ANNUAL REPORT OF GIVING

2013
Dear Friends,

We are honored to share with you our 2013 Report of Giving. The individuals, businesses and families whose names appear here have contributed the support that is the foundation of our ability to offer seniors of every kind the finest quality health care and housing in the country.

Annual Fund donations benefit the residents of our long-term care facilities at the Hoffman Center as well as those seniors who come to the Sam L. Cohen Rehabilitation Center after a hospitalization for surgery or illness. These gifts also support our ability to attract and maintain our extraordinary staff. It is these donors’ generosity, kindness, and compassion for seniors that propels our life-enhancing programs that change the lives of the seniors we serve. Thanks to them, we are truly improving the experience of aging.

To each of you listed in these pages and to the many more we hope to see on next year’s Honor Roll, our heartfelt thanks. We look forward to your continued partnership with The Cedars.

Sincerely,

KATHRYN CALLNAN
President and CEO

JAMES E. FREILINGER
Trustee and Chairman, The Cedars Annual Fund

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In memory of Frances Chaken
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In memory of Thelma E. Dyer
Mr. & Mrs. Joan Pollock
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Mrs. Maxine R. Sclar & Mr. & Mrs. Robert J. Tamanno
Ms. Elizabeth O. Shorr
In memory of Elizabeth & William Walker
Mr. & Mrs. Thomas E. Wielgus
In memory of Minette Siegel
Mr. & Mrs. Gilbert Dichter
In honor of our grandchildren
Mr. & Mrs. Thomas Downing
In memory of Jay Downing
Ms. Anne Dubitisk
In memory of Abe & Helen Deschenes
Mr. & Mrs. Dee Emple
In memory of Donnie Danielle Hubbard
Jay H. Espovich & Mrs. Lonni L. Cohen
Ms. Marjorie Farrar
Miss Virginia L. Swift
Mr. & Mrs. Howard Levine
Mr. & Mrs. Judith Levy
Dr. & Mrs. Rebecca Ber
Mr. & Mrs. Robert Lounden
In memory of Thema B. Silverstein
Mr. & Mrs. P-M. Lender
In memory of Cynthia & Charles Mack
Mr. & Mrs. Stuart L. Mack
In honor of our 70th wedding anniversary

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Ms. Mary Bourguignon & Mr. Rick Wood
In memory of Barbara Moultan
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In memory of Thebrina Branz
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In memory of Saul Benremner
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Mr. & Mrs. P-M. Lender
In memory of Cynthia & Charles Mack
Mr. & Mrs. Stuart L. Mack
In honor of our 70th wedding anniversary

*of blessed memory
Other Gifts to The Cedars 2013

Bequest
Ms. Pauline L. Robishaw*

Bernard & Gregory C. Shapiro Fund
Mr. & Mrs. Gregory C. Shapiro in memory of Barbara Berenson, of Russ Barnstein, of George Shur, and of Gail Gogow

Cedars Care Champions
Through the new Cedars Care Champions program, donors recognize staff members who "go the extra mile" to help themselves or their family members. Congratulations to those staff named as Care Champions this year!

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Mr. & Mrs. Stephen M. Rose
Mrs. Laura Rossano*

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The Legacy Circle
The Legacy Circle is a very special group of donors who have elected to support the work of The Cedars through a planned gift. By including The Cedars in your long-term plans, you can save income, capital gains and/or estate taxes, and/or provide for the people you care about, all while creating your own legacy at The Cedars.

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Ms. Kathryn Callinan
Mr. & Mrs. Gerry Brown
Mrs. Cathy B. Cohen
Ms. Pearl E. Gerber
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Ms. Nancy Savage Marcus
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Ms. Pauline L. Robishaw*

Mrs. Laura Rossano

“Growing up, my mom taught us what was important: taking care of those less fortunate than ourselves, having a good time and being engaged with the world, and always, always saying thank you," Rina Lara remembers of her beloved mother, Laura Rossano.

Laura spent nearly four years at The Cedars. She especially enjoyed going on lunch outings and participating in art projects such as still life painting and charcoal drawing. “She loved listening to live music,” said Janine Fiheld, life enrichment assistant. “I can still see her tapping her foot in time to the jazz combo during our cocktail hours.”

“When mom and dad were a very outgoing people,” said Rina. “They loved having a good time. The programs at The Cedars not only were fun for her, they gave her a chance to get out and socialize – to live the way she always had, having fun and being with people.

When Rina and her sister Theresa were settling their mother’s affairs after her death last year, they discovered a significant sum of money left in an account. They thought long and hard about what to do with this unexpected windfall. “It wasn’t like either one of us really needed it,” said Rina. “And we wanted to give it to something that would have made mom happy, something that would honor the good life she lived.”

And, then, they had their answer: they would give their mother’s last gift to the place that she had called home for so long, The Cedars. To honor her, they decided to split the gift between an endowed fund that helps provide art and music programs to residents and The Cedars Annual Fund, which touches every part of a resident’s experience at The Cedars: staffing, food, therapies, care – and the “little things” that make this home: fine art on the walls, linen napkins at dinner, and daily recreational therapy programs.

Rina knew her mother never wanted to live in a nursing home, “but we couldn’t take care of her ourselves, we needed help. Thank goodness The Cedars was there when we needed it.”

ABOVE: The Rossano sisters with their mother.
The Cedars has been an active citizen of the Portland, Maine community since 1929, and our ability to adapt, grow and keep up with change makes The Cedars a stalwart senior living and retirement community.

**Overview**

**Community Resource**
- Guided 600+ seniors and their families through the complex long term care system
- Welcomed 14 community organizations to more than 40 meetings and events

**Educational & Training**
- Provided 46 students a total of 6,744 hours of clinical training in rehabilitation, nursing, medicine, pharmacology, therapeutic recreation, social work and more
- Hosted 82 hours of dance and music performances

**Employment**
- Employed 320 Mainers with $10 million in payroll/benefits
- Gave 19 high school students their first job

**Supporting Our Jewish Community**
- Welcomed the community to 106 Jewish services
- Produced 1,560 kosher Meals on Wheels for the Jewish Community Alliance
- Provided 48 hours of volunteer opportunities for youth Mitzvah projects
- Offering Yahreits since 1929

**Workplace Wellness**
- Received Harvard Pilgrim Health Care Health Innovator Award for workplace wellness
- Offered 81 hours of educational and exercise classes to staff to improve diet and weight loss through our employee fitness challenge
- Moving towards paperless medical records, payroll and benefits, and administration
- Use fluorescent light bulbs in common areas
- Decreasing off-hour light usage

**Environmental Responsibility**
- Transformed from oil to gas
- Recycled 18,042 pounds of paper, glass, plastic, and aluminum

**Advocacy for Seniors**
- 1,100 hours supporting Leading Age®, educating the Maine Department of Health and Human Services and their Ombudsman Program, and providing expert testimony to the legislature.

**Supporting Local Businesses**
- Adding $1.6 million to Maine’s economy by contracting with 265 local vendors

**Social Accountability 2013**

- **2013 Phonathon**
  - The Auxiliary raised a record amount of money at their Phonathon this year. Congratulations to the callers and to co-chairs Candy Henriksson and Marian Rawani! Thanks to this great effort, the Auxiliary was able to purchase a Dynamax for the rehabilitation gym. This machine will be used to treat patients who face impairments in visual, perceptual, cognitive, and physical skills because of a stroke or other brain injury. The machine will help restore balance, coordination, range of motion, strength, and endurance. It is the first such system in the State of Maine.
  - Mrs. Prudy Andrew
  - Mrs. Adele Aronson
  - Mrs. Rena Levy Becker
  - Mrs. Cindy Berg
  - Mrs. Barbara Berkovich
  - Mrs. Marjorie F. Berman
  - Mrs. Suzie Berzins
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  - Mrs. Mary Catherine Freilinger
  - Mrs. Fran Fritzsch-Jensen
  - Mrs. Elizabeth Geller
  - Mrs. Carol Gilbert
  - Mrs. Renee Givner & Mr. Jeff Forbes
  - Mr. & Mrs. Jerome F. Goldberg
  - Mr. & Mrs. Matthew Goldfarb
  - In honor of Rena Levy Becker’s election to Senior Health Care Health Innovator Award for workplace wellness
  - Mrs. Ida S. Goldman
  - Mrs. Hilary Goodman
  - Judge & Mrs. James Goodman
  - Mrs. Roberta Gordon
  - Mrs. Lisa Gorman
  - Mrs. Sheryl Haas
  - Mrs. Betty Hauptman
  - Ms. Candace M. Henriksson
  - Mrs. Christine Herbert
  - Mrs. Helen Iseman
  - Mrs. Linda Jacobs
  - Mrs. Linda Jacobson
  - Mrs. Judith Kamin
  - Mrs. Bonnie Kiehn
  - Mrs. Lyndall Kiehn
  - Mrs. Harriet Krausman
  - In memory of George Shur
  - Mrs. Mollie Zaitlin
  - ◊ New members in 2013

- **Double Chai Members**
  - "Double Chai" is the highest level of membership of The Cedars Auxiliary. We were delighted to double our numbers in this group this year. Thank you!
  - Ms. Kathryn Calinan
  - Mrs. Cathy B. Cohen
  - Mrs. Liz Gates
  - Mrs. Judy W. Wilson
  - Mrs. Susan R. Trusiani
  - Mr. and Mrs. Ray Spiro
  - Mrs. Jennifer Snyder
  - Mrs. Jane L. Snerson
  - Mrs. Susan Singer
  - Mrs. Katherine Shepard
  - Mrs. Nancy Shuman
  - Mrs. Marjorie F. Berman
  - Mrs. Lisa Gorman
  - Mrs. Mary Catherine Freilinger
  - Mrs. Fran Fritzsch-Jensen
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  - Mrs. Bonnie Kiehn
  - Mrs. Lyndall Kiehn
  - Mrs. Harriet Krausman

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Social Accountability 2013

**Gifts to The Cedars Auxiliary 2013**

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- **Other Gifts to The Cedars Auxiliary**
  - AAA Energy Services
  - Acadia Benefits
  - Mrs. Barbara Anderson
  - Anonymous
  - Mrs. Cynthia Shatz baker
  - Mrs. Eileen Ballard
  - Dr. & Mrs. Michael W. Becker
  - BENCHMARK Real Estate
  - Mr. & Mrs. Jonathan D. Berg
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  - Dr. Stephen R. Blattner
  - In honor of Francine Blattner, M.D.
  - Mrs. Harriet Bogdonoff
  - Ms. Nancy E. Boggs & Mr. Mark Kiefer
  - In memory of Sally Boggs
  - The Law Office of Joe Bornstein
  - Ms. Leon Bornstein*
  - Mr. Richard Borts & Mrs. Paulette York
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  - Mrs. Eleanor S. Brainin-O’Mara & Mr. John O’Mara
  - Bramlette Corporation
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  - Mrs. Sherry Broder
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  - Capozza Tile Co., Inc.
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  - Ms. Jane Cleaves
  - Cognitive Therapy Associates, P.A.
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  - In memory of C.A. “Cuddy” Cohen
  - Mrs. Leah Cohen
  - Mrs. Phyllis H. Cohen
  - Mrs. Mary Lou Condon
  - Mrs. Joan Cope
  - Ms. Carolyn E. Curtis
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  - Ms. Margo Donnis

*An association of non-profit organizations dedicated to aging well in America
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Alice Cobb
Amy Costanza
Katie Freilinger
Mary Goff
K. Ann Guay
Candace Hill
Jean Leonard
Alyssa McCarthy
Lynda Mullen
David Page
Barbara Pilangelo

The Cedars
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Nancy Ravin
Morrie Marcus

Rudy Naples is the kind of son any mother would be happy to have: he faithfully visits her at the Hoffman Center a few times each week and is there for every occasion.

“He’s a good boy,” says Lillian, his mother – ignoring the fact that, as a 60-something grandfather of three, Rudy is hardly a “boy” anymore.

A former bookkeeper and businesswoman, Lillian has been a resident on the Leibowitz neighborhood since 2008 and became president of the Resident Council in 2010. She is actively involved in all aspects of the community, attending the myriad concerts, dance performances, speakers, and special events offered each month. But her true love is the Levenson Library, located on the ground floor of the Hoffman Center. Lillian is an avid reader who goes through at least one or two books each week and can often be found, tucked into an Afghan in a sunny corner of the Leibowitz day room, enjoying one of her stories.

Like his mother, Rudy worked in finance and understands how tight the budget at not-for-profits like The Cedars can be. "The Cedars has always made a commitment to serve seniors from every financial background," he said, "and government reimbursements – especially here in northern New England – leave a huge gap between the high-quality care and what is actually paid for. A strong Annual Fund can help bridge the gap and makes a huge difference to what The Cedars can offer – and to whom."

Rudy also wants the men and women who take care of his mother day in and day out to know how much he appreciates all their hard work, and all the little things they do for her when he can’t be around. “I do appreciate the good work done to help mom and others,” he said.