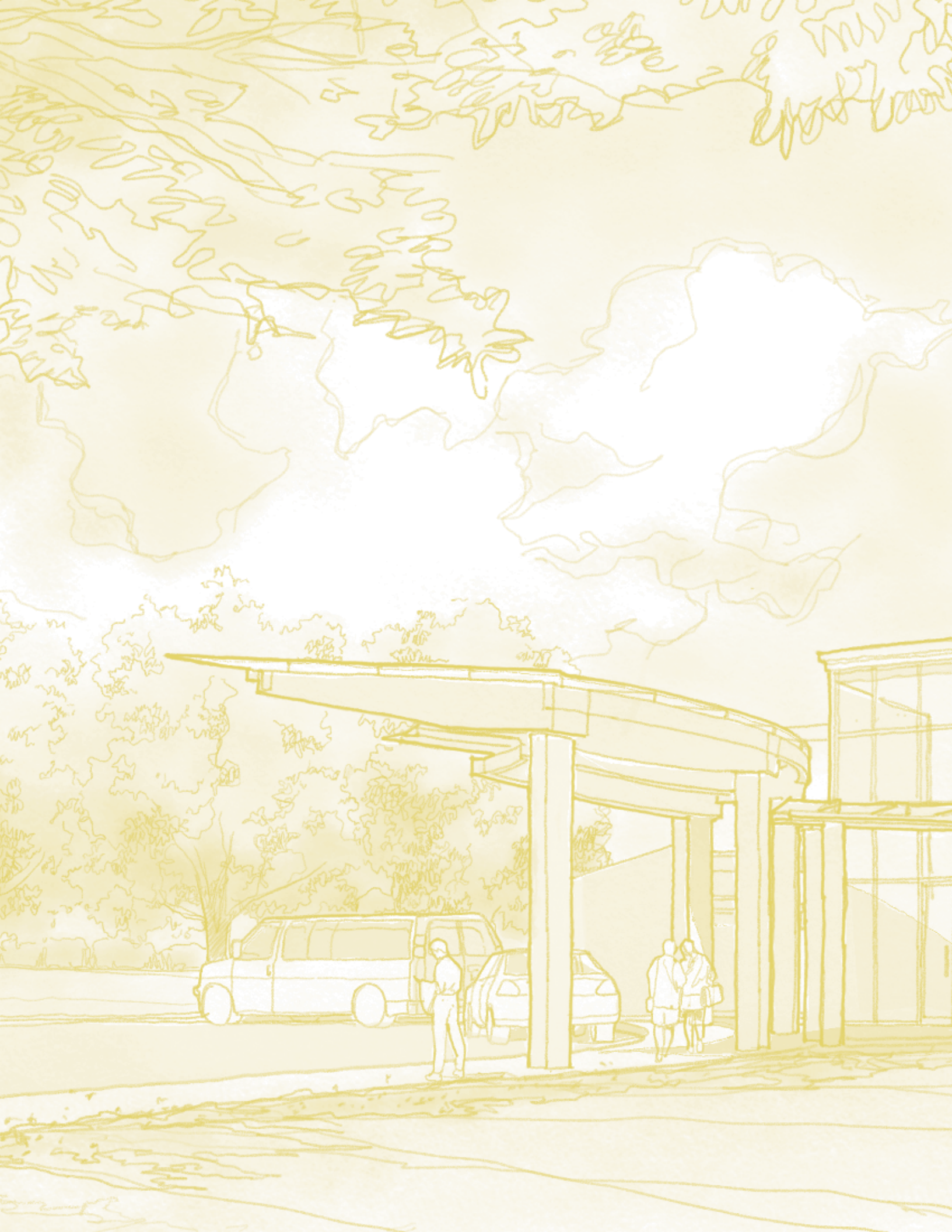




STRENGTH TO STRENGTH







## Even in A Year Like No Other, The Towers Goes from Strength to Strength

In March 2020, our lives began to change in unexpected and dramatic ways. The Towers community is built upon the joy that comes with sharing meals and mitzvahs, visiting with children and grandchildren, playing games of cards and Mahjong with friends, and ordering pizza from Pepe's. Suddenly, everyone was forced into quarantine to keep the Coronavirus at bay. Our whole way of life was transformed as our community faced the ominous threat of the oncoming pandemic.

How could we keep our residents healthy, safe and emotionally connected?

We knew we had to provide everyone with three healthy meals a day by contactless delivery, regardless of ability to pay. Since the first day of quarantine to the present, we subsidized 42,173 kosher meals thanks to the support of the Jewish Federation and Foundation's Maimonides Covid Relief Fund, The Community Foundation/United Way COVID Relief Fund, The William Caspar Graustein Memorial Fund and all our caring, generous donors.

We had to protect all of our residents, staff and private duty aides with the PPE to keep them safe. The Yale University Community Fund stepped up and allocated funds to us. Federation leaders came to the Towers to drop off facemasks immediately. The JCC gave us their stock of hand sanitizer right off their walls after they temporarily closed.

To keep everyone mentally alert and engaged, we had to transform our programming, using updated technology to run services through Towers TV, and set up group chats telephonically.

We began and continue to test over 400 people every week - all of our residents, caregivers and team members, to help identify and isolate cases as quickly as possible. We have had no community spread by taking swift and decisive action early.

We found innovative ways for volunteers to make meaningful differences in the lives of our residents, even if remotely. Amazingly, our Volunteers grew in numbers this year to match our increasing needs.

We all know that it takes a village and that we get by with a little help from our friends. The overwhelming response and commitment from our community has kept our most vulnerable protected. Your support made such a difference in saving the lives of our residents and providing them with much more than only food and shelter.

In this ongoing crisis, we thank all those who continue to stand right beside us; those who were and are willing and able to help. We are one community and together, we all continue to go from strength to strength.



**Gustave (Gus) Keach-Longo**  
President/CEO



**Jacqueline Koral**  
Chair of the Board

# The Towers Board of Directors • 2019-2020

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*Chair of the Board*

Cindy Leffell  
*Vice Chair, Chair Elect*

Lori Brochin  
*Treasurer*

Linda Randell  
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Linda Cedarbaum  
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Robert Cole

Laurie Harkness

Robert Katz

Douglas Goldner

Ina Silverman

Gayle Slossberg

Nathan Topf

Lori Weiss

Jamie Zubkoff

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Gustave (Gus) Keach - Longo  
*President/CEO*

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Alan Siegal\*

Rabbi Steven Steinberg

Jim Vlock\*

Richard Weiss\*

*\*Former Board Chair*





# The Towers at Towers Lane

## Our Mission

We are a warm and vibrant senior community, infused with Jewish values, where people live their best lives.

## Our Guiding Principles

- We are an inclusive community, fostering respect for all.
- We are committed to compassionately putting the person before the task and to connecting genuinely with one another.
- We embrace and explore the most innovative ways to help people continue growing, learning, and celebrating life.
- We lead with quiet competence, serving one another with care, strength, and humility.

## Vision for the Future

We will be a center of excellence focused around seniors and based in Jewish values, always innovating ways for people to continue growing and connecting within and beyond our walls.



# Honors & Awards



## Jacqueline Koral

### Outgoing Board Chair, Immediate Past Chair

*The Towers at Tower Lane gives our deepest gratitude to Jackie Koral for her leadership and service as our Board Chair from 2017-2020. Prior to becoming Board Chair, Jackie had many years of involvement as a Board member and on several committees. Her work over the years has helped shape The Towers Foundation fundraising efforts and forged many long lasting relationships for the organization. Jackie has impacted every part of The Towers in a positive and transformative way. Through Jackie's leadership, The Towers conducted a search for a new President/CEO. As*

*the new Board Chair, Jackie led the transition to new leadership while accomplishing much more. She ensured that our organization continued to go from strength to strength, that our organization will always go from strength to strength.*

*Under Jackie, our Governance Task Force updated our Articles of Incorporation and Bylaws for both The Towers and The Towers Foundation; no small task. Our organization will be expressed more clearly and beautifully across the community thanks to the re-branding of The Towers from Tower One/Tower East to the Towers at Tower Lane. During Jackie's time as Board Chair, we have launched many evidence based programs to enhance the lives of our residents. The work that Jackie has done will shape The Towers for the next generation as well. Jackie successfully oversaw the Strategic Planning process and the publication of our new strategic plan. This will help shape and guide our success for the next 10 years.*

---

"You have to give something back to this happy place," my mother-in law told me when she was a resident at the Towers. Thus started Jackie's journey on the Towers' Board. It's been a wonderful adventure of growth and discovery with joys and challenges. Now completing my third year as Chair, the time has come to step back and congratulate a new Chair, Cindy Leffell to lead us forward.

In my life outside of the Towers, I celebrated my 24th year at University of New Haven, serving first as Director of Development and finally as Associate Vice President of Philanthropy. Prior to my positions at UNH, I was the Vice President of Development, Public Affairs and Marketing at the former Park City Hospital in Bridgeport; and as an Associate in Research in the Departments of Pediatrics and Psychiatry at Yale School of Medicine. My first job was teaching psychology at Sacred Heart University.

I am privileged to serve on several boards. Among them are the Long Wharf Theatre's Board, Board Member of the Orange Scholarship Foundation; LEAP Fundraising Committee Member, Past President and current Board Member of the Orange Players Community Theater; and Board Member of the Orange Arts Council. I also perform in community theatre and in cabarets in the Greater New Haven area.

Past philanthropic affiliations include two-time Co-Chair of the UNH United Way Campaign, Volunteer Chair of Public Relations for the Connecticut Cancer Society, Chair and Editor of the New Haven Symphony Supplement, editor of the Volunteer Handbook for the first International Festival of Arts and Ideas, and trustee of the Association of Fundraising Professionals.



## Cathy Weiss

### Lifetime Achievement Award

*The Towers at Tower Lane thanks Cathy Weiss for a lifetime of involvement. Cathy has helped The Towers launch new programs, has engaged residents and staff across the entire organization. Her impact can be felt everywhere.*

"I would love to have an elder dance troupe, but we don't have the money right now", said Dorothy Meyers the then The Towers CEO. "Let me worry about that", I said, and thus began my ten year journey on helping design, implement, and fund programming for The Towers in New Haven. I never thought of it as hard work because of the warmth of the residents. Every CEO I have worked with has been open and receptive to proactive and positive programming which made it easy to be a friend of The Towers.

It all started by just going on a tour of The Towers with Sharon Bender, and has become a part of not only mine, but my whole family's life as well! My husband has built sets for performances, my son photographed events, and my daughter came to help out many times. Since 1971, (yes not afraid to admit I'm north of sixty) I have worked with the senior population. First, in my career as a radiation therapist, then in my career as a social gerontologist. When I was fifty, I told my husband I was taking a retirement year to fulfill my lifelong dream of going to dance school. Those skinny pink clad twenty year olds welcomed me in class much the same as The Tower residents did as I taught them modern dance.

I combined my dance, medical, and gerontology experience to create a validating, collaborative class that incorporated brain plasticity movements, something not done before. After two years of work we performed at Long Wharf. The arthritis program and transportation for the residents were some of what I helped fund. Most recently, I helped with the "Opening Minds Through Art" program and The Great Give for the new Co-generator project. Time has gone quickly, during which I have made personal friends. Residents call me to wish me well on holidays, and I look around at the positive changes in ten years knowing I helped just a little bit. What could be better than to be a friend of The Towers? The happiness I have received back in serving is the greatest honor bestowed on me!



## Nancy Alexander

### President/CEO's Award

*The Towers at Tower Lane thanks Nancy for her hours of dedicated service and volunteer hours toward our Strategic Planning Process. Nancy has helped pave the way for The Towers to go from Strength to Strength for years to come. We thank you, Nancy! You lifted us forward!*

Working with the leadership team of the Towers at Tower Lane, whose new name she coined, Nancy Alexander will tell you, is hands-down one of her most gratifying and fun engagements in her 25-year consulting career. As principal of Lumenance Consulting LLC she primarily serves nonprofit leaders and boards, she is an organizational development consultant, team and executive leadership coach, and BoardSource board governance consultant. She is also one of fewer than 40 people in the world with lifetime tenure as a Certified

Master Facilitator™, the highest rank in the facilitation profession. Nancy recently finished coauthoring the American Institute of Architects' *Guides for Equitable Practice*.

Nancy volunteered innumerable hours, working with The Towers team to help us update our mission, formulate our vision and draft our new guiding principles. She further coached our leadership through designing our new logo and brand.

A longtime New Haven resident, Nancy has served on the boards of Long Wharf Theatre, the Community Fund for Women and Girls, and Dwight Hall at Yale, the Organization for Student Public Service and several other social justice organizations.



## Honors & Awards (Continued)



### Robert Katz

#### President/CEO's Award

*Robert Katz, long-time volunteer, family member and Board Director, has been an invaluable contributor to The Towers community. Robert is a true mensch. No matter what need or when, he comes through. Throughout our Covid-19 response we took comfort knowing that Robert was always there for us. He is always available by phone and he always starts with "Yes" and will go the extra mile to contact his vendors for something special for us. Robert is always willing to lend a hand, whether with supplies, his time and abilities or his generosity, he always is first to step up and help. Robert's optimism and joy is infectious. Residents and staff alike enjoy when Robert is on a task. Robert made sure that The Towers was safe and had everything it needed to keep our residents healthy and safe. Thank you Robert!*



Barry Vine



Joel Karp

### Barry Vine and Joel Karp

#### President/CEO's Award

*The Towers thanks Barry Vine and Joel Karp for helping us tackle food insecurity by addressing immediate food needs and by helping us solve this problem for a generation through our Co-generation project. Under Barry's and Joel's leadership, Towers Residents will live healthier, happier lives for years to come.*

We are thinking outside of the box and solving our problems in creative and sustainable ways. Meeting the nutritional needs of residents no longer able to cook or unable to afford a meal plan is our goal. Better nutrition, increased socialization and a smaller carbon footprint will be among the many benefits of our Co-gen Project.

Through a one-time investment with a 25 year return, The Towers will generate the savings to help increase annual meals served by 30,000. Long term energy savings will help The Towers subsidize its meal plan and expand from one meal a day, six days a week, to two meals a day, seven days a week. Our dining room is the heart of our building. Through expanded dining hours, residents will also benefit from greater socialization.

The Towers expresses utmost appreciation to Barry Vine and Joel Karp, community leaders heading up this campaign and paving the way for our brighter future.

Barry Vine explained his passion for The Towers, "People ask me why I love The Towers so much, and I reply – Because it is an extension of my childhood. There's an old adage that 'you can't go home again,' but when I think of Legion Avenue and The Towers, I feel that I am back home. I am back to the neighborhood that I grew up in, I am back to my childhood memories and experiences, and back to my hopes and aspirations for the future. The Towers is on its way to making these aspirations a reality."





## Doris Zelinsky

### President/CEO's Award

*The Towers at Tower Lane thanks Doris for mobilizing volunteers and our own residents to make over 2020 masks donated across Greater New Haven to first responders, front line workers and so many others in need.*

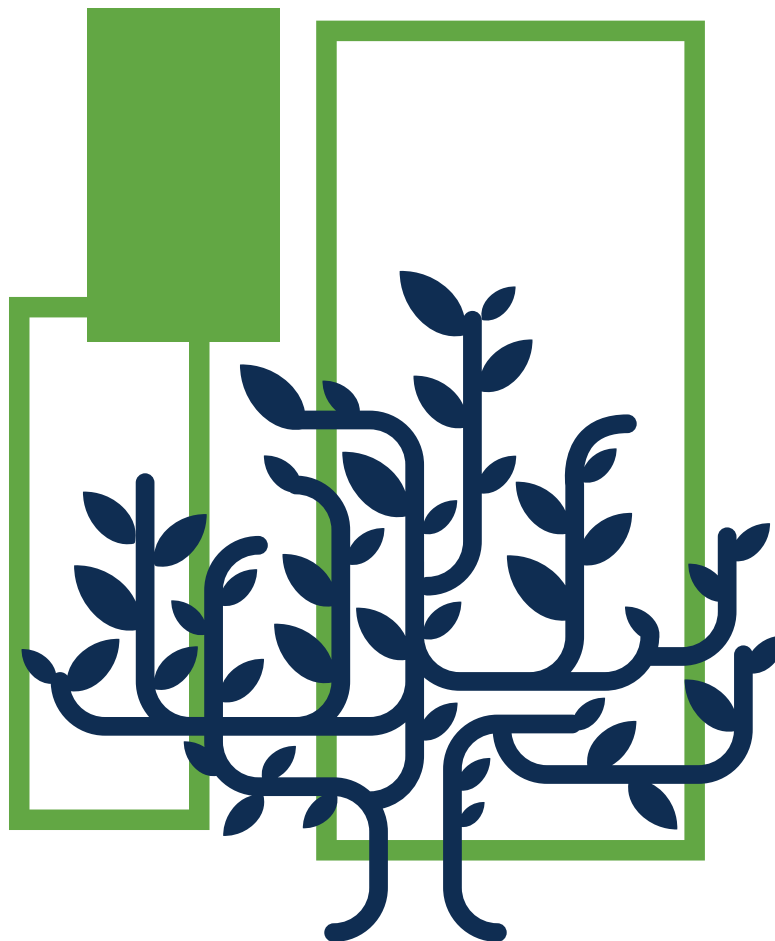


A first generation American, Doris was born to two Holocaust survivors who came to America and rebuilt their lives and family in NYC. Doris came to New Haven in the first Yale class that admitted women. Graduating in 1971, she taught at Ezra as well as the BEKI Hebrew School to give back to the community, then attended Princeton for grad school.

Doris will tell you, "Since Ed and I grew to love this town, we bought our home here after school and stayed. Our four children, Jacoba, Joshua, Aaron and Nathaniel, grew up in New Haven."

"I have enjoyed a long and energizing career in business, starting with Marvin and Murray Lender in their small, industrialized Lenders Bagels manufacturing in 1979. The Lender brothers were wonderful and inspiring business teachers. More importantly, they exemplified the values of being integrated in and being strong contributors to community through volunteer work and tzedakah."

"My most poignant tzedakah has been my work as the volunteer President of Greater New Haven Holocaust Memory. We are the 501(c)(3) which takes care of the New Haven Holocaust Memorial, the first in the US erected on public land."



# The Towers At-A-Glance • Impact



**4,950**

Masks distributed

**42,173**

Meals subsidized



**198**

Residents receiving  
meal program assistance

**246**

Volunteers  
(an increase of 100)

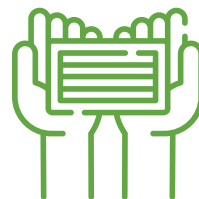


**5,410**

COVID Tests Performed

**2,020**

Masks made by volunteers  
for local first responders



**1,110**

Supporters



# The Towers Foundation Thanks Our Generous Donors

July 1, 2019 - June 30, 2020

## Philanthropic Partners

**\$30,000 or more**

Community Foundation for  
Greater New Haven  
Jewish Federation of Greater New Haven  
Jewish Foundation of Greater New Haven  
Mr. James M. Shure  
Mr. & Mrs. Barry J. Vine

## Commitment to Community (Kehila)

**\$10,000 - \$29,999**

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The David & Sharon Bender  
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Mr. Joseph Keach-Longo  
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Tufts Health Plan Foundation  
Mr. Jim Vlock & Mrs. Gail Brekke  
William Caspar Graustein Memorial Fund  
Yale University Community Fund

## Improving the World (Tikkun Olam)

**\$3,600 - \$9,999**

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Mr. David Slossberg & Former  
Senator Gayle Slossberg  
The Towers Residents' Association  
Mr. & Mrs. Edward Zelinsky

## Generation to Generation (L'Dor V'Dor)

**\$2,500 - \$3,599**

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Mr. & Mrs. Daniel Leffell  
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Mr. & Mrs. Joseph Satin  
Ms. Shirley Scholder  
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**\$1,800 - \$2,499**

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Ms. Joyce Saltman  
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Rabbi & Mrs. Steven Steinberg  
The Boms Family Foundation  
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# The Towers Foundation Thanks Our Generous Donors (Continued)

July 1, 2019 - June 30, 2020



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July 1, 2019 - June 30, 2020



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*Every effort is made to correctly recognize all of our generous donors. If there are any inaccuracies or omissions, please contact Jennifer Bayer, Director of Development and Community Relations at 203-772-1816, ext. 290 or [jennifer@towerlane.org](mailto:jennifer@towerlane.org).*



# Special Thanks to Our Devoted Volunteers

**With gratitude and appreciation, we thank the volunteers who propel The Towers forward and who enable us to go from strength to strength.**

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## Leave a Legacy Donors

These special individuals ensure we will go from strength to strength in the years ahead by choosing to honor The Towers in their estate planning. Thank you for planting trees for our next generation to enjoy.

Stacey Battat	Salvatore Garamella	Vivian & Richard Kantrow	Dr. Alan Siegal
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## Golden Door Donors

These outstanding members of our community planted the trees we enjoy today through their gifts. You are the strength upon which we now stand. Thank you.

### Door to Independence

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### Door to Wisdom

Anonymous

Anonymous

Susannah & David Bailin

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# Endowments

**The Towers Foundation Thanks All the Donors Who Established and Contributed to Our Endowments so we always go from strength to strength.**

Adele Edelmuth Memorial Fund  
Barbara H. Katz Fund for Assistance to Resident Support Services at Tower One/Tower East\*  
Barry and Hyla Vine Family Endowment for The Towers\*  
Beatrice Breiner Fund for the Benefit of The Towers  
Cedarbaum Family Fund for Transportation for Towers Residents  
Donna & Sidney Levine Fund to Provide Food Assistance for Those in Need  
Dorothy Giannini-Meyers Fund for the Benefit of The Towers  
The Dorothy Giannini-Meyers Tower One/ Tower East Philanthropic Fund  
Dr. Milton and Gladys Godfried Fund for Tower One/Tower East Health Center  
Dr. Milton and Gladys Godfried Endowment Fund for the Benefit of Tower One/Tower East

Eva Kahn Endowment Fund for Assistance to Resident Support Services at the Tower One/ Tower East  
Freda Leffell Fund for Jewish Life at The Towers\*\*  
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*\*Designates Funds that Received Gifts in the 19-20 Fiscal Year*

*\*\*Designates a New Fund*



The Towers Gazebo, Board Chair's Gift made by Jacqueline Koral



# Our Partners

These leaders in the fields collaborate with us to guarantee that we continue going from strength to strength.



# Our Jewish Values

## **Honor thy Father and thy Mother** **(Kabed Et Avicha V'Imecha)**

Honor your father and mother, so you will lengthen your days and so that it will be good for you.

## **Inclusion** **(Avadim Hayinu B'Mitzrayim)**

We welcome all into our communities and embrace them.

## **Intention** **(Kavana)**

Bringing full attention to our thoughts, actions, and words helps us live deeply.

## **Commitment to Community** **(Kehila)**

As human beings, we fulfill ourselves most of all, in communities that manifest justice, holiness, and peace.

## **Human Dignity** **(K'vod Hab'riyot)**

We see the spark of the divine in each other.

## **From Generation to Generation** **(L'Dor va Dor)**

Valuing, respecting, and connecting to each generation.  
Young to old, old to young, past, present and future.

## **Improving the World** **(Tikkun Olam)**

Each good thing we do helps heal the world.

## **Joy!** **(L'Chaim!)**

To Life!



**WE  
THANK YOU**



**THE TOWERS**  
**AT TOWER LANE**

**The Towers • The Towers Foundation**  
**18 Tower Lane • New Haven, CT 06519**  
**[www.towerlane.org](http://www.towerlane.org)**