

Privacy

Dignity

Empowerment

Choice

Home

Spontaneity

Community

Companionship

Peace of Mind



Leading the way to  
the next generation of

*caring*

↓  
*caring*

It is a value as deeply rooted in Levindale's mission as Levindale is rooted in the Baltimore Jewish community.



**The Campaign for Levindale**

## A tradition of *caring*

**B**altimore, 1890. The Jewish population was 24,000. Baltimore Hebrew Congregation became the first synagogue to move “uptown,” and Levindale—then known as the Hebrew Friendly Inn—began providing housing to new immigrants. It was not until 1927 that the Inn changed its name to Levindale, in honor of Louis H. Levin, an executive director of the Associated Jewish Charities.

The name change was accompanied by a new mission: caring for frail Jewish elderly. So beautifully did Levindale achieve that mission that it became a fixture in the Baltimore Jewish community and in the hearts of those who lived there. For more than a century, families have counted on Levindale to provide their older loved ones with the very best medical and nursing care and—equally important—to envelop them in a cloak of compassion woven from Jewish faith, traditions and values.

Today, Levindale is part of LifeBridge Health, the largest and most comprehensive, highly respected provider of health-related services to the people of northwest Baltimore. Sinai Hospital, with its exceptional acute care services, is adjacent to Levindale, a tremendous advantage to our residents.

A decade ago, Levindale became the first facility of its kind in Maryland to implement the Eden Alternative model, designed to combat the plagues of loneliness, helplessness and boredom from residents’ lives. The Eden Alternative is predicated on the belief that companionship, empowerment, spontaneity and opportunities to take care of other living things can succeed where medications and therapies often fail. No wonder, then, that Levindale is such a vibrant place, brimming with plants and animals and the laughter of children of all ages who visit regularly.

*Right now, Levindale is poised to take the Eden Alternative model to the next level by building an innovative facility that will set the new standard for excellence in elder care. LifeBridge Health is providing \$12 million in equity and bond-financing. The remaining \$20 million will be raised from a capital campaign—the first ever in Levindale’s history.*



Your support is a gift to Baltimore’s Jewish community and an investment in the future of caring.



## The new vision of *caring*

Levindale's new residence will prove that people *can* go home again. You won't find a trace of the institutional signposts so evident in traditional nursing homes and assisted living facilities. Instead, you'll be struck by a warm and caring ambiance that says, "Here is a place seniors can live as they choose, with the privacy and dignity they so richly deserve."

Spacious yet intimate, the three-story building will have two households on every floor. Each household will have:

- ❖ Fourteen private bedrooms, with full, private showers and bathrooms, individual temperature controls and lots of space for personal touches.
- ❖ A country kitchen with family-style Kosher cooking and dining.
- ❖ A den for reading, music and watching television.
- ❖ A cozy hearth area perfect for kibitzing.
- ❖ Built-in safety features throughout.
- ❖ Staff specially trained to support neighborhood care.

The residential milieu will be inviting, the furniture will be comfortable. Rooms will be flooded with natural light. Floor plans have been specially

designed to make the households accessible and easy to navigate.

The building will be smart and green, too. Only cost-effective, high-efficiency fixtures and technology will be used.

When it's time for a change of pace, residents can visit the town center, conveniently located right in the building. An ideal place for residents to spend time and visit with family, the town center will feature:

- ❖ A Jewish-themed museum.
- ❖ A synagogue.
- ❖ A gift shop.
- ❖ A café.
- ❖ A barbershop and beauty salon.
- ❖ Sitting areas, a fireplace, a grand piano and computer portals.
- ❖ Gardens, courtyards, patios and a playground.

Ideally suited to Levindale's campus, where horizontal real estate is in short supply, this environmentally sensitive project has been designed by Hord Coplan Macht, Inc. and will be built by Whiting Turner Construction Company.

*A variety of notable naming opportunities are available.*



Infuse new life into the experience of aging by supporting Levindale.



## The impact of *caring*

**F**rom the ground up, our new building will enhance the quality of life for our seniors and nurture their continuing growth and development.

**More choices.** Residents will sleep, eat and participate in activities when they choose, instead of being governed by an institutional clock.

**Less isolation.** Efficient design will make it easier for residents to ambulate through the households and town center. They can socialize with their neighbors and participate in activities more frequently, and they can spend a lot of quality time with their caregivers.

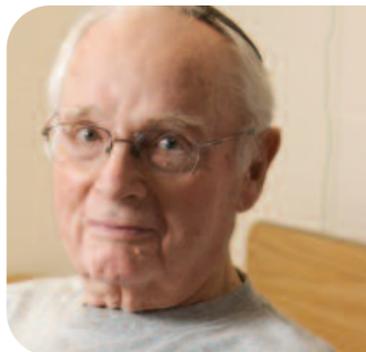
**Greater dignity and privacy.** New staffing patterns and private bathrooms will enhance caregivers' efficiency and offer residents added dignity. Single rooms will allow residents the luxury of privacy.

**Cultural comfort.** A Jewish environment with kosher food, a synagogue, and communal gatherings honors residents' ties to tradition and enhances their sense of familiarity.

**Improved health and safety.** The frequency of injuries, falls and hospital stays will be reduced by built-in safety measures. An increase in staffing means that even the smallest changes in residents' emotional and physical states can be recognized and addressed quickly.

**Consistency.** People who work in a state-of-the-art facility are happier in their jobs. Less staff turnover means more familiarity and less changes in routine for residents.

**Peace of mind.** Families will feel more relaxed visiting in a home-like setting. The warm and friendly atmosphere will inspire confidence that their loved ones are receiving the best medical, emotional and personal care possible.



Please join us in building for the next generation of caring.

# Our *caring* shows



**“I was very hesitant** about putting my husband in a nursing home, but every nurse, doctor, therapist and aide goes out of the way to make William and our family comfortable. From head to toe, William is getting better care and more attention than I could have ever given him. I thank your magnificent staff for its skill and compassion.”

—ROSERMA COHEN, *wife of resident William Cohen*

**“When I first moved here,** I missed having a cat, and one of the staff members got me a gray and white alley cat, just like I wanted. It made me feel right at home. I like the nursing staff, too. I’m a former RN, so I know what I’m talking about when I say that the nurses are excellent. They are conscious of my privacy and they make me laugh.”

—SHEILA TOHN, *resident*

**“Levindale is a team effort.** The front desk people are smiling and pleasant. Nurses and aides constantly pop in to see my mother. They laugh and joke with her and make sure she has a very good quality of life. I know she is getting good care, so I always leave my visits with her feeling relaxed.

—JOSH LEWIS, *son of Beatrice Ciener*

**“I have worked at Levindale** since 1991. Each resident is important to me, and I love getting to know them. We’re family.”

—ELAINE WILLIAMS, *nursing assistant*

*Show that you care, too, by supporting  
The Campaign for Levindale.*



**LEVINDALE**

*a LifeBridge Health center*

**Department of Development**  
2401 West Belevedere Avenue  
Baltimore, Maryland 21215  
410-601-4438

*Levindale is a constituent agency of  
THE ASSOCIATED: Jewish Community  
Federation of Baltimore.*