



**BESS AND MOE  
GREENBERG FAMILY  
HILLEL LODGE  
LONG-TERM CARE  
FOUNDATION**

# 2020 Annual Report





Photos: Ben Welland, Byfield-Pitman Photography

# At Hillel Lodge, Every Day Brings a Blessing

You are part of a special group of people. You recognize and hold dear the wisdom and life experience of those who have come before us. You understand the critical role we play in their care and comfort.

This annual report marks an important year for us. Hillel Lodge and the Hillel Lodge Foundation are proud to report back to you on our collective impact, the accomplishments of our Auxiliary and other successful fundraisers, along with personal stories of our beloved residents. And there is no better year to have done this.

The pandemic has not just brought us closer together as an organization, but it's brought us closer together as a community. While we've faced many challenges, we've also experienced resilience, connectedness, and hope.

In the coming pages, you'll read stories that cover the past, present and future of Hillel Lodge. They are stories of love and loss, generosity and compassion, and the blessings that surround us each and every day here at the Lodge.

The huge smile on a resident's face as their granddaughter comes into focus on the Zoom call that's been arranged by one of our caregivers.

The pure love in the eyes of a husband as he gazes at his wife. Both residents, they've been together for 80 years.

The giggles in the air as a physiotherapist works with a cheeky resident, smiles on both their faces.

The caring and patient approach of the staff person who takes their time during our feeding program to ensure that a resident is getting a healthy and nutritious meal.

## Please, join us on our journey ...



From left to right: James Farrow, President, Hillel Lodge Board of Directors; Mitch Miller, Executive Director, Hillel Lodge LTC Foundation; Ted Cohen, Chief Executive Officer, Hillel Lodge; and, Adam Cantor, President and Chair, Hillel Lodge LTC Foundation Board of Directors.



Do you have your own Hillel Lodge story to share? Please let us know by contacting Mitch Miller [here](#).



# The Hillel Lodge Journey: Past, Present and Future

For many of us, Hillel Lodge is so much more than a moment in time. Instead, it's a part of our family and our legacy. It's the place where we visited our grandparents. And then it became the place where our parents spent their last years. Perhaps, one day, we will also live there. And so on through the generations.



The “original” Hillel Lodge. 

And just like a family, the paint colours, decorations, even the building itself might change over time, but the values and traditions do not.

When Hillel Lodge officially opened at 125 Wurtemberg Street way back in 1965, it had only 29 beds. And while it's certainly grown since then, it's remained true to its values and committed to the love of family and community.

The keystone of the Lodge's **mission statement** is to provide compassionate long-term care that empowers residents to lead full and engaged lives in a welcoming Jewish environment.

**Our vision** is to continually strive to be at the forefront of person-centred long-term care.

Based on our guiding principles as well as the Torah commandment to honour thy father and mother, **our residents are the focus of our attention and ongoing efforts.**

## Those are things that will never change.

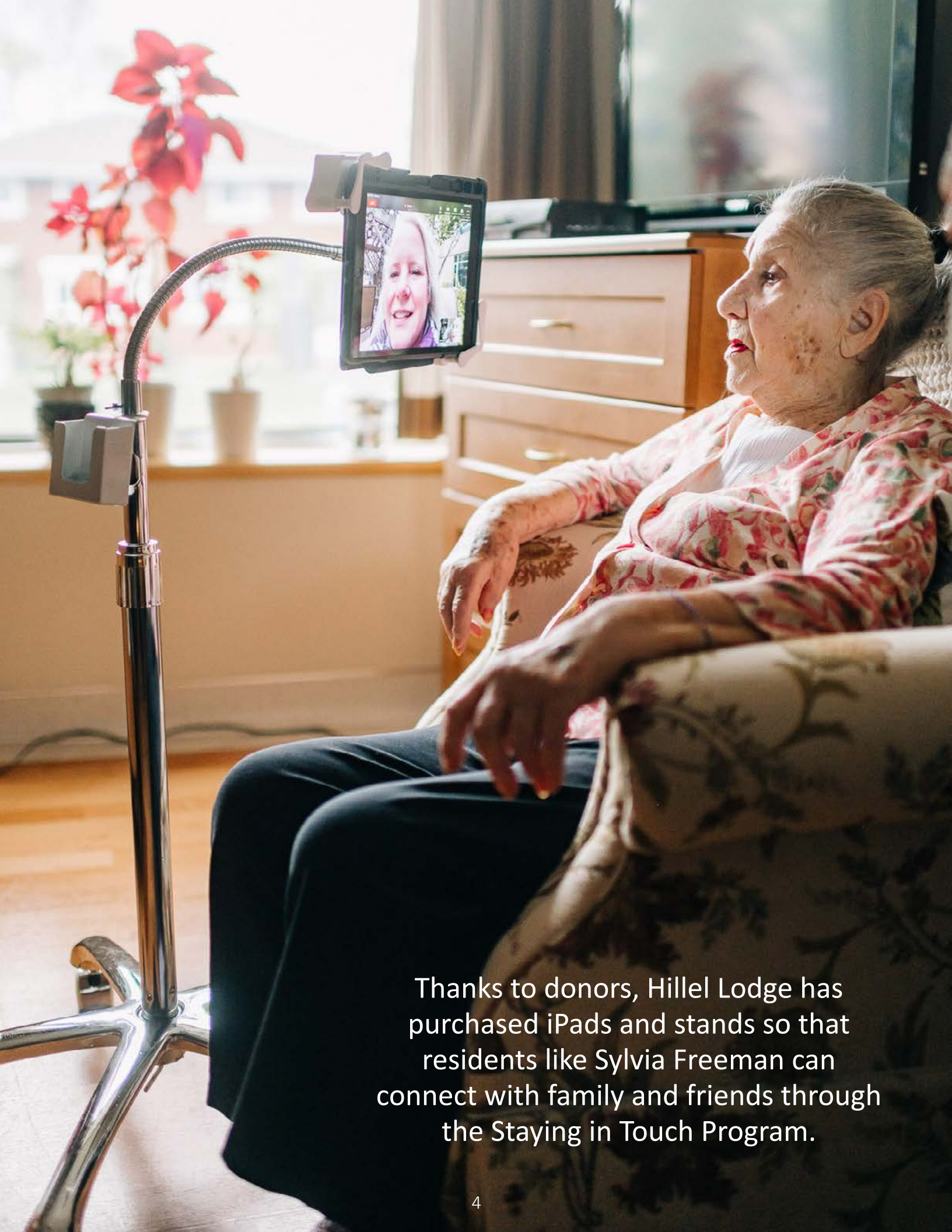


Are you interested in learning  
more about Hillel Lodge's story?  
[Click here.](#)









Thanks to donors, Hillel Lodge has purchased iPads and stands so that residents like Sylvia Freeman can connect with family and friends through the Staying in Touch Program.





Photo: Issie Scarowsky • Auxiliary Tea, 2019

## Auxiliary of Hillel Lodge

Arguably, the Auxiliary is our most dedicated volunteer group and its members work hard year-round to raise much needed funds for the Lodge. What you may not know about the Auxiliary is that it started at the same time as Hillel Lodge. Way back in 1965, founding president, Helen Beilis, set out to establish a committed group of volunteers who would (and still do) donate their time to enhance the quality of life for Lodge residents.

For more than 55 years, this energetic group has helped celebrate holidays such as Sukkot, Chanukah and Purim with residents. They make Mother's Day and Father's Day extra special, maintain aquariums throughout the Lodge to help beautify the public spaces, support many of the residents' recreation programs and do so much more.

During the pandemic, the Auxiliary's Annual Telethon and Tea Fundraisers have continued to occur virtually, and the focus has been on raising funds for the Staying in Touch Program.



To learn more or get involved in the Auxiliary's fundraising efforts, [click here.](#)



A year like no other —  
a global pandemic  
could not have  
been predicted.



Hillel Lodge is proudly supported by the Hillel Lodge LTC Foundation, The Auxiliary of Hillel Lodge,  
The Jewish Federation of Ottawa and the Ottawa Jewish Community Foundation





## Morag Burch, Director of Care: A Year Like No Other

Over the 40 years that Morag Burch has been with Hillel Lodge, she's seen many things, but a global pandemic isn't something she could have predicted.

Throughout the pandemic, our primary concern has been the health and safety of our residents.

With thanks to community donations, we hired more personal support workers, greatly enhanced our deep cleaning and sanitization efforts, put gathering restrictions into place, and have carefully followed government guidelines. With assistance from community donors, Hillel Lodge was able to maintain a full complement of caring staff with appropriate PPE.

Morag and her team handled all of these changes quickly and efficiently, and we're proud to report that Hillel Lodge has managed the pandemic very well with as minimal impact on residents as possible.

If you were to come to visit Hillel today, you'd be welcomed (distantly) at our front door, and be led through a detailed health questionnaire. No matter what your reason for entering (even if you're a staff member), you are directed to a rapid testing centre just inside the front door (down a marked pathway). There you receive a test. You then wait 15 minutes for your test result before you're able to go about your business.

These days, with summer around the corner, outdoor visitors are welcome after passing a set of screening questions. In those cases a COVID-19 test isn't required.

The pandemic has been difficult for our residents. The Lodge has worked hard to ensure that they are able to maintain important connections with their loved ones and with each other.

While Hillel Lodge hasn't been entirely untouched – we've had a few very isolated outbreaks – it's with thanks to Morag and her team that COVID-19 has had a minor impact.

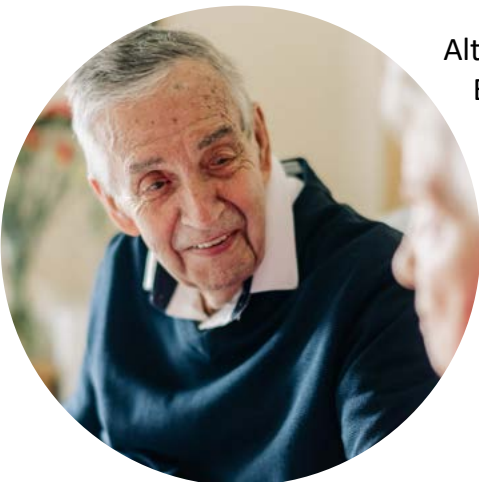




## Don and Elaine Whittemore: The Ultimate Love Story

Inseparable since the day they met at Lisgar Collegiate, Don and Elaine are celebrating 80 years together this year. That's 80 years of love, respect and caring – way beyond what most of us will ever find in our lifetimes.

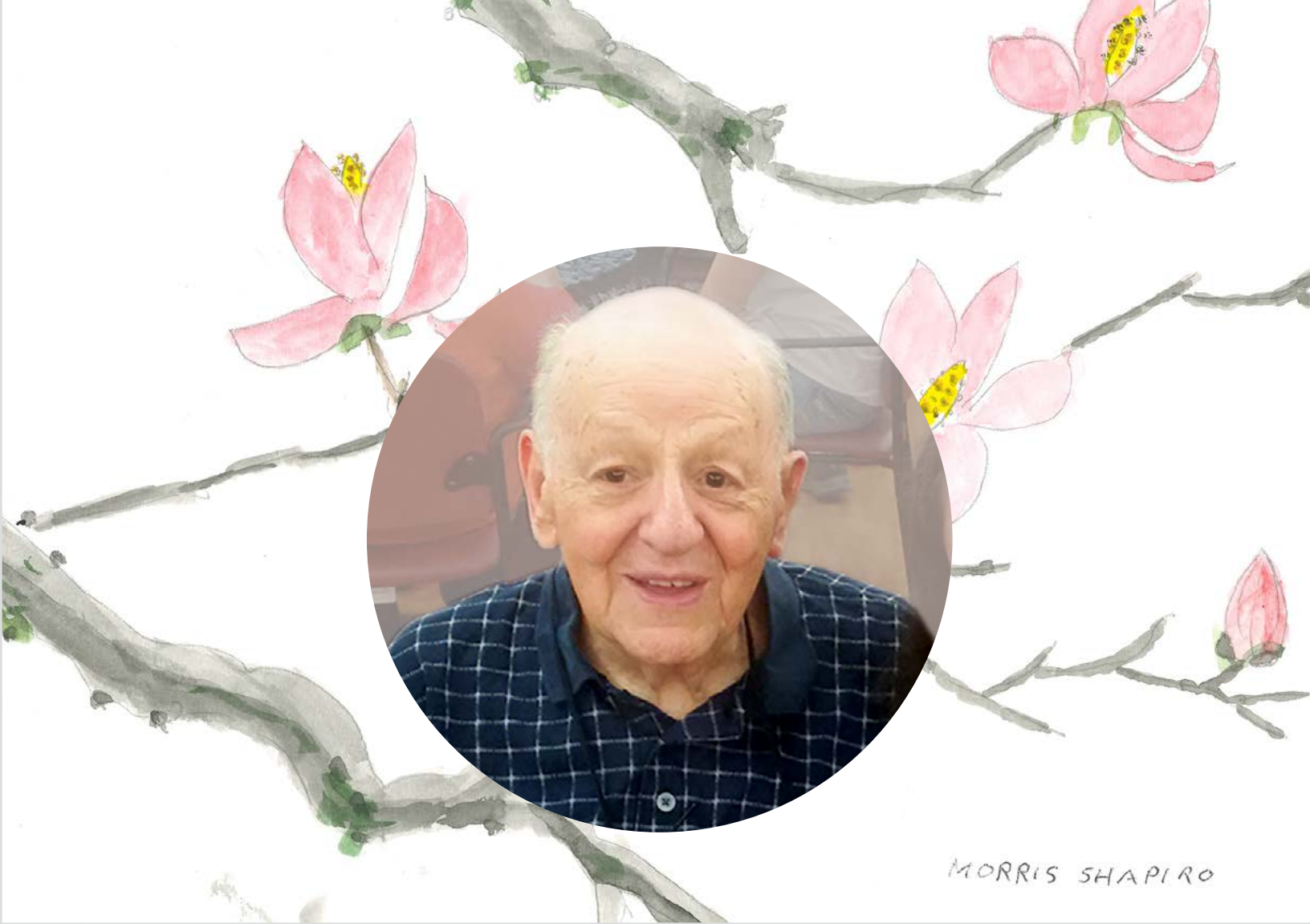
Elaine joined us as a resident at Hillel Lodge almost five years ago when Don and their daughter, Amanda, were no longer able to manage her Alzheimer's at home. Earlier this year, space opened at Hillel Lodge, and Don became a resident, too. Finally, he and Elaine were together again.



Although they're a few floors apart, Don spends time every day holding Elaine's hand, whispering in her ear, and telling her how beautiful she is. If you look in his eyes as he gazes at her, you'll recognize awe and adoration. It's still there, 80 years after they met.

Don and Elaine's daughter, Amanda, describes giving back to Hillel Lodge as a concrete gesture that demonstrates the family's gratitude for the safe and caring environment provided to her beloved parents. Every day she and her siblings think of the staff and thank them for their efforts in providing care and safety to all residents of the Lodge.





## Remembering Morris Shapiro z”l

1923-2020

It’s rare to meet someone as kind as Morris Shapiro was. He was always in a good mood and with a warm smile on his face, he was one of the most liked residents at the Lodge before his passing in November.

Whether painting, playing cards, or entertaining those around him, Morris was an active participant in Hillel life as well as the life of the community. Rather than simply participate in his physio appointments, he would carefully track his mileage on the stationary bicycle and add it up over the days and weeks and months of the years to raise money for Biking for Bubbies. In total, over 12 years, he raised over \$18,000 to help the Lodge.

We mourn the loss of every resident who passed in 2020. May their memories be a blessing.





Photos this page: Issie Scarowsky • Biking for Bubbies, 2019

## Through Rain, Shine, or a Pandemic, we are Biking for Bubbies

In the 13 years since Joel Diener came up with the idea for the very first Biking for Bubbies event, he's come to realize that it's never been about the journey. Sure, it's fun to get together with friends and family and head off on a bike ride, but the real joy comes making a difference in the quality of life for all the bubbies and zaidies at Hillel Lodge.

But this past year, that desire to make a difference took on a new urgency. With the pandemic the focus became on making our residents safe. That's why money raised has gone toward the Feeding Assistance Program and the Staying in Touch Program.

"Whether you're a Bubby or a Zaide, whether you're going to be a Bubby or a Zaide, or have a Bubby or Zaide, we all may need this place one day. They've done an amazing job during the pandemic, and we need to give generously to keep the fabulous quality of life that they offer."



To learn more about the 2021 Biking for Bubbies event, [click here](#).

Are you interested in being a corporate sponsor? [Click here](#).



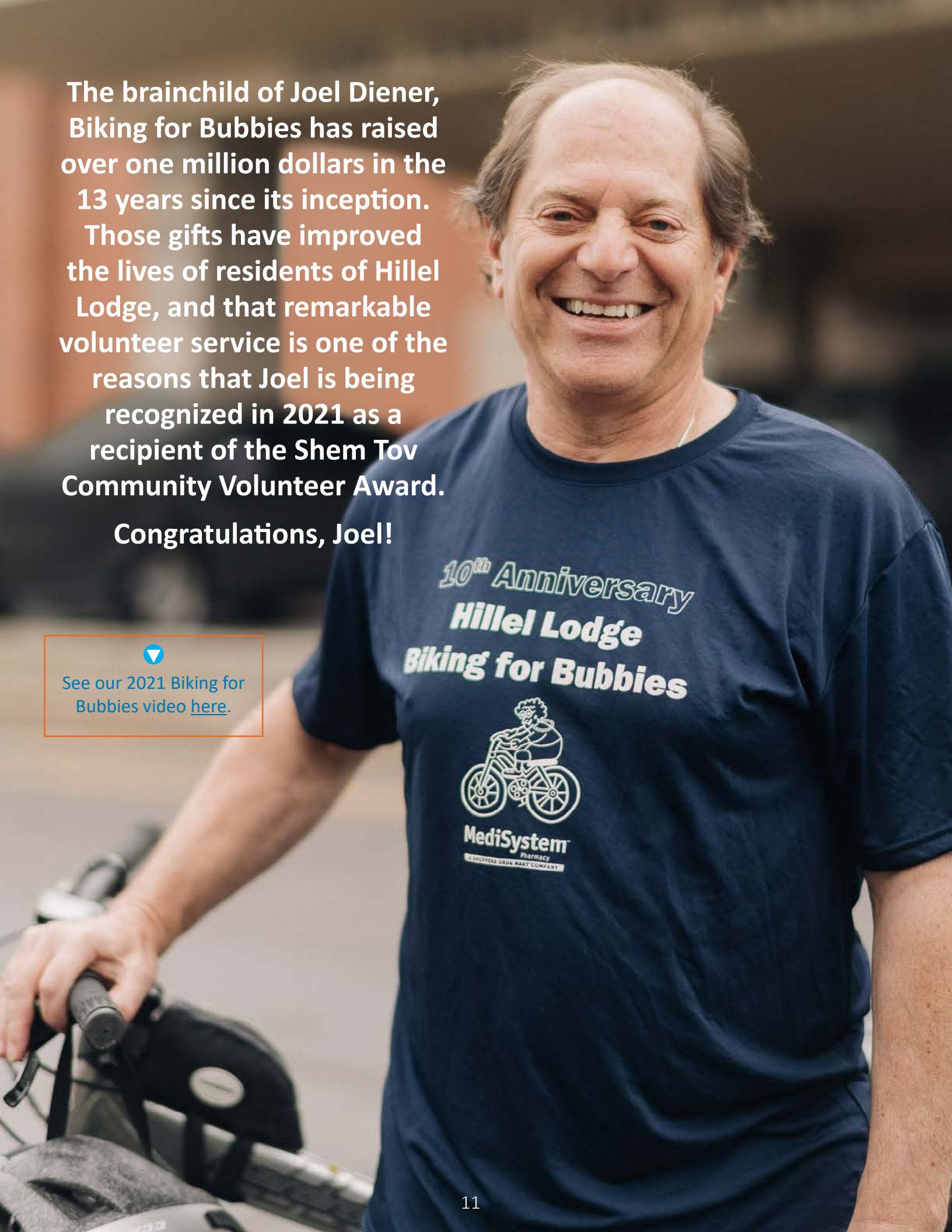
The brainchild of Joel Diener, Biking for Bubbies has raised over one million dollars in the 13 years since its inception.

Those gifts have improved the lives of residents of Hillel Lodge, and that remarkable volunteer service is one of the reasons that Joel is being recognized in 2021 as a recipient of the Shem Tov Community Volunteer Award.

**Congratulations, Joel!**

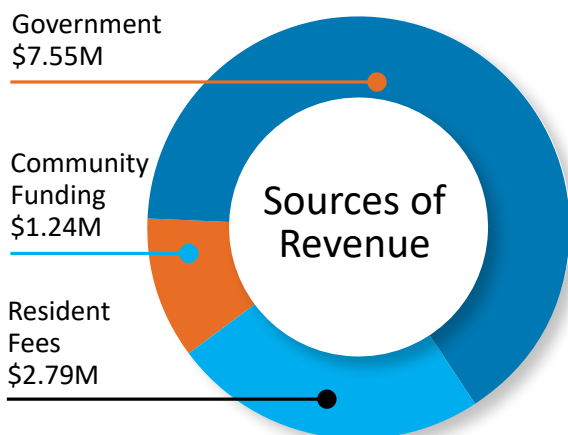


See our 2021 Biking for Bubbies video [here](#).

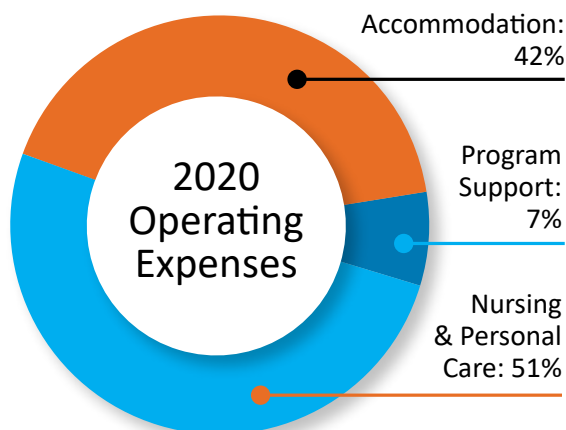


# FINANCIAL STATEMENTS

At the Bess and Moe Greenberg Family Hillel Lodge, we are firmly committed to being accountable and good stewards of funds entrusted to us. We consider the management of those resources a duty, and we use them wisely and effectively.



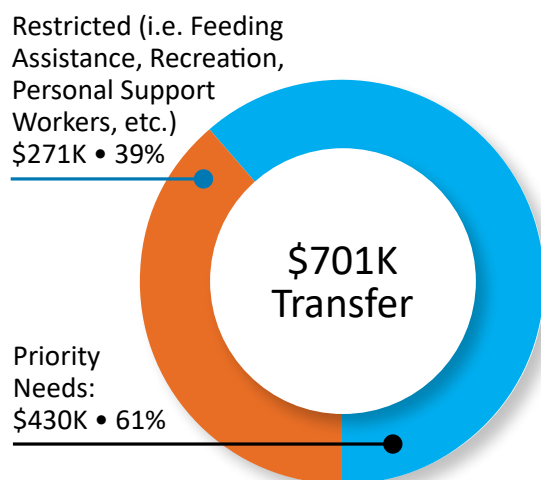
THE BESS AND MOE GREENBERG FAMILY  
**Hillel Lodge**  
THE JOSEPH AND INEZ ZELIKOVITZ  
LONG TERM CARE CENTRE



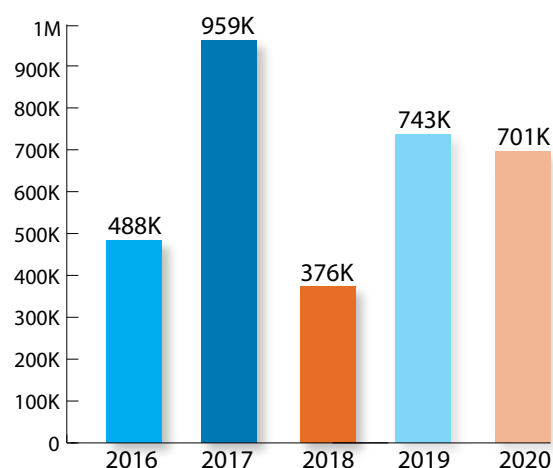
Community funding is your support. You ensured that residents were provided with a higher level of care. You put smiles on their faces and made a positive difference in their lives. Thank you!

Visit the Hillel Lodge website for [2020 Financial Statements](#).

Here at the Foundation, we recognize that you are not giving to us. Instead, you're giving through us to make a difference in the lives of those in our care, both now and in the future.



 **Hillel Lodge**  
LONG-TERM CARE FOUNDATION



Funds transferred from the LTC Foundation to the Lodge in 2020.

Funds transferred from the LTC Foundation to the Lodge over the last 5 years.

Your investments in our endowment fund portfolio – a fund that will live on in perpetuity – continue to flourish under our careful management. Thank you for your trust.

**Thank you to our Donors and Endowment Fund holders.**

Visit the Foundation website for a list of [Endowment Funds](#).

Visit the Foundation website for [2020 Financial Statements](#).



## Ted Cohen: Looking to the Future

Over the next 20 years, the number of seniors in Ontario will double, and that shift has been underway for several years. At the same time, the demands on our healthcare system are at an all-time high – something that's become painfully obvious when it comes to long-term care over the past year.

Like others in the sector, Hillel Lodge is experiencing pressure, but we're in a stronger position than most. With the outstanding support of you, our Hillel Lodge family, we are ahead of the game and have a plan in place to be future-ready.

Together, our staff, boards,  
residents, families, and  
community leaders are focused on a  
firmly person-centred future.

What does that mean, exactly?

Essentially, it means that rather than adopting a universal care approach for all of our residents (essentially a cookie-cutter approach), we will continue to strive towards a custom care approach for each resident of the Lodge.

Let me give you an example of what we'd like that to look like in the future. Let's say that you are someone whose internal clock has you waking up at 9:30 am, and your preference is to grab a coffee and sit in bed reading the newspaper for an hour before then getting up to have a light breakfast with friends. You then get some exercise, then enjoy your favourite activity before sitting down for a late lunch.

A person-centred care approach would accommodate your schedule. A more 'typical' care approach would have you joining every other resident for a scheduled dining room breakfast at 8:00 am and a planned dining room lunch at 11:30 am.

Of course, there's a lot more to it. This approach will build onto the Lodge's dedication to meeting the needs of each and every resident. Over the coming years, we'll be working with leading experts as we implement new services, care options and activities that respond to a broader variety of interests and capabilities.

**At the end of the day, our goal is to bring great joy, greater wellbeing, the best quality of life to everyone in our care.**



# Honour Thy Father and Thy Mother

Be remembered  
forever with a  
gift in your Will to  
the Hillel Lodge  
LTC Foundation.

Photo: Issie Scarowsky



THE BESS AND MOE GREENBERG FAMILY

**Hillel Lodge**

THE JOSEPH AND INEZ ZELIKOVITZ  
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