Growing Through Our Mission

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 explore and embrace 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.

Our Vision
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.

Our Jewish Values
Honor thy Father and thy Mother (Kabad 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!
Growing and Moving Forward Together

We continue to grow from Strength to Strength as we emerged even stronger than before the pandemic. This past year demonstrated our ability to weather storms with strength and perseverance while keeping our eyes on brighter tomorrows.

During the pandemic, while simultaneously ensuring the safety of our community, we moved ahead on a number of critical projects to prepare The Towers for our next generation. We are now beginning to see our dreams come true as the dining room and café are transformed. Like in any home, the kitchen is the heart. Once we start to see and smell our meals cooking in the new display kitchen, we will come together to enjoy warm breads right from the open oven! I cannot wait to break warm bread with all of you.

We raised 8.5 million dollars toward our Ground Floor Project. Thanks to our funders and donors, our residents will enjoy our building that will outwardly reflect what we all feel and know about our progressively innovative Hamish community. We look forward to welcoming the entire community to our Dining Room Re-opening and Ribbon Cutting in January 2024(ish).

We have continued the planning and fundraising for our new Towers Garden. We are just steps away from seeing the foundations of the garden take shape, and we are thrilled that our residents will enjoy new green space right here on our campus. In short time, we’ll be able to see our residents planting and learning in our new dedicated green space.

Our Proactive Partner Model is transforming the way we offer support and person-specific mentoring to our “resident partners.” These residents now have paths to owning their own health and knowledge on how to practically address their own particular challenges. Based on regular outreach, assessments and person-centered evidenced-based programs, we are delivering services that are data and outcomes driven. Through our partnership with Quinnipiac University and Seniors Together, our Towers-built model and new software enables us to track progress toward keeping our “resident partners” healthier and independent longer.

As more residents join this new approach of care delivery, we are rolling out new evidence-based programs to help address many of the challenges we all face in our advancing years. Once our Ground Floor Renovations are complete near the end of
2024, we will have the spaces we need to concurrently run several programs with purpose. Targeting our programs to address needs identified through data, our “resident partners” will have individualized information on their own health and know their personal health risks. With this knowledge and resources, residents will be better equipped to take charge of their health, address their specific health challenges and use these as tools to live their best lives at The Towers.

Finally, as we look toward the future, we are delighted to share our new Strategic Plan 2023-2027(ish). We are growing from Strength to Strength as we build upon our accomplishments of our Strategic Plan 2020.

One key initiative in our Strategic Plan 2023-2027 is to explore the uses of our surplus land on our campus. We are about to embark on a year-long process to examine the possible uses of our land. We have formed our new Advisory Council and Steering Committee to work with our consultants as we start with a ‘clean slate’ and explore all reasonably viable options. Be sure to join us for one of our “Community Conversations” and parlor-style discussions scheduled over the next few months. We hope that you add your voice to the conversation.

Our organization is thriving thanks to the extensive planning, dedicated hard work and skilled management on the part of our lay leaders and professional staff. Together, we have accomplished so much already and we can now see the growth from the seeds we planted a few years ago.

If you have thought about connecting with us in some way, please feel comfortable to reach out to us. We are here for you and could use your help in whatever way you may want to give. Our volunteer team is vibrant and moving us forward in so many ways. Consider joining us—you are welcome and wanted here at The Towers.

Fondly,

Gustave Keach-Longo
Stepping Down But Not Saying Goodbye

Wow, three years have just flown by! I assumed the role as chair of The Towers board in October 2020, receiving the baton passed by outgoing chair Jackie Koral. At that time, we were deep in the challenges of managing Covid – weekly testing, masking, taking temperatures, delivering three meals a day to each resident, and trying to preserve the sense of community for our residents. I’m so glad those days are getting further and further in the past. It seems we define time by BC, DC, and AC – before, during, and after Covid.

We were, however, still able to accomplish some major initiatives. Acquiring our co-generator has brought us significant energy savings and helped us subsidize resident meals. We renegotiated our tax abatement agreement with the City of New Haven, resulting in more significant savings. We planned, secured funding and are well underway with our ground floor renovations – I am so excited to see this progress and can’t wait for this gorgeous new space to be opened! And we had some fun along the way too with the joyous groundbreaking for our garden and last summer’s carnival.

My service as board chair also gave me opportunities to get to know our resident leaders better and support Gus and his team in many smaller, less visible ways. I am honored to be part of this amazing community.

I want to thank my fellow board members for your energy and devotion to the work we do. You have certainly made my job easier and more enjoyable.

I will now be passing the leadership baton into the capable hands of Linda Cedarbaum. I have worked with Linda for many years, and I know she has the passion and skill to do a great job. I have been involved with The Towers for nearly 30 years – mostly as a board member, but also as a volunteer and family member of a resident. I will proudly always be a part of The Towers family.
Growing in Impact and Making a Difference

345 Volunteers Ages 9 – 105!

123 Volunteers are students

181 Volunteers are retirees

32 Programs led by volunteers

205 Bouquets created through our horticulture program

1,827 Dedicated one-on-one hours of service
10,148 Program participations
55 Unique programs offered to residents
4,066 Work orders completed
88,123 Meals served
43,998 Meals subsidized
981 Hours of free grant funded cleaning service hours delivered to residents in need
The Towers: A Place for Employees to Grow

The Towers has always been a wonderful community for people to live, but it has also offered work that is meaningful for our team members. Over the past five years, Glenn Gordon has been busy. We have made many strides as an organization and have strived to be an “employer of choice.”

Our advancements include fair and equitable systems to support all our team members. This includes a new detailed and comprehensive employee handbook that is continually revised to change with the organization. We made structural shifts in departments to reflect workflows better and ensured that each department has the resources necessary to successfully complete what it sets out to accomplish. We shifted away from contracted help.

Culturally, The Towers has become proactive across departments, delivering outstanding person-centered support services. Our front desk team provides excellent concierge style services to our residents and families, while our Resident Service Coordinators reach out to residents regularly, regardless of need.

The Towers team enjoys a culture of trust and collaboration that stems from thoughtful and deliberate systems to support our team, from consistent onboarding to the annual review process and professional leadership development.

I am so proud of our team. One of the joys of the role I play at The Towers is helping people grow.
—Gustave Keach-Longo, President/CEO

Years of Service Awards
15 Years of Service
Eugene Myers
Nicole Merritt
Segundo Melendez
Lisa Ferguson

20 Years of Service
Harry Frasier, In memoriam

25 Years of Service
Safira Kimbrough
Rebecca Olshansky

30 Years of Service
Karen Purvis
The Towers: Growing Spiritually Through Chaplaincy

Innovative Jewish programming has always been an important component of The Towers’ good work. From being the first CT organization to deliver the National Coalition on Aging’s Jewish Aging Mastery Program to providing Jewish education and kosher meal delivery services across Greater New Haven, Jewish programming is what makes The Towers so special.

We are pleased to announce our most recent Jewish programming initiative. We have begun our focus on offering chaplaincy services. One of four national recipients, we are delighted to have been awarded a grant from Brandeis University’s Chaplaincy Innovation Lab with support from the Charles Revson Foundation. The project will expand chaplaincy services to residents, families, and community members of The Towers. Staff member Sarah Moskowitz, Volunteer Coordinator and Spiritual Leader, will head this project over the course of the year with assistance from Ruthie Greenblatt and Resident Service Coordinator, Karen Purvis.

This project will help address loneliness and help families, residents, and community members with life transitions through Jewish lenses and those of other traditions as well. The support provided by this grant will enable The Towers to provide dedicated one-on-one and group hours of spiritual care. Sarah, Ruthie and Karen will attend year-long classes and seminars as they receive mentorship through this special program. We know there is need based on assessments and feedback from our Resident Service Coordinators, programming staff, and others who work with our population day to day. The Towers is thrilled to be able to better address the needs of our community and broader population in a holistic way.

Thanks to a generous Impact Grant from the Jewish Federation of Greater New Haven, The Towers is also delivering kosher Shabbat meals monthly to families in our area. Those families will also be eligible to participate and receive spiritual care through the Chaplaincy Innovation Lab / Revson Foundation grant.

Weaving spiritual wellness into our work is just one component of our Proactive Partner Model, which provides person-centered and evidence-based programming that is driven by outcomes and data. The Towers will track the impact of this work to understand its effect and how our programming evolves moving forward. The goal for this year’s work is to develop a new approach that will continue well beyond the life of the grant.

Vice President Jennifer Bayer explains that The Towers is “so thrilled and grateful to have received this funding from Brandeis University. This type of grant partnership and work has the ability to move our organization and community forward significantly. We are incredibly grateful, not only for the funding but also for the resources and education that will be provided throughout the life of the grant and beyond.”

For more information regarding volunteer opportunities at The Towers please contact Sarah Moskowitz, sarah@towerlane.org or (203) 772-1816, ext. 410. You can learn more about the Chaplaincy Innovation Lab at chaplaincyinnovation.org and the Charles Revson Foundation at revsonfoundation.org.
2023
Stacey Berg
LeadingAge CT Aging Service Award of Excellence
Ricardo Saldana
2023 CALA Outstanding Resident Service Award
Cindy Leffell, Board Chair
2023 LeadingAge CT Trustee of the Year Award

2022
The Towers
AJAS Jewish Programming Award
John Carter
CALA Outstanding Resident Service Award
Jeremy Perkins
LeadingAge CT Aging Service Award of Excellence

2021
Elyse Levine
LeadingAge CT Volunteer of the Year
The Towers
LeadingAge CT Spirit of Mission Award

2018
Gus Keach-Longo
Long Term Care Ombudsman Program
The Towers
CALA Media Award

2021
Programming/Volunteer Development at The Towers
CALA Best Practices Award for Managed Residential Services
The Towers
Nonprofit Stars Align Award for Sunspot Innovation

2019
Riva Sparks
LeadingAge CT Volunteer of the Year
Terri Rivers
LeadingAge CT Aging Service Award of Excellence
Kevin Baker
CALA Outstanding Resident Service Award
Housekeeping Department at The Towers
CALA Best Practices Award for Managed Residential Services

I am so proud of our dedicated and collaborative team. Working together and supporting one another, we have been able to accomplish so much in just five short years. It is our goal to lead by good example and to serve as a model for what is possible. Whether or not awards are won, every member of our team makes a difference.
—Gustave Keach-Longo, President/CEO
Honors and Awards

**Lifetime Achievement Award: Greater New Haven Holocaust Memory, Inc.**

New Haven honors victims of the Holocaust with a monument in the city’s Edgewood Park, located at the corner of Whalley Avenue and West Park Avenue, which was the country’s first Holocaust Memorial built on public land when it was dedicated in 1977. This memorial has been a lifetime project for Greater New Haven Holocaust Memory, Inc., run by dedicated and unwavering lay leaders, Doris Zelinsky, Fay Sheppard and Eric Epstein. Thanks to these outstanding leaders, our community has a meaningful place to gather, to reflect, to share education and to never forget the Shoah. For generations, the work of this committee has strengthened Greater New Haven. The Memorial has always been critically important to survivors who made The Towers home, along with their families. For their lasting imprint and legacy, The Towers recognizes Greater New Haven Holocaust Memory, Inc. for its outstanding contribution to our community.

**President’s Award: Gayle Slossberg**

In addition to being an accomplished attorney, State Senator and Hospital Administrator, who improved the lives of so many through her professional leadership, Gayle Slossberg has also been a dedicated and invaluable member of The Towers community. Through caring for her parents, Harold and Barbara, who lived at The Towers for a number of years, connected Gayle to our community. It has been our good luck and fortune to have an advocate, a hard-working and dedicated Board and Committee member in Gayle. Her contribution to The Towers will be felt for generations to come. Always willing to go above and beyond the call of duty, Gayle has been instrumental in moving our organization forward. Her strategic direction and leadership have made all the difference through our many large-scale projects.

It is befitting that Gayle now assumes the role of Jewish Federation CEO for Greater New Haven. We are honored that she will continue to lead in an expanded capacity.
Honors and Awards

2023 LeadingAge Connecticut Trustee of the Year Award: Cindy Leffell

We are so pleased and proud to announce that Cindy Leffell has been awarded the 2023 LeadingAge Connecticut Trustee of the Year Award. This prestigious recognition is presented to the trustee who has demonstrated excellence in governance practice and dedication to the non-profit mission. With nearly 30 dedicated years of service and involvement at The Towers, Cindy is most deserving and we could not be more grateful for her remarkable contributions to our organization and field of aging services. Cindy has worn many hats over the past 30 years including: family member and caregiver, volunteer, donor, program facilitator, committee and task force member, board member, executive committee member and Board Chair. Over these years Cindy has led, spearheaded and connected The Towers to partners and pathways to growth.
Make a Difference in Someone’s Life, and Your Own

Our volunteers build community. Our volunteers spread joy. Our volunteers educate. Our volunteers share their special talents, their time, their love and they make our community the wonderful place it is. Whether you enjoy spending quality time one-on-one, running a program or just lending a hand, there is always a way you can contribute to The Towers. We are stronger because of our generous volunteers.
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.

Emma Adams
Lames Abdelrahman
Dobi Abramowitz
Jeffry Adelman
Esther Adelstein
Nasreen Ahmed
Iyla Bhandary-Alexander
Delores Alleyne
Julie Annunziata
Therese Anovolave
Nia Antoine
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Joan Delmonico
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Yehudis Drizin
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Liliana Dumas
Leah Rivka Edelkopf
Judah Ellison
Nandini Erodula
Allan Esteron
Victor Fasano
Donna Fedus
Norman Feitelson
Henry Fernandez
Natasha Feshbach
Nancy Fliss
Samuel Florio
Tyler Ford
Seri Foti
Bonnye Frost
Leslie Flowers
Ruth B. Frohman
Charmaine Gagnon
Dee Galiette
Ian Ganassi
Jezzamie Garcia
Carol Garlick
Erin Gerardo
Emmanuel Gibson
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Claudia Golden
Barbara Goldhamer
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Gabriel Goodman
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Josh Hochman
Carol Hollander
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Sarah Hull
Jaylen Hunter
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The Towers Foundation Honor Roll

We Thank All Our Generous Donors • July 1, 2022 - June 30, 2023

$500,000 and Above
Harry and Jeanette Weinberg Foundation
State of Connecticut Housing Tax Credit Contribution Program/Eversource

Pillars
$75,000 - $499,999
Department of Homeland Security
Jewish Federation of Greater New Haven
Jewish Foundation of Greater New Haven

Philanthropic Partners
$30,000 - $74,999
Area Agency on Aging of South Central CT
Evelyn* and Saul Berger*

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Harry and Jeanette Weinberg Foundation
State of Connecticut Housing Tax Credit Contribution Program/Eversource

Brandeis University: Chaplaincy Innovation Lab
Community Foundation for Greater New Haven
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Commitment to Community (Kehila)
$10,000 - $29,999
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Rissa Mendlestein
Rita and Douglas Miller
Noah Milstein

Robert Moore
Sarah and Andrew Moskowitz
Sheila Mushin
Sandra Naclerio
Anita Nager
Ellen and William Nathanson
Eileen O’Donnell
Nancy and Marc Olins
Rebecca Goodman-Olshansky and Nicolas Olshansky
Barbara Pakula
Adrienne Palley
Brenda Poaletta
David Pap
Laura and David Pels
Stacey and Hap Perkins

Sydney Perry
Hinda Piscitelle
Joan Pite
Helen Polewoj
Cynthia Popoli
Maryann and Andrew Postman
Doris Kahn Preston
Sharon and Daniel Prober
Sally Prosky
Karen and Lee Purvis
Tracy Rabin
Charles Rabinowitz
Ilene and Steven Radin
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*Of blessed memory
Legacy Donors

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
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Charlene & Steven Wendell
Nathan Zeidenberg

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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Resident Legacy Donors
Residents who have generously donated their security deposits to ensure outstanding programming continues.

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Albert Zax

To learn more about this program, please contact Jennifer Bayer, Associate Vice President, Strategic Initiatives, at 203-772-1816, ext. 290 or jennifer@towerlane.org.
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
David A. Beckerman Family Fund for The Towers Foundation

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
Genevieve “Ginny” Nishball Endowment Fund for Horticulture
Gladys Godfried Memorial Garden Fund, Endowed by her husband Dr. Milton Godfried
Gordon Family Fund for the Benefit of The Towers
Jack Evans Endowment for the benefit of Tower One/Tower East
James M. Shure Fund for The Towers in Memory of Beverly Levy
Koral Family Fund for the Benefit of The Towers

Louise and Irwin Epstein Endowment Fund for The Towers
Nathan Sokoloff Fund, endowed by Heidi & Tracy Saxe, for the benefit of The Towers
Robert Katz Family Fund for The Benefit of the Towers*
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Tower One/Tower East Community One Event Fund
Tower One/Tower East Endowment Fund
Towers 50th Anniversary Endowment Fund
Towers Endowment in Honor of Evelyne Siegal
Towers Endowment in Honor of Fran Wallnau*
Towers Residents’ Association Fund in Honor of Hyla and Barry Vine*
Towers Fund in Honor of Vivian and “My Richard” Kantrow
Zelda Kroogman Fund for the Benefit of Tower One/Tower East

Endowments are managed by the Jewish Foundation of Greater New Haven. For more information, please contact Lisa Stanger at lstanger@jewishnewhaven.org.

*Designates funds that received gifts in the 2023 fiscal year
Create a Jewish Legacy

Our community lives each day informed by The Towers’ Jewish principles of inclusion, intention, commitment to community, human dignity, passing down values from generation to generation, improving the world, and joy. Through meticulously designed, evidence-based programs, we empower both our elderly residents and the broader community to lead measurably better lives. Sharing our expertise and programs, regardless of a recipient’s ability to pay, reflects our unwavering dedication to social justice that lies at the heart of our mission. Our legacy donors embody the spirit of caring community members who recognize the importance of ensuring the finest care for our elderly population today and for generations yet to come. They understand the interconnectedness of senior care with the well-being of families and the entire community. By leaving a legacy, your cherished values can transcend your lifetime, creating an enduring impact and creating connections with like-minded individuals. You become a vital thread woven into something larger—a legacy of support, unity, and community welfare.

A legacy gift is a deliberate act today that secures a brighter tomorrow. By leaving a bequest, you pave the way for The Towers to continue thriving and flourishing for years to come.

Establishing a legacy ensures:
- The continuation of life changing programs for future generations (e.g. Meal Sustainability, Evidence-Based Programs, Jewish Life, Volunteerism, etc.)
- The ongoing ability of The Towers to lead with innovation and progress
- The preservation and enhancement of a pivotal community asset that benefits all
- The opportunity for Jewish elders to uphold their beliefs and traditions

There are many ways to leave a legacy, including:
- A gift made through a Will or Trust
- A gift of Life Insurance as a named beneficiary
- A 401K or IRA Retirement Plan Designation beliefs and traditions
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Leaders in their fields collaborate with us
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