

Restoring Hope Across the Generations



Family

Album

Jewish Family Service of Rochester, Inc.

Summer Issue 2006



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A Message from the Executive Director



The noted 20th-century scholar, Rabbi Abraham Joshua Heschel, once said that a society should be judged according to how it treats its most vulnerable citizens. As I think you will agree, after reading this issue of the Family Album, Jewish Family Service undoubtedly measures up to Heschel's yardstick on many counts.

Our cover story features the array of services we offer to older adults and their caregiving families. You will read about Home Base, a new initiative that brings services into the homes of seniors living at the Ellison Park and Eastwood Apartments, as well as our highly regarded care management and transportation programs. You will also get to know JFS clients and caregivers like Jerry, Maer and Carol and learn how JFS has enabled them and their family members to maintain their independence and live comfortably in their own homes.

Yes, at JFS we take the age-old tradition of honoring our elders very seriously. And yet, we recognize that we must prepare the next generation for what lies ahead as well. Included in these pages are short articles about two recent developments at JFS that exemplify our commitment to youth. The first is the dedication of the Wolk Play Therapy Room at our Pittsford Place Counseling office earlier this summer. The second, is the establishment of the Morris and Ruth Malett Summer Internship that will give Jewish college students the opportunity to explore careers in Jewish social services.

In the same way we rely on special gifts like those from the Wolk and Malett families, we turn to you, our loyal donors, for your continuing support of our annual campaign. Your contributions make possible a full range of services for people of all ages from adoptive families to school age children, from people with developmental disabilities and traumatic brain injuries to older adults living independently in the community.

This issue marks the beginning of our 2006/07 annual campaign. I want to thank all of you who contributed to last year's recently completed campaign. Please use the enclosed envelope to renew your commitment to Jewish Family Service. With your generous assistance, we will enrich the lives of people throughout our community and continue to restore hope across the generations.

Barry Stein's State of the Agency Address can be found on our web site at www.jfsrochester.org

Wolk Play Therapy Room Dedicated

The Wolk Foundation awarded a very generous \$25,000 grant to JFS in support of the Play Therapy Room at our Pittsford Place Counseling office. Play therapy is a non-threatening therapeutic technique that encourages children to express their emotions and internal conflicts. We had a lovely dedication on June 13th, where we proudly named this space "The Wolk Play Therapy Room." This special room provides a warm and inviting environment for children receiving therapy and counseling services.



Marvin Wolk attaches a mezuzah to the doorway of the Wolk Play Therapy Room. Mezuzah in inset.

Photos © 2006 Phil Mart

JFS is pleased to Announce the Following New Grants:

The Democrat & Chronicle Lend-A-Hand Fund made a \$1,500 contribution to assist individuals and families in need.

The Ames-Amzalak Charitable Trust made a \$2,500 contribution to enhance the Diamond Fund for Emergency Family Assistance. This JFS fund is used to give grants or loans to Jewish families in Rochester needing one-time financial assistance to help cover the cost of an emergency or urgent, unexpected expense.

The Sol and Fray Friedman Family Foundation gave a \$3,000 grant to be used for Jewish Family Life Education programs. These workshops are run throughout the year by JFS program staff, and focus on a variety of topics that help build stronger family relationships and interpersonal communication.

The New York State Office for the Aging awarded a \$72,867 grant to support Home Base, the Naturally Occurring Retirement Community (NORC) project at Ellison Park Apartments. This JFS program serves a large population of aging adults living in this apartment complex who wish to remain independent in their own apartments.

Helping Older Adults Remain as Independent as Possible

Jerry” sits in his striped shirt and NYPD baseball cap, his back to his computer. Stacks of paper signal an active mind. Some two dozen medication bottles bordering the coffee table point to health problems. Despite the mild disarray, his home is dirt free, evidence of the regular cleaning provided every other week by JFS’ Expanded In-home Services for the Elderly Program (EISEP), made possible by a grant from the New York Office for the Aging (NYSOFA). EISEP services are targeted to older adults who don’t qualify for Medicaid reimbursement but can’t afford the full cost of the services they require.

Jerry has relied on Jewish Family Service since he sought counseling after his 1980 divorce. Over the years, his therapist has helped him cope with the blows life has dealt him: illness, depression and hearing loss. Financial help from JFS’ Morris and Shirley Diamond Emergency Family Assistance Fund made hearing aids possible. A care manager checks in often to ensure that he receives the services he needs. Jerry says that without JFS his life “would be very difficult. I don’t know if I could do things on my own. JFS’ help has been a life saver.”

At 76, Jerry is still able to care for himself on a day-to-day basis. But should the day come when he needs more intensive personal care services, JFS is already on the scene, poised to help Jerry with a full range of supportive resources.

Emily Krohn, Director of Older Adult Services, explains that JFS offers a broad spectrum of services to seniors and their caregivers. “We are a community with rich options,” she says citing geriatric assessment, case management, help with household chores, bathing and getting dressed, housing transitions, transportation, counseling, recreational programs and residential options. A single call (585-697-3030) to Passport Senior Services (a partnership of JFS, the Jewish Community Center, the Jewish Home of Rochester and the Jewish Community Federation) sets the process in motion.

Carol”, a former Rochesterian, is especially grateful for the relationship her 91-year-old mother has developed with Emily. “Each time Emily visits my mother,” says Carol, “she sends me an email to let me know what they did together. Sometimes they just visit, sometimes they go shopping. Emily has even helped Mom buy a dress for a special occasion. I use those emails to test Mom’s mental state: does she remember what they did yesterday? Does she know what they’ve planned for the future?” Even though Carol’s

brother is nearby to help out with grocery shopping and household chores, she counts on Emily to keep tabs on her mother’s emotional state. “It gives me peace of mind to know that, although I live in another country, my mother is under Emily’s watchful eye.”

In different ways, JFS helps both Jerry and Carol’s mother remain in their own homes, even as age slows them down. Through a federal grant from the Administration on Aging as well as one from NYSOFA, JFS provides similar, but more concentrated services to seniors living in two Rochester apartment complexes: Ellison Park Apartments and Eastwood Apartments — both owned by our program partner, Eastwood Management Corporation. Officially, the program which helps seniors age in place in their own homes,

is called a Naturally Occurring Retirement Community or NORC. JFS calls it by the friendlier name, Home Base. And it’s evident that Home Base is a home run!

When Maer and his wife, Dorica, (front cover photo) immigrated 20 years ago from Bucharest, they settled into the Ellison Park Apartments. They worked hard to improve their limited English. Maer, a retired civil engineer, studied English and American literature and history at MCC. He translated for friends and neighbors who spoke Romanian or Yiddish. Today, at 86, his vision limited by macular degeneration and his wife of 56

You Answered My Prayers

*A note of appreciation from
a family caregiver:*

My sincerest thanks for your caring, conscientious efforts to arrange nursing home placement for my mother, “Goldie”. She seems to be making a wonderful adjustment to her new environment. You became my mother’s advocate and gave the process momentum. While she can no longer verbalize her thoughts, she’s smiling, hugging the nurses and eating well. I hope each “new” day will be just as pleasant.

years slowing down as well, he is more dependent on others. Enter Home Base. Every two weeks, a cleaning service vacuums, dusts and scrubs the apartment. Once a month, a housekeeper does the laundry. Maer used to walk to Tops for groceries; today he uses the Home Base shuttle and graciously accepts help carrying the groceries into his apartment. For Maer and Dorica, Home Base is the difference that allows them to continue living independently. "God bless America and JFS for helping us live life to the fullest," he says.



Photo © 2006 Phil Matt

Celia, a young 75, (pictured left) arrived in Rochester and the Ellison Park Apartments 16 years ago. A widow, she chose Rochester because her children were here. She has become the "right hand person" to Chris Webber, LMSW, Home Base Coordinator for JFS. Celia is chief translator for those less fluent in English. She coordinates the

laundry and cleaning schedules, services she also depends on for her own needs. And now, she is helping the JFS staff set up programming to encourage greater socialization among residents.

Whether through Home Base, Passport or EISEP, JFS' non-medical support services enable people to remain in their own homes longer, regardless of their income level. The care managers who coordinate their services watch for emerging needs, refer them to community resources as necessary, and help them through life transitions. Above all, JFS social workers make sure that these live-at-home seniors are safe, cared for and connected to their community.

One woman, who uses Home Base's housekeeping, laundry and transportation services exclaimed, "I don't need my daughter any more!" JFS has freed them to enjoy their relationship again. A successful outcome that is repeated over and over by Jerry and other seniors served by Jewish Family Service's extensive and versatile services to the aging.

Note: To protect confidentiality, some client names have been changed in this article.

Worried About an Older Adult in Your Life?

How do you know when to seek help for an older loved one?

If you have any of the following concerns, there is a good chance that assistance is needed:

- **Memory loss**
- **Taking medication properly**
- **Safety in the home (slipping in the shower, stove fires, etc)**
- **Nutrition and hygiene**

Our expert care management staff will assess the situation and help access and coordinate services that support safety and independence in the home. Call JFS Passport Senior Services at 585-697-3030 for more information.

New Summer Internship



Thanks to a generous donation, the Morris and Ruth Malett Summer Internship at Jewish Family Service is starting this summer. **Lindsay Lustig** (pictured left) has been selected for this year's internship. She is working on her Master's in Social Work at Greater Rochester Collaborative of SUNY

Brockport and Nazareth College. Lindsay's internship will be in our Aging Services program, helping to facilitate community based support groups and assisting with the Home Base NORC (Naturally Occurring Retirement Community) program.

Each year, the paid internship job will be awarded to a college student whose area of academic interest is in Judaic studies, human services or a field relevant to the work of Jewish Family Service. Graduate and undergraduate students are eligible. New applications are accepted each Spring. The internship fund was established by Sheldon D. Malett and Roseann R. Kraus to honor the memory of their parents. JFS is grateful for this opportunity to work with and help educate young people in our community.



Ruth and Morris Malett

A Great Night of Improv Comedy

Once again the JFS Annual Comedy Benefit delivered a top-notch performance and wonderful evening for all in attendance. The April 2nd event featured comedians Greg Proops and Chip Esten from the Hit TV Series "Whose Line Is It Anyway". Both are also part of the nationally touring Improv All Stars. Their performance incorporated oddball situations and audience participation to create hilarious impromptu skits.

Over 500 people attended the event, including over 300 patrons, who were treated to a cocktail hour, sit-down dinner and a post-show reception to meet the comedians. An extra treat was the funny antics of Brother Wease from 96.5 WCMF radio, who was the Emcee for the evening.

JFS was delighted to honor Susan and Nick Robfogel at the event in recognition of their extraordinary efforts as volunteer leaders at both Jewish Family Service and within the entire Rochester Community.

Special thanks to the event co-chairs, Lisa Axelrod and Michelle Katon and all the committee members: Pearl Cytryn, Lois and Ron Dworsky, Cindy Finestone, Susan Hollenberg, Bea Rosenbloom and Wendy Silverman. This was the third year Lisa and Michelle volunteered their time and talent to help with this important fundraising event.



Susan and Nick Robfogel with honorary committee co-chairs Deborah Ronnen and Sherm Levy.

A round of applause to our Comedy Benefit sponsors.

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(Above)
Comedian Greg Proops performs an improv skit with a young girl from the audience.



Comedian Chip Esten makes up a hysterical song for an unsuspecting attendee.

See our back cover for information about our
2007 COMEDY BENEFIT

Featuring

Jerry Stiller



Family Tree Society Party

Every year Jewish Family Service has the pleasure of bringing the Family Tree Society together for a very special evening. The Family Tree Society is our group of donors who give at the \$500 level and above and we always look forward to this chance to thank them for their generosity and dedication to our agency.

This year's guests were treated to a Murder Mystery Night, hosted by Dr. Sid and Barbara Sobel at the lovely Academy of Medicine. The evening included a cocktail reception, dinner, dessert and entertainment.



Don Onimus, JFS Board Chair, and Barry Stein, JFS Executive Director, with Dr. Sid and Barbara Sobel

The evening also presented the opportunity to wish Maurie Shapiro a happy 90th birthday.

The next Family Tree Society event will be held in the fall of 2006. Don Onimus, JFS Board President, and his wife, Lorraine Walsh will be our hosts for another extraordinary evening. The date, location and more details will be available later this summer.

We hope to see even more people become members of the Family Tree Society and join us for this special evening. For more information or to join the Family Tree Society, contact JFS at 585-461-0110.



Dr. Morris Shapiro

Contributions to Jewish Family Service

September 1, 2005 – May 31, 2006

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*Deceased

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585-461-0110 today!



COMEDY BENEFIT 2007
With The Hilarious

Jerry Stiller

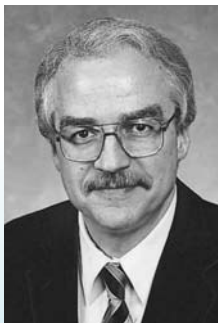
As seen on Seinfeld and King of Queens

Sunday, April 29, 2007

At Temple B'rith Kodesh

Both patron dinner tickets and general tickets will be available. Mark your calendars and watch for invitations early in 2007. We promise another wonderful, fun-filled evening! ***This is an event you won't want to miss!***

JEWISH FAMILY SERVICE AND THE GREATER ROCHESTER TEACHER ASSOCIATION PRESENT



Dr. Thomas Phelan

in a professional conference for parents, teachers, administrators and anyone who is interested in children

"1-2-3 Magic" for Parents and Teachers

Wednesday, November 8, 2006

Fairport High School, 1358 Ayrault Road, Fairport
3:30 to 8:00 pm with a 45-minute dinner break.

A registered clinical psychologist, Thomas W. Phelan, Ph.D. has worked with children, adults and families for over 30 years. He is a member of the American Psychological Association and the Illinois Psychological Association. He is the author of numerous books, videos and audio tapes which include:

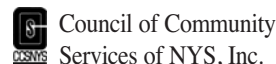
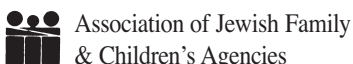
- 1-2-3 Magic: Effective Discipline for Children 2-12
- More 1-2-3 Magic: Encouraging Good Behavior, Independence and Self-Esteem
- "I Never Get ANYTHING!" How to Manage and Let Go Of Your 13-18 Year Olds
- Self-Esteem Revolutions in Children: Understanding and Managing the Critical Transitions in Your Child's Life
- All About Attention Deficit Disorder: Symptoms, Diagnosis and Treatment

Dr. Phelan will have a time for questions & answers as well as book signing. Individual Registration:

\$55.00 per person on or before Tuesday, October 25th
\$65.00 per person after Tuesday, October 25th

A boxed dinner will be provided.
For more information on sponsorship and to register, please contact Nancy Hiller at JFS at 461-0110 ext. 111 or nhiller@jfsrochester.org

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