



THE Cedars

PHILANTHROPY REPORT 2024-2025



A Year of Innovation and Excellence

HONORING INNOVATION AT THE CEDARS
Above Richard Borts, Chair of The Cedars Board of Trustees, receives the prestigious recognition of Trustee of the Year 2025 from the Association of Jewish Aging Services (AJAS). Right The Cedars proudly received the AJAS Innovation Igniter Award for its groundbreaking course, Story as Medicine.



THE CEDARS

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Innovation is Our Way Forward



Advancing Clinical Excellence The Cedars is rolling out a groundbreaking program to reduce unplanned rehospitalizations in skilled nursing residences. This innovative initiative combines the Principles of Diagnostic Excellence with Age-Friendly healthcare approaches, crafting a comprehensive strategy that tackles both clinical and social determinants of health. Early identification, intervention, and culturally responsive care are at the core of this patient-centered approach. This program is set to enhance patient outcomes while optimizing healthcare resources across the community.

Advancing Programs for Residents Recognizing the healing power of music, The Cedars has welcomed Bates College students to help residents with chronic medical conditions explore music. We continue to surpass traditional standards by offering intergenerational, inclusive programs in collaboration with the University of Southern Maine, the University of New England, Bates College, and other organizations across Greater Portland and Maine.

This Philanthropy Report is our heartfelt tribute to the families, individuals, corporations, and foundations who have supported our programs and activities from May 1, 2024 to April 30, 2025. Your generosity and involvement have been pivotal to our achievements. Thanks to you, The Cedars remains a leader in providing premier living options, healthcare, and research and advocacy for older adults. With numerous exciting and innovative projects underway and in the planning stages, The Cedars continues to set the standard for excellence in Portland and Maine, as it has for nearly a century.

We extend our deepest gratitude to all who are part of this journey and are making the future possible. Thank you for everything you do to enhance the quality of life for older adults. Your trust in our work and our mission propels us forward.

THE CEDARS continues to blaze trails in older adult living and healthcare, not just in Portland, but across Maine and the nation. Our unwavering dedication to those we serve, our exceptional staff, and the community leaders who champion our mission remains rock-solid.

As we eagerly anticipate the upcoming year, we also celebrate The Cedars' recent triumphs. We've transformed from a highly esteemed older adult living community into a nationally recognized powerhouse, shaping the field with person-centered care, best practices, and cutting-edge translational care advances.

Advancing Research and Workforce Development This spring, we embarked on an exciting partnership with the University of New England to enhance aging services throughout Maine. The Cedars is leading the charge in developing a specialty geriatric badge for CNA and nursing students, focusing on dementia-friendly care, person-centered approaches, and self-care practices.

Starting this summer, The Cedars became a Teaching Nursing Home, training first and second-year medical students from the University of New England, College of Osteopathic Medicine, and Maine's rural nursing homes in person-centered, dementia, and Age-Friendly care practices.

Richard Borts
Richard Borts
Chair, Board of Trustees

Kathryn Callnan
Kathryn Callnan
President and CEO





A LIFE OF SERVICE

AJAS Honors Richard Borts



RICHARD BORTS, the dynamic Chair of The Cedars Board of Trustees, has been a tireless volunteer and advocate for over two decades. In April 2025, this unwavering dedication earned him the prestigious **Trustee of the Year Award from the Association of Jewish Aging Services (AJAS)**. This esteemed organization represents over a hundred Jewish-sponsored, not-for-profit older adult care organizations across North America and Israel. The Cedars has proudly been a member of AJAS since its inception in 1960.

PLAY ►

Watch the video honoring Richard Borts.

PHOTO Left to right: Michael Marcus, Consultants for Community Resources; Paulette York; Ruth Katz, AJAS Executive Director; Angela Hunt, Chief Operating Officer; Kathryn Callnan, President and CEO; Richard Borts, The Cedars Board Chair, Recipient of AJAS 2025 Trustee of the Year Award; Peter Freilinger, Trustee and Chair of Finance Committee; Joe Mulligan, Cain Brothers, KeyBanc; and Katharine O'Neill, Chief Operating Officer



Grow Bold Campaign Kick-Off Gala, 2016



Cornerstone Ceremony, Sam L. Cohen Households, 2022



Grand-Opening and Dedication, Sam L. Cohen Households, 2021

The award was presented during AJAS's Annual Conference in Atlanta, Georgia and is bestowed annually upon a trustee who has made significant contributions to enriching the lives and well-being of older adults, demonstrating personal commitment, outstanding leadership, and a profound impact on the organization and community. Richard embodies these qualities, fostering growth, change, and vision through his deep understanding and dedication to The Cedars' and AJAS's missions of honoring our fathers and mothers.

Richard has been a transformative leader since joining The Cedars' Board of Directors in 2005. As Chair, his strategic guidance propelled The Cedars into a nationally recognized research institute and a leader in person-centered care. His visionary leadership was pivotal in developing The Sam L. Cohen Households, Maine's first Household Model, and spearheading several capital projects that significantly enhanced services for older adults. Before retiring, Richard had a distinguished career in financial services that spanned over twenty years. From Fortune 500 corporations to successful startups, he built his career on identifying sound investments, bold ideas, and exciting opportunities. Introduced to The Cedars by friend and colleague Hilary Rapkin, Richard immediately recognized all three of these ideals. "The Cedars had a great reputation," Richard recalls. "From



Cantor Kurt Messerschmidt Award presentation to Judy Glickman-Lauder, 2018

"I am so pleased and proud to congratulate Richard on this award. Richard has profoundly influenced The Cedars, and has made an even greater contribution to the entire field of aging."

—Kathryn Callnan, President & CEO, The Cedars

the moment I stepped through the doors, I understood why. The level of commitment and care was palpable."

Richard's passion for The Cedars is evident in his reverence for its rich heritage and his deep connection to his Jewish roots. "You know how you honor the rich heritage of The Cedars?" he asks. "You perpetuate the mission. You ensure The Cedars is ready to serve older adults today and tomorrow, no matter what tomorrow brings."



The Beauty of a Life Well Lived

LEONARD LAUDER was a Renaissance man who left an indelible legacy in the arts, business, and fashion, as well as a profound devotion to humanity. Beyond building the Estée Lauder Companies into a global empire, he understood that true success meant serving others and strengthening communities.

Leonard and his beloved wife, **Judy Glickman Lauder**, embraced The Cedars, opening their beautiful home in Cape Elizabeth. Perhaps nowhere was Leonard's devotion more deeply felt than in the field of Alzheimer's research. As a co-founder of the Alzheimer's Drug Discovery Foundation, he turned personal passion into a global impact, offering hope to families and patients navigating one of the most challenging diseases of our time. His leadership, alongside Dr. Howard Fillit, helped pioneer new approaches and accelerate life-changing treatments—an enduring gift to science and society alike. In his later years, Leonard turned his attention to the nurses and caregivers who form the backbone of the

healthcare system. He understood that their compassion was the quiet heroism behind every recovery, and he invested in their future with the same unwavering commitment that defined his life's work. His extraordinary generosity to nursing education culminated in what stands as the largest private donation ever made to an American nursing school. This transformative gift will strengthen the profession for generations to come.

Leonard's legacy reminds us that the most outstanding leaders use their success as a platform to lift others, leaving ripples of positive change that extend far beyond their lifetime. Though he is no longer with us, the light he shared will never dim. We remember and miss him profoundly.



PHOTO The Cedars Summer Cocktail Party, July 2023, Cape Elizabeth, Home of Judy Glickman Lauder. *Left:* Leonard Lauder* and Judy Glickman Lauder. *Above:* *Front:* Leonard Lauder* and Judy Glickman Lauder, *Back:* Paula Lunder, Bernard Osher, and Peter Lunder.

GIVING HEALTH

Enhancing Oral Health for Older Adults



The Lunder-Dineen Health Education Alliance of Maine launched the **MOTIVATE at Home program** for independent living members of The Atrium at The Cedars. This web-based initiative aimed at improving oral health among older adults living independently provides 24/7 access to online educational materials, including videos, tip sheets, and audio recordings. Participants can also engage in quarterly live Zoom sessions titled "Ask the Dental Expert," where they can interact directly with dental professionals. This collaboration between Lunder-Dineen Health Education Alliance of Maine and The Cedars underscores the importance of integrating oral health education into broader healthcare initiatives for older adults, promoting a holistic approach to aging well.

In February, The Cedars also implemented the MOTIVATE at Home program through their **Telehealth Intervention Programs for Seniors (TIPS)** at Millbrook Estates, an affordable housing community in Westbrook.

TIPS offers weekly health checks and wellness support to older adults, aiming to enhance their overall well-being and reduce healthcare costs. Oral health is closely linked to general health—studies show that poor oral health is associated with serious chronic conditions such as diabetes, heart disease, and stroke, and nearly 68% of adults aged 65 and older have gum disease. Approximately 33% of the TIPS enrollees have participated in the program, all reporting positive experiences. Participants also love the free complementary oral health kit, a thank you for participating in the program.

For more information on how to access TIPS in your community, contact TIPS@thecedarsportland.org

"The MOTIVATE program has been a game-changer for me. I feel more confident in managing my oral health. This education has been invaluable."

—Millbrook Estates Resident

This poem, "Story as Medicine" by Margaret Shupe, Elder Teacher, was presented at the 2024 celebration of Older Americans Month:

USM and Cedars
Joined forces as before,
The class was Honors English
A reason to explore.

The treasured pasts of seniors,
The talks of by-gone days,
Remembered and recorded
In many chosen ways.

The medicine was working
A story—like a pill
Brought comfort, peace,
and healing,
Yes, feeling like goodwill.

The chats were warm
and friendly,
Bold adventures told,
A wondrous book created,
A gift to have and hold.

HONORS English credit
My student earned when done.
But I know this for certain,
I was the HONORED one.



GIVING HEALTH

Stories of Healing and Wellness



At the AJAS Conference in April 2025, The Cedars proudly received the **AJAS Innovation Igniter Award**

for its groundbreaking course, **Story as Medicine: Uniting Generations through Narrative Medicine**. This innovative program, developed in collaboration with the **University of Southern Maine Honors Program**, pairs healthcare students with older adult mentors, known as "elder teachers," to explore and share stories of health and wellness.

Robin Moore's quote, "Inside each of us is a natural-born storyteller waiting to be released," captures the essence of this transformative course. Over seven years, it has enriched the lives of over 70 students and 70 residents, fostering meaningful connections and the narrative skills of students.

Participants engage in dynamic workshops, crafting personal essays and illness narratives, and learning to listen actively to their elder teachers. This immersive experience cultivates compassion, empathy, and critical thinking, essential for effective healthcare communication.

The Cedars' approach not only enhances the spiritual, social, physical, and mental wellbeing of older adults but also prepares future healthcare professionals to build relationships based on trust and respect.

Angela Hunt, The Cedars Chief Innovation Officer, shared the details and success of this program with members of other AJAS member communities from across North America. Many were inspired and excited to implement this program in their own communities.

GIVING PROGRESS

Ground-Breaking Advances

The Cedars selection for the prestigious **John A. Hartford Foundation Support for Diagnostic Excellence-Age Friendly Health Systems Seed Grant**, awarded by the Institute for Healthcare Improvement, reinforces our commitment to innovative improvements to health care for older adults nationwide.

This \$75,000 grant will fund "Integrating Age-Friendly and Diagnostic Excellence: A Strategic Approach to Reducing SNR Rehospitalizations"—an initiative to significantly reduce unplanned hospitalizations for high-risk patients in skilled nursing care. The Cedars will integrate two evidence-based frameworks—the Age-Friendly Health Systems 4Ms and principles of diagnostic excellence—in a comprehensive prevention program focused on three key strategies:

- 1 **Early Risk Identification**
- 2 **Culturally Responsive Interventions**
- 3 **Structured Evidence-Based Practices**

This holistic, patient-centered approach considers both clinical and social factors that contribute to rehospitalization risk, improving patient outcomes and utilizing healthcare resources efficiently.

This initiative represents a significant step forward in enhancing the quality of care for aging patients and could have national implications—setting yet another new standard for age-friendly and diagnostic excellence in healthcare.

Dr. Susan Wehry Joins The Cedars Learning Community



The Cedars Learning Community is proud to welcome Dr. Susan Wehry, MD as our new Medical Advisor. A board-certified Geriatric psychiatrist with over 40 years of experience, Dr. Wehry is a nationally recognized leader in aging and dementia care. She currently directs AgingME, Maine's Geriatric Workforce Enhancement Program, and serves as Associate Clinical Professor at the University of New England.

Dr. Wehry will guide research, workforce development, clinical standards, and resident programming at The Cedars. Her expertise will be especially impactful in our Mindful Connections program, translating evidence-based dementia engagement strategies into meaningful experiences.

We are honored to have Dr. Wehry to help advance our mission and shape the future of geriatric care.

GIVING OPPORTUNITY

Building Resilience in the Healthcare Workforce

In a compelling presentation at the Association of Jewish Aging Services (AJAS) meeting on April 2025, Angela Hunt, Chief Innovation Officer at The Cedars, offered insights into sustainable workforce development strategies for the healthcare sector—solutions that could serve healthcare organizations nationwide.

Bridge to Healthcare for New Mainers

This initiative, developed by Portland Adult Education, empowers Maine's growing immigrant population by providing essential language skills alongside healthcare training. Developed by Portland Adult Education, participants receive specialized English language instruction focused on healthcare terminology while exploring entry-level healthcare careers at The Cedars.

"Innovation doesn't happen in isolation. By collaborating with strategic partners, we've been able to develop programs that not only address immediate staffing needs but create sustainable pathways for career growth and workforce development."

—Angela Hunt, Chief Innovation Officer, The Cedars

Earn-As-You-Learn CNA Program

Perhaps The Cedars' most innovative initiative, this program pays participants as they train for CNA certification, removing financial barriers to career advancement. Successful graduates commit to working at The Cedars for two years.

Healthcare Certification for Disadvantaged Students

This comprehensive support program, a collaboration with the Harold Alfond Center for Maine's Workforce Advancement, Jobs for Maine Graduates, and Southern Maine Community College, addresses healthcare entry positions by removing barriers to healthcare certification. The program provides financial assistance, academic support, housing, meals, mentoring, transportation solutions, and childcare resources, clearing a path to a good career.

The Cedars' approach to workforce development offers valuable lessons. By building collaborative ecosystems and creating new onramps to healthcare careers, organizations can address immediate staffing needs while developing sustainable workforce solutions for the future.

The Cedars' bold strategies demonstrate that with creativity, collaboration, and commitment to resilience, we can transform workforce challenges into opportunities for community development and enhanced care.

A Year of Giving to The Cedars




This report recognizes the generosity of our donors who made gifts between May 1, 2024 and April 30, 2025 in support of programs and services for our older adult community. We gratefully acknowledge the individuals, businesses, and foundations listed for their contribution to advancing our mission—offering quality healthcare, housing, and community-based services that improve the experience of aging.

The following is a list of all gifts given between May 1, 2024 and April 30, 2025 and represents cumulative giving for each donor. The following categories of giving are included: Annual Fund, Bequests, The Kathryn Callnan Loan Fund, Capital Campaign, Care Champion Program, Foundation Grants, Gifts in Honor, Gifts in Memory, The John Paul Memorial Fund, Restricted, and Yahrzeit Memorials.

If you do not want to receive further fundraising requests supporting The Cedars, please contact the Development Office at 207-221-7007 or development@thecedarsportland.

May 1, 2024 –
April 30, 2025




\$100,000+

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Eleanor O'Marra Leaves Enduring Legacy



PHOTO Left to right: Richard Borts, Eleanor Brainin O'Marra, Judy and Stan Elowitz, Liz and Sid Geller, and Barry Kohler in September 2011

Eleanor Brainin O'Marra (1948–2024) joined The Cedars Legacy Circle in 2011. Eleanor was a respected financial advisor and dedicated community leader. She played a vital role in civic life, including as member of The Cedars Auxiliary, and serving as president and campaign chair of the Jewish Community Association (JCA) in Portland, Maine.

In 2013, Eleanor relocated to Henderson, Nevada, where she lived with her husband, John O'Marra, whom she married the year before. Upon her passing on April 9, 2024, at the age of 75, she left a generous bequest to The Cedars, reflecting her lifelong commitment to community and philanthropy.

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Watson ✦

Mr. King H. Weinstein

Shirley Welch ✦

Mr. Philip Wexler

In memory of James Stein

Stephen & Esther Wiener

In memory of Charlotte Siegel

Mrs. Sally Willis

*In memory of Max &
Jean Brenner*

Judy & Norman Wilson

Mr. Alan Wolf

In memory of Geraldine Wolf

James Wolf

Ms. Ruth Weissman Yates

IN-KIND

Janet Dooley

Mrs. Jennifer Fischer

Angela Hunt

Elaine McMahon



Now nearing a century of service to the Greater Portland area, Maine, and New England, **THE CEDARS** has undergone a transformation from its well-earned reputation as a top performing care community to a nationally recognized learning and research organization -informing and leading the field nationwide with person-centered care, best practices, and innovative translational care advances.

The Cedars offers a full continuum of living and healthcare options:

Independent Living

- The Atrium

Assisted Living

- Osher Inn
- Lunder Memory Care
- Sam L. Cohen Households

Rehabilitation and Skilled Nursing Care

- The Hoffman Center

Community-Based Programs and Services

- Mindful Connections
- Outpatient Rehab Therapies

**Make your gift to
The Cedars today!**

DONATE NOW

WAYS TO GIVE

Create a Legacy That Lasts

Planned giving is a powerful way to support The Cedars while achieving your personal financial and philanthropic goals. A simple provision in your will or estate plan can help ensure that older adults in Maine receive compassionate, high-quality care.

A Charitable Gift Annuity

A charitable gift annuity to The Cedars allows you to make a lasting impact while receiving guaranteed income for life and meaningful tax benefits. It's a win-win: you receive dependable payments, and your legacy helps sustain The Cedars for generations to come.

As we approach our 100th year of service, we are proud to relaunch our Charitable Gift Annuity (CGA) program in partnership with Bar Harbor Bank & Trust, offering competitive rates and direct support of our mission. While we do not offer legal or financial advice, we invite you to discuss your philanthropic goals.

To learn more, contact the Development Office at 207.221.7007 or development@thecedarsportland.org.

Care Champions

The Cedars Care Champion Program helps residents and family members show their gratitude to the people who care for them and their loved ones. Staff going above and beyond are recognized through bonuses, gift cards, meals, and educational opportunities. This year, over 150 employees were celebrated as Care Champions by 60 residents and family members.

To recognize staff through the Care Champion Program, contact development@thecedarsportland.org or 207-221-7007

A year of community

