

ELEVATE

FROM 2LIFE

Focus on philanthropy

A message from our campaign co-chairs



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Investing in 2Life benefits us all

By Wendy Kraft, Lynne Elfland, and Norman Posner

Anyone who visits a 2Life campus quickly sees the concept of *aging in community* brought to life. Spaces for socializing abound; programming engages the body, mind, and spirit; and a wide variety of cultures enriches the experience of all.

Witnessing the positive impact of this organization first hand has motivated us to give. But many of you may not have seen 2Life up close. Here, as co-chairs of 2Life's comprehensive campaign, we explain why giving to 2Life benefits us all.

Creating connections and communities

The benefits of aging in community are vast, both for seniors and the community as a whole:

- Improved social connection and reduced isolation for older adults
- Enhanced mental and physical health outcomes

- Increased opportunities for intergenerational learning and collaboration
- Stronger, more cohesive communities where all generations thrive

2Life provides the space and programming that encourage community building, which is the best possible antidote to loneliness. And the impact is measurable. While 20% of 2Life residents qualify for nursing home-level support, only 2% of residents who move out annually move into a nursing home.

What could be a better investment than to support strategies that help create social connection for seniors?

And putting those strategies in place where they live simply makes sense.

Taking care of the vulnerable, honoring elders

We have an obligation to honor and care for the people who once cared for us. The Hebrew word for this is *kavod*, and it's one of 2Life's values. Honoring the experience and wisdom of all of our elders, *zakein*, is another 2Life value and *kavod*'s twin. 2Life campuses welcome people from 61 countries. Throughout, you will find humanity at its richest: artists and academics, dissidents and tradespeople, teachers and other professionals of every ilk.

We at 2Life are grateful to these three dedicated board members who have stepped up to lead our most ambitious fundraising effort to date.

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Capital construction: A blueprint for philanthropy

Over the next few years, 2Life plans to add more than 500 affordable housing apartments to the more than 1,600 we currently manage. We are deeply grateful for the federal, state, and local funding that supports capital construction costs. However, this funding only covers part of our capital construction expenses. For the rest, we rely on private philanthropy.

Public funding allows us to build most of the physical structure. Philanthropy enables us to build a community.

Without the generosity of our donors, in other words, we would not have the vital communal spaces that foster connection and allow our residents to thrive.

As Zoe Weinrobe, 2Life’s Chief of Real Estate, explains, “Communal space and the programs that happen within those spaces are the lifeblood of our aging in community model. Our goal is to create and maintain these spaces across both current and future campuses. That’s where philanthropy comes in.”



Upper entrance, Golda Meir House, gifted by The Harry and Jeanette Weinberg Foundation



Front entrance and plaza, J.J. Carroll House, gifted by the Hamilton Company Charitable Foundation



Dance and fitness studio, Golda Meir House, gifted by the Rita J. & Stanley H. Kaplan Family Foundation in loving memory of Gladys aka Golda Gwartzman



Wellness room, Kurlat House, gifted by Nancy Karp in loving memory of her parents, David and Leona Karp



Porch and lobby, Leland House, gifted by Brookline Bank



Lobby, Golda Meir House, gifted by Merle and James Grandberg, Ken Grandberg, and Marcy D'Agostine



Grab-and-go station, Leland House, gifted by Global Partners and the Slifka Family



30 Wallingford Road, Brighton, MA 02135
2LifeCommunities.org | 617-912-8400



Combined
Jewish
Philanthropies

A rose in bloom

Phyllis Stoleroff cultivates a rich life



Philanthropy is the rich soil enabling 2Life’s residents to flourish as they age. You can see the impact close up as Brown Family House resident Phyllis Stoleroff shares her story.

Setting down roots

There is a rose bush in the courtyard of Brown Family House that brings pleasure to many, but to one resident in particular: Phyllis Stoleroff.

“Someone said, ‘Phyllis, there’s always a rose in your life,’ and it’s true. I used to live on Rose Avenue. My favorite aunt was named Rose. My father and husband’s business was called Roseclaire. Now this is my home. So when I moved, I went to a nursery, picked a rose bush, and planted it here. It makes the courtyard even prettier, so we always go down to see the roses.”

Like the rose bush, Phyllis is a transplant. She was born 93 years ago in Brooklyn; married, raised three children, earned master’s degrees in special education and administration, and worked as a special education teacher in Franklin Lakes, New Jersey.

Phyllis moved to Brown Family House in 2020. “My daughter entered my name in a lottery and didn’t tell me. I was in the hospital when somebody from 2Life called. I had no intention of moving,” she says. After giving the idea some thought, Phyllis decided the move might be timely. “I was living in upper New Jersey, my neighbors were all young, and I was lonely. And I realized I needed more assistance.”

Phyllis says, “I liked it immediately. I felt, ‘This is perfect!’”

Vibrant connections for a flourishing mind

After retiring, Phyllis became a bit of a rambling rose as she and her husband “got a trailer, traveled around, and worked in national wildlife refuges. We did that for at least 10 winters, traveling across the U.S. and back.” The Stoleroffs conducted tours, led birdwatching groups, and helped band migrating butterfly species.

Meeting different people is one reason why Phyllis thrives at Brown. Friends and staffers have multiple backgrounds, and she appreciates that “there are younger people here, and they accept me. I didn’t want a place where everybody was the same as me.”

Though her health has declined (she is legally blind), Phyllis is still active. “In the morning, [Fitness Director] Stacy comes up, and we do exercises.” Phyllis participated in a painting class until her vision failed. Now, music classes are her highlights. In the afternoon Phyllis enjoys meeting with Rabbi Giulia and attending the discussion group led by Haddassah Margolis, LICSW. Fridays also feature meditation and tai chi classes. All of this activity is supported by philanthropy.

A framework for friendship

Phyllis thinks the building layout is conducive to making connections. The public areas enabled by

philanthropy are where a sense of community can evolve organically. “I’ll stop to chat with neighbors in the hallway or join women who socialize in the lobby every day.” When it’s nice, Phyllis enjoys sitting by the roses in the courtyard, or spending time in the roof garden. “It’s easy to meet people. This building is perfect for that.”

“This is keeping me alive”

Phyllis was surprised to learn that what enriches her life at Brown — the classes, caring staff, welcoming lounges, and rose-filled courtyard — is all funded by philanthropy.

“

Tell donors that it is all very worthwhile! We need more senior housing like this. Independent living is wonderful. My eyes are gone, my body is falling apart, but my mind is functioning, and these activities are keeping me alive. It’s all about the quality of life.



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Residents have witnessed and participated in some of the most significant world events of the 21st century. Creating the opportunity for them to share their wisdom by ensuring that our elders have an affordable, high-quality place to live benefits all of us.

Shifting the paradigm on senior housing

2Life is mobilizing residents and building coalitions to bring about

a revolution in how people age. We work with legislators and policymakers on local, state, and federal levels to underscore the need to augment or reform existing funding structures so they in turn support the creation of more housing where people can age in community. 2Life’s campuses showcase senior housing at its best, a powerful advocacy tool.

This work benefits not only elders who live with us but also all older

adults by advancing a pathway to optimal aging.

If combatting loneliness, honoring and caring for our elders, and transforming how society creates senior housing resonate with you, we urge you to support 2Life, an organization that is not only life-changing but game-changing.



Lynne Elfland has been a 2Life board member since 2018.



Wendy Kraft has been a 2Life board member since 2018.



Norman Posner has been a 2Life board member since 2013 and currently serves as treasurer.

“

My grandfather found a safe and bustling community full of friends and activities and programs while still maintaining his independence in his own beautiful, modern apartment. Ulin House not only enriched my grandfather’s life, it gave my family comfort to know that he was so well cared for.

“

As our parents are aging, these can be very challenging times. With love in our hearts, it is our obligation to honor thy mother and father. How fortunate we are that 2Life Communities gives us the opportunity to do so. Together we are building a world where every senior feels respect and dignity and has the chance to live a full life of joy and purpose.

“

My mother lived at Golda Meir House for seven years, one of its first residents. It was such a kind environment — a perfect place for her. 2Life has a special place in my heart. This is my way of giving back both in time and philanthropy, because no one should have to worry if their parents are safe.

“No one should have to face the challenges of aging alone. Together we’re investing in a future where we no longer have to choose between housing and other essentials.”

— Amy Schectman, Saul and Gitta Kurlat Chief Executive Officer of 2Life Communities



» 2lifecommunities.org/donate



You make the difference: Four examples of philanthropy

At 2Life, the federal, state, and local funding we receive is strictly for building and maintaining our apartments. Public spaces — such as meeting rooms, fitness centers, patios, and gardens — are not covered by this funding. Nor are the essential programs that bring connection, purpose, and joy to our residents’ lives.

Imagine you go to your favorite ice cream shop and order a sundae, and all you get is the bowl. The ice cream, chocolate sauce, whipped cream, and sprinkles — all of that is missing.

That’s how Jennifer Rich, Director of Resident Services at Shillman House, explains the difference between what the government and philanthropy provide for 2Life. “The government funds the building of apartments and supports some rents. But it doesn’t support the things that make being in a community like this so meaningful.”

As a donor, you play a pivotal role in ensuring these meaningful programs continue and expand.

Here are four critical programs that rely on your support:

1 FITNESS: More than a workout

In 2024, 2,306 fitness classes were conducted at 2Life; 674 residents received individualized fitness support; and 897 different residents used the various gyms.

But the real value of the program is immeasurable, according to Fitness Director Stacy Kahlil. “Fitness is essential for a healthy and balanced life. Our program targets residents’ physical, social, and cognitive well-being. It enhances overall quality of life.”

She shares the story of one resident who returned from rehab wheelchair-bound and unable to walk. Stacy worked with her twice a week, patiently eroding the resident’s fear and resistance. Eight weeks later, she took her first five steps, soon managing 28 with her walker. “I was so proud of her,” says Stacy.

That connection to residents has kept Stacy at 2Life for 20 years. “I’m always inspired by their resilience.

To see them overcome challenges is the best part of working with them.”

Every resident undergoes an initial assessment and receives a personalized plan. In addition to free gym time, choices include weekly exercise and movement classes that incorporate strength training, balance, yoga, mindfulness, fall-prevention strategies, music, and more. There are special programs for conditions such as Parkinson’s and arthritis, and a “Brain and Body” class that combines cognitive and physical exercise.

Residents enjoy one-on-one coaching and group classes where instructors modify exercises to accommodate varying cognitive and physical needs. Regardless of ability, every resident reaps the same life-changing benefits: reduced social isolation, better mental and physical health, and the improved functional mobility that is essential for managing the activities of daily living.



2 LIFELONG LEARNING: Educational and transformational

The Irma Schretter Lifelong Learning Program, which is largely supported through philanthropy, includes classes, performances, celebrations, and more. Many take a hands-on or multi-disciplinary approach — for example, an art history lecture followed by studio time, or a belly dancing performance that has residents wiggling and giggling along in their chairs.



Shared activities serve as ice breakers for making new friends. And, sometimes, they help renew existing connections. Jennifer Rich, Director of Resident Services at Shillman House, recalls a powerful moment between married residents who attended an in-house concert. The husband was experiencing cognitive decline, and his wife was struggling with her new role as a caretaker. “They held hands during the concert and at the end, they shared a kiss and were crying. It was as if the music brought him back for a moment they could once again share.”



The goals are to help people explore new ideas, build friendships, activate their minds, boost their moods, and reduce the risk of dementia. — Jennifer Rich

3 EXPRESSIVE THERAPIES: Joy beyond words

Expressive therapies tap into residents' inner creativity to promote healing, clarity, connection, and joy. These strategies can be especially helpful for older adults struggling with speech and comprehension due to dementia, trauma, depression, anxiety, or language barriers.

By unlocking the world of imagination and beauty, we may reach the unreachable.

Madeline Ludtke, Therapeutic Arts Coordinator, and Shixuan Ai, Joyful Connections Manager, reach across all 2Life campuses to engage residents through art, music, drama, dance, and movement. Joyful Connections specifically targets seniors with memory loss.

Shixuan recalls working with a 93-year-old woman with dementia who could no longer communicate verbally. "Although we spoke the same language, she couldn't



understand me. But one day I played piano, a melody familiar to her. She started clapping and singing. Suddenly, she remembered all the words. Afterwards, she said, 'Here's another song I learned when I was young,' so we sang some more. She was happy, and that song was the key."

Says Madeline, "We're adaptable and accessible, and we can meet each resident where they're at." That goes for even the most reclusive or physically challenged residents, who receive one-on-one sessions in their apartments.



Last year, the team conducted 290 group sessions, 488 individual sessions, and 480 Joyful Connections sessions — an impressive output for a small team. But the quantitative data pales compared to the qualitative impact residents report: "I feel happy when I attend Joyful Connections." "I finally have things to look forward to." "I am at peace right now doing art."

"Sometimes residents will not remember what we did together," says Madeline, "but they remember how it made them feel."

4 ADVOCACY: Enabling more seniors to age in community

2Life regularly connects legislators with residents by bringing the public leaders to our campuses or transporting residents to their offices. We do this because residents make the most powerful case for 2Life's *aging in community* approach.

"At 2Life, seniors are seen, respected, and, most of all, given the agency they deserve," says Emily Levine, 2Life's Chief of Advocacy. "The most meaningful advocacy occurs when the people the work sets out to impact are sharing their own stories."

Advocacy work covers a wide range of efforts. Sometimes, it involves helping residents identify a pressing need and develop a strategy to achieve their desired outcome. For example, residents on the Brighton Campus recently collaborated to successfully have a bus shelter installed in front of the campus. Other times, advocacy involves working to ensure policies are in place that support the needs of seniors across the country or state, such as access to high-quality, affordable housing.

Among our legislative wins is the state adopting senior housing design standards influenced by 2Life's design guidelines. Another victory: Every new senior housing project that receives state funding must hire staff whose roles are modeled after those of 2Life's resident services coordinators.

At MRVP "Cookie Day," 50 2Life residents and staff joined affordable housing advocates gathered to urge lawmakers to expand and codify into law the Massachusetts Rental Voucher Program

