



**Charles E. Smith**  
LIFE COMMUNITIES

ANNUAL REPORT 2023

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# A Message from Leadership

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**“A test of a people is how it behaves toward the old. It is easy to love children... [B]ut the affection and care for the old, the incurable, the helpless are the true gold mines of a culture.”**

— *Rabbi Abraham Joshua Heschel*

Dear Friends,

As Charles E. Smith Life Communities celebrates its 114th anniversary, we reflect on the accomplishments of the past year and our ongoing mission to deliver quality care and meaningful life experiences to older adults with dignity and compassion. Our organizational culture integrates our values of kindness, caring, accountability and generosity of spirit that makes our community a trusted partner for older adults and their families.

Our holistic approach to empowering the lives of older adults ensures that we remain a model for senior living in all dimensions. 2023 was another year of distinction as we continue our mission. Our long-standing reputation for excellence is reflected in the recognitions we received.

Hebrew Home of Greater Washington maintained its Five-Star quality rating from the Centers for Medicare and Medicaid services and secured top honors from Newsweek and U.S. News & World Report as a 2023 Best Long-Term Care residence. Cohen-Rosen House received the 2023 Pinnacle Customer Experience Award™ from Pinnacle Quality Insights. This recognition is awarded to those senior care providers who score in the top 15 percent among over 2,700 care providers comprising 150,000 annual customer interviews.

A great source of pride was our recertification as a BCAT® Cognitive Center of Excellence. The BCAT Approach is a validated, person-centered program for assessing and empowering people who are living with cognitive decline. All campus associates are trained in the BCAT Approach’s multi-faceted programs, allowing CESLC to offer a unique memory care experience to our residents and families.

As the public health emergency ended in mid-year, we were able to refocus our attention towards tomorrow. To better serve our future residents and clients, the hardworking CESLC Board of Governors began a strategic planning initiative, to envision CESLC for the next 10 years and beyond. We are proud of our beautiful 38-acre campus and the strategic plan will incorporate assessments of the scope and size of our current residences and programs as well as identify growth opportunities to serve the next generation of older adults.

The Jonathan S. and Patricia G. England CESLC Innovation Fund was launched in 2023, to enhance the well-being, quality of life, and experiences of *all* CESLC stakeholders. Numerous co-design sessions were convened with diverse constituencies to understand what innovation would look like to them. These information-dense sessions were used to develop a meaningful approach to innovation that is specific to CESLC’s mission and vision. We look forward to sharing more about the meaningful and transformative projects that will be nurtured by the Fund.

We are grateful for the unwavering support of generous donors like you. We know that you, along with our board members, volunteers and dedicated associates, are central to our ability to achieve our mission every day. We are honored to continue the legacy of honoring older adults and ensuring the dignity of those we serve and their families.

Warmest gratitude,

**Natalie S. West**  
*Chair, Board of Governors*

**Bruce J. Lederman**  
*President/CEO*



## Our philosophy of compassionate 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

**צדק**

**TZEDEK**

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

**חסד**

**CHESED**

We act with kindness, empathy, and caring.

**כבוד**

**KAVOD**

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

**הידור**

**HIDDUR**

We deliver the highest standards of service and hospitality.

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z"l = Of Blessed Memory

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# Hebrew Home of Greater Washington

## Operating Results

YEAR ENDED DECEMBER 31, 2023

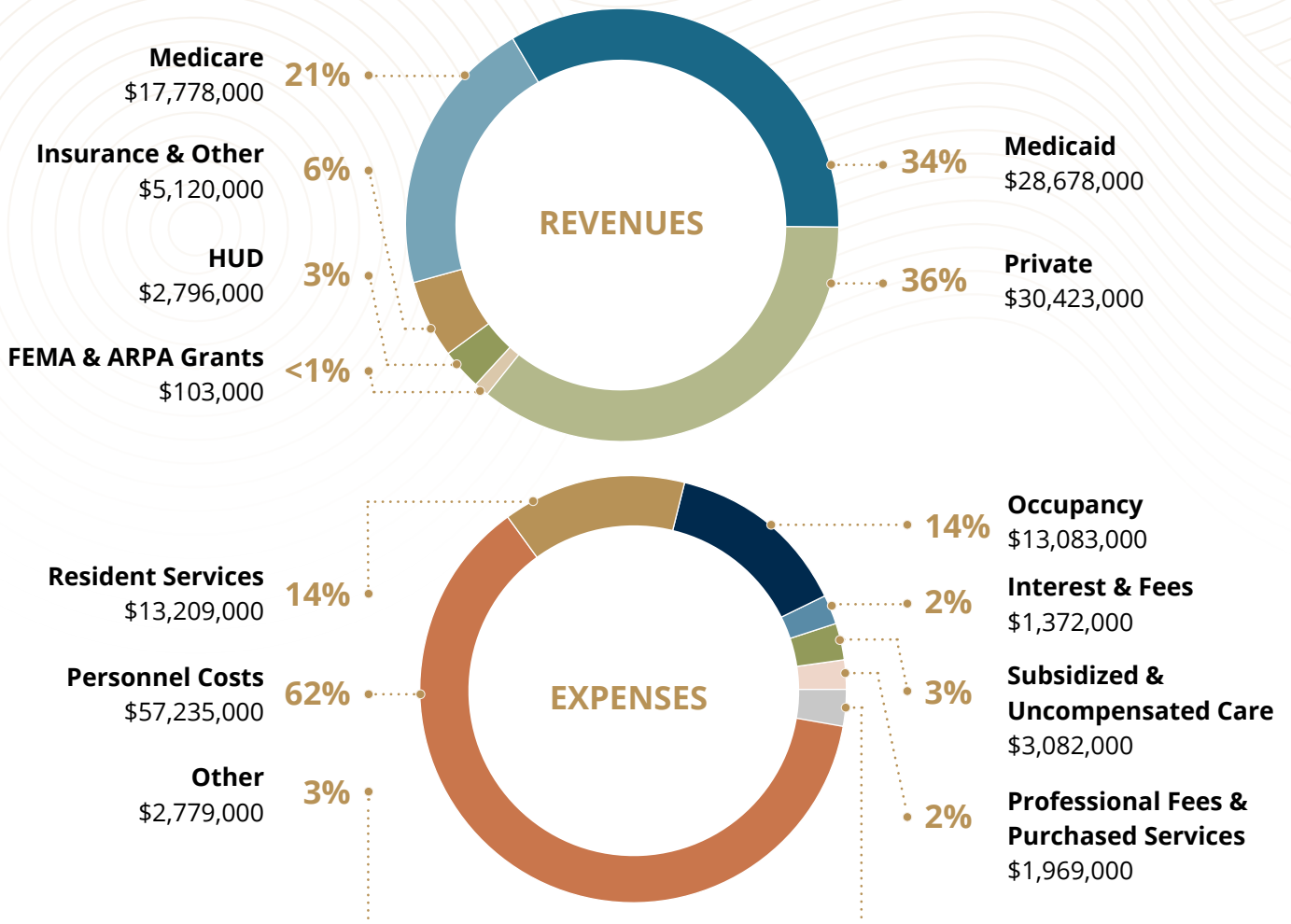
<b>Revenue</b> <b>\$ 61,832,000</b>	<b>Expenses</b> <b>\$ 69,487,000</b> \$ 68,906,000 Operating   \$ 581,000 Subsidized & Uncompensated Care	<b>Net Operating Deficit</b> <b>\$ (7,655,000)</b>
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*Results of operations do not reflect philanthropic donations 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, 2023





## 2023 DONORS

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

### \$100,000+

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*Mavis Cantrill,  
HHGW resident*

# A Harmonious Duet: Music and Art Therapy Lift Spirits

Creativity unfurls as residents bend over canvases, their brushes guided by the medley of classical music filling the air.

This isn't a typical art class. It's a unique program blending music and art therapy, bringing joy and a sense of purpose to residents of the Wasserman Residence.

The guiding hand behind the pairing of classical music with art workshops, creating an environment that aids residents' emotional well-being, belongs to Anni Tran, Hebrew Home of Greater Washington activities director. Held 10 times in 2023, the workshops were made possible by contributions to CESLC's Guardian Fund.

Joey Mánlapaz leads the sessions. A contemporary realist painter whose works are widely recognized, she serves on the associate faculty of the Corcoran School of Art & Design and is a lecturer at The Art League. "It's beautiful to see residents hold a paintbrush and express themselves freely. Their creations inspire me by their zest for life," she says.

"The music isn't just background music to create art. It also allows residents who might not be participating in the art to still enjoy the session and experience the positive effects of music therapy and being part of the community," says Tran.

"I needed something to keep me occupied," resident Mavis Cantrill says. "I'm not much of an artist but in the art workshop, you can take a plain piece of paper and draw on it or paint on it and create a joyful piece." Despite physical limitations, she finds solace and expression through the vibrant colors and positive messages she paints onto canvas.

Her room, in fact, reflects this newfound passion, adorned with her artwork mixed with family photos and a collage of affirmations that serve as a daily reminder to "enjoy your day" and "dwell in the positive."

The innovative program, Tran adds, serves as a testament to the fact creative expression has the power to uplift spirits, foster connections and spark joy regardless of age or ability.

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*Revitz House resident  
Beverly Marmon and  
Cathy Tricquet, Revitz House  
Life & Leisure Manager*

# Newspaper Builds Community One Article at a Time

There's a different type of newspaper making headlines at Revitz House: The Revitz Review. This monthly resident-run publication doesn't offer the latest news but builds connections.

At heart, the publication "transforms strangers into friends," as one Revitz House resident describes it, serving as a reminder that even in a place where "everybody comes from somewhere else," a sense of belonging can blossom.

Editor-in-Chief Beverly Marmon embodies the publication's spirit. A stage 3 kidney-cancer survivor, she found a new chapter in life at Revitz House, where she's lived since 2018. The residential community is "different things to different people, but you can choose your attitude."

She chose positivity, an emotion that guides The Revitz Review.

The Review fosters new connections by showcasing residents' stories and talents and sharing experiences from informative articles to humorous anecdotes.

"Initially I wanted something to do, and I didn't want it to be a temporary thing," says Marmon. "I think The Review is successful because the residents contribute. We have some residents that

send in entries monthly and, of course, we have birthdays, which are very important."

With four grandchildren and three great grandchildren, she knows how important personal and family milestones can be. Her son is a pediatric surgeon and her daughter an executive at a talent management company.

"Several years ago, one of the residents came to me and she said 'I have no family and several people have wished me a happy birthday. Had my birthday not been in The Revitz Review, no one would have known it was my birthday and it would have been just another day.' I knew then the paper was worth it!"

The Revitz Review's impact is profound, says Diane Stern, Revitz House executive director. "It's given residents a sense of belonging. They learn from and support each other, forging a true community."

Cathy Tricquet, Revitz House life and leisure manager, lauds Marmon's dedication. "She encourages everyone to contribute. It's hard work, but with Beverly, it doesn't feel like it! The paper is a testament to shared stories and a positive outlook."

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# 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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## CESLC Values in the Spotlight

In 2023, Hebrew Home of Greater Washington's values were presented to over 3,000 attendees at the American Health Care Association and the National Center for Assisted Living (AHCA/NCAL) 74th annual conference in Denver. Our unwavering commitment to residents and families was showcased in two video that inspired many. Please scan the QR codes to watch how our values guide the work of associates when serving Hebrew Home of Greater Washington residents and their loved ones.



Perspectives:  
Living our values  
(Part 1)



Perspectives:  
Living our values  
(Part 2)



*Ring House Resident  
Elaine Schwartzbach*

# Performing Arts Class Adds Joy to Life

Watching her fellow Ring House residents perform comedy skits reminded 90-year-old Elaine Schwartzbach that, despite age, “life goes on for everyone and that all the good traits are still there, intelligence and knowledge. When you get older—it doesn’t all end then.”

The skits were part of a program partnership between Charles E. Smith Life Communities and Theater J, a Washington-based nationally known professional theater that celebrates and explores the Jewish experience and the universal human condition. In 2023, the collaborative effort provided three courses for Ring House residents: “Making a scene with a partner,” “Finding your voice: storytelling journey,” and “Funny business: How comedy works.”

“I like to try everything,” said Schwartzbach, a lifelong theater enthusiast and Ring House resident for more than three years. “I liked the subjects. Each instructor was very good. The quality was outstanding.”

The comedy training was especially enjoyable for both residents and instructors. “Let’s be honest; they’re all comedians,” says instructor Holly Twyford. “The interesting thing was that the class morphed into something else, and I sort of just went with it.”

As the class turned into an exploration of Jewish influence on American comedy, she left one day with “homework” to study comedians suggested by class participants. “I want to do what they want to do,” she says, “and if you walk in with an agenda that is a little too rigid, it’s not going to work. You want people to have fun—and we were all having a ball.”

The award-nominated Twyford has performed in close to 80 theater productions including Arena Stage, Shakespeare Theater, Studio Theatre and Signature Theatre. She is a Lunt-Fontanne Fellow, a member of the Studio Theatre’s Cabinet and a Ford’s Theatre Associate Artist.

Adapting that way “takes a special kind of teacher,” says Schwartzbach. “They understand how to keep our world expanding.” She credits the theater class as one of several Ring House programs that help her to maintain her independence. “You just have to push a little harder and then you find people more like you. Taking chances—it’s just a joy!”

# Corporate Donors

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 associates, 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 2023:**  
**\$1,346,236**

**NUMBER OF DONORS:**  
**359**



# Endowments & Designations

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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.

- |  |                |                  |                 |
|--|----------------|------------------|-----------------|
| <b>2023 H2YP PARTICIPATING STUDENTS:</b> | Bryan Berman   | GiGi Gordon      | Bennett Richman |
|  | Lauren Berman  | Alexa Greenstein | Jack Rosenstein |
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## Award-Winning Experiences

Our high standards and thoughtful approach to care received top recognition in 2023.



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 2023 Best Nursing Home for long-term care by U.S. News & World Report.



Ring House and Revitz House received the 2023 Best of Jewish Washington - Independent Living Award by Washington Jewish Week.



Cohen-Rosen House received the 2023 Customer Experience Award by Pinnacle Quality Insight.





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LIFE COMMUNITIES

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