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## Moldaw Family Residences at 899 Charleston Set To Become First Jewish-Sponsored Senior Living Community in Palo Alto Area

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### Unique Campus Design Promotes Multi-Generational Connections

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**PALO ALTO, Calif.** – Enabling seniors to make connections with those outside their own generation is one of the primary focuses of Moldaw Family Residences at 899 Charleston, the first and only Jewish-sponsored senior living community in the South Peninsula, at East Charleston and San Antonio in Palo Alto.

Moldaw Family Residences will open in September 2009 with 193 maintenance-free modern and private residences scattered throughout several buildings that will also serve other functions on the pedestrian-friendly Taube Koret Campus for Jewish Life.

The goal of this unique neighborhood design is to foster opportunities for older adults to engage with individuals of all ages as they participate in activities and organizations on the campus.

“Older adults we talk to about Moldaw Family Residences are excited about the maintenance-free lifestyle of a senior living community, but they also want to make sure they are not being segregated with only people in their own age group,” said Daniel Ruth, president and CEO of Moldaw Family Residences and of the venerable Jewish Home of San Francisco, the sponsor and developer of Moldaw Family Residences. “These seniors want to live in a vibrant neighborhood filled with daily interactions between those of all ages — staying engaged, sharing life experiences, and contributing to the community as leaders, volunteers and mentors. We took that principle to heart in designing and developing our multi-generational campus approach.”

Residents will enjoy services and amenities such as fine and casual restaurant-style dining, a private dining room available for entertaining, a fireside lounge, concierge services, housekeeping and linen services, underground valet parking, scheduled transportation and a beauty salon, as well as receive complimentary membership to the new Oshman Family Jewish Community Center (OFJCC).

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The OFJCC, which also resides on the Taube Koret Campus for Jewish Life, features the Richard and Rhoda Goldman Center for Adult Living and Learning, the Albert & Janet Schultz Cultural Arts Hall, and studios/meeting rooms/classrooms; the Goldman Sports and Wellness Complex featuring a state-of-the-art fitness center, indoor and outdoor pools and gymnasium; T'enna Pre-School at the Leslie Family Early Childhood Education Center; a teen center; a café and gift shop. Additionally, there will be offices on the campus for local Jewish organizations and a daycare center for children. The Taube Koret Campus is a collaborative initiative founded and developed by the Jewish Home of San Francisco; the Albert L. Schultz Jewish Community Center of Palo Alto; the Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties; and local community leaders.

“Between what Moldaw Family Residences offers and their membership to the OFJCC, residents will have an unparalleled array of resources just outside their door to enhance the physical, social, cultural and spiritual aspects of their life,” said Ruth. “All those elements are proven to help older adults live happier and healthier lives.”

As a continuing care retirement community, Moldaw Family Residences at 899 Charleston will support access for residents’ future health care, if ever needed. Personalized assisted living services will be available, and the community will include memory support suites. Residents will also have priority access to skilled nursing care through affiliation with the Jewish Home of San Francisco.

Older adults interested in learning more about the dynamic lifestyle available at Moldaw Family Residences can visit the community’s Preview Center, located at 366 Cambridge Avenue in Palo Alto. Preview Center appointments can be scheduled by calling (650) 321-3188. Information on Moldaw Family Residences at 899 Charleston and the Taube Koret Campus for Jewish Life is also available on the Internet at [www.899Charleston.org](http://www.899Charleston.org) or [www.campusforjewishlife.org](http://www.campusforjewishlife.org).



## AT-A-GLANCE

### **MOLDAW FAMILY RESIDENCES AT 899 CHARLESTON:**

Moldaw Family Residences at 899 Charleston offers older adults neighborhood living on the new Taube Koret Campus for Jewish Life (TKCJL), in the only Jewish-sponsored senior living community in the South Peninsula. Open and welcoming to all, Moldaw Family Residences will offer independent, maintenance-free living, with the additional services and amenities of a continuing care retirement community. All residents will receive complimentary membership to the Oshman Family Jewish Community Center (OFJCC), which is also located on the TKCJL.

The community's dedication naming honors a \$10 million gift received in April 2008 from the Moldaw Family Supporting Foundation.

The community's unique campus was designed as a concept of 'eight houses' around a pedestrian walkway, called the Midrachov. This layout creates more privacy in individual residences, while fostering greater opportunity for multi-generational social connections. Opportunities for involvement will abound. With a focus on healthy aging, wellness will revolve around supporting residents in their independence.

### **THE CAMPUS:**

The TKCJL is an easy-to-navigate campus designed with short pathways, central garden courts and scenic crossbridges that promote accessibility to all buildings. In addition to the apartment homes of Moldaw Family Residences, the campus includes the OFJCC. The OFJCC, which also resides on the Taube Koret Campus for Jewish Life, features the Richard and Rhoda Goldman Center for Adult Living and Learning, the Albert & Janet Schultz Cultural Arts Hall, and studios/meeting rooms/classrooms; the Goldman Sports and Wellness Complex featuring a state-of-the-art fitness center, indoor and outdoor pools and gymnasium; T'enna Pre-School at the Leslie Family Early Childhood Education Center; a teen center; a café and gift shop. Additionally, there are offices on the campus for local Jewish organizations and a daycare center for children.

The TKCJL is a collaborative initiative founded and developed by the Jewish Home of San Francisco; the Albert L. Schultz Jewish Community Center of Palo Alto; the Jewish Community Federation of San Francisco, the Peninsula, Marin, and Sonoma Counties; and local community leaders.

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**LOCATION:** Moldaw Family Residences is part of the TKCJL at East Charleston and San Antonio in Palo Alto, Calif.

**RESIDENCES:** Moldaw Family Residences offers older adults a maintenance-free lifestyle in a choice of 193 apartment homes, with private residences scattered throughout several buildings that will also serve other functions on the TKCJL.

**AMENITIES/  
SERVICES:**

- Fine & Bistro Dining Venues
- Private Dining Room
- Fireside Lounge & Bar
- Concierge Services
- Underground Valet Parking
- Scheduled Local Transportation
- OFJCC Membership
- Fitness Center
- Library
- Cultural Performing Arts Center
- Club Room
- Wellness Clinic
- Housekeeping Services
- Linen Services
- Interior/Exterior Maintenance
- Landscaped Grounds
- Courtyards & Walking Paths  
Throughout the Campus
- Spacious Common Living Areas
- 24-Hour Monitored Security
- Business Center
- Art & Music Studios
- Emergency Response System in  
Each Apartment

**CARE:** If needed, assisted living services will be delivered to individuals in their apartments based on a personalized care plan. The community will also include memory support suites, and residents will also have priority access to skilled nursing care through affiliation with the Jewish Home of San Francisco and select local providers.

**PREVIEW CENTER:** A Preview Center for Moldaw Family Residences is open at 366 Cambridge Avenue in Palo Alto. To schedule an appointment or to request more information, call 650-321-3188.

**WEB SITE:** [www.899Charleston.org](http://www.899Charleston.org) or [www.campusforjewishlife.org](http://www.campusforjewishlife.org)

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## SITE PLAN

### Moldaw Family Residences (MFR) And Oshman Family Jewish Community Center (OFJCC) On The Taube Koret Campus For Jewish Life (TKCJL)

#### Building A

**OFJCC:** Fitness, Recreation & Aquatic Center

#### Building B

**OFJCC:** Administration, Fitness Center

#### Building C

**OFJCC:** Early Childhood Education

#### Building D

**MFR:** Apartments

**OFJCC:** Early Childhood Education,  
Senior Adults' Center, Meeting Rooms

#### Building E

**MFR:** Memory Support, Art Studio, Club Room,  
Apartments

**OFJCC:** Early Childhood Education,  
Meeting Rooms

#### Building F

**OFJCC:** Cultural & Arts Center

#### Building G

**MFR:** Beauty Salon, Club Party Room, Apartments

**OFJCC:** Stanford Health, Meeting Rooms

#### Building H

**MFR:** Multi-media Room, Library, Lounge,  
Private Dining, Apartments

#### Building J

**MFR:** Common Areas, Dining Room, Lounge,  
Apartments

#### Building K

**MFR:** Readers' Lounge, Music Studio, Art Studio,  
Card Room, Apartments

#### Building L

**MFR:** Apartments

**OFJCC:** Café, Gift Shop

#### Building M

**MFR:** Health Clinic, Media Room, Apartments

**OFJCC:** Teen Center, Meeting Rooms



## Our Campus Achievements

On track for LEEDS Silver Level designation by the U.S. Green Building Council (USGBC) for campus-wide sustainability efforts, including:

- the use of environmental materials throughout
- seismic and building life sustainability
- water and energy efficiency

Steinberg Architects received the following awards for incorporating enrichment and innovation into the design of our campus from the National Association of Home Builders:

- 2008 Gold Award, NAHB Best of 50+ Housing
- 2008 Innovation Award, NAHB Best of 50+ Housing



## BY THE NUMBERS

Moldaw Family Residences and  
Oshman Family Jewish Community Center on  
the Taube Koret Campus for Jewish Life

### **MOLDAW FAMILY RESIDENCES**

**COMMUNITY SIZE:** 300,000 Sq. Ft. of Total Area  
235-250 Expected Residents  
193 Total Senior Living Apartments

**RESIDENCES:** 182 Independent Living Apartments  
11 Memory Support Apartments

**FLOORPLANS:** 54 One-Bedroom Apartments  
116 Two-Bedroom Apartments  
12 Three-Bedroom Apartments  
11 Memory Support Apartments

**COMMUNITY  
ECONOMIC  
IMPACT:** 90 Full- and Part-time Jobs  
\$6 Million Plus in Annual Payroll

**OSHMAN FAMILY  
JCC SIZE:** 135,000 Sq. Ft. Total Size  
33,560 Sq. Ft. Fitness Center  
1,250 Sq. Ft. Large Meeting Room  
2,274 Sq. Ft. Beit Midrash  
7,200 Sq. Ft. After-school Learning Center  
3,420 Sq. Ft. Rooftop Terrace  
13 Preschool Classrooms for up to 240 Children  
9,000 Sq. Ft. Theater and support spaces with theater-style seating  
for 385  
5,000 Sq. Ft. Retail Space

**TAUBE KORET  
CAMPUS:** 8.58 Acres Total Campus Area  
435,000 Sq. Ft. Total Building Space



## FACT SHEET

### Taube Koret Campus for Jewish Life

- In October 2001, a coalition of Jewish organizations announces that it has entered into an agreement with Sun Microsystems to acquire the company's headquarters site in Palo Alto. The coalition later adopts the name Campus for Jewish Life. The CJL Supporting Foundation of the Jewish Community Endowment Fund is formed and fundraising begins for the land acquisition.
- The Campus receives a combined \$15 million grant (later increased to \$20 million) from the Taube Foundation for Jewish Life and Culture and Koret Foundation Funds and announces that the development will be named the Taube Koret Campus for Jewish Life.
- Moldaw Family Residences at 899 Charleston is part of the Taube Koret Campus for Jewish Life (TKCJL). The senior residences' naming dedication is in honor of a \$10 million gift from the Moldaw Family Supporting Foundation.
- The TKCJL is a collaborative initiative founded in 2001 by the Jewish Home of San Francisco; the Albert L. Schultz Jewish Community Center in Palo Alto; the Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties; and local community leaders.
- The TKCJL is located on 8.5 acres of land at the intersection of San Antonio Road and East Charleston Road in Palo Alto.
- The TKCJL was designed as a pedestrian-friendly "village" environment. Outdoor "rooms" provide additional space for social/recreational activities. The campus features courtyard gardens, landscaped grounds and crossbridges that provide great connectivity and views. Parking is provided at ground level underneath the buildings.
- The campus is the permanent home for Moldaw Family Residences senior living community, the new Oshman Family Jewish Community Center (OFJCC), the regional headquarters for the Jewish Community Federation, and offices for other non-profits serving the Jewish community.
- The OFJCC is approximately 135,000 square feet. The OFJCC features the Richard and Rhoda Goldman Center for Adult Living and Learning, the Albert & Janet Schultz Cultural Arts Hall, and studios/meeting rooms/classrooms; the Goldman Sports and Wellness Complex featuring a state-of-the-art fitness center, indoor and outdoor pools and gymnasium; T'enna Pre-School at the Leslie Family Early Childhood Education Center; a teen center; a café and gift shop. Additionally, there will be offices on the campus for local Jewish organizations and a

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daycare center for children. A \$10 million lead gift from the family of M. Kenneth and Barbara Oshman was announced in November 2005, with an additional \$10 million gift in April 2008 from the Richard and Rhoda Goldman Fund.

- Construction of the TKCJL began in summer 2007.
- For more information on the TKCJL, please visit [www.campusforjewishlife.org](http://www.campusforjewishlife.org).



## BACKGROUND

### Jewish Home of San Francisco

Moldaw Family Residences at 899 Charleston is an initiative of the Jewish Home of San Francisco. The Jewish Home of San Francisco is a private, not-for-profit charitable organization providing high-quality care and services to older adults in a home-like environment that emphasizes comfort, community and compassion. From its modest beginnings in 1871 as a residential center for 12 seniors, the organization has grown to a comprehensive senior care center serving 430 residents. Moldaw Family Residences is an integral part of the Jewish Home's vision "to become a regional resource as an integral part of a continuum of care throughout the Bay Area that provides senior adults with a variety of life-enriching programs and services that are accessible; promote individual dignity; encourage independence; connect them to their community; and reflect the social, cultural and spiritual values of Jewish tradition."



## Executive Bios

### Moldaw Family Residences

#### Daniel R. Ruth – President & CEO



Daniel Ruth was recruited for the President & Chief Executive Officer position for the Jewish Home of San Francisco. Mr. Ruth joined the 430-bed skilled nursing facility on July 1st of 2002. During his seven-year tenure as CEO of the Jewish Home, Mr. Ruth has overseen day-to-day operations with a \$65 million annual operating budget and a staff of over 700 F.T.E.s; the growth of the Jewish Home & Senior Living Foundation that has approximately \$100 million in assets under management; the creation of a Jewish-sponsored regional geriatric network and the first phase of the Home's newly developed strategic vision and site master plan; the design, development and start-up of Moldaw Family Residences at 899 Charleston, a multi-level \$170+ million continuum of care senior living community to be located as part of an intergenerational campus in Palo Alto.

Immediately prior to coming to San Francisco, Mr. Ruth was the first President and Chief Executive Officer of Village Shalom. During his five-year stay, which started in November of 1997, Mr. Ruth developed a continuing care retirement community, involving seven different levels of residential and community-oriented care, programs and facilities on 27 acres in Overland Park, Kansas.

Immediately prior to coming to Kansas City, Mr. Ruth was the Executive Vice President & CEO of the Sharon Home Inc., an organization dedicated to the provision of long-term care services to the Jewish elderly of Winnipeg. The Home's core business is the licensed 229-bed skilled nursing home. Other major services include the provision of Outreach Services, Adult Day Programming and Congregate Dining.

Mr. Ruth is originally from Toronto, where he received his master's degree in health administration from the University of Toronto (M.H.Sc.). He specialized in hospital and health services administration through his administrative internships at Mount Sinai Hospital and West Park Hospital.

Mr. Ruth has previous facility and community-based health care experience in both the private and not-for-profit sectors of health care, including administrative and management positions with Peat Marwick Stevenson & Kellogg, Lifestyle Retirement Communities and Beacon Hill Lodges Inc.

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Daniel and his wife Fern will be celebrating their 27th wedding anniversary this August. Together, they have three children: Jessica (23) Kyle (20) and Jaclyn (17).

### **Marilyn Israel – Executive Director**



As executive director, Marilyn Israel's initial responsibility at Moldaw Family Residences at 899 Charleston is preparing for the community opening in fall 2009. As construction on the community is concluding, she is working to fill about 100 new resident service positions, ranging from move-in coordinator to groundskeepers. Israel will be responsible for managing the ongoing day-to-day operation of the community upon its opening to ensure a quality lifestyle and services for all residents.

Israel comes to Moldaw Family Residences with extensive senior living management experience, after most recently serving as executive director of a life care community in Honolulu, Hawaii. Israel's more than 25 years of experience in senior housing, health care and human services includes seven years with Balfour Senior Care in Louisville, Colo., holding the positions of vice-president of operations, executive director of The Lodge at Balfour and executive director of Balfour Retirement Community. Prior to that, Israel worked for ManorCare Health Services in Boulder, Colo., serving as administrator and human resources/staff development director.

Israel received a bachelor of science degree in nursing from the University of Illinois at Chicago, in Chicago, Ill. She also earned a master of science degree in nursing from Wayne State University in Detroit, Mich. Israel is a licensed registered nurse and nursing home administrator.

### **Andrea Rubin – Resident Services Director**



As resident services director, Andrea Rubin will welcome residents to their new lifestyle as Moldaw Family Residences at 899 Charleston opens. Rubin will be responsible for managing departments that provide exceptional resident satisfaction. She will also lead in the creation of social and learning opportunities for those who want a fulfilling retirement experience.

Rubin comes to Moldaw Family Residences with more than 20 years of experience in administration of non-profit and business organizations serving diverse senior populations. She most recently served as a director and member of the start-up team at Classic Residence by Hyatt in Palo Alto.

She received a bachelor of arts degree in urban affairs from the University of Rhode Island in Providence, R.I. Rubin is also certified as an RCFE administrator in California and as a national Retirement Housing Professional from the University of North Texas in Denton, Texas. She is a member of the American Society on Aging and National Association for Female Executives.