



Charles E. Smith
LIFE COMMUNITIES

ANNUAL REPORT

2022



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OUR PHILOSOPHY OF CARE HAS ITS ROOTS IN OUR CENTURY-OLD MISSION, VISION AND RICH TRADITION.

It's a philosophy exemplified everywhere—from the genuine relationships we form with residents and their families to the lasting contributions we make to the larger community.

OUR MISSION

Charles E. Smith Life Communities delivers quality care and meaningful life experiences to older adults, with dignity and compassion rooted in Jewish values.

OUR VISION

Charles E. Smith Life Communities will be the provider of choice for innovative programs and services that enrich and enhance the quality of life for older adults.

OUR VALUES

TZEDEK

We do what is right, acting with integrity, accountability, and generosity of spirit.

CHESED

We act with kindness, empathy, and caring.

KAVOD

We acknowledge the value of each individual and serve all with respect and dignity.

HIDDUR

We deliver the highest standards of service and hospitality.

A MESSAGE FROM LEADERSHIP

Dear Friends,

It is our pleasure to present to you the 2022 Annual Report for Charles E. Smith Life Communities, a nonprofit organization dedicated to delivering quality care and meaningful life experiences to older adults, with dignity and compassion rooted in Jewish values.

2022 brought many reasons for celebration and gratitude. A steep decline of COVID occurrences on campus this past year allowed us to open all residences to visitors and volunteers and allowed residents to return to in-person life and leisure activities. Special event programming and excursions to museums, restaurants and theatres resumed. Although some preventive measures remain, our campus dining rooms, social halls and meeting rooms again became places fostering friendship, conversation, and engagement.

Hebrew Home of Greater Washington (HHGW) once again earned the Five-Star Quality Rating during every quarter of 2022, the highest possible, from the Centers for Medicare and Medicaid Services. This past year, the rating system was updated to measure staff turnover rates and we are pleased that our turnover data compares extremely well to national and Maryland benchmarks and reflects our commitment to being a great place to work, where our associates are committed to providing the highest quality person-centered care.

For the second time, HHGW received two prestigious designations from U.S. News and World Report in the same year, receiving its Best Short-Term Rehabilitation Center and Best Nursing Home, designations from among the 13,685 facilities evaluated. HHGW was also one of only forty-six providers nationwide to achieve the Silver Achievement in Quality Award from the American Health Care Association/National Center for Assisted Living.

Although delayed due to the pandemic, in 2022 we successfully completed the requisite training and earned the SAGECare Platinum Level certification, demonstrating our commitment to better serve our residents and their families by being a LGBTQ+ culturally competent provider. SAGECare is a program of SAGE, the nation's largest advocacy and services organization for LGBTQ+ elders.

We express most sincere appreciation to all the dedicated associates, volunteers, lay leaders and donors who made 2022 a success. Without their hard work and generosity, none of these programs and accolades would have been possible.

Thank you for your continued support of and commitment to Charles E. Smith Life Communities.

Sincerely,

Jeffrey S. Poretz
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Bruce J. Lederman
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LEADERSHIP

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z"l = Of Blessed Memory

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HEBREW HOME OF GREATER WASHINGTON OPERATING REVENUE AND EXPENSES

YEAR ENDED DECEMBER 31, 2022

Revenue	Expenses	Net Operating Deficit
\$61,083,000	\$65,719,000	(\$4,636,000)

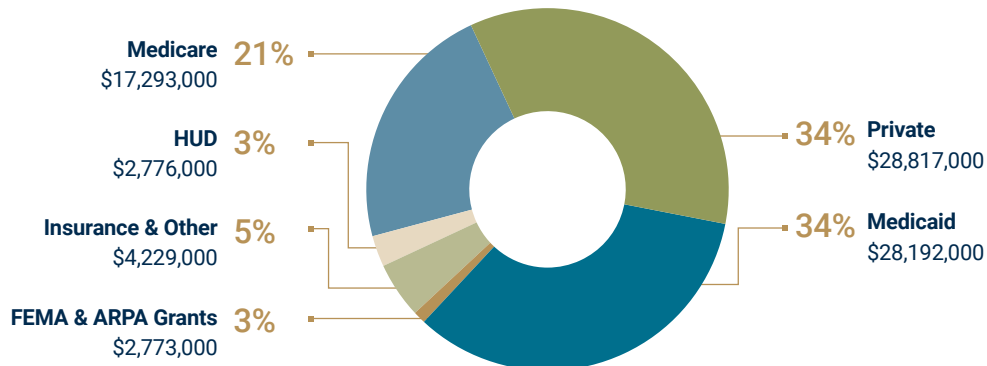
Results of operations do not reflect philanthropic donations or results from investments, which can be used to offset operating losses. Full financial statements are available upon request.

CHARLES E. SMITH LIFE COMMUNITIES OPERATING REVENUE AND EXPENSES

YEAR ENDED DECEMBER 31, 2022

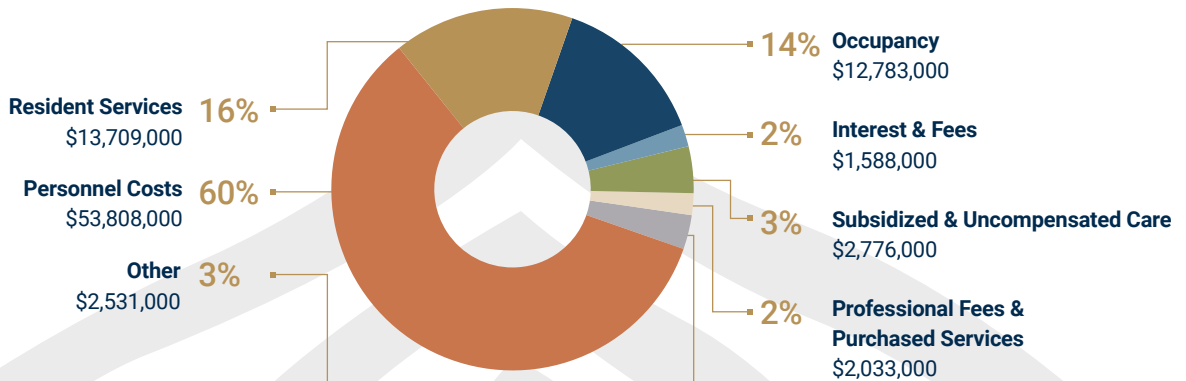
REVENUES

Total Revenues \$84,080,000



EXPENSES

Total Expenses \$89,228,000



2022 DONORS

CESLC is thankful for the support of families, individuals, foundations and organizations.



\$500,000+

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JARED POLLACK

How CESLC's Volunteer Program
Led To Full-Time Employment For
One Dedicated Community Member



"I recently had the opportunity to really look at who we hire and how we can create opportunities for volunteers who dedicate their time to our mission," said Linda Moreno, director of recreation therapy at Hebrew Home of Greater Washington. "When a position opened, Jared Pollack came to mind."

In 2011, Jared Pollack, like many high school seniors in Montgomery County, was checking off his requirements for graduation. "I needed a place to complete my volunteer hours, and CESLC was a good place because of my previous experience volunteering at a nursing home." There was no way to foresee how this decision, which was meant to be short-time and to fulfill an obligation, would change the course of Jared's life.

CESLC runs a robust volunteer program where students and other community members work in a variety of departments with varying time commitments. From administrative tasks to resident support, volunteers can explore their interests and learn skills to help them establish a future career. "It is a win-win situation," says Monica Mayer, CESLC's Volunteer Program manager.

In a show of commitment to his volunteering, though, Jared's few hours led to full-time volunteering after graduating from high school. For Jared, his love of volunteering for CESLC stems from the impact he can make on other people's lives. "I am proud to work here because I have contributed a lot to the residents and their well-being."

"I am proud to work here because I have contributed a lot to the residents and their well-being."

— JARED POLLACK
Activities Assistant

Responsibility, maturity and enthusiasm are among the qualities that CESLC looks for in its volunteer applicants. These are qualities that Jared has continually displayed in his decade of volunteer work. One of his primary duties is to safely transport residents to their activities. "Jared's interaction with our residents is caring," Moreno notes. "He makes sure each resident is wearing a mask and wearing it correctly. He also checks their wheelchairs to make sure they are in a locked position when he brings our residents to programs. Jared interacts with each resident as a professional."

After transportation is complete, the fun and the games begin. Bingo and trivia games have become affectionately known as "Bingo with Jared" and "Trivia with Jared." This speaks to Jared's impact on the residents and how he has become the face of their revelry. "I really care about them and keeping them entertained." Jared has also led residents in Zumba, Range of Motion, and Name That Tune.

The only thing that interrupted his full-time volunteering was the pandemic in 2020. Due to this, Jared was unsure about when volunteers would be able to return, so he started thinking about next steps, including looking for a paid position. Nonetheless, in August 2022, when he was able to return to CESLC, he came back to volunteer while he continued his job search. Later that fall, his circumstances changed. "One day when I was transporting a resident on an elevator, Linda happened to be on it and asked if I had a paid job. The next day, when I was on my lunch break, one of the activities assistants came down to find me and said Linda was on the phone, and she wanted to talk to me. She said there was a job available as an activities assistant."

Jared became a full-time associate at CESLC in December 2022. Upon reaching that milestone, one of his colleagues remarked, "Now that you work here full-time, you will be here forever." For Jared, now 33, forever is an exciting prospect, and he's certainly on his way. ■

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LARRY LEVINE

New Technology Connects
Residents and Community



Revitz House resident Larry Levine is an early adopter of new technology. “What I like best about Cubigo is that it’s here!” Levine says referring to Cubigo, a new engagement platform used by residents and family members to stay connected at CESLC.

“I had been hoping Charles E. Smith Life Communities would get a system like Cubigo,” Levine says. “Information is instantly available. As soon as a memo is posted on the app, I get an email letting me know to check Cubigo for a message.”

Cubigo was initially deployed in 2022 at Ring House and Revitz House, CESLC’s independent living residences, and it is being rolled out at Landow House and at Hebrew Home of Greater Washington in 2023.

The platform provides another channel of communication with residents and their family members, and it enhances CESLC’s quality person-centered care and services. Cubigo uses an app and digital signage to post community-specific information including news, activities, program announcements, menus and calendars. In addition to providing daily updates, the platform “has been very helpful in letting residents know when there may be contractors on site or if there is a service interruption (planned or unplanned),” Levine says.



Ring House resident registers for Cubigo on his smartphone.

“The app helps keep me up to date on Revitz House activities”

— LARRY LEVINE, *Resident*

Residents’ family members and friends can register and use Cubigo by invitation only. The platform incorporates a private, password-protected mobile or desktop app that offers family members the ability to access information and resources quickly and efficiently. “Not only does the app help keep me up to date on Revitz House activities,” Levine says, “but Cubigo also provides me access to Hebrew Home’s Smith-Kogod residence, where my husband lives.”



Ring House resident receives Cubigo training from an associate.

Cubigo has been introduced gradually, allowing residents to join when they are ready. Additional features, such as submitting maintenance requests and making dining reservations, are planned.

The system is valuable even to residents who have not downloaded the app as information carried on the platform is displayed on digital signage in public spaces of their residence.

Change can be challenging, but Levine relishes the opportunity to learn something new. “As with any new technology, there is an adjustment period. Cubigo has been no exception,” he says, but “now that most of those glitches have been addressed, new and current residents are looking forward to additional training opportunities.”

He’s ready for what’s next. “I know I am looking forward to Charles E. Smith Life Communities expanding access to Cubigo, so that more residents have the option to take advantage of Cubigo’s full capabilities.” ■

\$1,800+ *continued*

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A photograph showing a young woman with long brown hair, wearing a white face mask and a black long-sleeved shirt, playing a cello. She is positioned on the left side of the frame. On the right side, an elderly man with glasses, wearing a red hospital gown, is lying in bed, looking towards the woman. The background is a soft-focus indoor setting, likely a hospital room. The image is partially overlaid by a green circular graphic element in the top right corner.

MUSIC AT CESLC

How A Musical Visits Program
Brings Joy To Residents

"I get a grin when they come, no matter what mood I am in," says Wasserman resident Harvey King of his weekly visit from a musician in CESLC's one-on-one musical visits program.

The musicians "are lovely people, and they bring it out every time," says King, a former real estate developer originally from Baltimore who enjoys popular music.

The one-on-one program was designed for residents living at Hebrew Home of Greater Washington who can no longer participate in many activities because they are unable to leave their beds or rooms. In each music session, a resident enjoys a "concert for one" including personal musical requests and pleasant conversation about the various pieces. The musicians participating in the program are Heather Haughn, Lauren Latessa, Ben Lovenheim and Joanna Owen, all members of the Iris Music Project.

"Lauren and Ben are such great musicians. I am very pleased with them, and music brings me joy. Of course, they have programs in the building, but I can't get out of bed without great pain," says a Wasserman resident. During a recent session, the resident requested "Flamingo" by Ted Grouya. Latessa did not disappoint, playing her rendition of the piece on cello. The resident hummed along with delight.

The one-on-one program began during the pandemic as a way to provide music to residents not able to leave their rooms. The program expanded in 2022 so that today, 50 Hebrew Home residents receive regular visits.

"It's remarkable to see the difference you can make in someone's day simply by sharing your time and music."

— **LAUREN LATESSA**, *Cellist,*
Exec. Director of Iris Music Project

"We are very busy at the Wasserman and Smith-Kogod residences! It's remarkable to see the difference you can make in someone's day simply by sharing your time and music," says Latessa, a cellist and the executive director of the Iris Music Project.

Program members work under the leadership of the recreational therapy team in collaboration with colleagues in nursing and residents' family members, who help to identify residents who would benefit from the visits.

"I was not very musical before," says King, noting that the program prompted study. "On occasion, I do some research before they come to visit, so I have an idea of what I want to hear." Recent efforts resulted in selections from The Beatles' "Abbey Road." In promoting such interaction, he notes, the visits offer a connection not only to music, but also to the outside world. ■

AWARD-WINNING EXPERIENCES

Our high standards and thoughtful approach to care received top recognition in 2022.



Hebrew Home of Greater Washington earned a Five-Star Overall Quality Rating from the Centers for Medicare and Medicaid Services.



Hebrew Home of Greater Washington was recognized as a Best Nursing Home for short-term rehabilitation and long-term care for 2022-2023 by U.S. News & World Report.



Hebrew Home of Greater Washington received a 2022 Silver Achievement in Quality Award from the American Health Care Association and National Center for Assisted Living.



Hebrew Home of Greater Washington was selected as one of the Best Nursing Homes of 2022 by Newsweek.



Charles E. Smith Life Communities achieved Platinum-level certification from SAGECare, a division of SAGE, the nation's oldest and largest nonprofit dedicated to improving the lives of LGBTQ+ older adults.

BUILDERS OF THE FUTURE



Builders of the Future Society members have documented a legacy of care and services for residents of CESLC in the form of a gift by will or by naming CESLC as a beneficiary of a trust, retirement plan, life insurance policy, bank or brokerage account or by establishing a charitable gift annuity. We appreciate each of these generous commitments.

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The experiences and successes highlighted in this report are possible through the unwavering support of the corporate partners listed below. We thank them for their commitment, alongside our donors, volunteers and team members, for making an impact on the lives of residents and their families.

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THE GUARDIAN CAMPAIGN

The Guardian Campaign is grounded in the tradition of community support. Every year since 1958, members of the Guardian Campaign Committee have appealed to the community to ensure that the older adults who call our campus home live active and meaningful lives through the best in nursing and rehabilitative care, engaging programs and spiritual enrichment.

TOTAL AMOUNT RAISED IN 2022:

\$1,231,895

NUMBER OF DONORS

372

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The Harold and Shirley Robinson H2YP Youth Philanthropy Program's innovative curriculum offers local high school students an in-depth view of the many services on our campus, and provides them with the opportunity to be philanthropists and decision-makers for grants that benefit residents.

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