefully acknowledges the leadership support from the Aaron and Lillie Straus Foundation and the following major donors for their support of the Alfred I. Coplan Pediatric Hematology Oncology Outpatient Center:

The Children's Cancer Foundation, Inc.
and Shoppers Food & Pharmacy
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Jan and Larry Rivitz
Herman & Walter Samuelson Foundation
Aaron and Lillie Straus Foundation
The Edith Rosen Strauss Organization, Inc.
Dr. and Mrs. Joseph Wiley and Family

Golf Challenge Proceeds Help Cancer Patients

THE WOODHOLME COUNTRY CLUB was the site of the annual LifeBridge Health Golf Challenge, presented by TRAVELCLICK on October 11, 2010. Thanks to our sponsors and participants, more than \$84,000 was raised for the Patient Assistance Fund at the Alvin & Lois Lapidus Cancer Institute. The fund helps patients with costs that are not covered by insurance, such as transportation to and from treatment, prescription drugs and prostheses.

This year's event will take place on Monday, June 27, 2011 at Suburban Country Club. For more information, visit www.lifebridgehealth.org/events



From left: Northwest Hospital Board of Directors members **Joel Wohl, Don Kirson, Doug Lederman and Walter Amprey** (all holding clubs) pose with Northwest Hospital President **Erik G. Wexler** at the LifeBridge Health Golf Challenge at Woodholme Country Club.

Attman Boardroom a Welcome Addition to Northwest Hospital Professional Center

THE MORE NORTHWEST HOSPITAL grew in recent years, the more space became a premium. Last year, the hospital's executive staff moved across Carlson Lane to Northwest's new professional center to make space for staff who had been working in trailers. The new quarters were beautiful; the only thing missing was a new boardroom suited for the needs of the 21st century.

Enter Leonard, Phyllis, Gary and Patricia Attman, ready to fill the need. The Attman Boardroom was dedicated in September and it is, in every sense, first-rate.

Gary Attman, president and CEO of FutureCare Health & Management, says, "It is perhaps the finest room of its type in Maryland, equipped with every amenity conceivable. It is truly first class — just like Northwest Hospital and LifeBridge Health."

Northwest Hospital President Erik Wexler says the room has a lot of natural light and a wonderful view. "One also can't help but appreciate the advanced technology, including microphones imbedded in the table and a state-of-the-art video and teleconferencing system."

Even more striking than the boardroom's features, Wexler says, is that the Attmans didn't have to be asked for the gift: they approached Northwest Hospital leadership.

"Northwest Hospital has been the fortunate recipient of many generous gifts over the years," says Wexler. "Most donors prefer to support direct patient



care initiatives, so we were especially grateful to Lennie, Phyllis, Gary and Patty for their willingness to make a leadership contribution to a capital project. Their gift is a testament to the strong feelings they have about Northwest Hospital and LifeBridge Health."

Philanthropy is clearly in the Attman family blood. Leonard Attman,



Leonard, Phyllis, Patricia and Gary Attman

FutureCare's chairman, recalls, "My parents taught me I was a temporary trustee of the money I had and that it was my responsibility to do good with it.

"On Friday nights, before my mother lit the Sabbath candles, she put money in *pushkes* [charity boxes]. When my mother took me shopping to the downtown department stores, she always gave me money to put in the hats of people in need.

"It was important to Phyllis and me to teach our children that people who have had a bit of luck economically have a moral responsibility to give back." That thinking likely inspired them to recognize their children Shellye, Jeffrey and Wendie, along with Patricia and Gary's children Sarah and Carlyn, on the dedication plaque in the Attman Boardroom.

Like his uncle, Gary Attman learned about philanthropy as a young child. "In my family," he explains, "the concept of charity is as ingrained as the concept of breathing. Our family's seminal business was and still is a small deli on Lombard Street. I vividly remember visiting my grandfather, Harry Attman, one day when a poor man, unshaven and dressed in rags, came in. My grandfather filled a bag with food and gave it to the man. No money changed hands. He told me it is

our obligation to help others in need.

"Also when I was small, my parents were visited by rabbis from Jerusalem who solicited money for their religious schools. My parents always gave them a small contribution and invited them in for a bite to eat. As a result, I saw charity as part of life — a good deed and not a burden."

For the Attmans, naming the boardroom was not nearly as important as funding it.

Lennie says, "It was an easy decision to make. I have served on many hospital boards, and boardrooms are the nerve centers of hospitals. The decisions made in a boardroom and the meetings and seminars held there affect patient care now and in the future."

Gary adds, "Sinai, Northwest and Levindale have always been there for us in times of need. Lennie and I relished the opportunity to be there for Northwest as its beautiful new campus was developing.

"Erik Wexler runs a fantastic operation. My older brother Ronnie is on the Northwest Hospital board, and he is extremely smart and shares our family's philanthropic values. The dedication ceremony was made even more special for Patty and me by having him there." ●



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Northwest Hospital
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Courtland Gardens Nursing & Rehabilitation Center

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Beverly Foundation and U.S. News & World Report Recognize Levindale and Northwest Hospital Excellence

LEVINDALE HEBREW GERIATRIC CENTER AND HOSPITAL was selected as a winner of a \$5,000 Beverly Foundation 2010 Trustee Commendation Award in recognition for its patient transportation program serving elderly and disabled adults enrolled in the Levindale Adult Day Services and Geropsychiatric Partial Hospitalization programs. Levindale was specifically recognized for its specialized transportation of passengers with dementia. The award funding is being used to provide comprehensive training for Levindale drivers in collaboration with the Greater Maryland Chapter of the National Alzheimer's Association on the different types of dementia, behavior management and patient interaction techniques.

The Beverly Foundation, headquartered in Albuquerque, New Mexico, undertakes research, education and assistance to encourage and facilitate mobility and transportation for older adults.

U.S. News & World Report's 2011 Best Nursing Homes recently awarded Levindale Hebrew Geriatric Center and Hospital, and the Subacute Care Unit of Northwest Hospital, overall five star rankings, the highest level only achieved by one home in seven nationwide. "Choosing a nursing home for your parent or loved one is incredibly difficult," says Avery Comarow, Health Rankings Editor at U.S. News & World Report. "Homes at the top of our rankings have repeatedly shown high quality and deserve consideration." ●

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