



Circle of Life

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2010 Year-End Gift Idea #1



Make a gift of any amount of cash to Sholom Foundation. It is fully deductible – up to a maximum of 50% of your adjusted gross income. Make sure your check is in the mail AND post marked by December 31st.

OUR MISSION

The Sholom Foundation's sole mission is to raise sufficient endowment funds to generate annual financial support for the Sholom Community Alliance programs and facilities, and promote excellence in service to the elderly community.

LARRY BENTSON REMEMBERED As the Bentson Foundation Fulfills Capital Campaign Gift



Representing the Bentson Foundation on behalf of her father, Larry Bentson of blessed memory, Laurie Bentson Kauth presents a \$3,000,000 check for the Sholom East Capital Campaign to Wendy Baldinger, President of the Sholom Community Alliance, to dedicate the Bentson Family Assisted Living Residence. This beautiful state-of-the-art facility has been operating since 2009 and is currently fully occupied, with 48 studio, one- and two-bedroom assisted living apartments, as well as the Jay and Rose Phillips Center for Memory Care serving 18 residents. Also pictured are Sholom East Capital Campaign co-chairs: Allen Freeman and Rhoda and Don Mains.

Marilyn Dickel...

First to Move Into Bentson Family Assisted Living Residence

Marilyn Dickel was the very first person to move into the Bentson Assisted Living Residence on the new Shaller Family Campus almost two years ago. When asked what is "assisted living" at the Bentson? Marilyn responded:

"It's everything! I have a lovely sunlit apartment on a campus where all my needs are met. I enjoy my meals with friends and acquaintances who also live at Bentson, get my hair and nails done at the Bentson Salon, swim in a warm water therapy pool



continued on page 4

2010-2011 Sholom Foundation Board of Directors

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* Past Presidents

Looking Back on 2010, Moving Forward

A message from the Presidents of the Sholom Community

As the year draws to a close, we reflect on all that we have accomplished thanks to our outstanding Sholom staff and the many devoted volunteers who serve on our boards and committees. They have tackled difficult challenges, provided creative solutions, and given their precious time and talents for the benefit of all those Sholom serves, now and in the future.

This past year has been one of transition and change for Sholom. We have had personnel changes ranging from administration to direct caregivers and we have experienced change from outside forces in government cuts and market downturns; all have had an impact on our daily operations.

Although change can be difficult, it also provides an opportunity to take stock of our current situation and to take steps to better position Sholom for the future. In fact, we are now beginning the second decade of this century with pride in our significant accomplishments and improvements we've made at Sholom — along with a clear focus for the future.

We have made vast improvements in use of administrative and financial resources, combined purchasing for all Sholom facilities, streamlined expenses, freed up crucial dollars for hiring and emphasized training and retaining of staff.

We have established long range plans for maintaining and improving our facilities, some of which are already in progress, namely important renovations at Knollwood Place.

We have made and continue to make considerable improvements to our food service operations. Our state-of-the-art production kitchen on the Shaller Family Campus now provides meals for all of the Sholom facilities — and residents and families are pleased with the changes.

Census on the new Shaller Family Campus is now full on a regular basis. The addition of the Feinberg Aquatics and Vitality Center and Johnson Hospice Care Agency are not only serving residents/tenants of Sholom facilities but the general community as well, providing financial resources not previously available to Sholom.

The resident-care model implemented at Chapman Sholom Home East on the Shaller Family Campus has proven how important a family-like setting with consistent direct-care staff can be for a resident's quality of life and sense of well-being. We are already implementing aspects of this care model at Sholom Home West and have begun to explore architectural modifications to bring this care model in its entirety to West.

Most importantly, our families are letting us know that we are doing better, that the care we are providing their loved ones is meeting, even exceeding their needs and expectations.

Finally, our financial house is in order. In spite of a very difficult economic environment, we are meeting our financial obligations. We have made significant changes to our administrative and financial practices, and

2010 Year-End Gift Idea #2



Donate your appreciated stock that you have held for more than one year to Sholom Foundation. You will receive a charitable deduction for the entire value of the stock and avoid capital gains tax on the appreciation.

Forward to the Future

Community Alliance, Sholom Home Auxiliary and Sholom Foundation

thankfully, nearly all of the generous donors to the Capital Campaign for the Shaller Family Campus are meeting their pledge commitments, allowing us to meet our bond covenants.

It has not been easy, nor are we under any illusions that financial stability will ever be a certainty for a nonprofit organization like Sholom. In fact, there will ALWAYS be a critical need for financial support from the community to ensure that Sholom can meet our goal of providing excellence in care for our elderly loved ones.

Certainly we know there are still problems and challenges to be met. But we are also confident, that we are on the right track. Going forward in 2011 Sholom staff and committed volunteers in the Sholom community will endeavor to maintain and even strengthen our efforts to achieve our goals to:

- be the first choice of the Jewish community for eldercare services,
- become the premier work environment to attract the highest quality health care professionals and team members,
- remain fiscally sound, and through annual and planned giving and fundraising, continue to build strong financial support for Sholom services now and in the future.

We believe that we have made great strides toward our goals this past year and look forward to continuing on the path that we have put in place. Commitment to those served by Sholom shapes all of the wonderful new and improved things happening at Sholom.

Guided by countless dedicated volunteers who give of their time and talents, the hardworking staff and the ongoing financial support of the community, Sholom will continue to grow and adapt to best meet the needs of our Jewish community and beyond.



Wendy Baldinger
Sholom Community Alliance



Robert Karon
Sholom Foundation



Nancy Getzkin
Sholom Home Auxiliary



President: Robert Karon
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Executive Director Emeritus: Jay M. Jacobson
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Barbara Brooks
Foundation Assistant: Arden Johnson
Donations Coordinator: Linda Hennings
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Circle of Life

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Fax: 952-939-1591

E-mail: foundation@sholom.com / Visit: www.sholomfoundation.com

Marilyn Dickel... *continued from page 1*

My mother resides at an assisted living residence where the emphasis is definitely on living

Susan Minsberg, daughter of Marilyn Dickel

and exercise at the Feinberg Vitality Center. My laundry is done and apartment regularly cleaned. The food is terrific! I am well looked after including a regularly scheduled wellness clinic where I get my blood pressure and other vitals checked.

I have a very full calendar with nightly movies on the big screen in the Greenberg Community Room, Shabbat and holiday services, 'Happy Hour' every week, musical entertainment, bingo, bridge and Mah Jongg with my friends, and outings to restaurants and wonderful places like the Science Museum. In fact I can even cast my vote downstairs since this campus is an official polling place."

Having given up her car before she moved to Bentson, Marilyn was a bit worried about getting around; however she seems to have adjusted quite well. "Since transportation for grocery shopping, doctor visits, and other errands is readily available, I find that I'm actually getting out more frequently than before I moved here," says Marilyn.

Marilyn has hip replacement surgery scheduled in the near future and plans on her rehabilitation therapy taking place at Chapman Sholom East located right next to the Bentson on the Shaller campus.

Living Outstate, Marilyn Kept Her Jewish Connection to the Twin Cities

A St. Paul native, Marilyn met her late husband, Morris, freshman week at the University of Minnesota. As newlyweds, they moved to Crookston, Minnesota, Morris' home town, where he began a successful career in law.

Providing a Jewish education for their three children — Bonnie, Steve, and Susan — proved to be a bit of a challenge in Crookston, but Marilyn arranged to get religious school materials through Temple Israel in Minneapolis and taught the children herself. All three children were confirmed at Temple Israel. Today, daughters, Bonnie Dickel Hoffman and Susan Minsberg (husband Michael Minsberg, who serves on the Sholom Foundation Board), and their families live in the Twin Cities, and son, Steve in Rochester.

A life member of the Sholom Home Auxiliary, Marilyn is no stranger to Sholom. Her grandfather, Joseph Rosenblatt, was a resident at the Jewish Home for the Aged which merged with Sholom in St. Paul. Joseph spent those last years of his life conducting Shabbat and holiday services for the residents. Marilyn recalls, "My grandfather was very content living in a place where he could lead other residents in prayer. My mother, Rose Rivkin, also lived at Sholom East on Midway Parkway. When she moved into Sholom, I was so relieved to know that she was not only in a safe and caring environment, but that she became part of the Sholom community . . . just as I am now part of a new and expanded Sholom community on this extraordinary new campus."

Daughter, Susan agrees, "My mother resides at an assisted living residence where the emphasis is definitely on living. People have the notion that you go to the Sholom campus to die. That is just not the case. Mom moved to Sholom to live."

Sholom Foundation Heritage Society Member

Because Marilyn wants Sholom to continue to provide a community for the elderly that values quality of life and excellence in care, she has included Sholom in her estate plans. "I want to help ensure that Sholom is still here long after I am gone."

By providing for Sholom when she is gone, Marilyn has been honored with membership in the Sholom Foundation Heritage Society which recognizes our visionary donors who have provided for Sholom with a bequest in their will; making Sholom a beneficiary of an Individual Retirement Account (IRA) or life insurance policy; or other form of deferred gift that will help Sholom continue to provide facilities and services for seniors long into the future. See page 7 for more information.

It's about living, not dying...

Johnson Center and Hospice Care Agency

Sholom Community Alliance's licensed **Johnson Hospice Care Agency** offers hospice services to patients throughout the Twin Cities wherever they live with specialized resources available to Jewish patients and their families. Hospice is committed to providing comprehensive and compassionate physical, emotional and spiritual care to individuals and their families who are approaching the end of life. We provide care that reflects Jewish values of loving kindness, human dignity and community.

Living with Dignity

Hospice offers terminally ill individuals an alternative to aggressive curative treatments with care focused on the person, not the disease. Hospice empowers individuals to live with dignity and to live life to its fullest.

During Mom's last two weeks before she died, I saw first-hand how wonderfully the hospice team and the staff on 4th floor worked in tandem to keep her pain free and comfortable. As well, they kept me pain free and comfortable. When I close my eyes I can see Jenna, the music therapist, on the last day mom was alive in her room playing "You are my Sunshine" and mom was smiling!

- Ellen Jackson, daughter of the late Edith Smith

Providing Comfort to the Patient AND Family

Hospice care is directed by the patient's primary care physician and provided by specially trained professionals, clergy and volunteers through a unique interdisciplinary team approach with the patient and family at the center of care. Patients can choose to remain at home – or wherever appropriate care can be provided. The Johnson Center on the Rossy and Richard Shaller Family Sholom East Campus offers private suites designed specifically for hospice patients but hospice services are also available in Sholom Home West as well as the rest of the facilities on the Ackerberg Campus in St. Louis Park.

Thank you for the wonderful service my dad and my family received from Johnson Hospice. You helped him accept he was dying and helped him say goodbye to us. At the same time you helped us say goodbye to him.

Dad had lived at Knollwood Place for five years.. diagnosed with metastatic liver cancer at almost 95, he elected no chemotherapy and we moved him to a private room at Sholom Home West. We personalized his room so it felt like his apartment. All of his children visited on multiple occasions to say goodbye. When a patient is terminal in a nursing home and comfort is all that can be done, hospice is critical. I can't imagine Dad dying without the expert psychological and medical assistance of Johnson Hospice.

- Jeremy Katz, son of the late Mannie Katz

A Jewish Hospice When It Is Needed

Sholom's Medicare Certified Johnson Hospice Care Agency fulfills a crucial need in the Twin Cities community. It combines ancient traditions with modern tools, and offers care to terminally ill clients. While this hospice serves the entire community, it functions as a Jewish Hospice for the Jewish clients and families it serves.

When I brought Arthur from the hospital to Sholom Home West and told him we would be getting hospice, he was so concerned that it must be a Jewish hospice. Only after the hospice social worker spoke to him in Hebrew about the Jewish aspects of Johnson Hospice, did my husband finally believe that he was where he belonged. It meant so much to him and to me. I was thrilled with your hospice care. It was a blessing.

- Hanna Centor, wife of the late Arthur Centor

Call us at 651-328-2091 for more information or visit www.johnsonhospice.org. If you would like to learn more about how you can help to preserve these essential hospice services with an endowment gift, contact Joel Mandel at Sholom Foundation, 952-939-1593.

Live Beyond Your Years

Live and Give Within Your Means

We seldom neglect the important things in life. One of the important things is preparing a will or estate plan. Statistics suggest more than half of all American adults do not have a will or any type of formal estate plan. This is equally true for multimillionaires as it is for those with less means. An estate plan costs so little to make, there is really no good reason not to have one.

One of the best motivators for making a will is a desire to help a charitable cause like Sholom. With just a few words, you can take care of your family, your friends and the causes that are important to you. By doing this, you ensure a legacy so your passion for good work continues well beyond your lifetime.

The past few years of economic downturns have been especially difficult for many of us. Perhaps you are among those who have not given to Sholom as much as you would have liked. A will is an excellent way to give without giving anything away today.

By including Sholom Foundation in your will, you can make an excellent gift knowing that you can live your

life without having to sacrifice resources, and help all those served by Sholom when you are gone.

If you have already included Sholom in your will, please let us know. We want to honor you for your decision and let you know how much we appreciate you. You don't have to give us the details, but we can help you ensure your wording makes it possible for your wishes to be followed.

Whether we have been in your estate plans for decades or you are considering writing or rewriting your will now, please let us know. We want to help you accomplish your goals and wishes. Just as importantly, we want to honor and thank you for your generous decision. As the year ends and a new one begins, use this time to make sure you have secured your legacy for your family, friends and for yourself.

Call Sholom Foundation at 952-939-1593 and ask for a complimentary Wills Guide that can assist you in gathering the information your estate professional will need to prepare a will and other related documents. Or email bbrooks@sholom.com for an electronic copy.

We all want to be remembered and we all will leave something behind.

– Barry K. Baines M.D., author of *Ethical Wills: Putting Your Values on Paper*

Sholom Foundation invites you to become a member of the **Sholom Foundation Heritage Society**, honoring those who recognize the value of providing for our 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: \$ _____

COMPLETE THE FOLLOWING: (please print)

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

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: _____

Mail this form to:
Sholom Foundation
3610 Phillips Parkway
Minneapolis, MN 55426

Sholom Foundation Heritage Society

The Sholom Foundation Heritage Society has been established to thank those thoughtful individuals and families who have included Sholom Foundation in their estate plans. We honor those who have made such a commitment and gratefully acknowledge these valued friends:

NEW MEMBERS SINCE SEPTEMBER 2010

Marilyn Dickel

Toba & Allen Freeman

Mary Segal & Marshall Cook

Anonymous
Ruth & Allen Aaron
Rosalyn Baker
Beverly Balos &
Mary Louise Fellows
Irving & Deane Bassin^{z1}
Ruth Bearman^{z1}
Steve & Gail Brand
Leo & Carole Breitman
Ruth Breslermann
Barbara Brooks
Helen Brooks
Beverly & Stanley Davis
Henry^{z1} & Harriet
Davis Family
Lois & Sherman Devitt
Marilyn Dickel
Mary S. & Robert A.^{z1}
Dinerstein
Barbara Eiger
Corrine & Tom Feinberg
David E. Feinberg
Francine^{z1} & Neil Feinberg
Rose Fingerhut
Nicole & Kenneth Fink
Toba & Allen Freeman
Arlene Fried
Harriet & William Gasway
Rosalie & Andrew Gellman
Roni & Alan Gingold
Esta & Jerry Gold

Ilene & Jay Goldberg
Zelia Kanters Goldberg
Bernice Cowl Gordon
Jane & Jonathan R. Gordon
Marilyn & Dean Greenberg
Mickey Greenberg
Nancy & Robert Hartman
Mrs. Samuel M. Hartman
Debbie & Marc Hasko
Eugene Heck
Elissa Heilicher
Hilda Rose Hellman
Fran & Irving^{z1} Herman
Jory M. Herman
Audrey Hillman
Leo^{z1} & Doris Hodroff
Jake Hurwitz &
Doreen Frankel
Emmy Lou Jacobson
Lorita & Jay Jacobson
Janet & Alvin^{z1} Jaffe
Charlotte & Leonard Juster
Al Kagin
Stan & Jeanne Kagin
Sheldon & Helene B. Kaplan
Dr. Markle Karlen
Judy A. Karon
Stefanie & Robert Karon
Alan & Beverly Kasdan
Betty G. Katz
Helen & Ivan^{z1} Kenis

Kipp Family
Philanthropic Fund
Marion & E. Gary Klein
Dr. Zenith & Merle Anne
Kremen
Faye^{z1} & Mayer Krupp
Gracia & Merrill Kuller
Diane Ladenson
Nancy D. Langer
Jerry Lavin^{z1}
Jules & Rose Levin
Rhoda & Tom Lewin
Carolyn Lieberman
Sheila & Stephen Lieberman
Sybil^{z1} & Bill Lipschultz
Walter Lubov
Rhoda & Donald Mains
Ronald M. Mankoff
Gayle Marko
Betty Mae Miller^{z1}
Annette & Marion E.
Newman^{z1}
Sandy & Harold^{z1} Okinow
Myrna Orensten
James Pomush^{z1}
Lillian & Julius^{z1} Raen
Susan & Gary Rappaport
Barbara & Harvey^{z1} Ratner
Harold & Cissy Ravits
Fay & Leonard^{z1} Ribnick
Irene^{z1} & Paul Rifkin

Ruth & Harold Roitenberg
Connie & Paul Ross Family
Harold Rothstein
Marilyn Rovner
Ada Rubenstein
Karen & Ron Sallerson
Miriam & David Sanders
Marta & Herb Schechter
Freda^{z1} & Frank Schochet
Mary Segal & Marshall Cook
Ruth & William^{z1} Seltz
Dr. & Mrs. Lawrence Serber
Michelle & Steven Shaller
Rossy & Richard Shaller
Lawrence M. Shapiro Family
The Shared Fund
Dr. Melvin & Delores Sigel
Melissa Cohen Silberman
& Sheldon Silberman
Dorothy H. & Edward E.
Slonim
Sally E. Sperling^{z1}
John Spooner^{z1}
Maxine & Ben Steinberg
Vicki & Lloyd Stern
Arthur & Margaret Stone
Beryl & Frank^{z1} Strickon
Sharon & Bill Torodor
Deera & Al^{z1} Tychman
Jerome S. Yugend^{z1}

If you would like to or have already arranged for an estate gift for Sholom Foundation, please let us know so that we can honor and recognize you as a member of the *Sholom Foundation Heritage Society*. As always, any gifts to Sholom may remain anonymous if you so choose. Call Barbara Brooks at 952-939-1594.

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, IRA and other retirement accounts, 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.

2010 Year-End Gift Idea #3

Endow your annual Bed & Breakfast contribution with a bequest or cash gift of 20 times the amount of your annual contribution. For instance, a gift of \$6,000 will provide Sholom \$300 annually. A \$10,000 gift will not only provide up to \$500 a year, you may use this gift to establish a named fund at Sholom Foundation as well.



Contributions Received
August 1 - October 31, 2010

Honor & Remember Your Family and Loved Ones

Donate to the Sholom Foundation General Fund or to any Fund on pages 12-15 (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

To conveniently donate online, just log onto: www.sholomfoundation.com. Or, call Linda Hennings at 952-939-1664 to leave your credit card number on our secure system. Then whenever you wish to make a donation, you may call Linda; or fax 952-939-1591 at your convenience with your donation information.

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.

GENERAL DONORS

Anonymous
Shirley Baratz
Mike & Deb Benedict
Berno Inc.
Maureen & Saul Bernick
Shirley & Marshall Besikof
Joanne Ferraro & Bob Beugen
Corrinne Birnberg
Meyer Bolnick
CBIZ
Bea Cowle
Carole Davidson
Lois & Sherman Devitt
Ann & Sidney Dickstein
Mel & Linda Dickstein
Barbara Eiger
Paula & Norman Fox
Toba & Allen Freeman
Rosie & Andy Gellman
Ilene & Jay Goldberg
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Anatoliy & Nadia Mamedov
Phyllis & Aaron Mark
Gayle Marko
Teresa Joy A. Marquez
Bettie M. Miller Estate
Nathan Neff
Overman Charitable Trust
(Ben & Jeanne)
Lynne & Andrew Redleaf
Jeannie & Arthur Rivkin
Ruth Ann Rose
Scudder Trust Company
Mary Segal & Marshall Cook
Miriam Segall
Michelle & Steve Shaller
Loren Singer
Ethel & Norm Smith
Sharon & Phil Snyder
Sally Sperling
Liz Stein
Clarissa "Kiki" Wien
Stan Wolkoff

IN HONOR OF

Ed Abramson
Birthday
Toba & Allen Freeman
Miriam & Lee Kieffer
Ann Miller
Laura & Darren Smith

Lorraine Applebaum
Birthday
Gretta Freeman
Jan Saffron-Johnson &
Tom Johnson
Gracia & Merrill Kuller
Joan & Norman Noun

Molly & Sid Bader
Wedding Anniversary
Marja Engler

Sidney Bader
Birthday
Marja Engler

Estelle Baldinger
Birthday
Barbara & Lee Bearmon

Robert Baldinger
Your Second Bar Mitzvah
Diane & Allen Kuperman

Stan Baratz
Birthday
Arlene & Zvi Leibovich

Barbara & Lee Bearmon
Healthy & Sweet New Year
Judy Karon

Daniel & Pearl Berdass
Birth of Granddaughter,
Myra Freddi
Ruth Hartman
Lorita & Jay Jacobson

Margo Berdass
New Great Granddaughter,
Myra Freddi
Phyllis Appelbaum
Ruth Hartman
Lorita & Jay Jacobson
Joan & Norman Noun
Sue & Martin Ring

Maureen & Saul Bernick
Wedding Anniversary
DeDe Armel

Maureen & Saul Bernick
Grandson's Bar Mitzvah
Peggy & Joel Mandel

Rae Besner
Birthday
Judy & Howard Kauffman
Jeanette & Max Kurnow
Gloria H. Pinck

Joan & Jay Binder
Wedding Anniversary
Bettie & Stan Barenbaum
Gretta Freeman
Natalie & Bud Harris
Gracia & Merrill Kuller
Sharlene & Sid Ladin
Diane & Joe Mast
Guzzie Yager

Eileen Blake
Birthday
Marja Engler

Bobby & Phil Bloom
New Grandson
Fay Ribnick

Jerry & Joy Bratter
Wedding Anniversary
Ruth & Allen Aaron

Jerry & Joy Bratter
Birth of Great Granddaughter
Diane & Joe Mast

Kevin & Jill Brazner
Exciting Simcha
Peggy & Joel Mandel

Walter Cahn
Birthday
Marja Engler

Arlene & Richard Cardozo
Happy New Year
Shirley Rothstein

Joyce & Ted Cardozo
Wedding Anniversary
Diane & Joe Mast

Marcia & Mark Cherniack
Wedding Anniversary
Joan & Norman Noun

Loretta J. Cohen
Birthday
Phyllis Appelbaum
Sue & Martin Ring

Jeanne E. Corwin
Betsy & Ben's Marriage
Joan & Jay Binder

Elaine & Ed Devitt
Wedding Anniversary
Bettie & Stan Barenbaum
Lois & Sherman Devitt
Gretta Freeman
Gracia & Merrill Kuller
Sharlene & Sid Ladin
Fern Silverman
Guzzie Yager

Marja Engler
Birthday
Jerry Ann Applebaum
Charlotte & Chet Grossman
Shirley G. Libby
Nancy Toberman

Margie & Mitch Fink
Adam & Galena's Engagement
Phyllis Appelbaum

Allen Freeman
Receiving Susie Selcer Award
Jerry Ann Applebaum
Rhoda & Gene Engelson
Molly & Ken Garelick
Nancy & Stan Skadron

From Dawn Nichols, daughter of Jennie Tweed, a Chapman Sholom Home East resident:

Thank you to all the staff for your very kind expressions of sympathy upon the passing of my precious mother. She received such loving care at Sholom. We will be forever grateful.

Phillip Gainsley
Birthday
Fremajane & Blair Wolfson

Bruce Gershman
Birthday
Fern & Jim Badzin

Barbara & Neil Gitlin
Simchas - Wedding Anniversary & Birthdays
Arlene Gralnek
Sandra S. Grifman, Ph.D.
Ethel & Norm Smith

Sherry Gleekel
Birthday
Sandy Okinow
Chelle & Art Rudick
Fremajane & Blair Wolfson

Barb Godes
Birthday
Sharon Tapper

Richard Golden
Birthday
Fremajane & Blair Wolfson

Judy & Herb Goldenberg
All Your Recent Graduates
Fremajane & Blair Wolfson

Sharilyn Rien & Ken Goldfarb
Marriage
Diane & Allen Kuperman

Dorothy Goldstein
Birth of Great Granddaughter
Lil Raen

David Gordon
Birthday
Judy Karon

Jon Gordon
Birthday
Gail & David Abrams
Linda & Bob Barrows
Maureen & Saul Bernick
Carlyn & Paul Blum
Barbara Brooks
Toba & Allen Freeman
Phyllis & Philip Garon
Rosie & Andy Gellman
Diane & Louie Goldenberg
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Judy & Jon Harris
Diane & Neil Hoffman
Lorita & Jay Jacobson
Pam & Ronald Kaufman
Peggy & Joel Mandel
Mary & Bob Mersky
Cynthia Rosenblatt-Ross
Liba & Tommy Stillman
Ilene & Bruce Zwick

Percy & Bernice Greenberg
Grandchild's Bar Mitzvah
Maureen & Saul Bernick

Barb & Ron Harris
Daughter's Marriage
Guzzie Yager

Charlotte & Bruce Harris
Wedding Anniversary
Gracia & Merrill Kuller

Judy Harris
Birthday
Lorita & Jay Jacobson

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Wedding Anniversary
Phyllis Appelbaum
Ruth Hartman
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Birthday
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Jay Jacobson
Jay's Years of Service to Sholom & the Twin Cities Jewish Community
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Wedding Anniversary
Riva Gruenberg
Lil Raen

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Birthday
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Manny Jaffe
Birthday
Marja Engler
Sharlene & Sid Ladin

Tillie Jaffy
Birthday
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Erma Lipschultz, long time Knollwood Place tenant and resident at Sholom West says about her rehab experience following a stroke:

The Sholom Home West staff are wonderful, each and every one of them. They work so hard and are very good at what they do. And I think the physical and occupational therapy program must be the best in the Twin Cities.

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For larger gifts, in addition to establishing a fund, you may wish to take advantage of the opportunity to dedicate or name specific areas, rooms, equipment, furnishings and programs of the Sholom Community Alliance.

For more information call
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Reverend Samuel A. Baker Religious Activities Fund
Judy & Fred Baron Family Fund
Deane & Irving Bassin Fund
Ruth Hallock Bearman Fund
Barbara D. & Lee Bearmon Family Fund
Constance & Sydney Berde Family Fund
Betty & George Berman Family Fund
Bernice & Milton Bernick Family Fund
Ben & Pauline Bernstein Rabbinic and Judaica Activities Fund
Shirley & Marshall Besikof Family Fund
Joanne Ferraro & Robert J. Beugen Assisted Living Scholarship Fund
Naomi & Harry Birger Family Fund
Dorothy Black Employee Emergency Loan Fund
Blumenson Flower Fund at Sholom Home West
Lou Ann & Leon Bongard Family Fund
Carole & Leo Breitman Fund
Elinor D. Brodie Fund
Samuel Brodsky Fund
Elaine & Ron Burton Family Fund
Cohen Fund
Burt & Jeanne Corwin Family Fund
Isadore Crystal Family Fund
Mary & Harold Doroshov Family Fund
Shirley Dworsky Fund
Barry Effress Fund
Rod Effress Employee Benefit Fund
David S. & Barbara Eiger Fund
Linda Sharon Engel Fund
Rhoda & Gene Engelson Family Fund
Alex & Zelda Epstein Education Fund
Corrine R. & Thomas D. Feinberg Fund
Joan & Arnold Feinberg Fund
Kenneth Chaim Fink Fund
Richard J. & Beverly N. FitzGerald Fund

Frailich Family Library Fund at Sholom West
Arlene M. Fried Fund
Lillian D. Geller Family Fund
Andrew & Rosalie Gellman Family Fund
Gepner-Silverman Fund
Karen & Bruce Gershman Family Fund
Florence & Manuel Giffis Family Fund
Ida & Bernard Gingold Family Fund
Esta & Jerry Gold Family Fund
Jay & Ilene Goldberg Family Fund
Sanford & Marlene Goldberg Family Fund
Babe & Rivoli Golden Family Fund
Sylvia & Arnold Goldman Family Fund
Dr. Sewell Gordon Nursing Scholarship Fund
Mary & Leland Gottstein Family Employee Benefit Fund
Mike & Donna Green Fund
Janet & Harold Greenberg Family Fund
Irene & Saul Greenspoon Family Fund
Ferne & Edward Grosmann Fund
Gurstel/Chargo Families Fund
Samuel M. Hartman Fund
Phyllis B. & Howard "Buddy" R. Harris Continuing Education Fund
Hasko Family Fund
Elissa J. Heilicher Fund
Sally & David J. Hoffman Fund
William & Edith Hurvitz Fund
Etta Jacobs Flower Fund for Sholom Home East
Lorita & Jay M. Jacobson Family Fund
Bruce R. Kahn Family Fund
Kaitz Family Fund
Steven A. Kalin Fund
Estelle & Joe Kane Family Fund
Thomas & Etta Miller Kaplan Fund
Judy A. Karon Fund
Sally Karon Family Fund
Sternie Kissin-Rosen Fund
Lee & Barbara Kopp Fund
Dr. Zenith & Merle Anne Kremen Family Fund
Nettie & Ben Kramer Fund
Faye & Mayer Krupp Employee Emergency Loan Fund
Sharlene & Sidney Ladin Family Fund
Miles & Harriet Lane Family Fund
Nellie, Leo & Judy Langer Memorial Fund
Darren Lederfine Fund
Carol L. & Jerry W. Levin Fund

SPONSOR *continued*

Rose & Jules Levin Family Fund
Lois Levine Fund
Gloria & Fred Levy Fund
Harriet & Marvin Levy Family Fund
Ben & Ruth Liman Family Fund
Laurel & Scott Lifson Family Fund
Erma G. Lipschultz Fund
Murray Litton Fund
Harriet & William Lumel
Resident Care Training Fund
Peggy & Joel Mandel Family Fund
Mildred & Louis Marko Fund
Joseph & Diane Mast Family Fund
Ann & Julius Miller Fund
Ben & Adith Miller Fund
Rose Smith Mirsky Family Fund
George & Edith Nadler Family Fund
Miriam & Nelson Neuman
Family Fund
Northland Endowment Fund
Joan & Norman Noun Family Fund
Barrie & Steven Orloff Family Fund
Carol & Mickey Orren Fund
Peilen Library Fund for
Sholom Home East

Gertrude & Howard Perlman Fund
Gloria & Sheldon Pinck Family Fund
Truen & Bert Press Fund
Diane & Jon Rappaport Family Fund
Dona & Mike Rodich Family Fund
Norman & Ruth Ann Rose Fund
Mildred S. & Myer H. Rosen Fund
Burton G. Ross & Cynthia
Rosenblatt Ross Fund
Marilyn Rovner Fund
Jeanette & Samuel Rubenstein
Family Fund
Esther S. & Manuel H. Ruder Fund
Berneen Rose Rudolph Fund
Miriam & David Sanders Fund for
Menorah Plaza & Menorah West
Clara & Leonard Savitt Fund
Fannie & Abe Schanfield Fund
Schechter Family Fund
Lois & Sam (Chick) Schenfeld
Family Fund
Shelley & Dr. Eddie Segal
Family Bus Fund
Seiler Family Fund
Ben & Leah Serber Family Fund
Shapira Family Building Fund

Sam & Lorraine Shark Family Fund
Charlotte & Monroe Shine
Building Maintenance Fund
Sholom Community Alliance
Employee Contribution Fund
Rivian & Leonard Silesky Fund
Dee & Norman Silver Fund
Rose Butwin Silverstein Fund
Arnold & Kaethe Simon Fund
Evelyn Solomon Fund
Vicki & Lloyd Stern Family Fund
Beryl & Frank Strickon Employee
Emergency Loan Fund
Dr. Ian Swatez Nursing Scholarship
and Musical Entertainment Fund
David Tychman Fund
Rodney S. Wallace Family Fund
Diane & Burt Weisberg Family Fund
William & Jody Weisman
Family Fund
Gloria & Howard Weisskopf Fund
Ann & Henry Wiener Fund
Steve & Arlene Winnick Family Fund
Jerry & Marcia Yugend Family Fund
Ilene & Bruce Zwick Family Fund

Sholom Home Auxiliary Funds at Sholom Foundation

TRUSTEE

Margaret Friedman Sholom Home
Auxiliary Fund
Sharon & Martin Kieffer Family Fund
for Resident Services & Beauty Salon

BENEFACTOR

Stephen & Carole Davidson Family Fund
Ruth Dicker Sholom Ball Fund
Joy Marcus Sholom Ball Fund

SPONSOR

Bruce R. Kahn Sholom Ball Fund
John W. Schletty Fund
Sholom Home Auxiliary Fund
The Wexler Fund
Benno & Gertrude Wolff Family Fund

Endowment gifts of any size are welcome and may be pledged over a period of year or as a bequest. Cash gifts or pledges starting at \$10,000 or estate gifts starting at \$20,000 will establish a named Auxiliary Endowment Fund at Sholom Foundation and will be recognized on the Walls of Honor at both Sholom campuses.

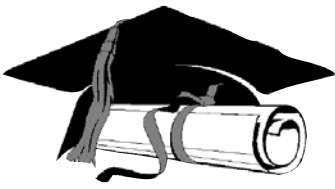
The Sholom Home Auxiliary is an integral part of the Sholom family, providing countless volunteer hours to provide comfort and support to the residents of both Sholom Homes. The annual Sholom Auxiliary contribution to the Homes has become a tradition, and one that is important to carry on. Your gift of time and financial resources ensures that the Auxiliary can continue to provide this welcome and necessary support.

What if you could ensure that your annual support of the Sholom Home Auxiliary would continue when you are no longer here to write that check? You can!

Your gift to an Auxiliary endowment fund will ensure that your annual giving to the Auxiliary continues long after you are gone. Approximately 5% of every Auxiliary endowment fund is used annually for benefit of the Sholom Homes' residents.

Consider establishing your own named Auxiliary endowment fund or donate to any of the existing Auxiliary endowment funds listed here. An endowment gift, no matter the size, will leave a lasting legacy for future generations.

All gifts and beneficiary designations should be made payable to: Sholom Foundation, for the benefit of the Sholom Home Auxiliary. To find out more about creating your own Sholom Home Auxiliary Endowment, contact Barbara Brooks at 952-939-1594.



Evelyn Shore Honored for Successful ACADEMY Program



On Thursday, November 11, 2010, Knollwood resident and long-time educator, Evelyn Shore, was honored by friends, family, Sholom staff, and ACADEMY participants for her wildly successful efforts to launch and sustain an academic program designed to promote brain health among the residents on the Ackerberg Campus.

Under Evelyn's leadership, the ACADEMY at Sholom Community Alliance was established five years ago with a broad array of free classes, seminars, workshops, and video presentations. As ACADEMY Principal, she has guided, prepared, taught, organized, and virtually shepherded this program, all the while,

building a library of educational materials that will allow the ACADEMY to continue to grow.

Although Evelyn has recently stepped down as Principal, she remains actively involved, continuing to teach, plan and prepare curriculum. Having logged an incredible 10,000 student contact hours since its inception, the ACADEMY is unique to Sholom and has enriched the lives of all participants.

Evelyn's remarks to the many individuals who came to honor her were sprinkled with praise for all who attend ACADEMY classes as well as for ACADEMY Advisory Board members Ruth Hartman, Walter Lubov and Ruthie Schoenberger; speaker recruiter Milton Goldstein; instructors James Sherman, Rabbi Avram Etedgui, and Joyce Black; and volunteer ACADEMY Office Administrator Carole Davidson.

The gathering concluded with remarks by several ACADEMY participants thanking Evelyn for an extraordinary gift that has added so much to their lives.

If you would like to help the ACADEMY at Sholom Community Alliance to remain a vital component of life on the Ackerberg Campus, and hopefully at the Shaller Campus in the near future, please call Sholom Foundation at 952-939-1593.

Speaking directly to participants, Evelyn mentioned the 18 CHAI steps each of them decides to take every time he or she attends an ACADEMY session. You:

- *crack open your thinking skills*
- *build self esteem in yourself as a learner*
- *promote a positive attitude toward a new subject matter*
- *put yourself in an active, involved, exploratory learning environment*
- *see "all of us" as a team looking at a situation*
- *make yourself responsible for taking in new ideas*
- *make yourself an active critic of what is taught and how it's taught*
- *show respect for each other's interests*
- *exercise opinions and judgments about situations*
- *keep yourself focused on criticizing ideas, not people*
- *engage in a top-quality learning and teaching experience*
- *concentrate, focus, and pay attention*
- *look at situations from an entirely new perspective*
- *accept brand new ways of absorbing material*
- *greet challenges seriously, even though you're never going to be tested on it*
- *carry an ACADEMY session over from your class experience into your own life*
- *develop a special kind of Knollwood comradery with your classmates*
- *form new relationships that go well beyond the classroom and an individual course*

2010 Year-End Gift Idea #5



If you have an exiting pledge for Sholom Foundation or for the Sholom East Capital Campaign, consider paying it off completely or accelerating your payments prior to Dec. 31st. The tax benefits of a gift in 2010 may very well exceed those in the upcoming year.

There's no better way to give and receive than to make a gift that helps others at this time of year

As we unwrap gifts and wrap up another year, this is the time when we think most of others. The familiar saying reminds us it is "better to give than to receive." As the year winds to a close, take time to make sure you have given to yourself by giving to others.

The remaining weeks of the year give you a final opportunity to balance your income and giving for the 2010 tax year. When you give a gift to a qualified nonprofit organization like Sholom Foundation, you receive an income tax deduction. Even if your income is less this year than it was last year, you may still want to offset it with a tax deductible contribution.

Your gift can go a long way toward helping the individuals and families served by Sholom. This holiday season, take a moment and consider the gifts you would like to make, then make them happen. Call us at 952-939-1593 if we can be of help to you in your gift planning. And as always, please check with your financial planner or your estate planning professional when considering a planned gift to Sholom Foundation.

We're online – let's keep in touch

Send us your email address at foundation@sholom.com. We will send you updates and information about timely and relevant topics that impact our everyday lives. We welcome your questions and comments and will respond quickly to your email messages.

Don't forget to visit our website at
www.sholomfoundation.com.

2010 Year-End Gift Idea #6



Take advantage of the current IRS interest rates to establish a Charitable Lead Trust with appreciated stock and enjoy considerable tax savings. The lead trust will pay a fixed percentage to Sholom Foundation for a specified number of years at the end of which the trust will terminate and the remaining balance will come back to you or your family.

2010 Year-End Gift Idea #7



Endow your annual Auxiliary contributions . . . Sholom Shebang, Silver Tea, etc. Establish a Sholom Foundation Auxiliary Endowment Fund with a gift of \$10,000 or more and know that your gift will provide annual financial support for the care of our elderly loved ones, long into the future.

If you are receiving duplicate copies of Sholom mail, please notify Linda Hennings at 952-939-1664 and help us preserve our financial resources.

SAVVY LIVING

Important Health Screenings



*Dear Savvy Living,
What health screenings are recommended? My husband and I are very proactive about staying healthy and are wondering which screenings we really need.*

The types of health screenings a person should get will depend on their age, gender, underlying health conditions and family history. Here's what you should know.

Recommended Tests

One of the problems with our health care system is that many Americans and their doctors seem to think that better health means more medical care, including as many screenings and tests as possible. But that's not necessarily true. According to the U.S. Preventive Services Task Force (USPSTF) — an independent panel of medical experts that reviews the effectiveness of screenings — many screening tests are unproven and can not only waste your time and money but also cause more harm than good. Here's what the task force recommends (see www.ahrq.gov/ppip/50plus) as essential tests for you and your husband, and when you should start getting them.

Everyone Over 50

- Blood pressure: Have it checked at least every two

years — more frequently if you find your pressure is above 130/85.

- Cholesterol: At least every five years, get a blood cholesterol test that measures your LDL “bad” cholesterol, HDL “good” cholesterol and triglycerides. It should be more frequently if you smoke, have diabetes or a family history.
- Colorectal cancer: Begin regular screening

starting at age 50. Your doctor can help you decide which test is right for you.

- Diabetes: While the USPSTF recommends being tested only if you have high blood pressure, the American Diabetes Association recommends a blood glucose test every three years starting at age 45. If you're obese, have high blood pressure, high cholesterol, a family history of diabetes or are over age 65, check it yearly.

Women Only

- Mammograms: The controversial new guideline by the USPSTF now recommends screenings every other year beginning at age 50. However, the American Cancer Society still recommends annual screenings starting at age 40.
- Pap smear: To detect cervical cancer this test is recommended every three years, however women who've had a total hysterectomy or who are age 65 or older and have had three negative pap smears in a row usually don't need to be tested.
- Bone density scan: Osteoporosis screening is recommended starting at age 65 — earlier in post-menopausal women with risk factors.

Men Only

- Abdominal ultrasound: Men between the ages of 65 and 75 that have ever smoked should be

**2010 Year-End
Gift Idea #8**



Make a recommendation for a distribution from your Family Foundation or Donor Advised fund to Sholom Foundation.

screened for an aortic aneurysm, which can develop over many years before bursting.

- PSA screening: The jury is still out on whether men should get the PSA (prostate-specific antigen) blood test or digital rectal exam to detect prostate cancer. Men, age 40 and older, should talk to their doctor about their risk factors and what they should do.

Other Screenings

Some additional screenings to consider are skin examinations by a dermatologist to check for skin cancers; depression screening if you've been feeling down; dental checkups at least once a year; annual eye exams starting at age 60 to check of age-related eye diseases; hearing tests by an audiologist every five years starting at 65; and for women 50 and older, a thyroid-stimulating hormone test every five years to check for thyroid disease.

Vaccinations

In addition to health screenings, the Centers for Disease Control and Prevention recommends that all seniors 65 and older get a one-time pneumonia (pneumococcal) shot and those over 60 should be vaccinated for shingles. It's also recommended that everyone over 50 get a yearly flu shot, along with a tetanus-diphtheria-pertussis (Tdap) booster which is recommended every 10 years (if you're over 65, you only need a tetanus-diphtheria booster).

You can find a new Savvy Living column every week on our website www.sholomfoundation.com.

Savvy Living, along with Washington Hotline, weekly articles, and financial news is also available to you in the Sholom Foundation eNews which you can receive electronically. Just email foundation@sholom.com or call 952-939-1592 and give us your email address to begin receiving the Sholom Foundation eNews.

Savvy Living is written by Jim Miller, a regular contributor to the *NBC Today Show* and author of "The Savvy Senior" book. The articles are offered as a helpful and informative service to our friends and may not always reflect this organization's official position on some topics. Jim invites you to send your senior questions to: *Savvy Senior*, P.O. Box 5443, Norman, OK 73070.

2010 Year-End Gift Idea #9



Update your will to include Sholom Foundation in your estate plan; purchase a life insurance policy naming Sholom Foundation as your beneficiary; or, change the beneficiary designation of an existing life insurance policy or Individual Retirement Account (IRA) to include Sholom Foundation as full or partial beneficiary. Not only will you be providing unending annual support for Sholom, you will be reminding family and friends of your values and commitments as well.

Donate to Sholom Foundation Any Time — Day or Night

Log onto www.sholomfoundation.com
and click **Donate Now**

– VISA, MasterCard or American Express –
You can even arrange a recurring monthly payment toward a new gift or existing pledge. Questions?
Call Linda Hennings at 952-939-1664.



**HELP SHOLOM FOUNDATION MAKE THE MOST OF YOUR GIFT
— DONATE ONLINE AT www.sholomfoundation.com**



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St. Louis Park, MN 55426

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Minneapolis, MN

Setting up a Charitable Lead Trust when the current IRS interest rate is 1.8% interest rate means that all earning over 1.8% are disregarded for gift tax and generation skipping tax. All the amounts in the trust are removed from your taxable estate. Your family can receive a huge amount tax free.

***Don't let
this moment
get away!***

Don't Let the Sun Set On This Golden Opportunity

Current tax laws and economic circumstances are the most advantageous they have ever been for establishing a Charitable Lead Trust. Year-end is upon us.

How can a Charitable Lead Trust work for you? For Sholom?

- You establish a Charitable Lead Trust with cash, appreciated stock, real estate, insurance policies, etc. for a specific number of years or for your lifetime, or the life of one or more other individuals.
- The trust will pay a predetermined dollar amount or percentage of the trust balance to Sholom Foundation annually for the period of time you designate.
- The amount remaining in the trust can go to whomever you designate, generally family or loved ones, without gift tax, generation skipping tax, or estate taxes. The balance going to your family might be considerably higher than your original gift.

The Charitable Lead Trust is certainly a way to make a substantial contribution to Sholom, get an immediate tax deduction, and still leave assets to your family. Your Sholom community will thank you . . . your family will thank you. And, you can enjoy seeing what your contribution can do. Call Joel Mandel at Sholom Foundation 952-939-1593 for more information.

As always, please check with your financial advisor or your estate planning professional.