

A Vision to Transform the Future

GROW **BOLD** WITH US CAPITAL CAMPAIGN

The Cedars



A Bold Leader

The Cedars, Maine and Northern New England's most comprehensive nonprofit community for older adults, was founded in 1929 as the the Jewish Home for Aged.

CELEBRATING 90 YEARS OF:

- Excellence in care
- Innovation in programming
- Service to the community

NATIONALLY RECOGNIZED LEADER AND INNOVATOR:

- Association of Jewish Aging Services, Jewish Programming Award, 2019
- Leading Age, Outstanding Advocacy Award, 2015
- A model for innovative and compassionate care for older adults throughout Maine and Northern New England

Grow Bold With Us

Since opening the Jewish Home for Aged in 1929, The Cedars has set the standard for supporting older adults.

Today, we are northern New England's most comprehensive, non-profit community for older adults, offering independent living, assisted living, rehabilitation, skilled care, and community-based programs. We mark this milestone by constructing a true home for Maine's seniors, The Sam L. Cohen Households, featuring age-friendly design, the Household Model of person-centered care, and a brand-new level of care—the Lunder Memory Care Household for Assisted Living.

Maine has the oldest median population in the United States, higher even than Florida. The older adults of today and tomorrow do not want the institutional model of care experienced by their parents and grandparents. They are living longer and demanding richer experiences. High quality healthcare for older adults with complex medical conditions requires a diverse range of skills to address physical, mental, cognitive, and behavioral needs—and it is needed now.

We have always been passionate about creating a true home for our residents and allowing them to direct their own lives, so it is no surprise that **The Cedars will be the first organization in Maine to fully implement the highly regarded, evidence-based Household Model.**

This new, compassionate approach to older adult living eliminates conventional, institutional, hospital style care and conditions and replaces them with person-centered care driven by resident choices and preferences within an authentic home environment.

We invite you to visit us online at thecedarsportland.org or at our home on Ocean Avenue and to consider joining our Campaign to transform aging in Maine. Grow Bold With Us! We welcome you into our community and are grateful for your investment in the bright future of aging and care at The Cedars.

Kathryn Callnan, President and CEO
Richard Borts, Chair, Board of Trustees



Sam L. Cohen Households

WE MUST BE BOLD

By 2030, over one quarter of Mainers will be over the age of 65, and:



25%

will experience cognitive difficulties, like dementia



34%

will need help with daily tasks (assisted living)



84%

will struggle to find appropriate housing

Challenging Times Demand Action

Maine is now the oldest state in the United States, with an average age of 44.7, and the second-largest percentage of the population over 65, 18.24% (only Florida is greater with 19.06%).

Our home state Maine is a beautiful place to live, but for many older adults who need support, the aging of the population also leaves them with few choices.

The labor pool to help older adults remain independent is shrinking. The home care worker shortage in Maine has been called “catastrophic.”

Organizations such as The Cedars offer a pool of skilled, trained workers, living opportunities, and skilled rehabilitation services to provide support not available elsewhere.





Senior Care Reimagined

Residents of The Cedars will experience a living environment that offers a quality of life previously unimaginable outside their own homes.

The transformation to the Household Model requires a vitally important culture change process for the entire staff that provides opportunities for continuous learning, cross-trains staff to provide in-the-moment care, and completes the transition from the institutional model to a person-centered model of care.

Within The Cedars Learning Community™, staff members will benefit from training, advanced certifications,

and opportunities to advance on an individualized career path.

The Household Model has been proven to reduce costs as it provides powerful recruitment and retention programs and enhances employee satisfaction by incorporating an atmosphere of continuous learning and creating a sense of connection and belonging.

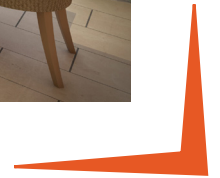


Creating Home

MEMORY CARE ASSISTED LIVING, SKILLED NURSING CARE, AND SHORT-TERM REHABILITATION

The Household Model features a home environment where residents have choices including when to wake up, what to eat, and how to spend each day, just like we do at home. It's a model we believe will help meet and exceed the expectations of our residents, and help to shape the way forward for the improvement of healthcare for older adults across the nation.

At its core is a home environment that begins with a front door with a doorbell and features private bedrooms and bathrooms, a full kitchen open 24 hours a day, a living room, dining room, den, sunroom and other community spaces filled with natural light.



KEY COMPONENTS OF THE INNOVATIVE HOUSEHOLD MODEL:

Culture change from an institutional model of care to a person centered model of care

Dramatic change in the physical living environment

Unique career ladders for all healthcare professionals with a foundation in continuous learning and education

Emphasis on research and development of care models, technologies, and products for the growing population of older adults

A replicable model of workforce development which will begin to solve the critical workforce shortage in the healthcare professions in Maine and the country



Stronger, Longer

The Cedars helps older adults age in place safely and comfortably through Rehabilitation Services and community-based programs like Mindful Connections

THE HOUSEHOLD MODEL FOR SHORT-TERM REHABILITATION

Private rooms and bathrooms create more privacy for residents and a calm, quiet environment, a sense of normalcy, and more chances to interact in quality relationships with fellow residents, staff, and family.

The Cedars Rehabilitation Center helps each patient attain their highest level of independence following a hospitalization. Our Rehabilitation Team treats medically complex conditions and provides physical, occupational and speech therapy seven days a week.

Each year, the Rehabilitation Team safely transitions over 800 people back to their homes.

SPECIALIZED PROGRAMS PROMOTING WELLNESS, HEALING, AND SAFE RETURNS HOME

Cardiopulmonary Program

A comprehensive rehabilitation and education program that helps individuals recovering from an illness or living with a condition affecting their heart and/or lungs.

Telemetry Monitoring

Allows therapists to catch an event more quickly, which typically leads to more immediate intervention and better outcomes. The Cedars believes this is an essential part of Cardiopulmonary Rehabilitation and is proud to be the first skilled nursing facility using telemetry in Southern Maine.

Peritoneal Dialysis

The Cedars is the only skilled nursing center in Maine to offer this treatment. In the past, patients had to go out of state to receive this post-acute care.

Recovery from Joint Replacement Surgery

Following surgery, The Cedars knows that regaining strength and motion is vital to gaining independence and safety as soon as possible. For years, The Cedars has been the preferred provider for Orthopedic Rehabilitation.

Treatment of Complex Medical Diagnoses

Our skilled nursing staff are trained to assess, monitor and treat some of the most complex diagnoses. Our team carefully monitors each patient and adjusts treatment in response to any condition changes. The team works on safe transitions home, with the necessary community support and ongoing care.

OUR REHABILITATION TEAM

- Geriatrician
- Nursing care
- Physical, occupational, and speech therapists
- Dieticians
- Care coordination
- Mental health counseling
- Podiatry
- Physiatrist
- Wound care specialists



WE MUST BE BOLD



Every 66 seconds,
someone is diagnosed
with dementia



There is no known cure
for Alzheimer's disease



The number of people
in Maine with dementia
will increase by 25%
over the next 5 years



Caring for a loved one
with dementia causes
great emotional and
financial strain



By 2030, 26% of
Maine seniors will need
assisted living

Lunder Memory Care Household for Assisted Living

Our newest level of care, Memory Care Assisted Living, embraces the Household Model of individualized, person-centered care in a brand-new residence thoughtfully designed for social engagement, security, and cognitive stimulation—all in the comfort of home.

The Lunder Memory Care Household provides a safe, comfortable and secure HOME where an individual's care needs can be met. In the Lunder Memory Care Household the focus will be on individuals' abilities, not their disabilities.

We know that people with memory loss can engage in meaningful activities, make decisions about how they want to spend their days, and participate in their own health and wellness.

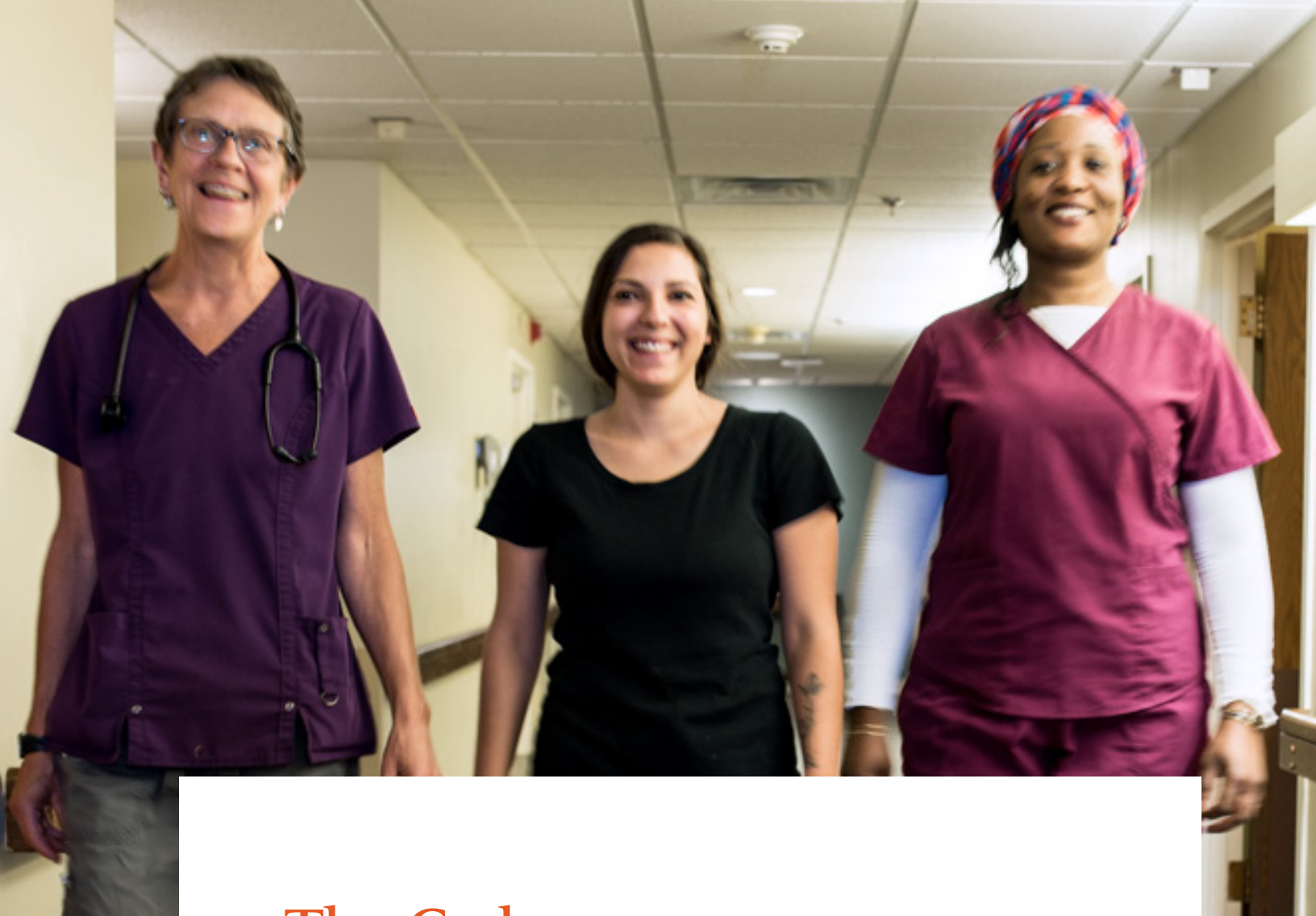




Lunder Memory Support Programs

Our innovative programs promoting social engagement, maximize independence, and support emotional wellbeing include:

- **Opening Minds Through Art** An innovative program building bridges across age and cognitive barriers through art, supported by students and volunteers.
- **Music and Memory™** Personalized digital playlists of musical favorites tap deep memories, allowing individuals to feel like themselves again—conversing, socializing, and present in the moment.
- **Memory Lane TV™** An interactive and multi-media collection for individuals with memory loss, including relaxation, stress reduction, and perceptual sensations.
- **Portland Wheelers** An adaptive biking program that allows people with disabilities to get out into nature and connect with the larger community.
- **TimeSlips** Through simple prompts, images, and questions, TimeSlips storytelling replaces the pressure to remember with the freedom to imagine.



The Cedars Learning Community™

The Cedars has launched the state-of-the-art Learning Community focused on serving our aging population with the latest evidence-based practices and models. Older adults throughout Northern New England benefit from our proven leadership and tireless advocacy around the issues that impact their lives. We advise policymakers, serve on legislative committees and in community coalitions, present at national conferences, and partner with hospitals, universities, colleges, and high schools.

THE CEDARS LEARNING COMMUNITY™ FOCUSES ON:

- Education
- Workforce Development
- Research
- Advocacy

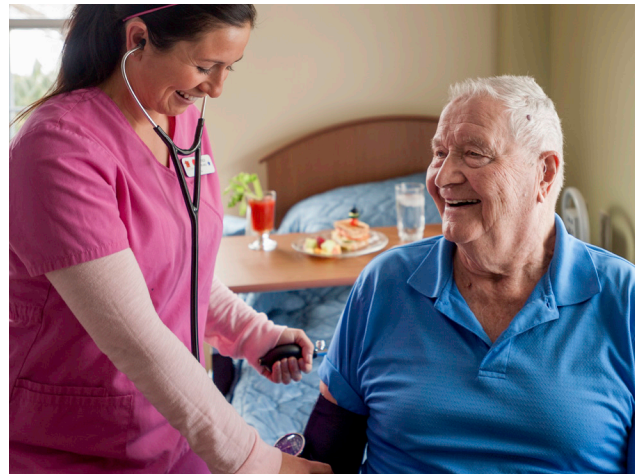
The Cedars has over 35 critical and key partnerships throughout the community. Developing the expertise required in geriatrics and gerontology, in an environment

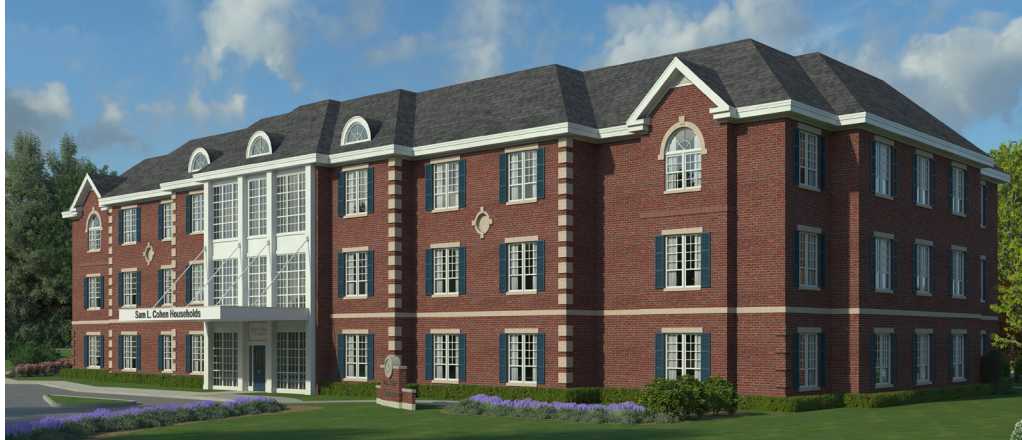
that fosters collaboration and cooperation among many disciplines, is paramount to the success of competent healthcare professionals. We are building The Cedars Learning Community™ comprised of partnerships between educational institutions, healthcare providers, care facilities for older adults, government, and the private sector.

COMPONENTS OF THE THE CEDARS LEARNING COMMUNITY™ INCLUDE:

- Culture Change education for transformation to the Household Model of person-directed care
- Program and curriculum development including courses and trainings specifically designed by The Cedars to prepare blended workers in the Household Model
- Workforce development initiatives
- Strong, strategic partnerships with for-profit and non-profit organizations
- Courses, seminars, modules, and joint programs with other organizations
- Continuing education opportunities for all healthcare professions
- Clinical research site for programs, products, and technology

The focus and components of The Cedars Learning Community™ are most timely. At a point when there is a critical shortage of senior care workers, the benefits of a stable, skilled, efficient and inspired workforce are clear. The organization benefits from reduced costs and improved staff recruitment and retention, and employees are empowered through training opportunities and new career paths.





Transforming the Future

The Grow Bold With Us Capital Campaign offers a tangible way to meet the challenges of senior care now and in the future.

- New, campaign-funded construction of the Sam L. Cohen Households building, a three-story structure to include:
 - A Memory Care Assisted Living Household that will add a new, vitally needed, level of service
 - Two skilled nursing care Households
- Renovation of existing space in the Hoffman Center to include three additional Households for rehab and skilled nursing care
- The first operational Household Model in Maine and Northern New England
- Expansion of The Cedars Learning Community™ in conjunction with our network of partners and alliances

The Cedars project will:

- Eliminate the institutional model of care and replace it with genuine home
- Be the first Household Model in Maine and Northern New England
- Institute new staff education, training and support that will serve as a model and catalyst for change from the institutional model to the person-centered model
- Have an impact on senior care, education, and healthcare affecting older adults in Portland, and across Maine and Northern New England

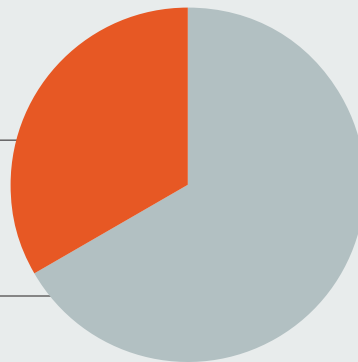


GROW **BOLD** WITH US CAPITAL CAMPAIGN:

\$30,000,000 Project

**Charitable Giving:
\$10,000,000***

**Financing:
\$20,000,000**



The Cedars will become a catalyst for transforming the face of aging in our region. This comprehensive campaign for senior care, housing, education, training, and culture change is a replicable model and The Cedars will be the first care organization for older adults in New England to implement it.

We ask you to join with the Cedars in insuring that this dream becomes a reality for ourselves, our families and our community.

*Naming and dedication opportunities available upon request

THE CEDARS

The Cedars, Maine and Northern New England's most comprehensive, non-profit community for older adults, was founded in 1929 as the Jewish Home for Aged. With a 90-year history of innovation, we offer a full continuum of living options, including:



The Sam L. Cohen Rehabilitation Center



The Hoffman Center Skilled Nursing Care and Community-Based Services



The Osher Inn Assisted Living



The Atrium Independent Living



The Sam L. Cohen Households Memory Care Assisted Living and Skilled Nursing Care



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FOR CAMPAIGN INFORMATION

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