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Growing for Tomorrow

Campaign for Greenwood House



Left to right: Campaign Co-Chair Marissa Treu, GH President, Sheryl Punia, Campaign Co-Chair Jeff Perlman

Taking care of our community's seniors

For 70+ years Greenwood House has set the standard for senior care, providing long-term care, assisted living, meals on wheels, hospice, and homecare services to community members. The heart of Greenwood House, the Robert and Natalie Marcus Home for the Jewish Aged (Marcus Home) in Ewing, NJ is home to 137 residents ages 63 to 102.

The *Growing for Tomorrow Campaign* is a special gifts effort to raise \$6 million for an interior refurbishment of the Marcus Home and the purchase of land for a future Greenwood House campus.

Campaign co-chairs, Marissa Treu and Jeff Perlman, both of Princeton, are excited about this endeavor.

"When my father was a resident at the Marcus Home I quickly realized what a treasure this home is to our community," said Marissa. *"As a board member, I am passionate about maintaining the quality services we provide."*

"We serve hundreds of residents and their families every year, and like most homes, the wear and tear is starting to show. This campaign will enable us to give the best care and services to today's residents in a warm and homelike setting."

"I believe it is a measure of a community of how well we care for our elders," Marissa added, "and it is our responsibility to support a home that has supported so many of our loved ones over the years."

"The Marcus Home is one of the last sectarian Jewish homes in the country and we are uniquely qualified to provide for the physical and spiritual needs of Jewish elderly," said Co-Chair Jeff Perlman. "It is important that we serve those in need today and plan for the needs of tomorrow's seniors. *It is up to our local Jewish community to ensure that Greenwood House is here to serve future generations.*"

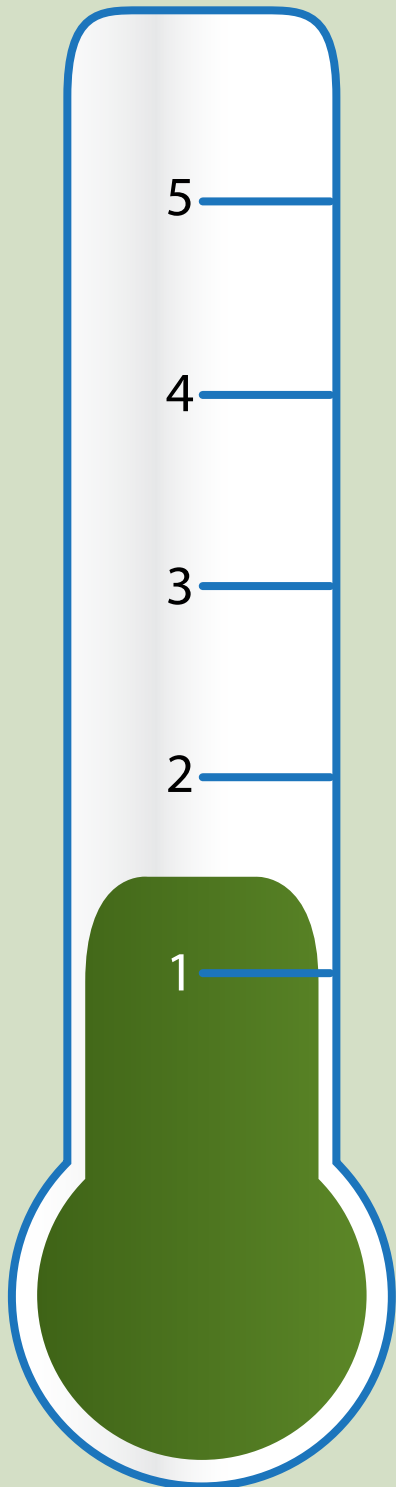


Campaign Goal

Goal \$6 million

Raised to date \$1.5 million

Thank You!



GREENWOOD HOUSE

Donor Listing

\$500,000

Mr. Leonard Punia
Bequest of Mrs. Renee Denmark Punia

\$50,000 - \$100,000

Mr. & Mrs. Conrad Druker
Mr. & Mrs. Howard Henschel
The Litowitz Family
The Litowitz Foundation
Sharon & Jeff Perlman
Mr. & Mrs. Joseph Punia
Marissa & Jesse Treu

\$25,000 - \$49,999

Mr. & Mrs. Adolf Herst
Mr. & Mrs. Herb Horowitz
Joan Knapp Marks
Knapp & Associates
International, Inc.
Helene Plapinger
Leslie Skolnick
Mr. Mitchel Skolnick
Mr. Sydney Rosenthal
Mr. & Mrs. Mark Tobias
Mr. & Mrs. William Warren

\$10,000 - \$24,999

Borden Perlman Insurance Agency
Mr. & Mrs. Ronald Litowitz
Judy & Donald Millner
Robert A. Norman & Elizabeth F.
Norman
Joel & Marilyn Orland
Sharen Popkin & John Sternberg
Mr. & Mrs. Andrew Smukler
Mrs. Myra Vine
Mr. & Mrs. Harold Zeltt

\$5,000 - \$9,999

Marc & Marcie Citron
Mrs. Rose Cohen
Dr. & Mrs. William Goldstein
Mr. & Mrs. Michael Goodman
Linda & Michael Grenis
Mr. & Mrs. Phillip Griffin
Mr. Richard Kohn
Mr. James Levy
Honorable & Mrs. Paul Levy
Mr. & Mrs. Michael Mann
Bonnie & Richard Perlman
Lila & Morton Rosenthal

Up to \$4,999

Mr. & Mrs. Donald Barrack
Dr. Susan Bell
Mr. & Mrs. Sanford Bing
Mr. & Mrs. Michael Falcon
Professor & Mrs. Charles Fefferman
Mr. & Mrs. David Geller
Mr. & Mrs. Lou Grossman
Mr. & Mrs. Robert Hemler
Mr. & Mrs. Neil Lesser
Mrs. Eunice Levie
Mr. & Mrs. Jack Lichstein
Dr. & Mrs. Perry Loesberg
Mr. & Mrs. Scott Richman
Mr. & Mrs. Barry Sussman
Ms. Suzanne Vine & Mr. Peter
Drucker

In-Kind Donations

Mr. & Mrs. Roger Marcus

In spite of our best efforts to be accurate in recognition of our donors, mistakes can occur. If your name has been omitted, misspelled or listed incorrectly please accept our apology and notify of us our error so we can correct it. Thank you.

FOR A LIST
OF GIVING
OPPORTUNITIES
TURN TO PAGE 7



\$500,000 GIFT LAUNCHES CAMPAIGN

*M*rs. Renee Denmark Punia was extremely proud of her association with Greenwood House. Her relationship with the home started early, as a candy striper at the original home on Greenwood Avenue. As a long-time supporter, board member and volunteer, she recognized the important work of Greenwood House on behalf of its residents and the community.

“When my wife became ill, we didn’t consider that she would need extra care and support,” said her husband Len Punia. “But when the time came there was no question as to where we would turn for help. The Community Hospice of Greenwood House provided compassionate care to my wife and our entire family during a very difficult time.”

Mrs. Punia passed away at home in August 2009 and in her will she left a diamond necklace to Greenwood House. “Renee loved Greenwood House and planned this bequest several years ago, said Len. When I started considering a gift in her memory, I could not think of a better way to honor her than by adding to her personal gift with one of my own.”

“Len and Renee Punias’ ongoing support of Greenwood House has played an important part in our continued success. This gift will enable us to serve those in need with the highest quality care and services, and help ensure the future of our organization for generations to come” said Richard Goldstein, Executive Director. We are pleased to recognize this wonderful gift by naming our hospice program in Renee’s honor.”

Len Punia asked that the gift funds be directed to the refurbishment of the Robert and Natalie Marcus Home for the Jewish Aged. “My daughter-in-law Sheryl Punia is President of Greenwood House, and she told me a quote that was being used in the capital campaign: ‘The true meaning of life is to plant trees under whose shade you do not expect to sit.’ I’d like to think that Renee and I have planted a few trees with our gift”.



Mrs. Renee Denmark Punia



Len Punia and Rick Goldstein

*“The true meaning of
life is to plant trees under whose
shade you do not expect to sit.”*

– Nelson Henderson



THE RENEE DENMARK PUNIA
COMMUNITY HOSPICE of GREENWOOD HOUSE

WHAT WE WILL DO

Refurbishment of the Robert and Natalie Marcus

Home for the Jewish Aged.....\$3,000,000

We anticipate the Robert and Natalie Marcus Home for the Jewish Aged will remain at its current location in Ewing for approximately ten years. It is our responsibility to provide current and future residents with a comfortable, home-like environment where they can live their lives as fully as possible. In addition, state standards currently recommend and may soon require more home-like settings for nursing homes, and a refurbishment will enable us to provide this type of environment.

The Marcus Home was last renovated in 1996. Most nursing homes refurbish every ten years, and the wear and tear of the last 14 years has started to show throughout the building. A refurbishment program will enable us to provide the highest quality of care and quality of life in a warm, welcoming, and accessible home for our residents, their families, and staff.

Resident rooms are our primary focus, with new flooring, wall treatments, lighting and draperies and streamlined furniture in all resident rooms. Inviting entrances will make our hallways feel like neighborhoods.

Lounge areas including the library, atrium, and family meeting rooms will receive new flooring, wall treatments and furnishings to provide a more home-like environment for socializing with family and friends.

Rehabilitation and personal spaces such as bathing rooms will be enhanced to provide a calm and inviting environment.

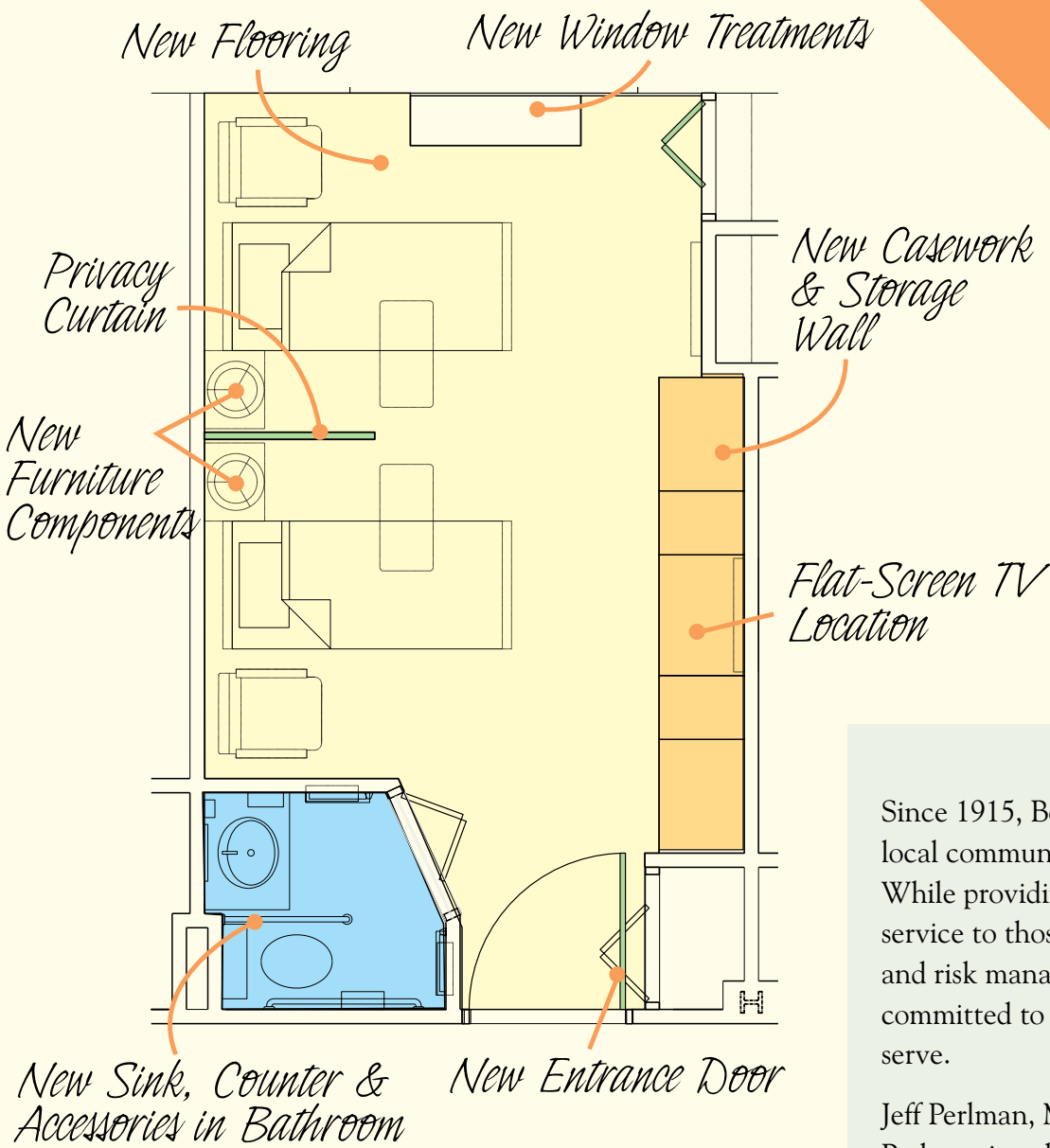
Campus Land Acquisition.....\$3,000,000

When Greenwood House relocated from Greenwood Avenue in Trenton, Ewing was central to the Jewish community, but this is no longer true as the Jewish population has moved to surrounding areas. Based on several demographic and senior market studies, the Board of Directors has determined that for Greenwood House to continue to serve the community successfully, an expanded campus should be located in a more convenient and centrally located area. The time to begin our journey has come, so we can secure this valuable community resource for the next generation and beyond.

The land committee is researching opportunities for a future Greenwood House site in a location that will enable us to provide a continuum of care to address the diverse needs of tomorrow's seniors.



MODEL ROOM
TO OPEN
SPRING 2011



Since 1915, Borden Perlman has served the local community as a trusted business partner. While providing expert advice and exceptional service to those seeking insurance, bonds, and risk management, Borden Perlman is also committed to investing in the communities they serve.

Jeff Perlman, Managing Director of Borden Perlman is a third generation family participant in Borden Perlman and Greenwood House.

“When Rick Goldstein told me about the model resident room I was very excited. I can’t think of a better way to engage people in the refurbishment project and to get valuable feedback from residents, staff and visitors. I knew this was something our firm would be excited to participate in and we are happy to sponsor the model resident room.”

“I encourage everyone to visit Greenwood House when the room is open and watch our progress online at www.GreenwoodHouse.org.”



SPONSORS MODEL RESIDENT ROOM

Construction will take place in phases with resident rooms being our first priority. Residents will move into a new room temporarily while their own is being refurbished, giving them an opportunity to become familiar with the new layout.

Campaign Leadership

Jeff Perlman
Campaign Co-Chair & President,
Greenwood House Foundation

Marissa Treu
Campaign Co-Chair &
Greenwood House Board Member

Sheryl Punia
President, Greenwood House
Board of Trustees

Committee

Conrad Druker
Murray Gendzel
Carol Golden
Bill Goldstein
Howard Henschel
Herb Horowitz
Mark Litowitz
Mort Rosenthal
Lisa Tobias

Rick Goldstein
Executive Director

Judy Collett-Miller
Director of Development

53 Walter Street
Ewing, NJ 08628
609-883-5391
www.GreenwoodHouse.org

STAY IN TOUCH

Send your email address to
nstillwaggon@greenwoodhouse.org
to receive information and updates
about the refurbishment and other
Greenwood House activities.

Every gift and every donor is important and has an impact on the lives of our current and future residents.

WAYS TO GIVE

- Gifts of cash and securities
- Gifts of real estate and life insurance
- Multi-year pledges
- Matching gifts from your employer, foundation or other organization

Talk to your financial advisor about other attractive gift opportunities including:

Charitable Gift Annuities

Providing fixed income and a charitable deduction

IRA Charitable Rollover

Individuals aged 70½ and older can donate up to \$100,000 from Individual Retirement Accounts to public charities without having to count the distribution as taxable income, and the distribution will count towards fulfilling your required minimum distribution

To make a campaign donation or for more information contact Judy Collett-Miller, Director of Development at 609-883-5391, Ext. 311 or email jcollettmiller@greenwoodhouse.org.

Donate online at www.GreenwoodHouse.org.





Giving Opportunities

ROBERT AND NATALIE MARCUS HOME FOR THE JEWISH AGED INTERIOR REFURBISHMENT

A gift to the refurbishment program will help us provide the highest quality of care, and quality of life, for our residents in a home-like atmosphere.

Main Lobby and Welcome Area	\$250,000	Neighborhood Corridors.....	\$80,000 wing
Dining Area	\$250,000	Beauty/Barber Shop	\$50,000
Entry Enhancement	\$250,000	Resident Rooms	\$20,000 room
Bathing/Spa Areas	\$150,000	Memory Display Cabinets.....	\$50,000 or
Interactive Donor Display	\$150,000		\$8,500 wing
Nurses Stations.....	\$125,000	Flat-screen televisions	\$12,000 wing
Rehabilitation/Therapy.....	\$125,000		
Lounge and Activity Areas			
Family Lounge	\$125,000		
Atrium/Lounge	\$100,000		
A-Wing Lounge.....	\$75,000		
Library	\$50,000		

LAND ACQUISITION FOR A FUTURE GREENWOOD HOUSE CAMPUS

A gift to the Greenwood House land acquisition program will help us develop a continuum of care to address the diverse needs of tomorrow's seniors.

\$2,000,000.....	Campus Naming Opportunity
\$1,000,000.....	Rehabilitation/Outpatient Care Unit
\$500,000.....	Dementia Care Unit

This is a partial list of giving opportunities. For more information on these and other giving opportunities call Judy Collett-Miller, Director of Development at 609-883-5391, Ext. 311 or email jcollettmiller@greenwoodhouse.org



Greenwood House

53 Walter Street
Ewing, NJ 08628

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A Tradition of Care, Comfort & Support

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Labbok Kosher Meals on Wheels



If you wish to be taken off our mailing list, or if you have a change of address, please call us at 609-883-5391 Ext. 303.

A Message from Greenwood House President, Sheryl Punia

*Please join me in this
important campaign.
We cannot do it
without you!*



I can personally attest to the wonderful care and services Greenwood House provides to members of our community. I have had family members, friends, and acquaintances, who relied on Greenwood House when they were in need.

For me, there are two very important reasons to support the *Growing for Tomorrow Campaign* for Greenwood House.

1. I want current residents of Greenwood House to live and thrive in a warm and homelike environment with the finest care and services available to them.
2. I want Greenwood House to be here for future generations.

It's that simple. Taking care of our loved ones today, and tomorrow.