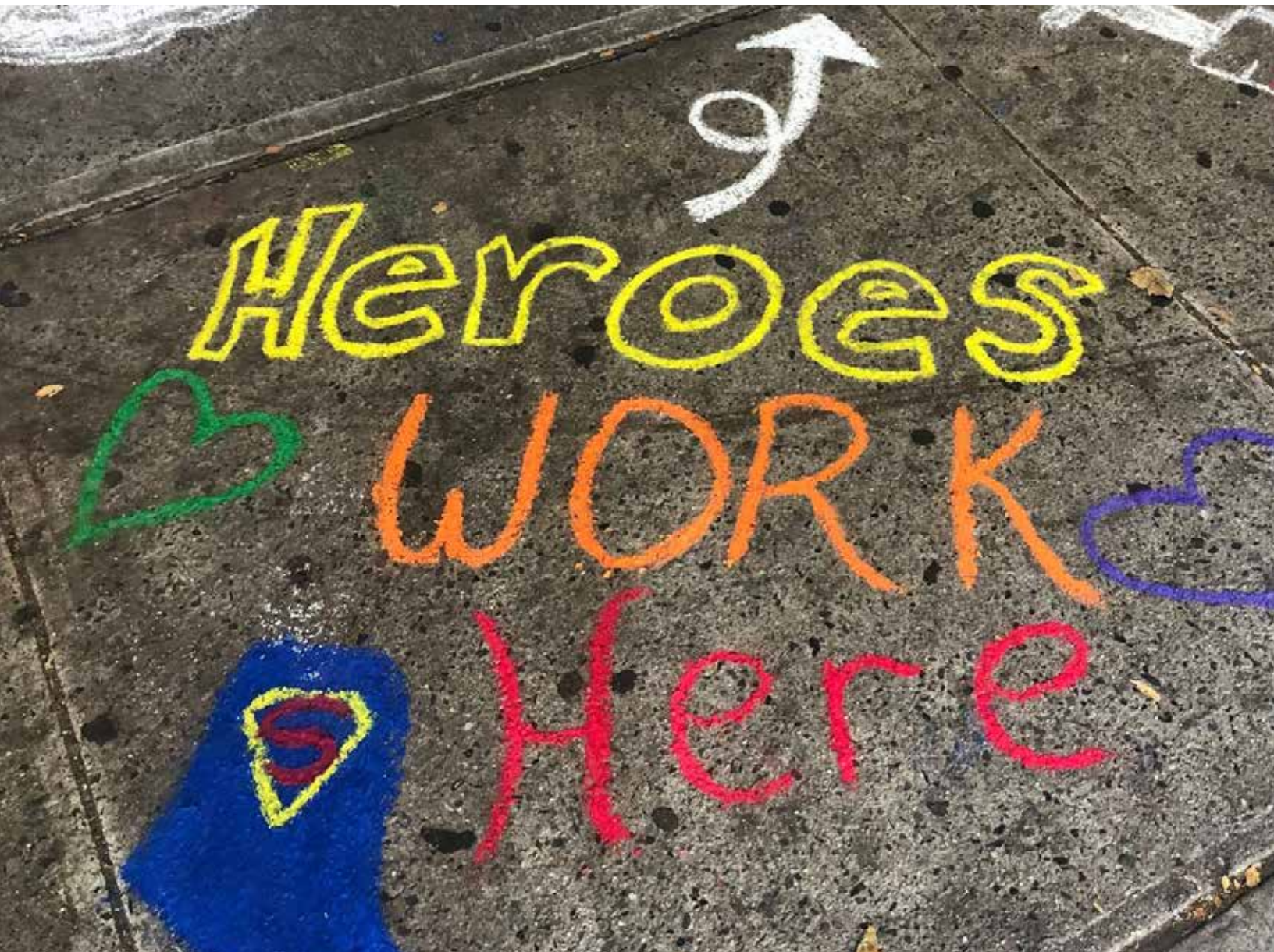


# THE NEW JEWISH HOME



**2020** ANNUAL REPORT



**JEFFREY FARBER, M.D.**  
President and CEO



**TAMI J. SCHNEIDER**  
Board Co-Chair



**ELIZABETH PAGEL SEREBRANSKY**  
Board Co-Chair & Secretary

## **LETTER** from the President/CEO and Board Chairs

*Dear Friends,*

As we keep a careful eye on new pandemic-related developments, we are thankful that the worst of the pandemic seems to be firmly behind us as we write this message in September of 2021. We are most appreciative of your generous support and contributions throughout this historic and challenging year.

Reflecting back, The New Jewish Home's Day One was March 14, 2020 when we learned our first patient had tested positive for COVID-19. Finding ourselves at the global epicenter of the pandemic, our organization rallied and embraced our role in battling this once-in-a-lifetime health crisis. We consistently made critical decisions and led in accordance with our longstanding Jewish values.

Our highest priority was protecting our residents, patients and our dedicated staff, while also contributing to the broader community's COVID-19 response. Each and every one of our outstanding staff fully embraced our Jewish Home values of affirming dignity, respecting one another, and embodying compassion—while placing their lives on the line to care for our community's most frail and vulnerable. Each hard-won recovery was a ray of hope. We became, more than ever, family to our residents and patients who were unable to see their loved ones for over a year.

We understood how devastating this prolonged separation was for all involved, so we provided constant updates, hosted over 40 virtual town halls, facilitated thousands of video calls and hundreds of window visits. In our nursing homes, our Rabbis broadcasted uplifting messages and music across the PA system, bringing hope and optimism to all who heard them.

Leaders across The New Jewish Home created a COVID-19 Task Force, which met seven days a week, without fail. We procured personal protective equipment that was in extremely short supply, efficiently reviewed new guidance and incorporated new regulations, and problem-solved in real time. We brought all our expertise in infection control and robust clinical capabilities to bear in combatting this deadly pandemic. We delivered new therapies and we continue to be engaged in ongoing research to learn as much as we can about this disease and its effects.

Over the winter, when our city's hospitals were overflowing with people recovering from COVID-19, we knew we could offer a solution. We proactively approached New York State with a plan to open a dedicated COVID unit and soon became one of only a dozen specially designated care centers in the State. We treated more than 300 COVID patients in this unit in the early part of 2021, many of whom needed extensive rehabilitation services. Our COVID-19 recovery unit eased the burden on New York's hospitals while providing COVID patients with the excellent care that is our hallmark.

While it is hard to predict what the next phase of the pandemic will bring, know that with your enduring commitment and support, we will stand strong and always be guided by our core values.



## OUR WORK OVER THE YEAR

We are so appreciative of your steadfast commitment to The New Jewish Home. Over the past year and a half, as we battled the COVID-19 pandemic, we hope that you feel proud of how we have and continue to support our community and provide lifesaving care to the frail and vulnerable older adults we are privileged to serve.



The therapeutic recreation team in Manhattan artfully created a rising sun by the building entrance, and added a ray every time a patient or resident recovered from COVID-19.

We have helped hundreds of COVID-19 patients recover from the disease, thanks to our post-acute rehabilitation program. You might have seen an article in *The New York Times* about "Miracle Larry" Kelly, a retired public school assistant principal who spent three months hospitalized on a ventilator. Larry was discharged to The New Jewish Home for rehabilitation, and our expert team of nurses and our occupational, physical, and speech and swallowing therapists helped him regain his mobility and independence. Thanks to our care, Larry beat the odds and transitioned safely and smoothly back to his own home.

Patient Larry Kelly hugged his wife after his remarkable and long recovery from COVID-19 while surrounded by his care team at The New Jewish Home.

We are grateful to the hundreds of donors and foundations who gave to our [COVID-19 EMERGENCY FUND](#). During our fight against the pandemic, these gifts have been used for testing, purchasing PPE and technology to help residents connect virtually to loved ones, and hiring additional staff. Thank you for your generous support!

Manhattan resident Althea Blache enjoyed a window visit with her daughter, Addie.





## HIGHLIGHTS OF OUR WORK

- Throughout the pandemic we **IMPLEMENTED THE HIGHEST LEVELS OF INFECTION CONTROL AND PREVENTION MEASURES**, which are firmly embedded in the DNA of our organization. Properly using PPE and implementing other essential protocols are second nature to us.
- We partnered with **MOUNT SINAI HEALTH SYSTEM** throughout this period to ensure that our patients received outstanding care from physicians and nurse practitioners who have specialized training in caring for older adults.
- We conducted **DAILY COVID-19 TASK FORCE CALLS**, where senior leaders, clinicians and administrators met to provide updates, troubleshoot in real time, and discuss the latest guidance from the Centers for Disease Control and Prevention and the New York State Department of Health (DOH).
- We communicated with our residents and their families constantly, through daily recordings and weekly emails. We hosted town halls and posted video messages from our leadership.
- Our staff facilitated hundreds of curbside and window visits, thousands of video calls and when the DOH permitted them in the fall—in-person visits.
- We started a **“LETTERS OF LOVE”** campaign inviting volunteers from corporations, organizations and schools to write messages to our residents and received an outpouring of hundreds of letters.
- **GERIATRICS CAREER DEVELOPMENT (GCD)**, our workforce development program that helps promising students from underserved communities access careers in health care, continued to flourish during the pandemic. We transitioned our program online, and we even hired our senior students, so they could continue their training with us on site.

## INCREASING KNOWLEDGE THROUGH RESEARCH AND EVALUATION

Our in-house RESEARCH INSTITUTE ON AGING, in collaboration with MOUNT SINAI HEALTH SYSTEM, engaged in much needed research to better understand the effects of the disease in older adults including their physical functioning, hospitalization and survival rates. The research determined the prevalence and predictors of immunity to SARS-CoV-2, the virus that causes COVID-19, among short- and long-term nursing home residents in New York City. These findings were published in a peer-reviewed journal, so that others may benefit from our experience at the global epicenter of the pandemic this past spring.

## LOOKING AHEAD

We took advantage of the summer months of 2020 to reflect on lessons learned and prepare for the future. We partnered with Columbia University's Mailman School of Public Health focusing on four key areas: communication, infection control and prevention, staffing and patient care. In early 2021, we opened a COVID-19 Recovery Unit on our Manhattan campus and became one of only 12 post-acute programs in New York State to care for recovering COVID-19 patients.

We are moving ahead better prepared, informed by everything we have learned from our harrowing experience. Every decision we make is driven by our core values: respecting one another, embodying compassion, affirming dignity, pursuing justice, embracing diversity, increasing knowledge and extending welcome to all.

We appreciate your ongoing support and partnership.





## 2020 EIGHT OVER EIGHTY BENEFIT GALA

More than 400 supporters and industry partners gathered at the Ziegfeld Ballroom, on March 4, 2020, at our sixth annual Eight Over Eighty benefit gala. Hosted by David Remnick of *The New Yorker*, we celebrated the lives of eight New Yorkers who, in their ninth and tenth decades, continue to live lives of remarkable achievement, vitality and civic engagement. Honorees included: real estate entrepreneur and philanthropist [Harold Grinspoon](#); The New Jewish Home's longstanding therapeutic

recreation aide [Marie Holley](#); first female governor of Vermont [Madeleine Kunin](#); private equity investor and bibliophile [Sid Lapidus](#); Global Ambassador for American Jewish World Service and former Manhattan Borough President [Ruth Messinger](#); renowned urban developer and essayist [Daniel Rose](#); acclaimed author and humorist [Calvin Trillin](#); and the late [Tao Porchon-Lynch](#), who was the world's oldest yoga teacher per the Guinness World Records. The event raised over \$1 million.

**BACK ROW:** Jeffrey Farber, M.D., President and CEO; Harold Grinspoon, Honoree; Sofia Segal, Board member and Gala Co-Chair; Sid Lapidus, Honoree; Calvin Trillin, Honoree; Daniel Rose, Honoree; Tami Schneider, Board Vice-Chair and Gala Co-Chair; Michael Luskin, Board Chair **FRONT ROW:** Marie Holley, Honoree; Ruth W. Messinger, Honoree; Madeleine Kunin, Honoree



## JOIN OUR HERITAGE SOCIETY AND LEAVE A LASTING LEGACY



A planned gift is a lasting way to help older New Yorkers live meaningful lives in the communities they love for years to come. We invite you to leave a legacy for tomorrow by making a planned gift or bequest to The New Jewish Home.



For more information, contact:

Tamar Major, *Vice President, Individual Gifts* | [TMajor@JewishHome.org](mailto:TMajor@JewishHome.org) | 212.870.5013



# FINANCIAL STATEMENT 2020

| ASSETS   | 2019                  | 2020                  |
|--|-----------------------|-----------------------|
| CURRENT ASSETS                                       | 153,077,795           | 150,913,524           |
| ASSETS LIMITED AS TO USE                             | 5,144,126             | 7,323,912             |
| NONCURRENT ASSETS                                    | 112,530,937           | 108,374,377           |
| <b>Total assets</b>                                  | <b>\$ 270,752,858</b> | <b>\$ 266,611,813</b> |
| <b>LIABILITIES AND NET ASSETS</b>                    |                       |                       |
| CURRENT LIABILITIES                                  | 47,731,658            | 53,743,815            |
| LONG-TERM LIABILITIES                                | 88,424,305            | 89,932,984            |
| <b>Total liabilities</b>                             | <b>136,155,963</b>    | <b>143,676,799</b>    |
| NET ASSETS   | 134,596,895           | 122,935,014           |
| <b>Total liabilities and net assets</b>              | <b>\$ 270,752,858</b> | <b>\$ 266,611,813</b> |
| <b>REVENUES/EXPENSE</b>                              |                       |                       |
| TOTAL OPERATING REVENUES                             | 179,020,863           | 166,097,176           |
| TOTAL OPERATING EXPENSES                             | 193,010,233           | 193,657,600           |
| Operating loss                                       | (13,989,370)          | (27,560,424)*         |
| NONOPERATING REVENUES,<br>EXPENSES, GAINS AND LOSSES | (21,900,113)          | 14,051,455            |
| Discontinued operations - income                     |                       | 542,606               |
| Discontinued operations - expenses                   | (13,765,572)          | (4,120,128)           |
| Adjustment to pension liability funded status        | (5,507,943)           | (783,177)             |
| Change in net assets                                 | (55,162,998)          | (11,661,881)          |
| Net assets - beginning of year                       | 189,759,893           | 134,596,895           |
| Net assets - end of year                             | \$ 134,596,895        | \$ 122,935,014        |

\* We had \$6M in related expenses and \$21M in revenue losses due to COVID-19. Those losses included the necessary temporary closure of our Adult Day Health Care programs as well as decreased census in our skilled nursing facilities.

# BOARD OF DIRECTORS

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(as of September 2021)

**THE  
NEW  
JEWISH  
HOME**

AGE LIKE A NEW YORKER



The New Jewish Home is a comprehensive, mission-driven health-care system serving older New Yorkers since 1848.

[JewishHome.org](http://JewishHome.org)