

# Attach Your Name To Baycrest

Baycrest Foundation

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A REPORT ON FAMILIES WHO CARE ABOUT AGING

## Touring Baycrest makes project meaningful

For 10-year-old Jake Gottlieb, touring Baycrest for the first time brought his upcoming school fundraising project to life.

“We do a fundraising activity for a charity and present it in class,” said Jake. His assignment was part of Project Give Back at his school, the

south campus Leo Baeck Day School. The program was designed by Ellen Schwarz, a teacher and founder of the Jacob's Ladder Foundation, to teach children about supporting charities.

Jake chose Baycrest as his charity because his grandparents Fred and Bea Eisen have a Baycrest endowment fund. He recently came to Baycrest with his mother, Susanne Gottlieb, to get some ideas for his fundraising activity.

Jake's favourite stop was the Donald and Elaine Rafelman Creative Arts Studio with arts specialist

Brenda Lass where he learned how the Baycrest residents can paint and do pottery.

Jake learned that his grandparents' endowment fund helps to support activities like those in the studio. That's when he decided his fundraising activity would be painting welcome posters for the Rafelman Studio.

“At Baycrest, the older people can have fun painting and doing crafts,” said Jake. “I like the idea of painting posters for them to raise funds.”

(l-r) Baycrest arts specialist Brenda Lass, Jake and Susanne Gottlieb.



## WB Influencer excited about the future

It didn't take long for Liora Yakubowicz to sign on as a Women of Baycrest (WB) Influencer.

“I agreed on the spot,” Liora says. “When WB Chair Lynn Posluns explained the organization's goal of supporting research in women's brain health and aging, it appealed to me very much.”

As a WB Influencer, Liora has been inviting friends, family members and colleagues to become WB members. Fortunately, she has received enthusiastic responses. “People understand the importance of encouraging these initiatives,” she says.

In the fall, Liora will be one of over 75 women honoured as a Founding Member with a plaque on the inaugural Women of Baycrest Wall, located in the Justein Promenade on the main floor of Baycrest. “I'm

excited to be in the company of these like-minded women,” she says.

The Women of Baycrest is a group promoting research in women's brain health, with the goal of supporting a \$3-million Chair in Women's Health and Aging. For more information and to ensure your spot on the Women of Baycrest Wall, contact Margi Oksner at [moksner@baycrest.org](mailto:moksner@baycrest.org), or by calling 416-785-2500, ext. 2038.

(l-r) Three generations:  
daughter Jessica  
Yakubowicz, mother  
Liora Yakubowicz,  
and grandmother  
Esther Bem.



In every family, there is a story to share – a time-honoured way of passing on your unique heritage to your children and grandchildren. And when you establish an endowment fund at Baycrest, we would like to help tell your family story.

“The Baycrest Memories program helps people in our community pass down their family story for future

generations to enjoy,” says Lyn Ben-Dat, director of the endowment program at the Baycrest Foundation.

If you would like to find out more about Baycrest Memories, please call Lyn Ben-Dat at 416-785-2500, ext. 3409, or Joanne Gittens at ext. 2023.

## Baycrest MEMORIES *Celebrating Our Past*

Endowment fundholders Freda Brown, and her sister, Dora Miller, describe their family’s connection to Baycrest across three generations. Their parents, Harry and Mary Etkin, came to Canada from Russia in the early 1900s. There were five Etkin siblings – Fanny, Minnie, Dora, Ben, and Freda.

### A family connects to Baycrest over 70 years

*Education was very important to Fanny, the eldest sibling, who once aspired to become a nurse. She eventually enrolled in the chartered accountant program at the University of Toronto, where she met and married Maxwell “Mac” Levy. They established the Maxwell A. and Fanny Levy Endowment Fund at Baycrest, supporting nursing education.*

*Dora became Mrs. Jack Miller, and delivered Meals-On-Wheels at Baycrest for many years. The couple established the Jack and Dora Miller Endowment Fund, supporting program enrichment and special day care.*

*The youngest sister, Freda, married Morris Brown. Freda volunteered at the Baycrest gift shop for many years, and Morris*

*delivered Meals-On-Wheels for 16 years. They established the Ida and Benjamin Brown Endowment Fund, supporting Baycrest’s most pressing needs.*



*Grandmother Jenny Etkin lived in the Toronto Jewish Old Folks Home (Baycrest’s forerunner) on Cecil Street in the late 1920s. Mary Etkin lived in the Jewish Home for the Aged on Bathurst Street. Jack Miller attended the Baycrest Mountainview Club Community Day Centre, and lived in the Apotex. Currently, Freda and Morris are residents of the Terraces of Baycrest.*

*Freda says, “Dora and I have always been involved with Baycrest; it’s been a part of our family for 70 plus years.”*

**(l-r) Freda Brown, Jack and Dora Miller on the Millers' wedding day in 1942.**



# Trophy honours tennis enthusiast

A special trophy for the Baycrest's Aces for Alzheimer's tennis fundraiser honoured the late Harold Soupcoff's love of the game and Baycrest.

The Harold Soupcoff Memorial Trophy was awarded to Laurence Rose, the top fundraiser, at the first Aces for Alzheimer's on April 19th at the Mayfair Parkway club location in Markham of the Mayfair Racquet and Fitness Clubs. "Dad would have loved this idea, he'd have been first in line to sign up," said daughter Karen Soupcoff.

Another daughter, Yvonne Orr, said, "Dad and a large group of Toronto tennis fans created the first Mayfair Racquet and Fitness Club in 1970, so they could play tennis even in the winter."

Her sister, Rochelle Zubcov, agreed. "Mayfair was one of

Dad's proudest achievements – he'd be thrilled his club was hosting the tournament."

Baycrest Foundation board member and tournament co-chair Laurence Goldstein said, "My co-chair Andrew Duckman and I set a modest target of \$50,000 given the challenging economic times, but the combination of a hardworking fundraising team, a cause that resonated with the community, and with the generosity of our sponsors, quadrupled our target."



Although this year's tournament was limited to 32 men's players, Laurence said that with the success of the event, they would consider including womens and masters players for next year's Aces for Alzheimer's.

(l-r) Sisters Rochelle Zubcov, Yvonne Orr and Karen Soupcoff proudly display the Harold Soupcoff Memorial Trophy.

## New kitchen equipment delights staff

When Max Leroy visited the Baycrest cafeteria recently, he was welcomed by a large, smiling group of food services staff.

They were excited to meet the man who had made a generous gift of kitchen equipment to Baycrest earlier this year, including freezers, ovens, and food pumps.

"I want to shake your hand," said Carol Robertson, manager of clinical/client food and nutrition services. "Your gift has made a big difference in helping us create high quality meals more efficiently, with more up-to-date cooking and cooling equipment."

Max, who had just toured the upgraded kitchen facilities, said, "I'm so pleased to see the new equipment, it's a nice improvement.

"People need good food that's well prepared by modern, well-functioning equipment."

Donna Gates, director of food services and nutrition, says all the food services staff are "tickled pink" to work with the new freezers, ovens, and food pumps.



(back, l-r) Alsia Gregory, Irena Charczuk, Dorota Neugebauer and Max Leroy stand next to his plaque in the cafeteria, with Liliana Spadafora, Sofiya Shapiro (front, l-r) Janet Vercillo, Carol Robertson, Leslie Wiess

"We prepare 5,000 meals a day at Baycrest, and since our food is kosher, we need a fully operating industrial kitchen."

Mark Gryfe, president of the Baycrest Foundation, says, "Baycrest is fortunate to have a thoughtful donor like Max, who cares enough to fill a unique yet essential need like the kitchen equipment. That's why we've placed a plaque in the Baycrest cafeteria honouring Max that says, 'The heart of every home is in its kitchen.'"

# Client's appreciation inspires bequest

When Marie Leiser experienced the compassion and care at Baycrest, she was so moved that she remembered Baycrest with a generous bequest in her will.

In 2000, the strong-willed Marie moved her beloved husband, Fred, to Baycrest when his dementia became too difficult to handle at home. "She was so grateful for the thoughtful care he received," says Dr. Sheldon Hershkop, a close family friend.

Marie was a patient in Baycrest's Sydney and Florence Rehabilitation Unit twice, after she had orthopedic surgery. "She thought the staff was wonderful," Sheldon says.

With little family of their own, Marie and Fred were very close

to Sheldon and his parents. His father, Shalom, had been in various labour camps with Fred during the Second World War, and they were inseparable.

"We were like a surrogate family to Marie and Fred," Sheldon says. "My parents were partners with them in an import/export business, and they shared everything – an apartment, a car.

"They were loyal people, devoted to each other and to us."

For more information about making a bequest to Baycrest in your will, contact Florence Weinberger at 416-785-2500, ext. 2055 or e-mail [fweinberger@baycrest.org](mailto:fweinberger@baycrest.org).

(l-r) Fred and Marie Leiser



## Cards for all seasons and reasons



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And best of all, every card enriches the lives of our elderly.

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Call: 416-785-2875 or 1-800-223-2087 (toll free)  
Fax: 416-785-4296 E-mail: [donations@baycrest.org](mailto:donations@baycrest.org)

On-line tax receipts issued by return e-mail

## Walk with Us for Baycrest!



Baycrest Boardwalk: Leading by example  
Thursday, June 18, 2009 5:00 P.M. start

Register Online at [www.baycrest.org/boardwalk](http://www.baycrest.org/boardwalk)  
or call 416-785-2500 ext. 2035

Proceeds from the 2009 Baycrest Boardwalk will support the Baycrest Geriatric Health Care System.



# Top fundraiser earns unforgettable moment

When David Schlesinger signed on to play in this year's Baycrest International Pro-Am Hockey Tournament, he had no idea that he would become the top fundraiser – and be presented with a trophy from hockey legend Gordie Howe.

“I was just trying to raise as much as I could for the Baycrest Pro-Am,” David says. “It was a great honour to receive the trophy from Gordie – it was a moment I'll not soon forget.”

This was the fourth year for the Baycrest Pro-Am, which allows



everyday hockey enthusiasts to team up with former NHL greats in the battle against Alzheimer's and related disorders at Baycrest.

David participated in the tournament for the third year as captain of the Robins Appleby & Taub team. “As you learn more about the devastating effects of Alzheimer's and the work that Baycrest does, it becomes a lot easier to ask people to donate” he says.

“Given the tough economic climate, I was blown away by how generous people were.”

Jared Drewnowsky, director of the Baycrest Pro-Am, says, “It's great to have over 700 participants working together for the same cause.”

David signed up for the 2010 Pro-Am as soon as registration opened, and says he hopes he can surpass his fundraising goal next year. To find out more about the Baycrest Pro-Am, or to register a team, visit [www.baycrestproam.com](http://www.baycrestproam.com).

(l-r) John Doig, Senior Vice-President, Marketing, Scotiabank, David Schlesinger, Gordie Howe, and Baycrest Foundation President Mark Gryfe.

## Scientist mingles with endowment fundholders

At a recent reception for Baycrest endowment fundholders, donors had an opportunity to meet and speak with Dr. Fergus Craik, a Baycrest cognitive psychologist who is world renowned for his groundbreaking research on memory processing.

Fundholder Harry Rosen said, “There are some top-notch scientists at Baycrest, and I'm curious to hear what they say about keeping your memory sharp. It's great to have this opportunity to talk to them personally.”



Many years ago, Harry's mother was at Baycrest, and Harry said he was impressed with how much Baycrest has grown. He said he is particularly interested in the work Baycrest is doing with baby boomers and memory. “Everyone's concerned about their memory,” said Harry.

For more information about establishing a fund at Baycrest, contact Lyn Ben-Dat at [lbendat@baycrest.org](mailto:lbendat@baycrest.org) or call 416-785-2500, ext. 3409.

Baycrest endowment fundholder  
Harry Rosen.

Every time volunteer Evelyn Bernstein walks past the curved bench named in honour of her parents near Baycrest's Apotex entrance, she smiles.

"The bench's curved shape feels like an embrace," says Evelyn. "Its position at the west entrance from the parking lot is perfect for making guests feel welcome." The plaque on the bench reads, "In honour of Saul & Gert Wellman, lovingly donated by Evelyn and Coleman Bernstein and Family."

Evelyn and her husband, Coleman, both have volunteered at Baycrest for over 10 years. Evelyn helps on Mondays in the volunteer office, while Coleman delivers Meals-On-Wheels.

They also have an endowment fund in honour

of Coleman's parents, which supports arts and crafts programs for residents. "My father-in-law, Max Bernstein, loved the arts and crafts program at Baycrest, and my mother-in-law, Sarah Bernstein, was one of the first residents at the Terraces of Baycrest," Evelyn says.

"I wanted to make a donation in honour of my parents." In recognition of her gift, the curved bench was named after her parents.

She loves the curved bench for her parents because of its welcoming shape. "My parents always welcomed the family to their house on all occasions," Evelyn says. "The bench has a warm, inviting feel to it that my parents would have appreciated."

(back, l-r) Shawn Bernstein, Karen Bernstein (front, l-r) Coleman and wife Evelyn Bernstein.



## Contact Us!

Attach Your Name to Baycrest is published quarterly to keep you up-to-date on Baycrest Foundation events, individuals and programs.

Please address your comments or ideas to the Editor at: Baycrest Foundation

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To find out more about attaching your name to Baycrest, call Mark Gryfe, president, Baycrest Foundation at 416-785-2500, ext. 2039 or e-mail mgryfe@baycrest.org.

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