



Daughters of Israel

Plafsky Cooperman family campus family building

Headlines & Highlights

A Publication of Daughters of Israel

SPRING 2021 NEWSLETTER



Edition - 23

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Getting Vaccinated!

New Year's Day held extra significance this year, for staff and residents who received their Pfizer vaccines on January 1. The event was marked with a celebratory brunch and treats, generously sponsored by our Board. The joyful day was also covered by major television news stations who captured the excitement on their news segments. The second dose was administered on January 22. Since, there was a second round of vaccines in February for those who did not elect to receive them the first go around. Here's to hope and health for all!



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From the President's Desk

What a difference a year makes. At this time last year, the novel coronavirus was quickly spreading across the United States and was causing unprecedented sickness and challenges for nursing homes and other senior living communities. Daughters of Israel was no exception, as the pandemic posed numerous challenges for Daughters' staff, residents, and their families. Group activities and communal dining were discontinued, health guidelines prohibited residents and family members from having in person contact, and the home's annual fundraising events were cancelled. To say that 2020 was a tough year for all of us is an understatement.

While the pandemic is certainly not over and we are required to keep many of those measures in place, there is finally a bright light at the end of the tunnel. On New Year's Day, Daughters was able to celebrate the new calendar year with a Covid-19 vaccine clinic, which enabled residents and staff to receive the first doses of the Pfizer vaccine. The day brought hope to all the members of the Daughters community, and the event was celebrated with music, decorations, good food, and good vibrations all around. On that day alone, 140 residents and 136 staff members received their first dose of the vaccine. The event was covered by several local television news organizations, which was a big boost to the residents and the staff. The second vaccine dose was administered three weeks later. Additional vaccine clinics have been

hosted at the home to provide everyone associated with the home the opportunity to be fully vaccinated.

The vaccine clinics have certainly paved a road back to normalcy, but there is still much work to be done. Daughters continues to take all precautions to keep its residents and staff as safe as possible, which includes rigorous Covid-19 testing and the use of masks and other personal protective equipment. Such safety measures have naturally increased the home's operating expenses, and, therefore, the home's fundraising activities continue to be critical to ensuring the health and well-being of everyone at the home. Although we will be unable to resume normal fundraising activities this year, including our annual Casino Night and the Fern Forman Golf Tournament, we plan on having virtual fundraising events throughout the year to help raise the funds needed to keep the home and its senior residents as safe as possible during this unprecedented time. Please be on the lookout for those events, and I look forward to the continued financial support of our generous donors to allow the home to continue meeting its mission of helping the infirm and other seniors in our community.

I am also pleased to report that despite the pandemic, the Board of Governors of Daughters continues



to move forward with plans for a new, state of the-art facility on the existing campus, which will modernize the home and expand the services provided at the home to include assisted and independent living for the seniors in our community.

This will be a long-term project and the details and designs are still in the preliminary phase, but we are excited about the future of Daughters of Israel and the joy that a new facility will bring to our residents.

Finally, I'd like to say a word about our new Director of Spiritual Care, Etan Hindin. Despite the unusual circumstances created by the pandemic, Etan has still somehow been able to generate fun and interesting activities (both religious and other activities) and has made a genuine connection with our residents. He has planned Purim parties and activities for the residents. We are fortunate to have Etan as part of the Daughters family. So things are definitely looking up at Daughters, and we hope to continue the positive momentum throughout 2021 and beyond.

Jason Halper



A Word from the Executive Director

Wow, we have come so far! Our residents and staff were fortunate to receive both the first and second

rounds of the Pfizer BioTech coronavirus vaccine on January 1 and 22. We had another round of vaccines that began on February 12 for those who were not able to or opted not to receive them the first go-around. All of the vaccinations were administered at Daughters of Israel by a team of pharmacists from Walgreens.

What a great feeling it was to start the New Year with a feeling of rejuvenation. In fact, the event was such a celebration that we had practically every major local television news station come and cover it! Just a little disclaimer that we still do not allow visitors into the building. We made the exception in this case as it was a rare opportunity to provide a firsthand glimpse of the impact of the vaccine on our Home to the public. No reporter or camera person was allowed into the building until they completed a health screening, temperature scan, and a negative rapid COVID test on site!

I would like to take this opportunity to thank Jason Halper, our President, and the Board, who so thoughtfully and graciously sponsored a beautiful luncheon and goody bags for our New Year's vaccine celebration! It has been a pleasure working with Jason, who keeps coming up with new ideas to enhance the quality of life at our Home during the pandemic. We are fortunate to benefit from Jason's leadership during this time.

On January 22, which was the second part of our first round of vaccinations (and first round for some), Etan Hindin, our Director of Spiritual Care, led residents and staff in prayers for healing, and engaged them in reflections on loss, illness and hope. The event took place in conjunction with Tu B'Shevat, the Jewish new year for trees, which shared in the vaccination day's theme of renewal.

As such, Etan incorporated special Tu B'Shevat prayers and distributed bags with dried fruit to all participants.

Although the vast majority of us have been vaccinated, we are still wearing PPE, conducting frequent COVID testing of both residents and staff, and operating as we did pre-vaccine, until we hear other recommendations from the NJ Department of Health. I would also like to express our deep gratitude to **Jewish Federation of MetroWest** for their ongoing generous support to us during COVID.

It goes without saying that all of our staff members have been true healthcare heroes, stepping up to the plate in so many ways. I would like to congratulate one of our many extraordinary staff members, Natalie DiPetrillo, House Supervisor RN at Daughters of Israel, who was a recipient of Leading Age NJ's "Excellence in Care" award, in the sub-category of "Direct Care" at a February 24 virtual awards ceremony.

We continue to demonstrate our appreciation to all our staff giving out complimentary treats, a Thanksgiving pie giveaway, and coffee mugs stuffed with jars of Starbucks Frappuccino for the December holidays. During the December holiday season, we held our annual raffle, in which staff won all sorts of fun prizes. Staff and residents also received cards and treat bags from Federation and our Board, for various occasions.

I would like to thank our Activities staff who have been rock stars with the most creative individual programming for our residents, from individual snowman art projects to hallway birthday parties. Holidays like Chanukah and New Year's, have been celebrated with rolling carts, stopping by each resident's room for a "VIP" celebration.

Our Essential Caregivers program has begun again. Family members may apply as Essential Caregivers and visit with their loved ones once or twice per week depending on any outbreak status and the "phase" our facility is currently in

based on the NJ Department of Health's phasing program. As the weather gets warmer, we will again begin outdoor visitation in the Atrium. These visits will be scheduled and time limited to allow as many residents and their families to visit. When our Home enters Phase Two of the NJ Department of Health's phasing program (this is based on Covid cases and local transmission scores), we can begin indoor visitation, again scheduled and time limited.

We have recently launched our online Virtual Gratitude Journal. I must extend my deepest appreciation to Gary Beinhaker and Marsha Fiske for chairing this amazing fundraising project for Daughters. The journal has also provided a wonderful opportunity to thank our board and staff for their outstanding dedication during COVID, particularly our journal honorees, Jason Halper, Dr. Joshua Schor and David Silverstein. I also would like to formally thank David for the COVID emergency campaign he orchestrated, which successfully raised much needed funds for the home. Speaking of fundraisers, in lieu of our Women's League Luncheon this year, Carol Sidman and Vicki Squires graciously co-chaired an online boutique fundraiser featuring Daniella Ortiz's handbags. Thank you Carol and Vicki!

As we wade through what will hopefully be an end to the pandemic, we constantly seek ways to enhance the lives of our residents, and demonstrate appreciation to our staff, which requires extra funding. In addition, our special needs during COVID, including the acquisition of PPE, incurs significant expenses. Please help us continue to provide the highest quality of life for those entrusted in our care, by thinking of us in your charitable giving plans. Stay well, and stay safe!

Susan Grosser

*Please note that these statistics and regulations were in place at the time this newsletter went to print, but is subject to change based on new developments

Around the Home... Having Fun During Quarantine



We ❤️ Our Staff



In honor of "National Home Care and Hospice Month," Curbside Confections' candy truck visited Daughters of Israel yesterday to give out treats and thank our hardworking and dedicated staff. The event was generously sponsored by HomeWell Senior Care and Hospice of New Jersey.



Apple pies were distributed to all of our staff, a small token of our gratitude, as we celebrated Thanksgiving. Holiday raffle drawing in December, in which our staff won fabulous prizes!



Mugs stuffed with Starbucks Frappuccino bottles were gifted to all of our staff members for the holidays.



Family member demonstrating appreciation to our staff on HP with a platter of cookies.



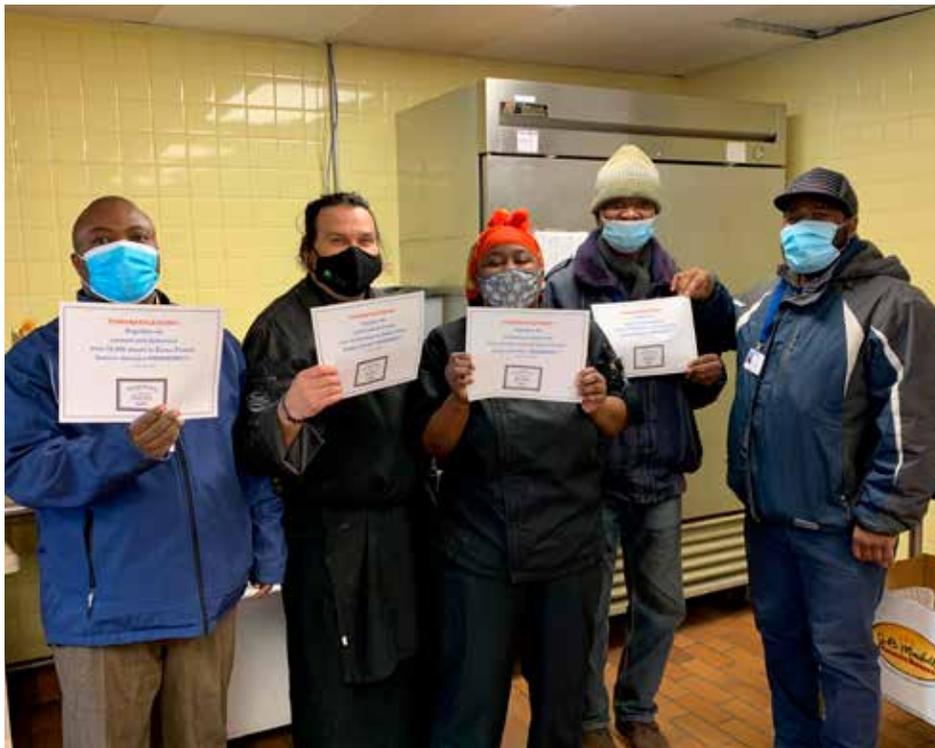
Etan Hindin leading Tu B'Shevat Ceremony and presenting bags of dried fruit on the second vaccination day, to celebrate the Jewish New Year for the Trees, and the overall theme of renewal.



Holiday raffle drawing in December, in which our staff won fabulous prizes!

Staff Kudos!

Congrats to Natalie DiPetrillo, House Supervisor RN at Daughters of Israel, who was a recipient of Leading Age NJ's "Excellence in Care" award, in the subcategory of "Direct Care." She was presented with the award at a February 24 virtual ceremony.



Last delivery week of 2020 for the JCC Kosher Nutrition program "team!" Together they cooked and delivered 20,000 meals to Essex County seniors. They did not miss a meal! Kudos to our dedicated Daughters of Israel Metro Transport drivers and Jewish Community Housing Corporations Plaza kitchen crew.

Team Work Makes the Dream Work!



In beloved memory of
LARRY GELFAND, obm,
 the Executive Director of
 Daughters of Israel for nearly 30 years.

Words cannot do justice to his memory. He was a mensch extraordinaire,
 a charismatic leader who led by example, and a truly exceptional human being.
 To say he will be sorely missed is a vast understatement.



THE BOARD, ADMINISTRATION, AND STAFF AT DAUGHTERS OF ISRAEL

NEW JERSEY JEWISH NEWS NOVEMBER 27, 2020

Purim Festivities Rock the Home

Purim was loads of fun at Daughters of Israel, thanks to Etan Hindin, our Director of Spiritual Care, and Yuki Rice-Faison, our Director of Activities. Purim kicked off Thursday evening February 25, with a lively musical megillah reading by Etan, which was zoomed and broadcasted to resident room televisions on channel 55.

Residents enjoyed a festive carnival on Purim day, which they were able to observe through the Sudler Atrium glass doors, as well as from their televisions and via Zoom.

In addition to music and entertainment, there were small groups of community and family members, who signed up in 15 minute increments, to dress up in costume and greet the residents from outside the glass. In addition, Federation VolunTeens created more than 100 Purim masks and cards for our residents, adding even more cheer to the day.



Virtual Gratitude Journal

Many thanks to Gary Beinhaker and Marsha Fiske for co-chairing our Virtual Gratitude Journal, honoring David Silverstein, for his extraordinary leadership, and current President, Jason Halper, for leading us forward. We were also able to express our appreciation to Dr. Joshua Schor, Medical Director Emeritus, a true role model of humanism in healthcare, who has taken on a greater role at Optum.

The journal raised much needed funds for the Home, as we could not hold our fundraising events this year. In addition, since we could not come together for our Annual Meeting Gala this year, the ad journal has also provided us with the opportunity to demonstrate our gratitude to our honorees, as well as our amazing staff, who are true healthcare heroes.

We would also like to take this opportunity to thank Jewish Federation of Greater MetroWest for its continued generosity to Daughters of Israel during this COVID-19 pandemic. Thank you to the Wilf Family Foundation and Federation Emergency Reserves from the bottom of our

Virtual Gratitude Journal



Journal Honorees



David Silverstein



Jason Halper



Dr. Joshua Schor

Co-Chairs: Gary Beinhaker & Marsha Fiske
Fall / Winter 2020

hearts! For all those who have contributed to this initiative, the COVID-19 Emergency Fund, Casino Night (which had to be cancelled), as well as those who have given additional donations to the Home, we cannot thank you enough for your support!

Holiday Wishes Bring Warmth & Cheer

More than 350 goody bags were distributed to staff and residents over the holidays and New Year. The bags, which were made possible by the generosity of our board and community, included beautiful cards, designed and printed by board member and artist, Rachel Klinghoffer Marcus.



Bringing Modern Day Meaning to the Passover Exodus

It must have been after one a.m. on a chilly, early spring night, and I was beginning to lose sensation in my arm. I was fatigued, and not walking in a straight line. I'll admit I had been drinking, but mostly grape juice – and spread out over the course of a five-hour or so Passover seder.

On the walk home from the seder, with a sleeping child in one arm and steering an overpacked stroller with the other, I wondered if my arm would hold for just two more blocks of a five-block walk. I gazed heavenward in desperation, and noticed a full moon, majestically illuminating an unusually clear sky. I thought: of course! It makes sense that there's a full moon, it's the 15th of the lunar month of Nissan, the day and month our ancestors hastily left Egypt, thousands of years ago. I looked down at the baby stroller and then looked across to my wife (also endeavoring, while utterly exhausted, to balance seder pillows, the Pleistocene and other Haggadahs, and our children's Passover themed art projects), and said: "I just don't get how they left Egypt with babies, kids, possessions, and no ergonomically constructed one-handed strollers, let alone swivel wheel, carry-on suitcases!"

I thought a lot about the logistics of the departure from Egypt so many years ago, only to conclude that the epic departure – as evidenced by the central symbol of Passover: the unleavened bread, the matzoh – wasn't a well-planned, gracefully orchestrated escape. It was a departure heavily dependent on, and directed by, Divine intervention. What changed then, in those days, after hundreds of years of persecution and enslavement, that merited Divine intervention? Exodus 2:23-25 alludes to one key dynamic that played a role in unlocking the critical Divine intervention:

וַיְהִי בַיָּמִים הַהֵם נִקְמַת מִלְּךְ מִצְרַיִם וַיֵּאָחֲזוּ בְּנֵי יִשְׂרָאֵל מִן־הָעֲבֹדָה וַיִּזְעָקוּ וַתַּעַל שׁוֹעֲתָם אֶל־הָאֱלֹקִים מִן־הָעֲבֹדָה

And it was in those weighty days that the king of Egypt died, and the Israelites were **groaning** from the labor, and they **screamed**, and their **cries** ascended to G-d from the labor.

וַיִּשְׁמַע אֱלֹקִים אֶת־נַאֲקָתָם וַיִּזְכֹּר אֱלֹקִים אֶת־בְּרִיתוֹ אֶת־אֲבְרָהָם אֶת־יִצְחָק וְאֶת־יַעֲקֹב:

And G-d heard their **pleas** and G-d remembered his covenant with Abraham, Isaac and Jacob.

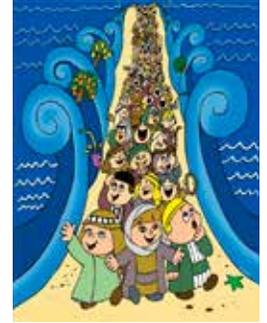
וַיִּרְא אֱלֹקִים אֶת־בְּנֵי יִשְׂרָאֵל וַיַּדַּע אֱלֹקִים: And G-d **saw** the Israelites, and G-d **knew**.

The groaning, screaming, crying, and pleading of the nation was seen, and G-d knew. I would have expected the verse to state that 'and G-d heard the cries', but there is a deliberate use of the verb seeing and knowing rather than hearing. The pleas of our ancestors were not parrot-like mutterings of memorized psalms or daily prayers. They were full-bodied, visibly transformative crescendos of piercing prayer! And G-d knew we were ready – it was time. We changed, intrinsically, and were ready for an extrinsic intervention and change of scenery and circumstance.

A few years after my struggled post Seder walk home, I picked my two-year old daughter up from daycare in the winter during the pandemic (grateful that another successful day of in-person learning had been achieved). I held my daughter in one hand and glanced at an email on my cell phone, held in my other hand. Suddenly, my daughter shouted with glee: "the moo! the moo!" I nodded at her incoherent excitement and smiled, and looked back at my phone. "The moo!" Is there any way I can stop all of this spam and junk mail, I thought. I feel like I'm drowning in the day-to-day, digital drudgery with no way out! "The moo!" I glanced up from my phone and noticed my daughter was pointing to the dark evening sky and yelling excitedly - "the moo!" And there it was, in all its glory, a beautiful full moon which I hadn't even noticed. "The moo!" I said, smiling at my daughter. "The moo!" she repeated. Instead of rushing her into her car-seat, we stood together for a few minutes, enjoying our planet's wonders.

וַיְהִי בַיָּמִים הַהֵם, the introductory words to the verses noted above are a source of some debate between commentators. Are they to be understood, quantitatively, as "many days" or qualitatively, as "weighty" or "heavy days"? Reading this verse during a global pandemic gives a newfound understanding of the qualitative interpretation of the verse. One week might feel like and carry the weight of one month. Time might become amorphous, with certain milestones or celebrations

stripped away. One might find oneself disoriented by the unpredictability of today, let alone next month. One might become fatigued and frustrated by the potential need, at any moment, to be displaced or stuck-in-place, because of quarantine.



It dawned on me that if our ticket out of these "heavy times" is at least partially predicated on transformative prayer and intrinsic change, then vulnerable and dependent members of our population are not an obstacle to the figurative departure from Egypt. It is the gleeful laughter and curiosity of children that awaken us from "the grind" and propel us to genuinely cry out for a paradigmatic shift toward a healthier, safer environment in which we all can thrive. Caring for our vulnerable youth and seniors – our loved ones – some, with varying levels of physical or cognitive decline, some living with disabilities or chronic illness – is not slowing down our path forward. Rather, they are a source of inspiration and insight, a vehicle to grow our perspective and empathy, in place of hubris and conceit.

As we read this newsletter around the time of Chodesh Harishon, the first biblical month – the month of Nissan, of Passover, the festival of Spring – let's allow the pandemic plague we're in to chisel away at our complacency and perceived invincibility: let's truly cry out. Just as our ancestors' cries set in motion the intervention at the Red Sea, the revelation at Mount Sinai, and our journey towards the promised land – so, too, may our unified plea and acknowledgement that we are all, from the day we are born, within the "vulnerable population" category – form a synergistic song of ascent, with the power to penetrate the heavenly veil, and precipitate a time of Divine intervention toward health, stability, progress and unity.

Etan Hindin is the Director of Spiritual Care at Daughters of Israel

HELPING OUT

Daughters of Israel, Inc. is a 501(c)(3) organization and your gift is tax deductible

From DOI's Mission and Vision Statement on the Jewish Concept of Tikkun Olam:

"Being Active Participants in the Process of Making a More Perfect World"



GIVING OPPORTUNITIES AT OUR HOME

Daughters of Israel is a non-profit facility relying upon support from our community to continue to provide sub-acute rehabilitation, long-term skilled nursing, memory care, and other critical services to those in need. There are many ways to support our Home including:

The Builders of Tzedakah Donor Wall - Supporters at this generous level of \$10,000 and up, are listed on this magnificent wall, prominently displayed in the lobby at the front entrance of our Home. The wall was dedicated in memory of Micky Fried in 1991, and in 2012, it was beautifully redesigned, thanks to the generosity of the Fried and Saginaw families.

Tree of Life - This captivating wall, located in the lobby outside of the Gift Shop, is a meaningful way to honor a special occasion or the lasting memory of a loved one. Opportunities on this wall range from \$250-\$1,000 for a Leaf, \$5,000 for an Apple, and \$10,000 for a Stone.

Aaron and Sarah Franzblau Patio - A beautiful commemorative paver garden located outside of the Slobodien Pavilion, this patio is a wonderful opportunity to honor friends and family, and cement a lifelong connection to Daughters of Israel. Pavers are available for contributions of \$180 and \$360.

Charitable
GIVING



To discuss these and other giving opportunities, please contact Susan Solomon, Director of Development, at 973-400-3326 or ssolomon@daughtersofisrael.org

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2. Complete form to the right and mail back to Daughters of Israel with your donation.
3. Scan below QR Code with your smart phone to donate now.



Make your donation to Daughters of Israel today!

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