



Circle of Life

Spectacular expressions of commitment: over \$21 Million raised for new campus

see page 2

“We’ve been blessed to be able to give away something others can enjoy.”

Mickey & Harold Smith
see page 6



*Tower Tzedakah Box
19th Century Persia*

OUR MISSION

Sholom Foundation is the planned giving and endowment fundraising arm of the Sholom Community Alliance. It is the Foundation’s sole mission to help ensure the financial viability of the Sholom Community Alliance for generations to come.

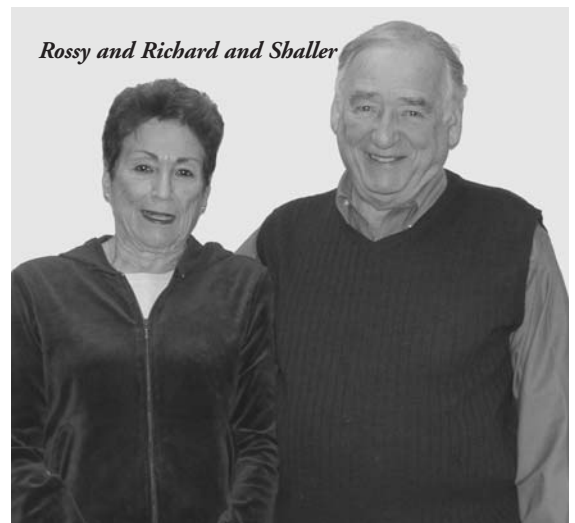
Sholom Foundation Heritage Society Honors Visionaries

Helen has just signed a Letter of Intent to leave a bequest in her will to Sholom Foundation. She knows she has made a lasting commitment to her children and their children’s children to provide care and services for future generations of Jewish elderly.

Helen is one of our many visionaries who realize that their estate gifts and other planned gifts let Sholom know that vital resources are in the pipeline to help Sholom Foundation fulfill our mission. By honoring Helen with membership in the *Sholom Foundation Heritage Society*, we acknowledge her wish to impact the future of Sholom with her bequest.

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Two Generations Give New Sholom Campus Its Name



Rossy and Richard and Shaller

The vision of a new Sholom St. Paul Campus has been given new clarity of late in the form of a major contribution from Richard and Rossy Shaller, and their two sons, Steven and Scott. Because of the magnitude of the gift, the new campus will be named The Shaller Family Campus.

The Shaller’s longtime interest and appreciation for the Sholom community is the major reason for their support of the new campus. “People are

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“Fulfilling the Mission” Capital Campaign Raises OVER \$21 Million

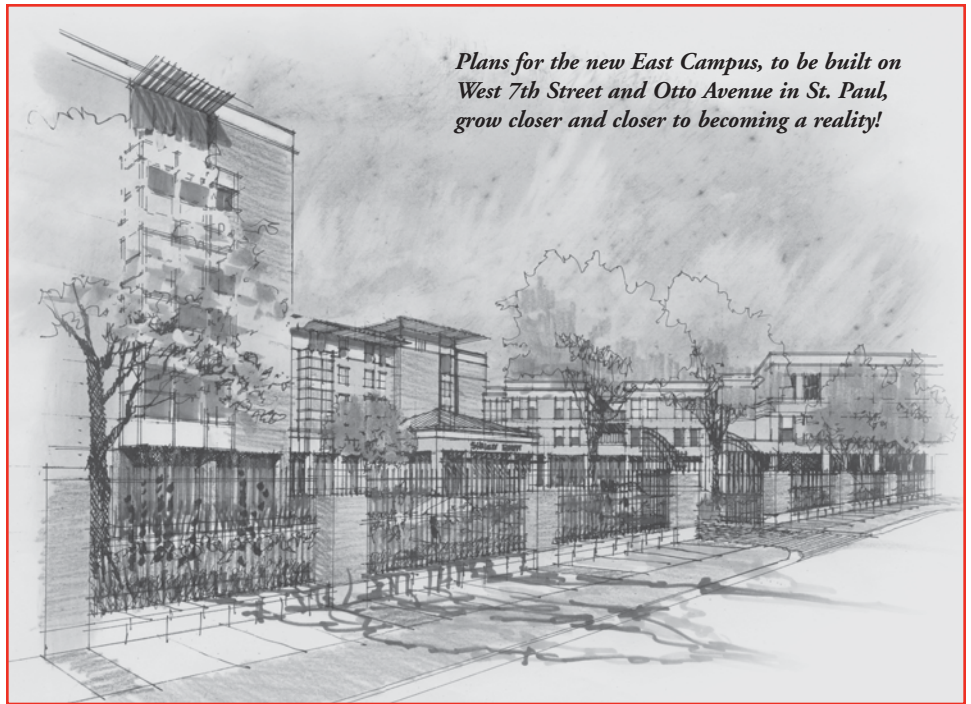
The Twin Cities Jewish community has raised over \$21 million and each new donation brings us closer to realizing our dreams of building a new Sholom Campus on Otto Avenue and Seventh Street in St. Paul. It will still take a significant effort from the entire community to ensure the future of the project, expected to cost approximately \$40 million. As the Capital Campaign continues to raise funds to defray these costs, we come closer to securing these state-of-the-art facilities, programs, and services for our senior population.

Our Campaign Volunteers

At the heart of our Capital Campaign are volunteers and donors. If one of our volunteers calls you, please take a moment to hear about this exciting project and the promise it holds for our Jewish elderly.

What can you do?

1. MAKE A GIFT. This is a great opportunity to build a new Jewish senior facility that will impact the lives of so many families in the Twin Cities and the entire Upper Midwest, for many years to come. When called upon,



Plans for the new East Campus, to be built on West 7th Street and Otto Avenue in St. Paul, grow closer and closer to becoming a reality!

please consider that this is a special, one-time gift (payable over five years). As our totals reflect, many members of our community have already pledged. They believe strongly in this project and we hope you will join them at whatever level you are comfortable.

2. GET INVOLVED. We will need your help in the coming months as we continue to contact people, sharing with them the wonderful services and programs that will be provided with the addition of the new Campus.

3. LEARN MORE. This is a major effort that requires the support of the entire community. Please contact our campaign office at 651-204-6499 or email us at: Capitalcampaign@sholom.com if you have any questions. Our campaign co-chairs, Rhoda and Don Mains and Allen Freeman are happy to provide you with information about the new Sholom Campus.

We welcome your support and involvement.

Circle of Life

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For more information, call 952-939-1664 or email: donations@sholom.com



Two Generations Give New Sholom Campus Its Name

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living longer and better today, in part because of this organization,” says Rossy. They spent many months considering where and how to become involved in the Sholom Community Alliance Capital Campaign. “The more we saw the plans, the easier the decision was,” says Richard. “St. Paul *needs* this campus. It’s a necessity!”

The Shillers have been delighted with Sholom’s assisted-living facilities. Richard’s aunt, Doris Shaller, lives at Roitenberg and, says Richard, “She loves it there. And she’s thriving.” The new campus has plans for even more extensive assisted-living facilities and programs that will be available to all in the Sholom Community.

Richard’s mother and Rossy’s mother had been residents of Sholom East before their deaths. The Shillers see the great advances that have been made – and are still being made – in the care of our Jewish elderly. They are impressed with the whole package of care that will be available for the elderly at the new campus, and are proud to be a part of it. “It will provide a pleasant place for not only the residents, but also their family and friends who visit.”

A longtime and once large St. Paul family, the Shillers are like many families, foreseeing an end of their family name (both Steven and his wife Michelle, and Scott and his wife Cabrini, have daughters). This was a consideration that motivated the Shillers to make this type of contribution that would preserve their family name.

The Shaller family is a close-knit group, Richard owned Big Wheel Rossi auto parts stores from 1965 until 1999, when the business was sold to Checker Auto Parts. His sons worked along side him in this endeavor, and as well as in their other major business – real estate management. And to this day, they still do.

They also are closely tied in their religious dedication. Richard and Rossy, Steven and Michelle have been lifelong members of Temple of Aaron synagogue, where both Richard and Steven serve on the Board of Directors. Because of a strong commitment to perpetuating Jewish education, Richard and Rossy established an endowment at Temple of Aaron for its Hebrew school.

The Shillers have been donors to nearly every Jewish organization and charity – and they’ve done so quietly and without fanfare. The Sholom community has long

been a recipient of this generosity. Rossy and Richard, who will be married 56 years in February, speak in a matter-of-fact way about their donations, “We feel so fortunate that life has been so good to us. This is just give-back.”

Have You Asked Yourself These Questions?

1. Am I able to make a charitable gift to Sholom Foundation this year?

As this year comes to an end, and you consider your charitable giving, remember Sholom Foundation and our important mission.

2. Are my taxes likely to be high this year?

If so, then this is a good time to increase your giving. You might even consider accelerating some of next year’s giving into this year so you can utilize the tax benefits this year. Donate your appreciated stock directly to Sholom Foundation and receive a charitable deduction for the full fair market value of the stock as well as avoid paying capital gains tax on the stock’s appreciated value.

3. Do I have appreciated stock that I can donate to Sholom Foundation to fund an income-for-life Charitable Gift Annuity?

If you wish to give to Sholom Foundation but cannot afford to decrease your annual income, consider our Charitable Gift Annuity. You can obtain a gift annuity for yourself or you and your spouse with a gift of stock and, in many cases, receive more income than you currently receive from the stock. In fact, depending on your age, your gift annuity rate could be as high as 11.3%, plus you would receive tax benefits as well. And most importantly, your annuity payments from Sholom Foundation would continue for the rest of your life.

This year, remember Sholom Foundation and make a difference for years to come. Call 952-939-1593 or email foundation@sholom.com.

Sholom Foundation Heritage Society Honors Visionaries

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If we had only known . . .

We recently received a surprise bequest from the estate of a man we never had the opportunity to thank. The gift revealed a gracious and generous person. But we were never able to express to him our gratitude for such kindness or let him know how much his gift meant.

If we had only known, we could have said, "Thank you."

The ***Sholom Foundation Heritage Society*** honors those who have named Sholom Foundation in their wills or have named Sholom as a beneficiary of a life insurance policy, an IRA or a pension fund.

Also honored are donors who have funded a charitable gift annuity or placed assets in a charitable trust, not only to meet personal income needs during their lifetime, but to also benefit Sholom in the years ahead. These visionary donors to Sholom are maintaining an income stream for as long as they live with the knowledge that Sholom will receive the balance of this asset upon their death.

We will be contacting those we know of who have made future gifts to Sholom Foundation (many of whom have also made current gifts to Sholom), with an invitation of membership in our ***Sholom Foundation Heritage Society***. Members will be regularly recognized in our Circle of

Life, and will be honored with permanent recognition at both the Ackerberg Campus in St. Louis Park and the new Shaller Family Campus to be built in St. Paul.

We encourage you to let us know when you include Sholom Foundation in your estate plans. Not only can we express our appreciation and honor you with membership in our Sholom Foundation Heritage Society, we can make sure you are kept up-to-date with all the developments occurring here at Sholom.

Have you named Sholom Foundation in your estate plans? If so, please complete the Letter of Intent on the next page to let us know. If not, please call 952-939-1593 or email: foundation@sholom.com for information about providing a future gift to Sholom.

A SIMPLE BEQUEST

A simple statement in your Will or Living Trust is all it takes to make a powerful gift.

Gifts by bequest may be made in cash, securities, real estate or tangible personal property and may be fully deductible in determining your estate taxes.

**You will want the provision to state our legal name:
SHOLOM FOUNDATION
a 501(c)(3) nonprofit corporation in Minnesota.**

It would be helpful if you would notify Sholom Foundation of your bequest so you can be acknowledged and honored and Sholom can plan for the future.

Letter of Intent

We cordially invite you to become a member of the **Sholom Foundation Heritage Society**, honoring those who recognize the value of providing for Minnesota's Jewish elderly by making a commitment to the Sholom Foundation, a 501(c)(3) nonprofit corporation in Minnesota, through their Wills and other charitable gift plans. There is no finer example of the power of giving than what we can achieve together.

I (We) wish to participate in the *Sholom Foundation Heritage Society* through the following:

- | | |
|-----------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Will or Living Trust | <input type="checkbox"/> Insurance Policy |
| <input type="checkbox"/> Charitable Gift Annuity | <input type="checkbox"/> Retirement Plan Asset |
| <input type="checkbox"/> Gift of Securities | <input type="checkbox"/> Gift of Real Estate |
| <input type="checkbox"/> Charitable Remainder Trust | |

If you so choose, you may indicate the amount or range of your gift to help us better plan for the future: \$ _____

PLEASE COMPLETE THE FOLLOWING: (please print)

Date _____
Name(s) _____
Signature _____
Signature (of spouse, if applicable) _____
Address _____
City/State/Zip _____
Phone Number(s) _____
E-mail address: _____

Please check this box if you wish to have your name included in listings of **Sholom Foundation Heritage Society** members in our publications. This will help encourage others to join this important group of benefactors. (If you do not choose to be listed, you will continue as an unlisted member.)

Your name(s) as it should appear in print:

For more information, contact Jay Jacobson or Barbara Brooks at 612-939-1593 or email: foundation@sholom.com.



BERNICE COWL GORDON

is delighted to be among those honored with membership in the *Sholom Foundation Heritage Society*. A

supporter of the Sholom Community Alliance for over 20 years, as a volunteer and life member, Bernice has also endowed the Dr. Moses and Bernice Cowl Gordon Music Fund. And, being well aware of the importance of planned giving in support of Sholom's future needs, Bernice established a Sholom Foundation Charitable Gift Annuity. There's no question about her warm feelings toward Sholom Home West, "From the very start, Sholom Home West found its way into my heart."



We're online – let's keep in touch

Send us your email address and from time to time we will send you updates about what's happening at the Sholom. Would you like to hear more about the new Sholom Community Alliance Campus in St. Paul? We'll keep you informed about the campaign, building plans and much more.

We are just a click away. Email us any time and we will get back to you right away. Just send your email address to foundation@sholom.com.

The Sholom Foundation gratefully acknowledges the Schochet Family for helping to underwrite the Circle of Life.

Sharing a Lifetime of Treasures

Harold and Mickey Smith are devoted and passionate about many things in their lives: devoted to each other...to their family...to their Jewish roots...and to spreading their passions to others. It is because of this last interest that they have loaned part of their collection of historic and rare Judaica to Sholom.

These ritual objects are on display in the library and activity room at the Roitenberg Family Assisted Living Residence. The Smiths chose Sholom to house part of their collection because they wanted to give the residents a touch of beauty and a touch of history.

They also hope their gift will inspire other collectors who have precious items to add to the display, so that Sholom visitors and residents will have the opportunity to view and appreciate them.

A LIFETIME OF DELIGHT

Harold's interest in Jewish art and culture started as a boy when he was spellbound by his grandparents' stories of the "old country" and was shown their "valuables" they brought with them to their adopted homeland. But it was not until after Harold and Mickey started their family that they began collecting their own "valuables."

Married in 1943, Harold and Mickey had three children and they now have two grandchildren and a great grandchild. Harold retired from his business, Tradehome, five years ago and Mickey has been actively involved with Hadassah for decades. Together, they support Sholom Foundation with the Mickey and Harold Smith Fund for Rabbinic and Religious Activities. They are also involved with several organizations in the Jewish community, among them Herzl Camp, Beth El and Beth Jacob synagogues, and Jewish day-school education. In fact they had one such school named in memory of their daughter Marjorie, who died as a young adult from breast cancer.

Travel has always been one of the Smith's passions and they often found themselves drawn to museums and small antique shops in search of Jewish treasures. They

are attracted to one-of-a-kind items that tell a story of Jews in that region. Most of their collection is from the 19th and 20th centuries, although some pieces are considerably older. Their collection includes items from Morocco, Israel, Italy, Spain, France, Russia, and other exotic locales.

"We never intended to collect for a museum," Harold said. "We bought something because we loved it."



Mickey and Harold Smith

They wanted to give the residents a touch of beauty and a touch of history.

EXTENDING THEIR TREASURES

But because their collection — accumulated over 40 years — was outgrowing their space, they knew they had to find another "home" for the bulk of their collection — one where it could be enjoyed by many more people, and where their treasures would be well cared for.

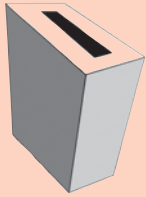
So in 1996, the Minneapolis Institute of Arts, under the direction of Evan Maurer, established the Harold and Mickey Smith Gallery of Jewish Arts and Culture — only the second permanent gallery of Judaica in an America public institution. There reside nearly 40 pieces of rare and beautiful ritual objects including

bibles, Purim groggers, spice boxes, megillahs, menorahs, and Omer counters (used to number the days between Passover and Shavuot), donated by the Smiths.

AN INFECTIOUS PASSION

Harold's face is vibrant while describing his favorite pieces, which include: a grogger with the figure of a Russian Cossack chained to a stock; a spice box in the shape of a windmill from Holland; a 1726 bible from Mantua, Italy; and an 18th century Italian megillah. He glows as he explains the history of each piece and its unique character. He brings each item to life again, relating how it might have been used, who might have created it, and what it might have meant to its owners.

"We've been blessed to be able to give away something others can enjoy," Mickey says. "And it's even been instrumental in teaching non-Jews about our culture, as well. What could be better than that?"



CharityBox.com

*Making a Contribution
to Sholom Foundation
is just a Click Away*

Visit www.charitybox.com/sholom, enter your credit card information and indicate a donation amount. If it's for an honor or memorial, indicate for whom and the address(es) of those who should receive notice of your gift in the "Special Instructions" box. A tribute card(s) will be sent from Sholom Foundation to whomever you indicate.

You can also simply make a donation to a specific fund, just indicate the name of the fund in the "Special Instructions" box. Once you press the "submit" button, the screen displays a "Tax Letter" which you can print for your records.

Charitybox.com will NOT share your information with anyone other than Sholom Foundation. You and Sholom will both be sent email confirmations of your gift.



Development Corporation for Israel

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*Support Israel.
Support Sholom Foundation.*

Pay your Sholom Foundation Pledge with Israel Bonds — the Foundation will keep them until maturity. For more information, contact the Israel Bond office at 763-541-0692 or Sholom Foundation at 952-939-1593 or Foundation@Sholom.com

Do you know . . .

. . . the fastest growing population in the American Jewish Community are those over the age of 85.

. . . we are living longer, and hopefully, better lives than ever before.

. . . but with soaring energy costs, many of us worry about having enough income to cover our yearly expenses.

. . . a Sholom Foundation **Charitable Gift Annuity** offers you a way to receive guaranteed fixed payments for life at a payout rate – depending on your age, as high as 11.3%, plus valuable tax benefits.

. . . payments may be made to one donor for life, or to the donor and spouse for both of their lives. The donor may also direct that the gift annuity payments be made to another individual, such as a parent or an adult child.

. . . at the end of your lifetime, the balance in your annuity remains with Sholom Foundation to support Sholom in perpetuity.

. . . you can help yourself and the important work of the Sholom Community Alliance in providing the high quality continuum of care our Jewish elderly deserve.

Find out more about a Sholom Foundation Charitable Gift Annuity by calling: 952-939-1594 or email: foundation@sholom.com.

Maximum Recommended
Gift Annuity Rates

ONE LIFE		TWO LIFE	
AGE	RATE	AGE	RATE
90+ . . .	11.3%	90/90	9.3%
85	9.5%	85/90	8.4%
80	8.0%	80/85	7.3%
75	7.1%	75/80	6.6%
70	6.5%	70/75	6.1%
65	6.0%	65/70	5.7%
60	5.7%	60/65	5.5%
55	5.5%	55/60	5.00%
50	5.3%	50/55	4.7%

Sholom Foundation Donations

August 20, 2005 -
November 1, 2005

Honor & Remember Your Family & Loved Ones

Donate to the Sholom Foundation General Fund or to any Fund on pages 10-13 (or create your own fund). Honor family and friends on special occasions, wish for a speedy recovery, or express your condolences. All donations are acknowledged to the individual or family you are honoring.

Easy & Secure Ways to Donate to Sholom Foundation

Log onto www.charitybox.com/sholom to conveniently donate online. Or, call Tina Tott Nutter, donations coordinator at 952-939-1664 to leave your credit card number on our secure system. Then you may call Tina or email donations@sholom.com at your convenience with donation information. Contact Tina as well for personalized donations envelopes to contribute through the mail.

In spite of our best efforts to be accurate in recognition of our donors, mistakes can occur. If your name or Fund was omitted, listed incorrectly, or misspelled, please accept our apology and we ask that you notify us of the error. Thank you for your understanding.

Joyce & David Abramson	Matvey Gezunterman	Bonnie Ross & Jerome Lavin	Barb & Irky Roitenberg
Kerry & Scott Bader	June Gilats	Jack Leibman	Ada Rubenstein
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Shirley & Zollie Baratz	Barbara & Al Gleekeel	Marilyn & Donald Levin	Laura & Jon Savin
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Helen Dobrin	Joni & Denny Hymanson	Sheila & Hy Paisner	Jerry & Yetta Simon
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Ronald Fingerhut	Cheryle & Hank Kristal	Franzi & Ray Perlman	Beryl & Frank Strickon
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Fingerhut Family Foundation	Abbey Kuller	Phileona Foundation	Helen & Don Swartz
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Jean & Jake Garber		Renee Ribnick	Joan & Paul Wernick
Amy & Todd Geller		Jan & Sherman Ringer	Ernie Wolfenson
Josef Gezunterman		Jeanie & Arthur Rivkin	Helen & Leo Wolk

IN HONOR OF**Ed Abramson**

Birthdays
Miriam & Leroy Kieffer
Rita & Robert Litin
Lisa, Richard, Jordan
& Emily Rotenberg
Laura & Darren Smith

Shelly Adler

Birthdays
Jeanette & Max Kurnow

Doddie Altman

Birthdays
David E. Feinberg

Janice Applebaum

Birthdays
Janet Jaffe
Ann Miller
Ada Rubenstein
Alex Tankenoff
Irene Vallareal

Lorraine & Sid

Applebaum
Marriage of Grandchildren
Loie & Sherman Devitt

Molly & Sid Bader

Wedding Anniversary
Marja Engler

Sid Bader

Birthdays
Marja Engler

Shirley & Zollie Baratz

Wedding Anniversary
Bobbi & Merrill
Fischbein
Faye & Mayer Krupp

Stan Baratz

Birthdays
Arlene & Zvi Leibovich

Sally & James Beloff

Jack's Bar Mitzvah
Nancy & Rick Grobovsky

Linda Benenson

Birthdays
Joanne & Bob Gillman

Fred Berdass

Birthdays
Kerry & Scott Bader
Susie & Jim Simon

Hannah & Edward Bialick

Shelly Cummings &
Rob Shainess

Joanie & Jay Binder

Wedding Anniversary
Loie & Sherman Devitt
Marja Engler
Gretta & Earl Freeman
Gracia & Merrill Kuller
Harriet & Miles Lane

Tammy Birnberg

Birthdays
Myra & Ronald Krank

Arline Bloom

Birthdays
Lorita & Jay Jacobson

Leon Bongard

Birthdays
Jeanne & Warren
Goldstein

Maddy & Jules

Braufman
Wedding Anniversary
Ollie Tankenoff

Charlie Brucker

*Anniversary of Charlie's
Bar Mitzvah*
Patti & Bernie Bratter

Walter Cahn

Birthdays
Marja Engler

Mary & Stan Calof

Wedding Anniversary
Gracia & Merrill Kuller

Stan Calof

Birthdays
Elaine & Ron Burton
Gracia & Merrill Kuller

Arnie Crane

Birthdays
Bernice Cowl Gordon

Elaine Devitt

Birthdays
Rhoda & Gene Engelson
Myra & Roger Greenberg
Sue & Stan Leonard

Elaine & Eddie Devitt

Wedding Anniversary
Jeanne & Burt Corwin
Loie & Sherman Devitt
Gretta & Earl Freeman
DeeDee & Dick Harris
Gracia & Merrill Kuller
Joyce & Stan Malmon

Lois Devitt

Birthdays
Rhoda & Gene Engelson
Sue & Stan Leonard

Lois & Sherman Devitt

Wedding Anniversary
DeeDee & Dick Harris

Sylvia Drury

Birthdays
Janet Jaffe

Helen & Jim Ehrlich

Wedding Anniversary
Gretta & Earl Freeman
Mimi & David Sanders

Marja Engler

Birthdays
Elaine & Ron Burton
DeeDee & Dick Harris
Natalie & Bud Harris
Renee & Hess Kline
Marilyn & Earl Latterman
Sandy & Art Lavintman
Carol & Frank Trestman

Patti Engler

Birthdays
Alex Tankenoff

Evelyn & Jay Ettinger

Wedding Anniversary
Elaine & Ron Burton

Joyce & Harold Field

Wedding Anniversary
Jeanne & Burt Corwin

Maureen & Leo Fine

Wedding Anniversary
Lou Ann & Leon
Bongard

Jerry Fischbein

Birthdays
Renee Ribnick

Gerda & Hask Fishman

Wedding Anniversary
Fay & Leonard Ribnick

Ben Fiterman

Birthdays
Marilyn & Harvey Chanen

Earl Freeman

Birthdays
Jill, Bob, Jessi &
Jeff Edelstein
Marja Engler
Toba & Allen Freeman
Sue Freeman &
Neil Borenstein
Sandra & Paul Friedman
Nancy, Jeff, David &
Adam Getzkin
Myra & Roger Greenberg
Sue & Stan Leonard
Jeanne & Albert Levin
Ann Miller
Connie & Paul Ross
Barb & Todd Striker

**Dr. Harry & Harriet
Friedman**

Birthdays
Lois & Sherman Devitt

Harold Frishberg

Birthdays
Ben Liman

Robert Garner

Birthdays
Marja Engler

Bruce Gershman

Birthdays
Sandy & Myron Striker

Al Gleekel

Birthdays
Faye & Mayer Krupp

**Barbara & Richard
Goldstein**

*Marriage of Maria Cruz
and Hugh Fisher*
Rivoli & Babe Golden

Jane & Jon Gordon

Katie's Engagement
Roni & Alan Gingold

Jon Gordon

Birthdays
Judy & Jon Harris

Carole & Dick

Greenberg
Wedding Anniversary
Janny & Alan Silver

Charlotte &

Bruce Harris
Wedding Anniversary
Marja Engler

Bob Hartman

*Sholom Foundation
Presidency*
Margo & Fred Berdass
Doreen Frankel &
Jake Hurwitz
Renee & Michael Popkin

Nancy & Bob Hartman

Wedding Anniversary
Debbie & Tom Simon
Susie & Jim Simon

Celia Heilicher

Thinking of You
Toba & Jerry Sudit

Dawn Idelkope

Birthdays
Alton & Bernice Lipkin

Lorita & Jay Jacobson

Rita & Abe Hazelcorn

Manny Jaffe

Birthdays
Elaine & Ron Burton
Marja Engler

Bruce Kahn

Birthdays
Audrey R. Tulberg

Rosann Kahner

Birthdays
Loie & Sherman Devitt
Gracia & Merrill Kuller

Beverly & Alan Kasdan

Wedding of Daughter
Lorita & Jay Jacobson

Chelle & Leon Katz

Wedding Anniversary
Bobbi & Merrill
Fischbein

Pam & Ronald Kaufman

Thanks
Lorita & Jay Jacobson

George Kleineman

Birthdays
Ben Liman

Donamae Koppelman

Birthdays
Rhoda & Gene Engelson

Faye & Mayer Krupp

Wedding of Granddaughter
Shirley & Zollie Baratz

Shirleymae Lane

Birthdays
Fern Badzin
Miriam Cooper
Shirley & Fred Nassauer
Dorothy & Theodore
Papermaster

Gerald Lapidus

Birthdays
Elly & Irv Braverman

Sandy & Art Lavintman

Wedding Anniversary
Marja Engler

Sanford Lederfine

*Birth of Granddaughter,
Jada Beverly Altman*
Ben Liman

Arnold Leonard

Birthdays
Connie & Paul Ross

Sue & Stan Leonard

Wedding Anniversary
Gretta & Earl Freeman

Leon Lerner

Birthdays
Marja Engler

Rose Levine

Birthdays
Janice & Bruce Waller

Fred Levy

Birthdays
Lorita & Jay Jacobson

Erma G. Lipschultz

Birthdays
Janis Nelson
Anne Rosen
Alex Tankenoff

John Marver

Birthdays
Joan Shapiro

Ann Miller

Birthdays
Ruth & Allen Aaron
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Phyllis Appelbaum

Sholom Foundation Donations

continued

Ann Miller, continued

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Happy New Year
Elaine & Ron Burton

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Birthdya
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Saralee & Neil Mogilner
Wedding Anniversary
Sybil & Bill Lipschultz

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Birthdya
Alex Tankenoff

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Birthdya
Sharlene & Sid Ladin

Judi Neuman
Birthdya
Corky & Bob Neuman

Mickey & Carol Orren
Marriage of Grandson
Mary & Leland Gottstein

Serene & Lenny Paletz
Wedding Anniversary
Harriet Levy

Ruth Peilen
Judy & Howard Kauffman

Helain & Jimmy Pesis
Wedding Anniversary
Debbie & Tom Simon
Susie & Jim Simon

Margery & Stuart Pihlstrom
Birth of Grandson, Tyler Pihlstrom
Ben Liman

Julie Raen
Julius' Birthdya
Lorita & Jay Jacobson

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Birthdya
Renee Ribnick

Ruth & Harold Roitenberg
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Birthdya
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Birthdya
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Sharlene & Sid Ladin

Alan Ruvelson
Birthdya
Jack Adler

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Birthdya
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Birthdya
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Birthdya
Shirleymae & Bob Lane
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Sam Sell
Birthdya
Ben Liman

Ilene Levin & Steve Goldfine
Wedding Anniversary
Joanne & David Sher

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New Granddaughter
Elaine & Ron Burton
Toba & Allen Freeman

Sholom Home West
2S Nurse, Jeanne
June & Arthur Berg
Toba & Jerry Sudit

Sholom Home West
Altercare
Goldie Sigal

Hy Sigal
Goldie Sigal

Albert Small
Birthdya
Marja Engler

Diane Smookler
Birthdya
Raline Paper

Renee & Arnold Soskin
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Marja Engler

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Birthdya
Alex Tankenoff

Jerry Toberman
Gerald's Birthdya
Marja Engler
Sharlene & Sid Ladin

Sharon Trestman
Birthdya
Friends of Sharon Trestman
Marja Engler

Deera & Al Tychman
Wedding Anniversary
Lorita & Jay Jacobson

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Lovey Winnick
Birthdya
Dody Geller
Renee Krinsky
Essie Rosenberg
Ada Rubenstein

A SPEEDY RECOVERY TO

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**IN APPRECIATION
OF**

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Ruth & Allen Aaron

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Ruth & Allen Aaron

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Ruth & Allen Aaron

Sandra Salsberg
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Ruth & Allen Aaron

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Rita & Abe Hazelcorn

Helen & Leo Wolk
A Lovely Evening
Audrey & Al Kaufman

IN MEMORY OF

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Phyllis Appelbaum
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Edith Goldschmidt
Bernice Cowl Gordon
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Merle Anne &
Zenith Kremen
Bob & Shirleymae
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Melissa Bea Goldberg
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Ferne Grosmann
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Sholom Foundation Funds

Gifts & Naming Opportunities

For endowment gifts of \$10,000 and more, a designated fund — in your name or the name of a loved one — may be established. Or, for gifts starting at \$18,000, in addition to establishing a fund, you may choose to take advantage of the opportunity to name specific areas, rooms, equipment and furnishings in the Sholom Community Alliance facilities. All funds are acknowledged with plaques on the Walls of Honor at Sholom Homes East & West.

Use the enclosed envelope to make a donation in honor of or in memory of someone special in your life.

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To Establish a Sholom Foundation Fund

FOUNDER	\$1,000,000 cash, pledge or deferred
PILLAR	\$500,000 - \$999,999 cash or pledge or \$750,000 - \$999,999 deferred
BUILDER	\$250,000 - 499,999 cash or pledge or \$500,000 - \$749,999 deferred
TRUSTEE	\$100,000 - \$249,999 cash or pledge or \$200,000 - \$499,999 deferred
PATRON	\$50,000 - \$99,999 cash or pledge or \$100,000 - \$199,999 deferred
BENEFACTOR	\$25,000 - \$49,999 cash or pledge or \$50,000 - \$99,999 deferred
SPONSOR	\$10,000 - \$24,999 cash or pledge or \$20,000 - \$49,999 deferred

Gifts at any of the above levels will be acknowledged by a plaque on the Walls of Honor at Sholom Homes East and West.

Those Funds that have been increased over time to a higher level are designated by an “*”

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AT YEAR-END...

What Your Appreciated Stock Can Do for You and Sholom

Marion wants to support the important work of Sholom Foundation by making a year-end gift. She owns 100 shares of stock that have grown from \$20 to \$100 a share since her original purchase. If she sold all 100 shares she would owe tax on the appreciated value of the stock (\$8,000), but . . .

...if Marion gave the stock directly to Sholom Foundation, she would avoid tax on appreciation and receive, instead, an income tax charitable deduction on the full value of the stock, up to 50% of her annual income, even though she only paid \$2,000 for the original purchase. At a 28% tax bracket, Marion could save up to \$2,800 in taxes — more than she paid for the stock in the first place! What's more, because Sholom Foundation is a qualified charitable organization, we could sell the stock and avoid any tax on the appreciation. A win for Marion — a win for Sholom.

Year-end is a very good time for making stock gifts (stock must be donated by December 26 in order for transaction to take place prior to December 31). Many of you review your stock portfolio and select those appreciated stocks you have held for more than one year. You give stock instead of cash because you have discovered the value and enjoyment of stretching your giving power by donating the appreciation. And, after all, the more you can prudently give to help the efforts of Sholom Foundation, the better you feel.

Have you considered making a gift of appreciated stock to Sholom Foundation this year?

Contact us at 952-939-1593 or foundation@sholom.com about making a gift to Sholom Foundation that will make a difference for generations to come.



Easy & Secure

Two ways to donate to Sholom Foundation

ONLINE

Save this link to your “favorites” website addresses: www.charitybox.com/sholom. Then log-on at your convenience to make your donations to Sholom Foundation. Both you and Sholom are sent email confirmations.

PHONE / E-MAIL

Contact Tina Tott Nutter, Donations Coordinator, at 952-939-1664 to make a credit card donation or leave your credit card number on our secure server at Sholom Foundation. Then just call her, or email donations@sholom.com at your convenience with your donation information.





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Minneapolis, MN

Mark your calendar for Sholom Ball 2006

Get down and come together at the Minneapolis Marriott City Center on Saturday, January 21, 2006. Enjoy a cocktail reception and the music of Mark Bloom at 6:30 pm. Following dinner, the lively sounds of Boogie Wonderland fills the air. Cap the evening at the piano bar in with the popular lounge act of Sandy Atlas and Steven Greenberg.

After midnight, we'll be hooked on a feeling, making our dreams come true!

For more information, contact the Sholom Auxiliary Ball Office at 952-939-1620. For table reservations, call 952-939-1625 by January 9th.



WHO ARE WE? THREE ENTITIES COMPRISE THE SHOLOM FAMILY

- **Sholom Foundation** exists to raise sufficient endowment funds, which are maintained in perpetuity, so that the income from these funds will be sufficient to defray any budgetary shortfalls incurred by the Sholom Community Alliance. The Foundation's sole mission is to help ensure the financial viability of the Alliance for generations to come.
- **Sholom Community Alliance** is the operating entity that manages and runs the following facilities: Sholom Home East (*The Joseph & Phillips Buildings*); Menorah Plaza; and The Norman and Lisette Ackerberg Campus comprised of Knollwood Place Apartments, Menorah West, Sholom Home West (*The Joe and Blanch Numero Building*), and The Roitenberg Family Assisted Living Residence (*The Numero-Steinfeldt Foundation Assisted Living Pavilion and The Memory Care Pavilion*).
- **Sholom Auxiliary** has as its sole purpose to assist both Sholom Nursing Homes through volunteers and annual fundraising to bring added services and comfort to the nursing home residents.