

GROUND FLOOR RENOVATION

FUELING SENIORS: MEAL SUSTAINABILITY THROUGH CO-GENERATION

COMMITMENT TO COMMUNITY

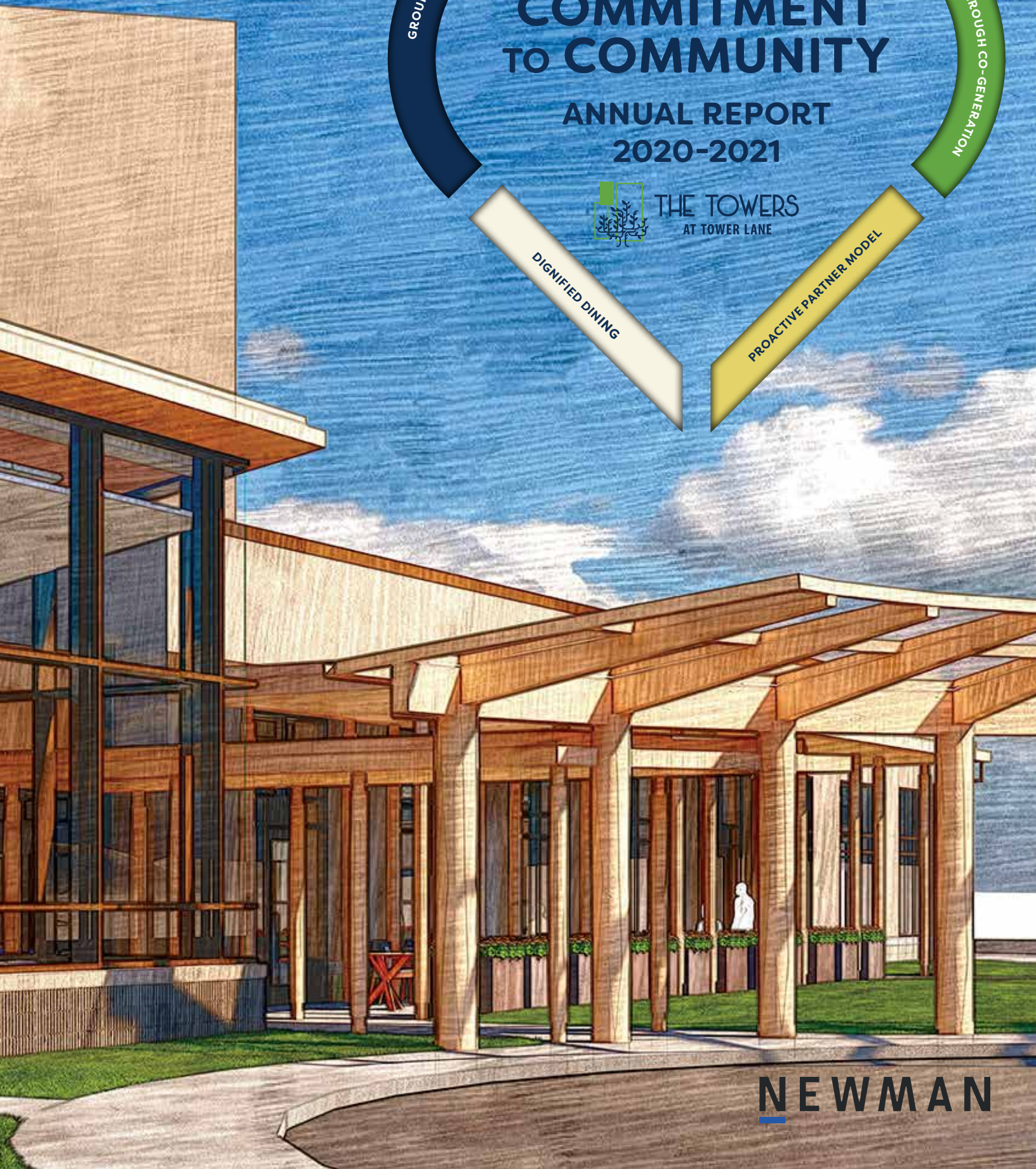
ANNUAL REPORT
2020-2021



THE TOWERS
AT TOWER LANE

DIGNIFIED DINING

PROACTIVE PARTNER MODEL



NEWMAN

Commitment to Community: Moving Forward for Today, Tomorrow, and Future Generations

Dear Friends,

Commitment to community is cultivating moments of joy, welcoming all, embracing our families, our volunteers, our partners and our neighbors. Commitment to community is also delivering the highest quality physical and social environment for those in our care. Even in these difficult times, often characterized by standing still, isolation and sheltering in place, The Towers continued moving forward to meet our commitment to our community. The seeds we have been planting this year will keep us growing from generation to generation.

This year, we have laid the groundwork for several major projects. We will modernize our building, transform our service delivery models, and create sustainable solutions to our community's key challenges.

- **Our Meals Sustainability through Co-generation Program** will provide affordable meals for our residents on fixed incomes. With better nutrition and expanded access to our meal programs, they will organically experience improved socialization. Like in any home, the kitchen becomes that heart. Our dining venues will become even more the center point of our community. There is nothing better than grabbing a cup of coffee and catching up with an old friend or joining a table for lunch and making new ones. Thanks to all of you, we cut the ribbon on our new Co-generator in September 2021. This equipment will produce approximately 40% of our utility needs right here on our campus. That annual savings will help us serve more meals to more residents. Our community made this happen for this generation and the generation of residents to follow!
- **Our Proactive Partner Model** is a new holistic, person-centered care system that could be emulated in communities across the country. We developed this model to enhance the way our Resident Services Coordinators work alongside our residents as they address the challenges of aging and living in a congregate setting. This methodical approach helps us learn more about our residents and enables us to tailor fit our support services to groups of individuals. Over the next few years you will see a growing number of evidenced-based programs being offered at The Towers specifically designed to help our residents' live their best lives.
- **Our Ground Floor Renovation** will provide state of the art facilities with indoor sun-filled open areas. We will bring nature closer to our residents throughout the year in our new solarium. This open space will let the sun shine in to warm our residents in the coldest of days. Located right next to our new entrance, our residents will greet visitors and get their hands dirty as they tend to flowers and plants during our horticulture program. This renovation will enhance our footprint with flexible gathering spaces that enable us to deliver more innovative evidence-based programs through our new Proactive Partner Model. Our new "display kitchen" will become a focal and gathering place for everyone in our community. We will watch our chefs prepare our meals then break bread together. The sights and sounds of food being prepared will be enjoyed by all. Our "main street" area will be bustling as our residents shop for family gifts after having their hair and nails done. They may choose to enjoy a massage in the new spa.
- **Our Dignified Dining Program** will enable those who need a different kind of dining experience to enjoy meals in ways that meet their needs. Once rolled out, this program will offer a quieter dining experience and customized approaches to settings and services in our Dining Room. Within an environment created to meet our residents' specific preferences, our specially-trained staff will incorporate the latest best practices in dining services techniques to make all of our residents feel comfortable, welcome and safe with us during their meals.

All of these projects are made possible by our dedicated community members who volunteer their time, expertise and knowledge. We thank our task force and committee members, our volunteers, our donors, our community partners and advocates. Our success is a reflection of your commitment to our community, enabling ours.

We thank you for moving us forward and for honoring our fathers and mothers.



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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

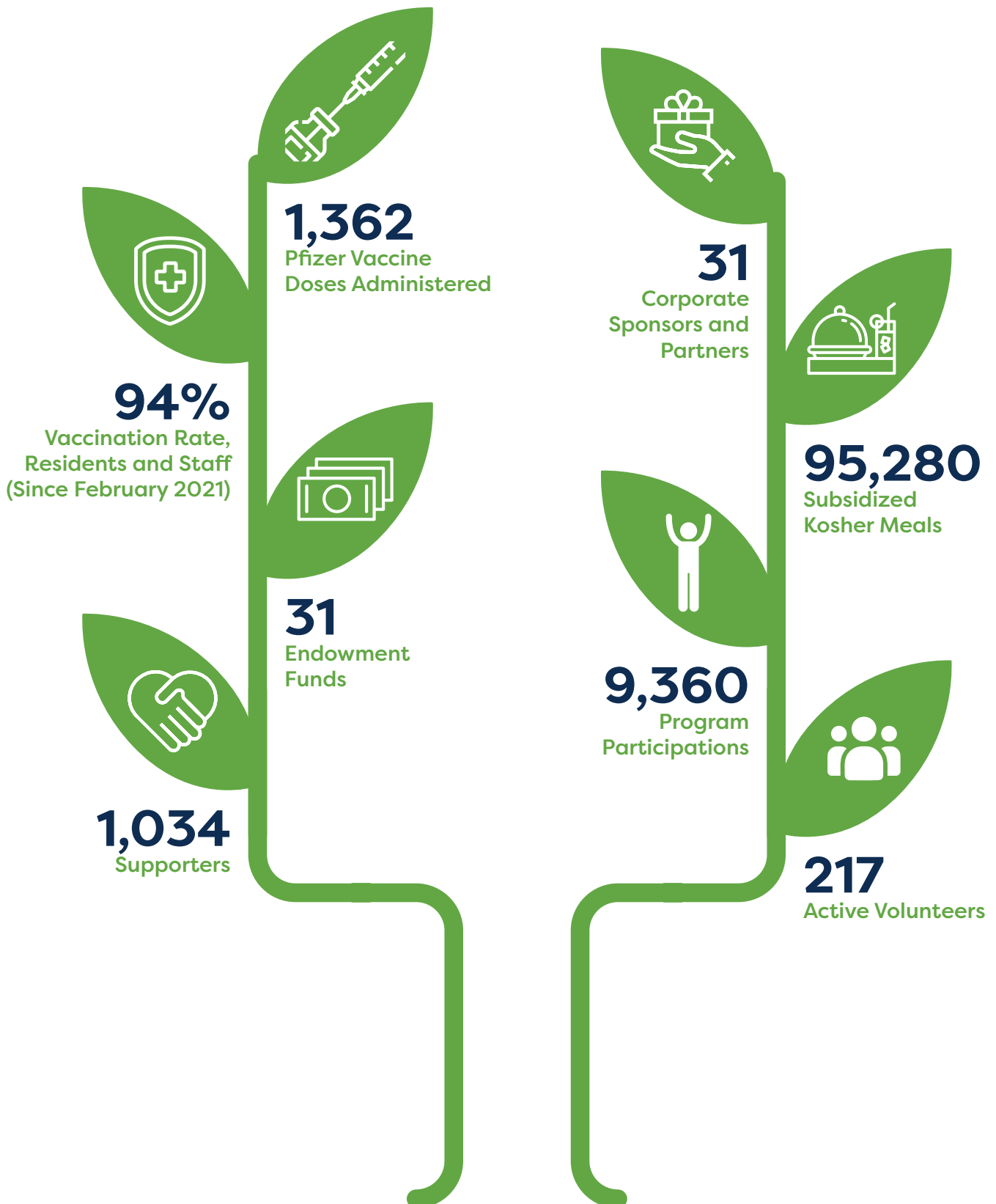
- We are an inclusive community, fostering respect for all.
- We are committed to compassionately putting the person before the task and to connecting genuinely with one another.
- We embrace and explore the most innovative ways to help people continue growing, learning, and celebrating life.
- We lead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



The Towers At-A-Glance • Impact



Innovating Through Proactive Partnership

Our new, innovative Proactive Partner Model is a holistic, person-centered care system that could be emulated in communities across the country. We are enhancing the way our Resident Services Coordinators work alongside our residents as they take steps to age well.

Our Proactive Partner Model, developed in partnership with Seniors Together and Quinnipiac University, provides comprehensive geri-focused assessments of our resident “partners” that include: social, emotional, physical and spiritual well-being. The assessments’ findings are summarized to determine each resident partner’s personal level of frailty and level of psychosocial engagement. Through software developed by The Towers, an individualized profile is formed for each resident partner in the program. Aggregate data for the entire community is also developed from regularly-scheduled interviews with all residents and their Resident Services Coordinators. Combined, the software identifies cohorts of residents who share like characteristics and interests and identifies those facing similar physical or emotional challenges. Based on this information, clinical pathways have been developed to align programs with attempts to address, and improve, the issues residents need to focus on to avoid premature decline.

It was eye-opening for us to learn that approximately 38% of our residents felt they wanted more meaningful and impactful relationships along with deeper connections. That led us to Adam Greene and his company, Seniors Together, whose goal is to end the staggering burden of loneliness in older adult communities by helping to foster and nurture meaningful relationships. To enhance support and to promote healthier living, The Towers enlisted Seniors Together to offer one of its flagship programs, Klaatch, to our residents. Klaatch is a 12 week program that helps turn neighbors into friends by providing a fun and interactive coach-led conversational group that offers a way to socialize, form friendships and stay connected. Klaatch is just one example of pathway programming offered through the Proactive Partner Model.

The first two Klaatch groups were held in person, but when COVID became more prevalent, the groups were held over the phone, led by outstanding community volunteer, Richard Wurtzel.

According to Adam Greene, “I think that the Klaatch telephone program has been a great respite and support for residents at The Towers who want to maintain social connectedness during the pandemic. The technology is easy to use; you just pick up the phone at the scheduled time and you are connected to friends and neighbors. Having a coach like Richard who kicks off the conversation and who keeps the focus on building peer-to-peer connection is extremely important.”

Potential participants are identified through our Resident Service Coordinators, as well as recruited through flyers and word-of-mouth.



Richard Wurtzel, Klaatch Community Volunteer



Richard Wurtzel leading a Klaatch discussion group with Towers residents

Resident Sal Garamella said “I just like the phone meetings in general, but most of all the learning about the residents’ lives was the best part for me.”

“Klaatch is a great program. Conversations with the others involved helped me remember who I ‘was’ and still am. Getting wound-up with medical concerns and grief over major life changes distracted me from my own strengths,” said resident Pam Kaus. “Klaatch and others in the program reminded me that I can use my strengths to move forward instead of always looking back.”

Dawn Owens, our Director of Towers Support Services, explains, “I am so proud of The Towers for innovating senior care and for creating a model that can be emulated by communities everywhere. This program will measurably improve people’s lives and also enhance the performance of our professional team. It’s a win for everyone. Offered at no cost, our residents can live their best lives, while also living affordably.”

If you or a family member are interested in joining the next Klaatch group or learning more about our Proactive Partner Model, please contact Dawn Owens, Director of Support Services, at 203-772-1816, ext. 140, or dawn@towerlane.org.

If you are interested in learning how you can support Klaatch, please contact Jennifer Bayer, Director of Development and Community Relations at 203-772-1816, ext. 290 or jennifer@towerlane.org.

Launching Meal Sustainability Through Co-generation

The Towers is proud to celebrate the launch of our Meal Sustainability Project, Fueling Seniors through Co-generation, which was two years in the making and involved much community support. Through the one-time investment in a co-generator, The Towers will produce about 40% of its own energy and use the savings to feed our residents who live on fixed incomes. The project makes meals more accessible and affordable for approximately 90 residents.

The goals of the project are:

- Improve Nutrition for Those in Need Through Our Expanded Dining Plan
- Increase Socialization and Foster Deeper Connections
- Reduce Our Carbon Footprint and Help the Environment

At our Ribbon Cutting, we honored our donors, our Corporate Sponsors, 2G, Key Bank and United Illuminating, our volunteers and Senators Blumenthal and Murphy who supported The Towers Foundation's request for Congressionally Directed Funds to help pay for a portion of the equipment.

"I am so grateful to our Towers Foundation donors. This one-time investment will allow us to save on our utilities expenses for a generation, and we will be able to use those savings to support and expand our meal program for our residents. Thank you!" Cindy Leffell, Board Chair, The Towers at Tower Lane.





Launching Meal Sustainability Through Co-generation (Continued)

The Towers at Tower Lane and Towers Foundation

Thanks Our Generous Donors

Fueling Seniors for a Generation: Meal Sustainability Through Co-Generation

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A Glimpse Into Our Future: Our Ground Floor Renovation





Linda & Jesse Cedarbaum Dining Program



Linda & Jesse Cedarbaum

The Towers is delighted to offer residents in need, a new dining experience. This special program will address the needs of those in our community who face cognitive decline and for those who dining in a traditional setting would be too difficult. This program will reduce social isolation and nutrition issues that residents face. Our Resident Services Team is working diligently to identify those who would benefit from this specially designed initiative.

Dementia symptoms may affect language, judgment, memory, spatial abilities, and visual abilities. Dementia is a progressive illness. This means that the symptoms gradually worsen and do not affect everyone in the same way. Flexibility is key in accommodating the challenges presented during meals.

Residents will enjoy being served by specially trained staff to meet their specific dining needs. Dishes, equipment and lighting will all be designed specifically to create an improved experience for those who may not do well in a traditional dining setting.

We are delighted that through the launch of this project, residents will have assistance if they have:

- Difficulty eating and drinking
- Limited variety in dietary intake
- Increased weakness and inability to use utensils or prepare foods.
- Swallowing difficulties
- Over or undereating

In order to deliver the best dining experience for this population, we will provide:

- Social contact
- A person-centered focus honoring resident choice
- A liberalized diet
- Assistance at mealtimes, including verbal cues
- Adaptive equipment
- Physical and environmental changes
- A supportive and empathetic atmosphere

We thank our Dignified Dining Task Force, comprised of experts across the field of senior care, dementia, dining, psychology and palliative care who will work with our team from inception, to launch and beyond.

We are delighted and excited that we will be able to continue and sustain this program annually.

A special thanks to Pam Reis who also helped us launch this program. Special thanks to Linda and Jesse Cedarbaum, after whom our Dining Program is named.

“From our hearts to yours, it is our pleasure to contribute to The Towers. Thank you for giving us this opportunity to do something meaningful, helping to create and build a better future in an innovative way that will improve the lives of our community’s seniors for years to come in an outlasting way.”

–Linda & Jesse Cedarbaum

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Volunteering Makes Our House a Home

By Linda Cedarbaum, Board of Directors Member, Chair of the Development Committee
and the Ground Floor Funding Task Force



*Linda Cedarbaum, Board of Directors Member, and
Lynne Beetz volunteering with residents*

It all started with hamentashen. My husband and I moved to Connecticut nine years ago. I'd been baking hamentashen for the local Jewish elder residences in my community since my children were small, first in New York and then in California. When I got to New Haven, I wondered if that kind of a donation would be welcome at The Towers. My question opened the door to a relationship with The Towers unlike any I ever had with all the other Jewish senior facilities I'd ever known.

The Towers said yes to hamentashen and to so many other ideas I've had as well. I discovered that this was not just any senior residence or just a place to live. The Towers is, in fact, a real neighborhood. I love that it is full of character. From the administration to the residents there is an eagerness to be involved in the world, and involve the world in The Towers. I've joined committees, attended events and I eventually joined the Board of Directors.

When my mother needed to move to a senior living community there was no question about it, this was the right neighborhood for her. She relocated from across the country to come to The Towers.

Personally, the best part of my volunteering is knowing that I am giving others the opportunity to get involved. One of the most gratifying activities I have had the privilege of initiating



Sarah Moskowitz, Towers Volunteer Coordinator

is the Horticulture Floral Design Program, which we launched over six years ago. The best part for me is seeing how the program enables other volunteers from the outer community (as well as some volunteers who reside at The Towers) to engage with residents and share pure joy. Every time we have this program, I am reminded that volunteering is truly a mutual exchange. Whatever one puts into it, one gets so much more out of it for themselves.

Truthfully, I am a little embarrassed when I am thanked for doing anything for The Towers because I have gotten much more than I could give. The Towers, for me, is not simply a focus of tzedakah. The Towers is an anchor for my sense of the Greater New Haven Jewish community. A community is measured in part by how it welcomes volunteers into its midst, awards value and offers purpose to everyone's life who it touches.

The Towers has given me a sense of pride, of community, of hope, of belonging, of purpose, of opportunity to fulfill and actualize values, and of gratitude for being part of this meaningful enterprise which we volunteers build and sustain.

At the end of the day, volunteering at The Towers, in a program, event, project, activity, task force or committee, is what makes this house into a home. Being a volunteer here is what makes this place into the core of our greater community. It's been a sweet experience for me, tasty as hamentashen, and just as special.

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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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!





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