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MORSELIFE

ANNUAL GIVING SOCIETY

*2024/2025*

“**CAREGIVING** flows from the fifth commandment in the Torah—to **HONOR** and **RESPECT** one’s father and mother.”

– Rabbi Richard Address



“If you find it in your heart to **CARE** for **SOMEBODY** else, you will have **SUCCEDED.**”

– Maya Angelou



“A population that does not **TAKE CARE** of the **ELDERLY** or the **YOUNG** has no future, because it abuses both its memory and its promise.”

– Pope Francis

## MORSELIFE is a **LIFELINE** for **SENIORS.**

When you join MorseLife’s Annual Giving Society, **you are part of that lifeline.** Your generosity ensures that elders in our local community have what they need to live with dignity.

Each year, we deliver \$10 million in free health care and supportive services to elderly people in need, all with excellence and compassion. From care management, home care, transportation to and from medical appointments and home-delivered meals, to housekeeping assistance and recreational opportunities, MorseLife helps thousands of people age in place, with safety, comfort and connection. **Annual Giving Society members are the lifeline who make this possible.**

To **celebrate your philanthropy** to MorseLife, you are invited to several exclusive events during the Palm Beach season. We hope to see you there!

Please **RENEW YOUR MEMBERSHIP**  
or **JOIN TODAY.**

## HOW WE *BEGAN*...



**Our Founders' Vision in 1983** was to have a rehabilitation and care facility that would provide quality programs and services with the highest standards of excellence, in an environment that respected Jewish identity and the tradition of honoring our parents and grandparents.

The dream of our founders so long ago was to create a **"city for seniors"** – an inclusive place where older adults of all abilities, religions and backgrounds could be served in long-term care, short-term rehabilitation, memory care, independent and assisted living residences, an adult day center and through home and community based services.

## WHERE WE ARE *NOW*...



At MorseLife, **our goal is to ensure that older adults enjoy full, rewarding lives in an atmosphere of luxury, outstanding services and compassionate care.** Now spanning over 50-acres, our beautiful campus features exceptional all-inclusive Independent and Assisted Living, state-of-the-art Short-Term Rehabilitation and innovative Memory Care. MorseLife's community-based services offer Private and Skilled Home Health Care and compassionate end-of-life support through MorseLife Hospice and Palliative Care. We are also the exclusive provider of PACE (Program of All-Inclusive Care for the Elderly) in Palm Beach County, which provides a wide range of services to low-income seniors. Honoring our mission and evolving our vision for 40 years, we are continually seeking new ways to enable seniors to live meaningfully and well.

See What Sets  
**MORSELIFE APART**

**AWARDS AND  
ACCREDITATIONS**

Helping you get there starts with knowing  
***THE BEST PLACE TO GO.***

Where would you go if there was no MorseLife? Who would care for you or your loved one if you suffered an injury, had a health setback or life-threatening illness or needed physical therapy?

**MorseLife is here for you.** Our renowned multi-disciplinary team of physicians, nurses and support professionals offers customized treatment plans and the highest level of care in your private home or on the MorseLife campus in a resort-style setting.

- ▼ Recognized for our innovation by **leading the way to a better quality of life for older adults** through research and cutting-edge, life-enhancing therapies and new technologies.
- ▼ **Highly-educated, full-time physician team** led by an experienced Harvard-trained executive physician.
- ▼ **Full-time nurse practitioners** on staff.
- ▼ **Well-appointed private rooms** with private baths. Pristine cleanliness maintained throughout entire campus.
- ▼ **A 6,000 square foot state-of-the-art Rehabilitation Center** that operates 7 days a week.
- ▼ **Highly-trained therapists in Orthopedics; Stroke; Post-Cardiac Pulmonary and Neurologic Care** with an average tenure of 15 years.
- ▼ **Training provided** for University of Miami Geriatric Fellows.
- ▼ **Personalized care** while on MorseLife campus and patient follow-up once home.
- ▼ **Family meetings** to address concerns as well as expectations.
- ▼ **Customized kosher and non-kosher meals.**
- ▼ **Beautifully maintained grounds** and **extensive art gallery** of curated and donated pieces that are featured throughout the campus.
- ▼ **Full-time and highly-trained security team** available 24/7 to create a safe and secure campus.

**RECOGNITION OF EXCELLENCE**



MORSELIFE is  
a **LIFELINE** for **SENIORS**  
and **YOU** are a part  
of that lifeline.

## BECAUSE OF YOU

Your membership in MorseLife's Annual Giving Society matters so much to **3,600 elderly people** in our community, each and every day.

▼ **Indigent and home-bound elders receive well-balanced, nutritious meals delivered to their homes** every week through our MorseLife Meals-on-Wheels Program. We deliver close to 50,000 meals annually, including Jewish holiday meals, to about 5,000 homebound seniors.

▼ We recently opened our **4th PACE (Program of All-Inclusive Care for the Elderly)** allowing low-income seniors to stay in their own homes and still receive the highest quality of services and care.

▼ We are the **ONLY Jewish Hospice Program** in the state also offering palliative care. MorseLife has recently been awarded the ability to expand and provide services throughout Palm Beach County.

▼ **Over 600,000 hours of highly-subsidized home health care are provided** each year through MorseLife Home Health Care.

▼ With your support, we are able to offer **Parkinsons therapy** to clients both on- and off-campus, equating to almost 6,000 sessions per year.

▼ MorseLife is the only senior care organization in the state of Florida to **offer cannabis-based treatments**. We have received global recognition for our steadfast commitment to staying on the cutting-edge of innovation and care.

▼ With our NOW for Holocaust Survivors Initiative, MorseLife **cares for many indigent Holocaust survivors** and their families by providing home care, medical management, nutritious meals and meeting their most basic needs.

▼ Through our NEXT GENERATIONS Holocaust Learning Experience, we are able to **teach over 2.1 million children, grades 5-12, lessons from the Holocaust**—imbuing them with values that mitigate hate and bigotry to empower them to be upstanders not bystanders.

▼ Because of you, we offer **Nursing Education Scholarships** and programs in the underserved western communities such as Belle Glade. MorseLife is the **ONLY Teaching Nursing Home** in Florida.

▼ Elder adults of all socio-economic backgrounds receive **counseling, guidance and referral services** through our MorseLife Care Management program.

▼ MorseLife provides life enhancement services that enable seniors to **live more meaningful and rewarding lives** through a range of services such as therapeutic music for memory loss, art therapy and virtual reality sessions.

We cannot do this without the **help from donors like you!**

# *CURRENT AFFAIRS* at MORSELIFE

## *HOSPICE ADVANCEMENTS*



### MORSELIFE HOSPICE

In the last year, MorseLife was awarded the Certificate of Need for our Hospice program, which now allows us to provide these specialized services not only to those currently in our care on campus but to anyone in need throughout Palm Beach County, including hospitals and other nursing homes and senior care facilities.

#### **MISSON**

MorseLife, with a four-decade history, is a pioneering force in end-of-life care and is reshaping the standard of excellence for patients, family members and referral sources. MorseLife stands apart, offering an innovative and intricately designed continuum of care to elevate the patient experience and alleviate the burden on families. At MorseLife, we transcend the conventional narrative while embracing life-enriching programs and therapies.

#### **WHAT MAKES US DIFFERENT**

▼ **Mitzvah Sensory Care Program** enhances the quality of life for our patients by creating a soothing environment through sensory techniques such as compassionate massage touch, music and sounds of nature, and scents associated with meaningful memories.

▼ **Cherishing Life's Journey** program helps patients honor their lives by preserving memories to give joy and lasting comfort to them and their families. Transcribing and recording a patient's life journey is accomplished by many mediums. Some of these include: My Storypod to capture stories and traditions, My Music to create a personal music timeline and My Autobiography using words and photos.

▼ **Serenity Engage** mobile app allows a patient to communicate easily with their care team whenever they or their loved one need up-to-date information, so both can feel calm and comfortable.

▼ **Family Care and Services** strive to meet families where they are, engaging them in a deep conversation about what they would like end-of-life care to look and feel like, and then develop and execute a care plan that meets the family's needs.

▼ **A Teaching Facility** that integrates an academic approach into our Hospice and Palliative Care program with community lectures, symposia and education about Hospice which helps patients and families better understand the program and philosophy.

#### **DID YOU KNOW?**

In addition to donating directly to our program, you can also donate to **MorseLife's Nearly New Shop**, located in West Palm Beach. All proceeds benefit seniors served by MorseLife Health System. Located on Antique Row at 3611 S. Dixie Highway; West Palm Beach, FL 33405 | 561.782.4014

<https://morselife.org/hospice> | 561.805.1416

# *BREAKING NEWS* at MORSELIFE

# *HOLOCAUST LEARNING EXPERIENCE*

In the last year, Morselife received national recognition from Congresswoman Lisa McClain who passionately urged the committee to check our Morselife's Holocaust Learning Experience, advocating for action against the troubling surge of antisemitism. Her powerful call for awareness and education resonates deeply in today's world.

The HLE teaches students lessons from the Holocaust, imbuing them with values that mitigate hate and bigotry. Their signature education model is a turnkey solution that is cross-curricular and requires no teacher training to deliver 40 age-appropriate lessons in a bundled learning experience with survivors' testimonies and a teacher's resource guide.



*Local Palm Beach County school visits the Gendelman Children's Holocaust Memorial on the Morselife Campus.*

## IMPACT

▼ **Over 35 Florida school districts** (Grades 5-12) have signed on to the HLE for the next academic year with a potential reach to over 2.1 million students statewide. In addition, Morselife is currently in many positive discussions with over a dozen states that are unable to deliver Holocaust education to students in significant numbers.

▼ **Hundreds of teachers have received access** to enrollment keys for the learning management system

**Data from over 2,000 students demonstrates:**

▼ **87%** report an **increase in their ability to embrace differences** in others (peers.)






















▼ **85%** report **greater empathy** and can imagine what it might feel like to stand in the shoes of others.

▼ **79%** state they are **more willing to speak up** and be upstanders rather than mere observers (bystanders.)



[holocaustlearningexperience.org](http://holocaustlearningexperience.org) | 561.209.6103

# 2024/2025 GIVING CIRCLES

Benefits	President Circle \$100,000+	Founder Circle \$50,000+	Visionary Circle \$25,000+	Leader Circle \$10,000+	Guardian Circle \$5,000+
The Donald M. Ephraim Sun & Stars International Film Festival Presented by MorseLife <i>Two Seats to both Opening and Closing Events</i>					
Golf Classic and Luncheon <i>(Two Players)</i>					
Literary Society <i>(One Seat)</i>					
Annual Gala <i>Two Seats at \$10,000 Level • Four Seats at \$25,000 Level Six Seats at \$50,000 Level • Ten Seats at \$100,000 Level</i>					
VIP Benefits for Members and their Families in Short-Term Care					
By Invitation Only to Exclusive Events					
Priority Seating at Events					
Guided Art Tour of Donated and Curated Art on the MorseLife Campus <i>Followed by Lunch for up to 10 Guests</i>					
Complimentary Private Duty Nurse or Aide for three (3) Days					
Complimentary Private Duty Nurse or Aide for ten (10) Days					
Complimentary Hurricane Emergency Shelter on MorseLife Campus* <i>*Based on Availability</i>					



# A YEAR IN REVIEW through PHOTOS

## MORSELIFE'S 40<sup>TH</sup> ANNIVERSARY SEASON

Images from left to right, top to bottom:  
Literary Society featuring Abraham Verghese – February 8, 2024  
Tony-Award winning Actress Sutton Foster – Performer for the 40<sup>th</sup> Anniversary Gala – December 15, 2023  
Literary Society featuring Jeannette Walls – March 14, 2024  
The Gendelman Children's Holocaust Memorial Dedication – January 25, 2024  
Literary Society featuring James McBride – January 11, 2024  
40th Anniversary Gala – December 15, 2023  
The Donald M. Ephraim Sun & Stars International Film Festival – February 27, 2024  
Prominent Donor Luncheon featuring Mona Golabek – March 21, 2024  
Annual Golf Classic – April 8, 2024



**MARK YOUR  
CALENDARS!**

Please **SAVE THE DATE** for  
the following upcoming events!

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**41<sup>ST</sup> BIRTHDAY DINNER CELEBRATION**

**Friday, December 13, 2024**

*Chair:* Marlene Strauss  
The Breakers

**LITERARY SOCIETY**

**Thursdays**

**January 9, February 13 and March 13, 2025**

***Special Bonus Event: Monday, January 20, 2025***

*Hosts:* Cynthia Berenson, Penny Blumenstein and Marlene Strauss  
The Colony Hotel

**THE DONALD M. EPHRAIM SUN & STARS  
INTERNATIONAL FILM FESTIVAL**

**Presented by MorseLife**

**Opening Night: Thursday, January 23, 2025**

*Full Festival Dates: January 23 – February 2, 2025*

*Chairs:* Terri C. Striberg and Donald M. Ephraim  
Kravis Center – Cohen Pavilion

**GOLF CLASSIC**

**Monday, April 7, 2025**

*Chairs:* Pam and Ed Pantzer  
The Breakers Ocean Course

**BIENNIAL MEETING**

**Wednesday, April 23, 2025**

Norton Museum of Art

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**All Events are By Invitation Only**

For more information, call 561.242.4661 or email [events@morselife.org](mailto:events@morselife.org).

**FOR ADDITIONAL INFORMATION**  
on the Annual Giving Society and Ways to Give

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Please contact MorseLife Foundation  
561.209.6103 or [foundation@morselife.org](mailto:foundation@morselife.org)

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A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352 with the state or at [www.floridaconsumerhelp.com](http://www.floridaconsumerhelp.com). Registration does not imply endorsement approval or recommendation by the state. Registration #CH289.