

2024 ANNUAL REPORT



THE NEW JEWISH HOME

AGE LIKE A NEW YORKER



LETTER

from the President/CEO & Board Chair



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

WILLIAM A. BLUMSTEIN
Board Chair

Dear Friends,

At The New Jewish Home, we view aging as something to value and celebrate, not fear. And that belief drives everything we do. Our vision is bold: a future where ageism doesn't stand a chance. That vision has never been more vital—and thanks to your support, it has never been more achievable.

This past year, we raised the bar on care, embraced transformative innovations, and made strides tackling the crippling health care workforce shortage. Through it all, we remained grounded in our mission—providing older adults with care rooted in dignity, respect, and community.

We're proud to be the only skilled nursing facility in New York City with a full-time team of Mount Sinai physicians and nurse practitioners. Under the leadership of Senior Medical Director Dr. Ruth Spinner, we've achieved a 30-day rehospitalization rate of 12%—placing us in the top decile nationwide. That means if you come to The New Jewish Home for rehab, you'll have the best chance to get well and go home and not land back in the hospital.

In our ongoing efforts to enhance our patients' rehab experience, we've embraced cutting-edge virtual reality technology. Thanks to our novel partnership with Mynd Immersive, we were first in the nation to bring The Great American Elderverse™ to life—powered by our outstanding recreation, rehab, and research programs. Our residents have walked the streets of Jerusalem, visited the 9/11 Memorial, and even gone skydiving!

And through SkillSpring, we're creating the future caregivers we desperately need. This pioneering program, which began with high school students, trains and secures rewarding Certified Nursing Assistant positions for young adults from underserved communities. We've proudly transformed over 1,300 lives and counting—and with over a record \$6 million in new grants this past year, we're poised to do even more.

At The New Jewish Home, we've seen the magic that takes place when you bring younger and older adults together with intention and respect. You don't just fill a workforce gap—you build trust and life-enriching intergenerational connections. It elevates care, enhances purpose, and chips away at ageism.

Thank you for standing with us and sharing our belief that dignity and community shouldn't fade with age. With your continued support and partnership, we can transform our belief into a lasting reality.

With gratitude,

Handwritten signature of Jeffrey I. Farber, M.D. in black ink.

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

Handwritten signature of William A. Blumstein in black ink.

WILLIAM A. BLUMSTEIN
Board Chair

INNOVATING CARE: Virtual Reality Program



In July we launched The Great American Elderverse™ in partnership with Mynd Immersive to utilize virtual reality (VR) to enhance therapeutic recreation and rehabilitation for older adults. The New Jewish Home was proud to be the first of 60 skilled nursing facilities in the tri-state area to offer the program, made possible through a generous grant from the Steven & Alexandra Cohen Foundation.

It was magical to witness our residents encounter the VR headsets for the first time and personalize their experiences. Some went skydiving and conquered their fear of heights, while others explored the streets of Jerusalem. A Stanford University study found that 90% of users reported better relationships with their caregivers, in addition to reduced isolation and improved mood. We are excited to partner with Mynd Immersive to further study the impact of VR on older adults.



RAVE REVIEWS!

We're proud to share some of the wonderful reviews left by patients and their families on our Google Business Profile. Their kind words highlight the compassionate care, dedication, and professionalism that define The New Jewish Home experience.

JEFF K.

"The New Jewish Home provided exceptional care for my Uncle Al, first during his rehab stay and then as a resident. **The staff went above and beyond to make him feel comfortable and supported.** He especially appreciated the dedication of his therapists and CNAs, with a special thanks to Jacob. Their kindness and professionalism made a meaningful difference in his life. We're deeply grateful for the compassion shown to him when he needed it most."

ILEANA M.

"My Father-In-Law was discharged last week. He was elated by the care and compassion he received during his stay. The staff were wonderful, the food was great! He was very pleased and said if he ever needed to go back he wouldn't hesitate. **Thank you from my family and I for taking such good care of him during this fragile time.** A heartfelt thank you to the TNJH Team, You are the best at what you do!"

BRIAN T.

"The New Jewish Home has been a great place for my mother-in-law, who has been here for several months now. Her aide, Marian—along with many others—treats her with genuine dignity and respect. The staff is consistently clean, courteous, and attentive. While sitting in the garden with my family today, a kind gentleman stopped to chat with us. He shared some background about the garden's turtles and Koi fish, and asked my mother-in-law how her care has been. To our surprise, he introduced himself as Dr. Jeffrey Farber, the PRESIDENT & CEO of The New Jewish Home!!! We were incredibly impressed by how invested he is in the residents and the facility. He was down-to-earth, approachable, and clearly committed to making a difference in elder care. His personal involvement spoke volumes. **No place is perfect, but this facility clearly strives for excellence**—in cleanliness, quality of care, and creating a nurturing environment for our loved ones."

MARIE S.

"I came to The New Jewish Home after having surgery at NY Presbyterian/Columbia University Hospital. It was recommended to me by the hospital because unlike a lot of facilities, **they could accommodate all my needs: wound care, wound vacs, iv antibiotics.** I was told they had the best staff—nurses, doctors, patient care specialists. They exceeded my expectations. **I immediately felt so safe and I knew I was getting the best nursing and physical therapy possible.** I had the pleasure of working with Alyana Morales for OT and Dickson for PT. They both went above and beyond to get me mobile again and strengthen my body. The nurses were so caring and knowledgeable as well. They did everything they could to make sure I was getting my meds, labs, tests, on time. There were so many that I miss already— to name a few: Pamela, Domingo, Lillith, Lovelyne (GiGi). The patient care team was awesome and always made sure I had everything I needed. They went out of their way, to make sure I was treated like a "guest" lol; especially Debra. There are way too many others to mention, but I appreciated all of them. **I hope I'm not in the position again to need this much care, but if I am, I will definitely be back.**"

TONYA W.

"My father has been a resident here since late January 2024. I am very pleased with the care he is receiving from everyone. Making the decision of long term nursing home care for my dad was not an easy decision to make. **I'm happy I made the decision to have him at The New Jewish Home. I sleep very well knowing he's safe and cared for!**"

SkillSpring Update

We had a fantastic turnout at our second annual SkillSpring community breakfast on February 28, 2025. Our biggest champion, Senator Cordell Cleare, voiced her commitment to expanding SkillSpring. The number of organizations, agencies, elected officials, training partners, and other supporters in the room with us was a testament to SkillSpring's impact. We strengthened our partnerships with key stakeholders, positioning the program for transformational growth to alleviate the health care staffing shortage across New York.



SKILLSPRING'S INCREDIBLE IMPACT

Each year, hundreds of remarkable young adults graduate from our SkillSpring program, emerging with in-demand healthcare skills and the confidence to seize exciting new opportunities ahead. Their journeys are nothing short of transformational—and we're thrilled to share just a few powerful testimonials from recent graduates whose lives have been changed by their SkillSpring experience.

FERNANDO SAN MARTIN 2025 High School Program Graduate



"We've worked side by side with experts, assisted older adults in a way that truly makes an impact, and acquired skills that will stay with us no matter where we go. One of the best lessons

learned: Health care is not merely about routines — it's about being present for individuals when it counts. For me, SkillSpring became more than a program. It became a place where I felt welcomed. I started greeting the staff, joining activities, and feeling at home. The people here became like family. They didn't just help me move toward a career — they showed me what it really means to care for others. To the employees, mentors, and everyone who had our backs: Thank you. You didn't just show us how to get the job done — you helped shape who we are as future professionals. I am proud to say I will be going to Hunter College in the fall and majoring in nursing."

ABIGAIL GUERRERO 2025 High School Program Graduate



"I joined SkillSpring with hopes of getting hands-on experience and learning a few things that would look good on a college application. But I walked into something much bigger than that. I

found my community, a purpose, and a group of people who saw a potential in me that I had trouble seeing for myself. I became a CNA at the age of 16, something that I truly never imagined, especially as a Dominican girl from

the Bronx. We learned how to care with compassion, advocate, and how to carry ourselves with professionalism and with heart. And now, I don't just want to work in health care, I want to continue to dedicate my life to having people feel seen, heard, and cared for. I am so incredibly grateful to say that SkillSpring truly changed my life—and I wouldn't be the person I am today without it. This fall, I will be starting a new chapter at Hunter College as a nursing major."

GILMA COLON 2025 Young Adult Program Graduate

Gilma Colon with her father Francisco Colon



"A few years ago I lost my mother, and during her medical journey what helped me the most were the nurses and the social worker who supported us. They answered my questions, showed me

how to care for my mom, and most importantly, reminded me that I wasn't alone. That compassion sparked something in me. Life moved on. But then one day, my dad sent me a flyer for a SkillSpring program. I ignored it at first. After everything, I didn't think I had the strength to step back into a health care setting. But he kept nudging me, so eventually, I gave in. I applied, interviewed, and before I knew it, I was in orientation. The training wasn't easy—especially with a cohort full of some of the funniest people I've ever met. But that's what made it bearable, even beautiful. We laughed, we studied, we supported each other—and we made it. Today I'm proud to be a Certified Nurse Assistant working at The New Jewish Home and I am so grateful to SkillSpring program for guiding me here."

EVENTS

At our 2024 Eight over Eighty Gala, we honored eight exceptional individuals who champion the importance of embracing life with meaningful intention and purpose well into their 80s and beyond demonstrating what it truly means to “Age Like a New Yorker.”

2024 Gala

2024 honorees included:

- **Yaffa Adar**, grandmother of eight who became an icon of resilience after being kidnapped by Hamas on October 7
- **Kenny Barron**, one of the leading jazz pianists of our time, Grammy award nominee 11 times over, and a National Endowment for the Arts Jazz Master
- **Lee Grant**, Award-winning actor, activist, and the first female director to be honored by the Directors Guild of America
- **Jean Troubh**, philanthropist and leader who has served on the boards of 14 not-for-profit organizations
- **Jim Crystal**, Vice Chairman and board member of Alliant Insurance Services and Vice Chairman, Mount Sinai Health System
- **Stuart Weitzman**, fashion designer of the highest caliber, entrepreneur and philanthropist
- The late **William Klingenstein**, a native New Yorker, Wall Street businessman, and longtime board member of The New Jewish Home
- The late **Sen. Joseph Lieberman**, four-time U.S. Senator from Connecticut and the 2000 Democratic Vice-Presidential Nominee



TOP ROW, LEFT TO RIGHT: Orian Adar, Sofia Segal, Alon Adar, Adva Adar, James Crystal, Jean Troubh, Fran Klingenstein, Kenny Barron, William A. Blumstein, and Michael Shamalov. **BOTTOM ROW, LEFT TO RIGHT:** Tami Schneider, Dr. Jeffrey Farber, Hadassah Lieberman, and Lisa Lippman.



Spirit Award recipient, Michael Shamalov, CEO of LI Script Pharmacy with his LI Script team



Kenny Barron with his wife Joanne



Adva Adar, granddaughter of Yaffa Adar

EVENTS

2024 NYC Pride March

Proudly continuing our annual tradition, residents, clients, and staff of The New Jewish Home participated in the 2024 NYC Pride March! They had a blast, marching and rolling to support the LGBTQ+ community, and demonstrated that dignity, love and inclusion know no age.



Himan Brown Symposium

On September 25 at the 92NY, we featured Marta Kauffman, co-creator of renowned TV shows *Friends* and *Grace and Frankie*, in conversation with journalist and writer Abigail Pogrebin. Marta shared the inspiration behind her projects and her portrayal of older adults as funny and independent characters of depth, shedding much-needed light on how it feels to be marginalized because of age. She encouraged our audience to “age aspirationally.” It was an evening that touched the core of The New Jewish Home’s vision of a new reality in which ageism is no longer, and society embraces its older adult members. Thank you to the Himan Brown charitable trust for generously funding the event.



LEFT TO RIGHT: The New Jewish Home’s Board Members: Alan Altschuler, Aran Ron, M.D., Lisa Feiner, William A. Blumstein, Michael Luskin; Marta Kauffman, Writer/TV Producer; Abigail Pogrebin, Journalist/Writer; TNJH Board Members: Lisa Lippman, David Freeman; TNJH Staff: Dr. Jeffrey Farber, President & CEO and Alyssa Herman, Chief Development & Marketing Officer.

AWARDS AND ACCOLADES

In 2024, our employees—from home health aides to senior leaders—were recognized by our industry for their skill and dedication. were recognized across The New Jewish Home system, were recognized by our industry for their skill and dedication. Our staff is the heart and soul of everything we do and we are proud to celebrate their amazing accomplishments.

UNITED HOSPITAL FUND: TRIBUTE TO EXCELLENCE IN HEALTH CARE

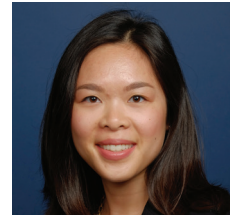
Susan Holodak

*Adult Day Health Care
Consultant*



Dr. Stephanie Le

*Assistant Medical
Director, Manhattan*



MCKNIGHT'S WOMEN OF DISTINCTION

Hall of
Honor

Gabrielle Genauer

*VP and General
Counsel*



Veteran
VIP

Miriam Levi

*Assistant
Administrator,
Westchester*



LEADINGAGE NY

Employee of
Distinction

Michael Johnson

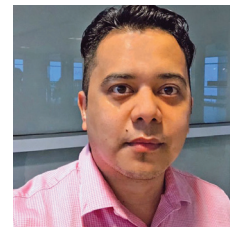
*Home Health Aide,
HAPI*



Professional
of the Year

**Jesus (Marck)
Hernandez**

*Assistant Director
of Nursing,
Manhattan*



ASSOCIATION OF JEWISH AGING SERVICES (AJAS) FOR 2025

Mentor of
the Year

Dr. Jeffrey Farber

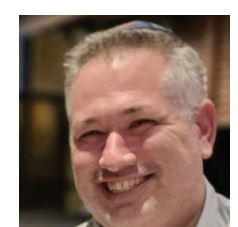
President & CEO



Professional
of the Year

Shawn Silver

*Manhattan Assistant
Administrator*



THE NEW JEWISH HOME

AGE LIKE A NEW YORKER

HEALTH CARE SYSTEM

FOUNDED IN
1848

OUR CAMPUSES

Bronx
Manhattan
Westchester

OUR PILLARS

Support at Home
Get Well Go Home
Welcome to Our Home



jewishhome.org



30-day
rehospitalization
rate: 12%
NYS avg: 22%
National avg: 25%



Only NYC skilled nursing
facility with full-time
Mount Sinai physicians

WE CARE FOR
4,000+

New Yorkers every year



LOVING WHAT WE DO

We have
a workforce of
1,100+
caring people



Cutting-edge rehabilitation with
Mount Sinai Health System
and NYU Langone Health



Leaders in heart health:
first post-acute program in NYS
accredited by the Joint Commission
for heart failure



Virtual Reality therapy with
Mynd Immersive



Advancing practice through our
Research Institute on Aging

Approximately 90% of the people we serve
depend on government assistance for
care, which simply does not cover the
full cost of care they need and deserve.



*"A test of a people is how it behaves toward
the old ... the affection and care for the old,
the incurable, the helpless are the true gold
mines of a culture."*

—Rabbi Abraham Joshua Heschel

SKILLSPRING

Propelling underserved
youth into health care careers

100% college acceptance rate



1,300+ alumni



200+ working at
The New Jewish Home

Partnering with four health care
systems to develop their workforces.
Seeking more partners to scale.

Specialized Adult Day Health Care
programs in Manhattan
and the Bronx

COMING SOON

Groundbreaking Overnight Care Program
in the Bronx for older adults living with
Alzheimer's and related dementias

- Behavioral health
- Diabetes management
- LGBTQ+ program in partnership
with SAGE

Financial Statement 2024

ASSETS

	2023	2024
CURRENT ASSETS	100,323,707	92,568,407
ASSETS LIMITED AS TO USE	9,069,097	10,413,528
NONCURRENT ASSETS	126,399,295	120,326,097
Total assets	\$235,792,099	\$223,308,032

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	60,171,402	71,588,258
LONG-TERM LIABILITIES	87,226,780	79,249,72
Total liabilities	\$147,398,182	\$150,837,987
NET ASSETS	88,393,917	72,470,045
Total liabilities and net assets	\$235,792,099	\$223,308,032

REVENUES/EXPENSES

TOTAL OPERATING REVENUES	140,209,206	145,978,369
TOTAL OPERATING EXPENSES (includes interest of \$579,225 in 2022 and \$1,211,718 in 2023)	166,794,016	174,968,139
Operating loss	(26,584,810)	(28,989,770)
NONOPERATING REVENUES, EXPENSES, GAINS AND LOSSES	11,101,932	10,620,224
Discontinued operations—income	129,246	51
Discontinued operations—expenses	(1,043,932)	(1,479,287)
Adjustment to pension liability funded status	(4,295,381)	2,761,951
Change in net assets	(19,849,063)	(15,923,872)
Net assets—beginning of year	\$108,242,980	\$88,393,917
Net assets—end of year	\$88,393,917	\$72,470,045

*The New Jewish Home had an operating loss of \$28M in 2024 due to insufficient Medicaid reimbursements. Our strategic plan adopted in 2019 set forth a multi-year plan to address the ongoing structural deficit.

BOARD OF DIRECTORS

William A. Blumstein
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Tom Javits

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Lisa Lippman
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Jill Oberlander
Lynn Oberlander
Michael Olshan
David Orelowitz
Gingi Pica

Walter Primoff
Brad Resnick
Tami J. Schneider
Sofia Segal
Elizabeth Pagel Serebransky

(as of July 2025)

**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