



THE Cedars

PHILANTHROPY REPORT 2023-2024



THE CEDARS CANTOR KURT MESSERSCHMIDT HUMANITARIAN AWARD was presented to Weston J. Bonney (1925–2023) on October 12, 2023. During a ceremony filled with family and friends, a grateful community acknowledged and celebrated Mr. Bonney's lifelong service and generous philanthropy.

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INNOVATION: Leading the Way



THE CEDARS continues to be a pioneering force in older adult living and healthcare in Portland, throughout Maine, and nationally. Our unwavering commitment to the individuals we serve, our exceptional staff, and the community leaders who support our mission remains steadfast.

As we look forward to the upcoming year with great optimism, we also reflect on The Cedars' recent achievements. We have evolved from a highly regarded older adult living community to a nationally recognized essential organization that is shaping the field with person-centered care, best practices, and innovative translational care advances. Some notable examples include:

Advancing Research and Workforce Development: The Cedars has partnered with the UNE AgingME Geriatric Workforce Development Program to explore gamification, a cutting-edge trend in healthcare professional training. Additionally, we have joined a pilot program for the second time with Southern Maine Community College, Jobs for Maine Graduates, and the Harold Alford Center for the Advancement of Maine's Workforce to conduct a healthcare summer academy to assist promising students facing educational barriers to successfully pursue entry level healthcare careers.


Advancing Clinical Excellence: We have collaborated with the Lunder-Dineen Health Education Alliance of Maine and Massachusetts General Hospital to implement MOTIVATE, an evidence-based oral health program. Sharing our insights on how to operationalize MOTIVATE in a long-term care setting, The Cedars presented as part of a multidisciplinary panel at Harvard Dental School's leadership conference in June. Additionally, students from the UNE Dental Hygiene Program provide residents and staff throughout the fall, winter and spring semesters with complimentary education, teeth brushing, and cleanings. By sharing our insights and working closely with educational institutions, we continue to set a standard for clinical excellence and holistic care at The Cedars.

Advancing Programs for Residents: Recognizing the powerful effects of music on healing, The Cedars has welcomed Bates College students to support residents with chronic medical conditions in exploring music. We continue to exceed traditional standards by offering intergenerational, inclusive programs in partnership with the University of Southern Maine, the University of New England, Bates College, and other organizations across Greater Portland and throughout Maine.

This Philanthropy Report is our heartfelt acknowledgment of the families, individuals, corporations, and foundations who have supported our programs and activities from May 1, 2023, to April 30, 2024. Your generosity and involvement have been crucial to our accomplishments. Thanks to you, The Cedars remains a leader in providing premier living options, healthcare, and research and advocacy for older adults. With numerous exciting and innovative projects underway and in the planning stages, The Cedars continues to set the standard for excellence in Portland and Maine, as it has for nearly a century.

We extend our deepest gratitude to all who are part of this journey and are making the future possible. Thank you for everything you do to enhance the quality of life for older adults. Your trust in our work and our mission propels us forward.


Richard Borts
Chair, Board of Trustees


Kathryn Callnan
President and CEO



Cantor Kurt Messerschmidt
HUMANITARIAN AWARD
Event Hosting Committee

- Jared Cash,
Event Committee Chair
- Glenn Cummings
- Judy Glickman Lauder
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- Edward Kane
- Senator Angus King
- Bradley McCurtain
- Michael Messerschmidt
- Pamela Plumb
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- Kathryn Callnan
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- Michael Marcus
- Paul Nebenzahl
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A LIFE OF GIVING

Cantor Kurt Messerschmidt Humanitarian Award Honors **WESTON L. BONNEY**



Kathryn Callnan, President & CEO, The Cedars and Weston Bonney



Shawn Gorman, Executive Chairman, L.L. Bean



Mallory Brooke and Jared Cash, President & CEO, Mitchell Institute



Linda Brenner and Tigraw Glickman



Doreen Athans and Michael Messerschmidt



Jon Mason, Jobs for Maine Graduates; Jim Whitten, SMCC, Midcoast; Tiffanie Bentley, SMCC; and Dan Belyea, Maine Community College System



Bradley McCurtain



Jon Mason and Glenn Cummings, President & CEO, Albert B. Glickman & Judy Glickman Lauder Family Foundations



Front: Weston Bonney, Elaine Bonney, Back: Melody Barlow, Merrilee Bonney, Michael Bonney, and Melissa Kane



Mayinga Mukinayi, Mitchell Scholar; Jared Cash; Kay Savage, Mitchell Scholar; Deklin Fitzgerald, Mitchell Scholar; Miriam Tiani, Mitchell Scholar; and Eliza Neill.

ON OCTOBER 12, 2023, the second Cantor Kurt Messerschmidt Humanitarian Award was bestowed upon Weston L. Bonney. The award commemorates the life and legacy of Cantor Messerschmidt, a Holocaust survivor, author, and esteemed leader of the Portland Jewish community, who passed away in 2017 at the age of 102. Cantor Messerschmidt, a long-time resident of The Cedars, personified resilience, compassion, respect, triumph over adversity, and leadership for the entire community.

Wes Bonney, who recently passed away, was a beacon of these same values. Both men exemplified justice, righteousness, charity, and humanitarian service. Bonney's illustrious career included serving as President and CEO of People's Heritage Savings Bank. His volunteer work extended internationally to Bulgaria, Romania, Mongolia, and Macedonia, where he played a pivotal role in transforming their banking systems and practices. In Maine, he held leadership roles at Bates College and the John T. Gorman Foundation. The Wes Bonney Promise Scholars program, launched at the George Mitchell Institute in his honor by the John T. Gorman Foundation, testifies to his enduring commitment to community service.

Speakers at the event included Jared Cash, Event Hosting Chair and President and CEO of the Mitchell Institute; Michael Messerschmidt; Shawn Gorman, Chairman of LL Bean; Glenn Cummings, President and CEO of the Albert

“Wes, you are the kind of man I strive to be. Your passion for learning and your curiosity of the world has kept you young. You inspire me! I hope to never stop acquiring knowledge and to stay active.”

—Shawn Gorman, Chairman of LL Bean

B. Glickman and Judy Glickman Lauder Family Foundations; and Mitchell Scholars, Deklin Fitzgerald, and Kay Savage.

The Cedars extends heartfelt gratitude to Judy Glickman Lauder and Leonard Lauder for their generous sponsorship of this event. In 2019, The Cedars had the honor of presenting Judy Glickman Lauder with the inaugural Award. An internationally renowned photographer, humanitarian, and philanthropist, Judy Glickman Lauder was the ideal first recipient, as her life and art exemplify the values cherished by the Cantor and The Cedars.

GIVING EXPRESSION

Connecting College Students with Older Adults Through Music

BATES COLLEGE STUDENTS recently participated in The Cedars Student Music Internship Program Supporting Older Adults with Chronic Medical Conditions to Engage, Inspire, and Heal through Music. This new initiative aimed to develop and implement music enrichment activities that encourage older adults to explore their musical artistic capabilities while fostering social connectedness within their communities.

Over a three-month period, students shared their passion for music while providing residents the opportunity to actively participate, make choices, and express their musical artistic capabilities through educational classes, presentations, creative composition, and interactive performances.

The first goal of the program was to provide student musicians the opportunity to bring their musical artistry to older adults, practice their music in a unique real-world setting and cultivate reciprocal and mutually beneficial partnerships with older adults. The second was to provide older adults an intergenerational opportunity to share their artistic capabilities, wisdom, creative insight, and life experiences.

The program was a resounding success, bringing joy and fulfillment to all participants. It provided a platform for artistic expression and fostered community and connectedness. This program truly embodies the spirit of "Engage, Inspire, and Heal," showcasing the transformative power of music and the enduring connections it can create as we age.



GIVING HEALTH

Bringing Better Oral Health Right to Our Residents

THE CEDARS LAUNCHED Maine's Oral Team-Based Initiative: Vital Access to Education (MOTIVATE) in collaboration with the Lunder-Dinnen Health Access Education Alliance of Maine and Massachusetts General Hospital in May of 2024. This program is designed to address the unique challenges faced by residents in long-term care settings, offering tailored solutions and evidence-based practices to ensure optimal oral health outcomes. By integrating education and practical applications, MOTIVATE empowers caregivers and residents alike, promoting a higher standard of oral care within these communities.

Additionally, The University of Maine Dental Hygienist students have been making a significant impact on the residents at The Cedars through their dedicated weekly visits

during the fall, winter and spring semesters of 2024. These visits focus on providing personalized oral care and education, ensuring that the residents receive essential dental hygiene services and understand the importance of maintaining their oral health. This hands-on approach not only helps improve the residents' oral hygiene but also fosters meaningful interactions that enhance their overall well-being.

The combined efforts of the University of Maine Dental Hygienist students and the MOTIVATE Program exemplify a robust commitment to enhancing the quality of life for long-term care residents through improved oral health. These initiatives underscore the importance of collaborative, team-based approaches in addressing the specific healthcare needs of vulnerable populations.

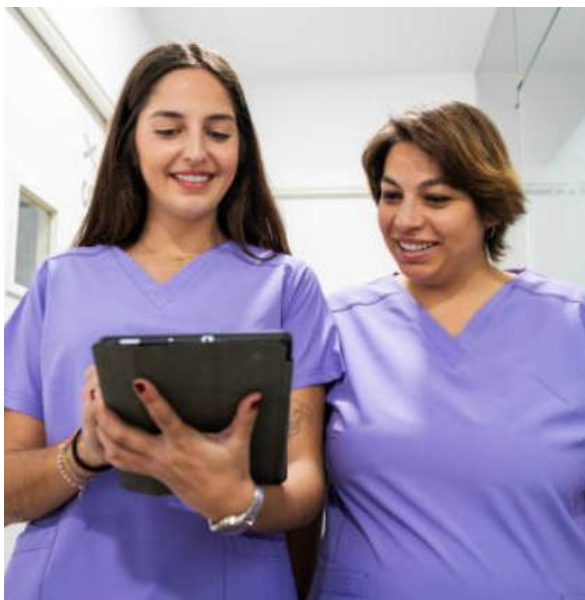


The Cedars and the MOTIVATE team presented during the Harvard School of Dental Medicine (HSDM) conference on Public and Private Health System Integration in June 2024.

PHOTO Natalia Chalmers, DDS, MSc, PhD, Chief Dental Officer, CMS; Labrini Nelligan, MS, Executive Director, Lunder-Dinneen Health Education Alliance of Maine; Angela Hunt, RPT, MS, Administrator, Chief Innovation Officer, The Cedars; Jennifer Crittenden, PhD, MSW, Associate Director of Research UMaine Center on Aging; Michael Klompas, MD, MPH, FIDSA, FSHEA, Brigham and Women's Hospital, Professor of Medicine, Harvard Medical School; Leonard Brennan, DMD, Co-Director, Harvard School of Dental Medicine Geriatric Fellowship Program

GIVING MOTIVATION

Age-Friendly Healthcare Gets Better with Gaming



gamification

NOUN

The application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online technique to encourage engagement with a product or service.

GAMIFICATION, using game design to learn, is transforming the training of our Certified Nursing Assistants (CNAs) by making their education more engaging and effective.

The Cedars, in collaboration with the University of New England, AgingME Geriatrics Workforce Enhancement Program, has integrated the Age-Friendly health systems 4M framework (What Matters, Medication, Mentation, and Mobility) into a game-based platform called 1Huddle. This innovative approach allows CNAs to practice real-life caregiving scenarios in a virtual environment, enhancing their knowledge retention and practical skills.

A study involving 100 participants from ten long-term care communities found that 4 out of 5 participants felt the training would contribute to their success, with knowledge retention improving by 16% post-training.

One certified nursing assistant noted, "Learning about our roles in Age-Friendly health systems through gamification was such a great experience. It made the training incredibly engaging and fun, and I felt more connected to the material than ever before."

Gamification offers a promising path for improving the quality of care in long-term care settings, aligning with the dynamic and interactive nature of CNA roles.

GIVING COMMUNITY

Connecting Older Adults to Our Programs with Telehealth

THE MUCH-ANTICIPATED Telehealth Interventions Programs for Seniors (TIPS) kicked off on June 14 at the Westbrook Housing Authority, marking a significant milestone in The Cedars Community Services Center's commitment to public service delivery and support. Guests were filled with excitement and eagerness to celebrate the start of this transformative healthcare initiative.

The Cedars and the Westchester Public/Private Membership Fund for Aging Services in Westchester County, N.Y., staff from Westbrook Housing, and students from the University of New England, School of Nursing spearheaded the launch. TIPS has received funding from Bank of America Foundation, Davis Family Foundation, Eunice Frye Home Foundation, and The John T. Gorman Foundation.

Susan Dionne-Jones, VP of Nursing and Program Director of TIPS, emphasized its significant impact on community health. "By offering regular health monitoring, assessments and wrap around social service resources, we aim to prevent unnecessary hospitalizations, re-hospitalizations, and emergency room visits—and contribute to housing stability and lower healthcare costs."

Other speakers at the event included Chris Gaur, President of Vital Care Services, a technology company supporting the TIPS program; Donna Hyde, Director of the School of Nursing at UNE; and Nikki Fernald, Resident Services Coordinator at Westbrook Housing.

For more information on how to access TIPS in your community, contact TIPS@thecedarsportland.org

"This initiative is transformative for us. The healthcare monitoring, social service resources, and wellness activities will greatly improve our health and strengthen our community bonds."

—Westbrook Housing Resident



A Year of Giving to The Cedars

May 1, 2023 – April 30, 2024

This report recognizes the generosity of our donors who made gifts between May 1, 2023 and April 30, 2024 in support of programs and services for our older adult community. We gratefully acknowledge the individuals, businesses, and foundations listed for their contribution to advancing our mission—offering quality healthcare, housing, and community-based services that improve the experience of aging.

The following is a list of all gifts given between May 1, 2023 and April 30, 2024 and represents cumulative giving for each donor. The following categories of giving are included: Annual Fund, Bequests, The Kathryn Callnan Loan Fund, Capital Campaign, Cantor Kurt Messerschmidt Award in Honor of Weston L. Bonney, Care Champion Program, Foundation Grants, Gifts in Honor, Gifts in Memory, The John Paul Memorial Fund, Restricted, and Yahrzeit Memorials.

If you do not want to receive further fundraising requests supporting The Cedars, please contact the Development Office at 207-221-7007 or development@thecedarsportland.com.

\$800,000+

The Harry and Jeanette Weinberg Foundation ▲

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In memory of Stephen Levine

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Anna Marie Thron ✦

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▲ Restricted (includes foundation grants, donor directed, and capital donations)

✦ Care Champion Program

✧ Cantor Kurt Messerschmidt Humanitarian Award Honoring Weston Bonney

✨ Kathryn Callnan Loan Fund

✪ John Paul Memorial Fund

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\$5,000 - \$9,999

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In honor of

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In memory of Stephen Levine

In memory of Charlie Miller

In memory of Harold Osher

In memory of Charlotte Perillo

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In memory of Kurt and

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Robert Laiken ✦

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The Second A.S. and

F.B. Levey Foundation ▲

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In honor of Janice Scott

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and Sarah Martin

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In memory of James Burns

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In honor of

Alan Levenson's Birthday

Darrell Cooper

In memory of

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William Foster ✧

Leonard Frenkel &

Ruth Skolund ✦ ✧

Patricia & Gregg Garson

In memory of Peter Jensen

Phyllis & Bernard Givertz

In memory of Norman Rapkin

David & Maria Glaser ✧

Brian & Connie Goldberg

In memory of Susan Goldberg

The Cedars Care Champion Program

The Cedars Care Champion Program helps residents and family members show their gratitude to the people who care for them and their loved ones. The Cedars staff show exceptional dedication, compassion, and caring, and they are shown appreciation through bonuses, gift cards, meals, and educational opportunities. This year, over 150 employees were recognized as Care Champions by 60 residents and family members.

To recognize The Cedars staff through the Care Champion Program, contact development@thecedarsportland.org or 207-221-7007



Jenna Perkins, CNA-M,

was awarded the 2024 Benjamin G. Elder Memorial Award for

Excellence in Service by LeadingAge Maine & New Hampshire. Jenna joined The Cedars as a CNA in long-term care in 2017 and has continued her education enrolling in an Associates nursing program this past fall. “Jenna is a team player and so willing to help. Her end goal is always excellent patient care,” states Nursing Administrative Coordinator, Debra Russell. Jenna puts the residents first and truly defines the practice of person-centered care.

Marjorie & Robert Goldberg ✦✦
In memory of Diana Sturman

Barbara Black Goldfarb & Robert Goldfarb
In memory of Selma and Louis Black

AM Goldkrand

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In memory of Mark Cherner
In memory of Norma Cherner
In memory of Herman Klompus
In memory of Benjamin Mensh
In memory of Ricky Mensh
In memory of Eva Povich
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In memory of Rosa Povich
In memory of Nathan David Povich

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In memory of Gertrude Emanuel
In memory of Isaac Emanuel

Valarie Richards
In memory of Sandra Howard

Barbara Riegelhaupt & Mo Mehlsak

The Spiegel Family Supports the Office of The President and CEO

Thank you to Nancy, David, and Sammi Spiegel for supporting **The Office of The President and CEO** with a generous grant through the Maine Community Foundation. This gift enables the President and CEO to act strategically in areas that advance The Cedars' mission and vision locally, regionally, and nationally. Kathryn Callnan, understands the need to act boldly and proactively to further The Cedars with as few barriers to action as possible. The Spiegel Family Fund is a vital tool allowing The Cedars President and CEO to focus on special projects, leadership effectiveness, strengthening programming, and marketing.

Levenson Family establish the John Paul Memorial Fund

We are also grateful to announce the **John Paul Memorial Fund** established with a generous donation from Betsy and Alan Levenson. John Paul was a resident of The Cedars Atrium and Osher Inn for 22 years. This fund supports the purchase of state-of-the-art equipment for the Sam L. Cohen Rehabilitation gym at The Cedars and honors John Paul's legacy of inner strength and perseverance.

Make your gift to The Cedars today!

Scan the QR code or visit thecedarsportland.org/give to donate



Mary Lou Riker
Charlotte Rodetsky ✦
Maqueline & Michael Rubinoff
In memory of David Rubinoff
Susie & Jeffrey Saffer
Myra Sallet
Lori & Barry Saltz
Elaine Sandler
In memory of Jimmy Sandler
Harriet & Edward Schultz
Tanya Shapiro
In memory of Sidney Fogelsohn
Katherine Shepard
In memory of Harold R. Shepard
Rona & William Shriner
Maxine Sclar & Robert Yamartino
Barbara & Neil Michael Shapiro
In memory of Elsie & Wilfred Goodman
Peggy Shapiro
David Silvernail ✦
Janet Silvers ✦
Marina & Stephen Singer
In memory of Goldie Singer
David L. Small & Betty Bricker-Small
Jennifer & Michael Snyder
Bernice Stevens ✦
Donald Stokes ✦
Diana Sturman* ✦
In honor of Louise Lane's birthday
Dolores Talbot ✦
Jill & Michael Thaler, Stephanie Stern ✦
In memory of Pearl Gerber
Mr. & Mrs. Hall Thompson ✦
Elizabeth & David Turesky

Suzan & Wayne Ushman
In memory of Abraham Block
In memory of Shaita Breina Block
In memory of Jeannette Ushman
Elizabeth Ventre
Donna & Peter Verrill ✦
Ian Walker ✦
Grandchildren of Anita Wallerstein
In memory of Anita Wallerstein
Ellen & Donald Ward
In memory of Frances Marcus
Shirley Welch ✦
Sally B. Willis
In memory of Max & Jean Brenner
Judy & Norman Wilson
Kitsy Winthrop ✦
Lorel & Stanley Wisniewski
In memory of Ruth Fogel
Yoder, Inc. ✦



Now nearing a century of service to the Greater Portland area, Maine, and New England, **THE CEDARS** has undergone a transformation from its well-earned reputation as a top performing care community to a nationally recognized learning and research organization -informing and leading the field nationwide with person-centered care, best practices, and innovative translational care advances.

The Cedars offers a full continuum of living and healthcare options:

Independent Living

- The Atrium

Assisted Living

- Osher Inn
- Lunder Memory Care
- Sam L. Cohen Households

Rehabilitation and Skilled Nursing Care

- The Hoffman Center

Community-Based Programs and Services

- Mindful Connections
- Outpatient Rehab Therapies

Create a Lasting Legacy

Philanthropy is, at its Latin core, a word that translates to “love of humankind.” Nowhere in the life of a charitable organization is such love more fully expressed than through one’s participation in a planned giving program which devotes estate, bequest, and other types of charitable giving to a cherished not-for-profit institution. The Cedars, in nearing its one hundredth year of devoted service to Maine and Northern New England, is grateful to each of you who are committed to its future in this manner through participation in The Cedar’s Legacy Society.

As The Cedars redoubles its efforts to honor those families and individuals who have expressed to us an estate provision benefiting the institution, we want to again express our gratitude to each of you who have thoughtfully included The Cedars in your own estate planning. It is often said that we stand on the shoulders of giants, and this is essentially what an active planned giving program provides over the life cycle of an institution devoted to its community via charitable works.

The Cedars is also aware of the financial benefits that it can provide through its nonprofit status serving the older adults who are engaged in so many ways with our community. Planned giving can also be thought of as “gift planning,” with life income available to older adults in increasingly beneficial rates that rise with age. With this in mind, The Cedars has re-launched its Charitable Gift Annuity program which provides life income to participants. The CGA program benefits The Cedars through a remainder estate gift that follows the annuitant’s lifecycle. The Cedars is working with Bar Harbor Bank and Trust to make attractive Charitable Gift Annuity opportunities available to its friends and donors.

While The Cedars does not offer professional financial planning or legal advice, we are pleased to speak with you about our Estate Planning and Charitable Gift Annuity programs that comprise The Cedar’s Legacy Society.

Please contact us at 207-221-7007 or development@thecedarsportland.org to learn more about the opportunities to support The Cedars through an estate commitment and to learn about the CGA programs we are now making available to our community through Bar Harbor Bank and Trust.

WES BONNEY RECEIVES CANTOR KURT MESSERSCHMIDT AWARD (page 2)



Richard Borts, Chair, Board of Trustees



Sally Bancroft, Ron Bancroft, Jean Gulliver



Peter Scott and Larisa Semenuk



Russ and Sarah Cox



Paul Linet



Peggy and Bill Ryan