

A KIND FAREWELL

Dear Friends,

Twelve years ago, my dear friend, Nathan Benderson introduced me to the unique and wonderful community of Aviva – A Campus for Senior Life. The moment I stepped onto campus, I was instantly engulfed by the sense of warmth, the sense of energy and the unmistakable culture that embodies Aviva. I know you all echo my feelings that this community is simply special beyond words.

As a board member, I had the pleasure to play a part in the development and vision of who we wanted to be and what we have become. Though I loved my time as a board member, I was overjoyed when asked to help lead the efforts of the Aviva Jewish Housing Foundation, Inc. two years ago. As I transitioned, I made a promise to this community, to take two years to revitalize and re-energize the efforts of our fundraising and philanthropy. With a slew

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of great successes including the opening of the beautiful Kretzmer Center, that two-year commitment has come to an end.

It is both with great joy and a hint of bitter sweetness that I let you all know that my time as Vice President of Philanthropy will be coming to an end. As of June 30th, I will take on a new role as Special Advisor to the Aviva Jewish Housing Foundation. In this new role, I will work closely with staff and residents to smoothly transition new leadership, execute our major giving events including Keep the Dream Alive, and ensure that our Foundation continues its mission of preserving a community for the Jewish seniors of Sarasota.

This year, Aviva will celebrate 25 years since the community

was founded. It should not be lost on anyone that this historic accomplishment is a result of individuals like you. No matter if you are a new donor or have made supporting Aviva a long-term cornerstone of your own philanthropy, your efforts are what have allowed our community to grow, flourish and thrive. No words will do justice to how much we thank you for that continued support but know that on behalf of every member of the Aviva team, I want to again thank you for your commitment to a Jewish tomorrow.

Like all great causes the mission of our founders does not come to an end. I hope you will join me as we continue to support the mission of Aviva and the Aviva Jewish Housing Foundation.



The role this community plays is simply vital to seniors not only in Sarasota but across the country. Together we must continue the work of ensuring that there will always be a place for Jewish seniors to live life to the fullest, to feel cared for, a place for them to call home.

To all of you, thank you for your friendship and partnership. Sincerely,

Sincerely,
Scott Anderson
Vice President of Philanthropy

TO LIFE!

Jewish Housing Council Foundation Newsletter | Fall 2018

A MESSAGE FROM CHIEF EXECUTIVE OFFICER: JAY SOLOMON

Dear Friends,

Iam incredibly excited to usher in another exciting season here at Aviva – A Campus for Senior Life. The past year has been one of change as we have worked tirelessly to renovate our campus, expand our programming, and bring new members of our team together all in the pursuit of our shared mission, improving the lives of our residents. Now as we look towards this new season of 2018-2019, our vision is all about growth and the new possibilities for our dynamic community.

It is my absolute pleasure to work on behalf of both the residents of Aviva and the interests of your Aviva Jewish Housing Foundation this year. We are excited to present to you new opportunities for involvement, high quality events, and a heightened awareness of the activity here on campus.

“As we enter our 25th anniversary our commitment is stronger than ever and our vision for the future grows more exciting every day.”

But what does the Aviva Jewish Housing Foundation actually do? Who do we serve? In 1993 when the doors of what was then Kobernick House opened and our first residents moved in, our founders made a commitment. As

a group and as the Jewish community of Sarasota they promised that the residents of Aviva would always have a place to call home. They envisioned a campus where seniors could take time to age in place while caring for their mind, body, and spirit. It was not enough for our founders to simply build a campus to care for our seniors but they wanted to ensure that it would be maintained and grow for future generations. That commitment to the future of Aviva gave life to the Aviva Jewish Housing Foundation.

As we enter our 25th anniversary our commitment is stronger than ever and our vision for the future grows more exciting every day. It is my hope that if you have supported our community in the past that you will continue to do so with renewed strength and determination. If this is your first

season with Aviva, I want to personally invite you to join us here on campus, not just for our Foundation events but to experience what truly makes our community so unique.

September is also a special time in



the Jewish community as we prepare to celebrate Rosh Hashana and observe Yom Kippur. These moments are incredibly symbolic, they represent new chances, new opportunities and a moment for each of us to reflect on the past and prepare for the future. I hope that each of you and your families can come together to celebrate these special moments and ring in a sweet new year. From your entire Aviva family, I want to wish you a shana tova and may this year be sweet and full of life!

All the best,

Jay Solomon
Chief Executive Officer
Aviva – A Campus for Senior Life

SAVE THE DATE

Keep the
Dream
2018 *Alive!*

Save the Date

Date: November 5, 2018

Time: 7:30 pm

Place: Michael's On East

Dessert Reception

**New Date
and Time**

Eight
over
80

Save the Date

Date: March 17, 2019

Time: 10:30 am

Place: Michael's On East

Brunch

KRETZMER CENTER



“Thanks to the Kretzmer Center, every day is a new experience. You never know what exciting thing is coming to campus next!”



“It’s like having the symphony, theater and orchestra in our own home...”



“At the Kretzmer Center every event and program feels like a special occasion, something to get excited about!”



THE KRETZMER CENTER COMES TO LIFE!

In January of 2018 several years of hard work, determination, and vision came to life on the campus of Aviva. With a room full of excited residents, staff, and supporters the Aviva Jewish Housing Foundation officially opened the Kretzmer Center. The new center serves as a hub of activity for residents across campus and the entire Sarasota community. Featuring state-of-the-art technology including a high-definition projector and hearing aid assisted surround sound, the center is an ideal place for residents to enjoy live performances, participate in thought provoking lectures, and enjoy a new array of high movement related wellness events.

The journey to the Kretzmer Center at Aviva started with a vision and a need. For our residents, the idea was to take a under utilized space on campus and create a literal center for activity and community engagement. Our vision was to expand the walls of Aviva to bring the community at large and all the wealth of experience directly to our residents. With a shared goal in mind, our Foundation team got to work, turning vision into reality.

It wasn't easy, no project of this magnitude ever is. Our Foundation team appealed to our friends and neighbors in Sarasota for help. With immense gratitude our community connected with Ernie Kretzmer local philanthropist and Sarasota icon. Ernie is no stranger to the Sarasota non-profit world having worked closely with the Sarasota Orchestra and Ringling College. When we approached Ernie with our idea for a new multi-purpose center he wanted to expand that vision beyond a place

for activities or lectures, but a place where he could share his love of the arts with the residents of Aviva. In December of 2016 with guidance and support from Ernie, the Kretzmer Center began its journey to completion.

The Kretzmer Center is not only a place for our residents to come together but a place we invite you to experience for yourself!

Adding a major new section to our KobernickIndependentLivingbuilding meant over a year of construction, renovation, and redesign. While our collective excitement only grew, the construction placed a burden on our community's ability to hold events and activities. That burden may have been too much for other community's but for the family at Aviva it became an opportunity to innovate and brought staff and residents closer together. That bond was put to the ultimate test when during construction we entered an overly active Florida hurricane season.

With only months left until our opening, Hurricane Irma arrived in Sarasota. Heavy rain, strong wind, and loss of electricity threatened not only the safety of our community but the

progress of our vision. No hurricane could stop the team at Aviva though. Staff worked around the clock to not only keep our campus active including maintaining electricity, preventing flooding, and caring for residents but took it upon themselves to protect the fledgling Kretzmer Center. That protection knew no limit, even when a particularly strong period of wind threatened to send a construction fence crashing through the construction site, our team fought through rain and wind to secure it quickly and safely.

Our Kretzmer Center at Aviva is a testament to the dedication of our staff, the passion of our volunteers, and the love of our residents. Now open to all the Kretzmer Center has gone on to host members of the West Coast Black Theatre Company, volunteers from the Alzheimer's Association and even celebrate Israeli Independence Day with a group of teenage students from Jerusalem. Each day our residents are engaging with a world so much bigger than Aviva directly from the comfort of a space that they inspired.

The Kretzmer Center is not only a place for our residents to come together but a place we invite you to experience for yourself! Keep a close eye on the Aviva website for a spectrum of community events including lecture series, live performances, association meetings, and local holiday celebrations. The center is also available for community organizations to use for their own meetings, events, or programs! More information is available through our Marketing Department at 941-377-0781.