



Making Contributions with Stock as the Market *soars*



As the stock market forges ahead and increases in value for many investors, capital gains taxes loom on the horizon, but not if they make a charitable contribution with their appreciated stocks.

In 1998 Congress passed a law which allows donors to deduct the “full and fair market value” of the stock used for a contribution as a tax deduction. If you purchased stock which has increased in value over the years, there are no capital gains taxes on the increase if it is donated to a charitable entity. You can maximize your support to Menorah Park and eliminate capital gains taxes by donating stock that has appreciated in value as long as you’ve owned it for more than 12 months and you’ll receive a full tax deduction for the gift in the year it is made.

An example of this would be someone who purchased 200 shares of Intel for \$10 which is now trading at \$25. Rather than be taxed on the profit, the investor could make a contribution of the stock and receive a tax deduction on the

sale price. This is a true win-win situation since the donor’s initial investment was \$2,000 but they could start a \$5,000 donor-restricted fund using the sale of the stock.

If you want to make a gift using stock, please contact the Menorah Park Foundation BEFORE you sell the stock. We will give you contact information so you, or your broker, can transfer the stock to an existing Menorah Park Foundation account. Once the stock has been transferred into the account, it will be sold and you will receive a tax deduction for the full market value of the sale of the stock.

As the year draws to a close, and the stock market continues to rise for many stocks, consider making a year-end gift using stock.

Thank You to:

The Barbara and Bob Brenner Break-the-Fast Fund for sponsoring this meaningful event

Judy and Marvin Ritzenberg Flower Fund for the flowers which graced our synagogue and holiday tables

The Meisel Family Foundation for providing the wiring of Stone Gardens to make distance learning possible for the tenants

Carole & Chuck Rosenblatt for helping to fund the wiring at Menorah Park for the distance learning program

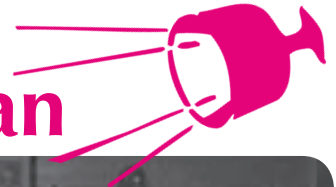
Ida Lichtiger for providing funding for Saturday Night Entertainment at The R.H. Myers Apartments

Menorah Park Makes Birthdays Real Celebrations



Whether your family member lives at Menorah Park, Stone Gardens, Wiggins Place or the R.H. Myers Apartments, why not consider sponsoring a birthday celebration right where they live? Family members can sponsor a Bagel Brunch, Ice Cream Social, Cabaret Lounge, High Tea, special entertainment, Happy Hour, special outing or a Pancake Breakfast in honor of their family member’s special occasion. Prices vary depending on the event and building and cost between \$150 - \$600. For more information on sponsoring a party, contact Carol Wolf at 216-839-6688.

Donor Spotlight: Richard & Barbara Schreibman



During the 25 years that Richard Schriebman has been on the Menorah Park board, he and his wife Barbara have been among the most generous donors Menorah Park has ever had. Whether it's been capital campaigns or improvements, planned gifts, new projects or donor funds, Richard and Barbara have always been among the first donors to step forward, usually without ever being asked.

One of their first gifts was a beautiful garden which has been enjoyed since 1992 by the residents living on Menorah Park's Friedman Pavilion. Donated by Richard and Barbara along with Richard's sister Marcia and brother Larry, in memory of their parents Alvin and Edith Schreibman, the garden has won accolades not only from residents and their families but also from local landscaping organizations and a national nursing home publication.



Richard and Barbara with all of their thirteen grandchildren

While many board and family members have established donor-restricted funds, the Schreibmans have not one, not two, but **three** donor funds in the Foundation. The first supports the maintenance of the Edith and Alvin B. & Alvin O. Schreibman Garden. The second provides funding for arts & crafts at Menorah Park in honor of their grandchildren, and the third sponsors weekly Oneg Shabbatot at Wiggins Place.

When a series of cracked stained glass windows which had originally been in the Jewish Orthodox Home on Lakeview were discovered, Richard and Barbara paid for the renovation of two in honor of their 36th anniversary.

They have also been extremely generous to every one of Menorah Park's capital campaigns starting with the 1982 building expansion all the way through to Wiggins Place. Without their gifts there wouldn't be a reception office in the

Mandel Adult Day Center, a corridor connecting Menorah Park to the Weinberg Pavilion, or the front entrance seating at Wiggins Place!

Because Richard and Barbara were enthused with the idea of Menorah Park's Teen Philanthropy Board, they have been loyal donors to it, making several generous contributions that have enabled the teens to allocate additional funds.

A number of years ago when Menorah Park began talking to donors about the advantage of purchasing life insurance in the Center's name, Richard did so. That policy will provide handsomely many years from now.

Planned gifts, lifetime gifts, capital gifts and most importantly, gifts that coincide with their family's values, have made Richard and Barbara Schreibman wonderful and valued friends of Menorah Park.

Foundation to accept credit cards

In response to requests from donors, the Foundation will begin accepting contributions over \$50 using credit cards effective immediately. In the past we have shied away from accepting credit cards because of the costs incurred and because of the connotation of turning philanthropy into a "business". Nevertheless, times change and so do we.

Credit cards were first accepted with this year's annual campaign. Though only 7% of the gifts were made using credit cards, it is clear that those donors appreciated it. Another consideration is the growing number of donors from outside of the Cleveland area who simply aren't in the building on a regular basis. Though you can always mail in a check, we know that donors will appreciate the convenience of calling in their donations.

All major credit cards will be accepted.

How Can my Name be on the Back Wall?

This is a question we hear weekly, if not several times a week. The wall people are referring to is the large donor recognition wall located in that popular meeting space, “the back lobby”, behind the fish tank at Menorah Park.

The “Builders of our Future” wall was designed by Arius Tiles in Santa Fe, New Mexico. It recognizes the men, women and families who have made unrestricted gifts or bequests exceeding \$5,000 to the former Menorah Park Endowment Fund or the Menorah Park Foundation, or who established a donor restricted fund. Gifts to capital campaigns, building additions or renovations are not included on the wall.



When the wall made its debut in 1995, it had eighty 8” square tiles, which have the names of the donors, and sixty 4x8 tiles for the names of 120 donor funds. Fortunately, the wall quickly



began to fill up and another row of thirty 4x8 tiles for 60 new funds was added. Now we have the fortunate problem of being out of space again! A new addition is being designed which will be placed to the right of the original wall.

The configuration of names on the wall is what puzzles many potential donors. Here’s how it works.

The large 8” tiles are for the donors names. The larger the gift, the fewer names appear on each tile.

- If a gift is between \$5,000 - \$9,999 the donor shares a plaque with five other people and there are six names on a plaque.
- If the gift is between \$10,000 - \$24,999, there are five names on a plaque.
- If the gift is between \$25,000 - \$49,999, there are four names on a plaque.
- If the gift is between \$50,000 - \$99,999, there are three names on a plaque.
- If the gift is between \$100,000 - \$249,999 there are two names on a plaque.
- Donors whose gifts are between \$250,000 - \$499,999 are on a plaque alone.
- Donors whose gifts are between \$500,000 - \$999,999 share two plaques with one other person.
- Donors whose gifts are in excess of \$1 million receive their name spelled out over two plaques.

Donor funds, which are started with a minimum of \$5,000, share a 4”x8” plaque.

If donors make additional gifts over time, their names can appear more than once.

It is important to note that people who name Menorah Park in their wills receive attribution at the time the gift is made.

In most cases, donors who establish a donor-restricted fund have their name on a plaque and the name of their fund on a larger plaque.

For more information on having your name, your family’s name or the name(s) of a loved one inscribed on the wall, please contact Barbara Gross.

*The Menorah Park Foundation, a Supporting Organization of Menorah Park Center for Senior Living
Edwin Z. Singer, President • Barbara Gross, Director • Carol Wolf, Assistant Director • 216-595-7324*

Donor Funds provides Staff Awards

Thanks to a variety of Donor-Restricted funds, a number of staff members received special recognition at Menorah Park's annual awards banquet held on September 19.

The *Florence Azoff Wish Professional Service Award*

was presented to Linda Capwill, the nursing coordinator on the Beachwood Pavilion, by Florence Wish (left).



The *Melvin Sacks Award* which recognizes a nursing assistant who has provided exemplary care to residents with dementia was presented to Barbara Enoch.



The *Tillie Gutterman Distinguished Employee of the Year Award* was presented to Mary Eiland White, a housekeeper at The R.H. Myers Apartments by Stewart Collins.

Ross Wilkof presented the *Blanche Gordon Employee of the Year Award* to Sandra Bell, a resident associate at Stone Gardens.



The *Spector-Garber Award*, which helps nursing assistants become professional nurses, was presented to Latoya Wolford (right) and Lesent Ambersley (left) by Denise Trun, Menorah Park's Director of Nursing.

The *Milton W. Paley Award* for the annual Employee of the Year was awarded to Ruth Plautz (center), Director of Rehabilitation shown with Sue Paley Weaver (left) and Ethel Paley (right).



*Star light, star bright,
for all the stars we see tonight,
we wish we may, we wish we
might, have the wishes we wish
tonight!!*

Menorah Park

- New playground surface for FUNdamentals Children's Center - \$4,500
- Additional Donor-Restricted funds to provide necessities for residents subsidized by Medicaid - \$5,000 minimum
- Sponsors for Bagel Bruches & Pancake Breakfasts - \$550

The R.H. Myers Apartments

- Audible floor announcement system for the elevators for low vision tenants - \$9,800
- Hot dog push cart for special events - \$2,700
- Casino Night donor-restricted fund - \$10,000
- A donor restricted fund to provide massages on tenants birthdays - \$7,500

Wiggins Place

- A donor restricted fund to provide snacks for Happy Hour - \$5,000
- Magazine subscriptions for the library - prices vary
- A donor restricted fund to provide activities for the Men's Club - \$5,000 minimum

Stone Gardens

- Renovation of the Beauty Salon (with naming rights) - \$20,000
- A donor restricted fund for arts & crafts supplies - \$5,000
- A donor restricted fund for BINGO prizes, snacks, equipment - \$5,000

Campus-wide

- Funding for Distance Learning programs \$1000 +
- Unopened bottles of liquor and/or kosher wine for Happy Hours

Family members to remember Menorah Park in their wills and estate plans