Support The Towers During the Great Give!
May 3-4, 2023

Double Your Impact:
Dollar for Dollar Match Provided by the SWF Foundation, Goody’s Hardware, RMS Companies, and Linda & Jesse Cedarbaum

Help support The Towers Garden and life-changing programs.
Help us reach our fundraising goal of $50,000!

We need your help!
To become a fundraiser or for questions, please contact Jennifer Bayer, Associate Vice President of Strategic Initiatives at Jennifer@towerlane.org or (203) 772-1816, ext. 290.

www.thegreatgive.org/organizations/towers-foundation
Happy Volunteer Appreciation Month from The Towers!

All through April, we honor our wonderful Volunteers who provide compassion, kindness and their precious time to our residents.

Who are Towers’ Volunteers?
Currently we have 345 active Volunteers! They range in age from 8 years to 105 years! Here is a little breakdown of who they are and what they do:

- 85 Volunteers are residents
- 120 Volunteers are students
- About 180 Volunteers are retired
- 25 Programs are run by Volunteers
- 36 Volunteers run the Hospitality Desk and C-store
- 18 Volunteers are meeting one-on-one with residents

How often do people Volunteer their time?
We run the whole gamut! Some Volunteers have shifts every day! Others come once a week, once a month, and a few times a year. We are so fortunate to have wonderful performers who come in a few times a year.

What are some of the benefits of Volunteering?
- Provides you with a sense of purpose
- Provides a sense of community
- Helps you meet new friends
- Increases your social skills
- Teaches you valuable skills
- Brings fun into your life
- Gets you out of your comfort zone
- Can help you be happier

Need any more reasons to Volunteer at The Towers?
Contact Sarah Moskowitz and she can give you several!
203-772-1816, ext. 410
Sarah@towerlane.org

Jesse Wescott Presents at AJAS
Jesse Wescott, Associate Vice President of The Towers, recently presented at the Association of Jewish Aging Services (AJAS) Annual Conference about our experience purchasing a co-generation boiler system that allows The Towers to produce both heat and electricity for our buildings.

With the savings this co-generation boiler produces, The Towers is able to provide healthy nutritional meals while reducing our carbon footprint.

Jesse stated, “We hope that our peers at AJAS will see the benefits of a project like this and apply it to their communities. We’ve seen some real savings here and we’ve improved the quality of people’s lives. We hope other communities can do the same.”
Towers President/CEO, Gustave Keach-Longo, shares highlights from his travels through Israel with Greater New Haven's and Hartford's Jewish Federations this past March.

(Clockwise from left): Gus arrived in Tel Aviv, Israel along with Alissa Wurtzel, CEO of the Jewish Family Services of Greater New Haven.

On the first day in Israel, Professor Reuven Hazan shared an overview of the Israeli Parliamentary Political System followed by a tour of thousand year old sites. Later that day they visited the Western Wall for the start of Shabbat.

(Clockwise from left): A Shabbat walk through Jerusalem’s Old City was a lovely end to the week. Right after Havdalah, Gus was able to tour the Western Wall Tunnels.

The following day included a meaningful visit to Yad Vashem, Israel's National Memorial to the victims of the Holocaust.

On the next leg of the trip, Gus traveled north to Afula-Gilboa, Greater New Haven’s sister city, where he toured agencies that are supported by our Federation.

Other sites visited were 5,000 year old ruins, an ancient Roman port city, Caesarea, and the old northern city of Tsfat.

The trip concluded with a visit to the top of Masada and the Dead Sea, the lowest point on earth, 430 meters below sea level. Its salt content is so high, that visitors float upon its surface!

The trip was well beyond anything that I could have imagined. We were busy from 7 a.m. to 10 p.m. each day learning, experiencing and building connections. Now I know why so many people love going to Israel. No matter your background or the traditions you may practice, visit the ‘land of milk and honey!’ You will remember it for the rest of your life.

—Gustave Keach-Longo

Israel
Date range for Tribute List is January 25, 2023 – March 20, 2023

The Towers makes every effort to list donors as they wish. To make a correction, please contact Jennifer Bayer.
To make a gift in someone's honor or memory, contact Jennifer Bayer, Associate Vice President of Strategic Initiatives, (203) 772-1816, ext. 290, Jennifer@towerlane.org. A beautiful card will be mailed to the recipient.

Congratulations to Gayle Slossberg!

Congratulations to Board of Directors Member and Strategic Planning Task Force Chair, Gayle Slossberg. Gayle has been an incredible lay leader and volunteer, spearheading numerous projects at The Towers over the past few years. The current Board of Directors, staff, families and residents congratulate Gayle on her new role, CEO of the Jewish Federation of Greater New Haven. Gayle will assume this exciting new opportunity in September working on the needs and goals of the entire Greater New Haven community. The Towers is thrilled and wishes her well in the new role.