

# Baycrest Funds Update



The Baycrest Centre  
Foundation

family

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ISSUE 1

E N D O W M E N T & C O V E N A N T F U N D N E W S

## Time of day plays key role in memory

Do your memory and attention skills work better in the morning or afternoon? Funding from Research-designated endowment funds at Baycrest enabled **Dr. Lynn Hasher**, a senior scientist at **The Rotman Research Institute**, and her colleagues to conduct several studies that showed time of day as having a big impact on cognitive testing for older adults.

Results showed that nearly three out of every four people age 60 and over are *morning people* – they perform better on tasks involving attention and memory in the morning.

“This means that most older people will understand complex information better in the morning, so any tasks requiring a lot of memory or concentration, such as appointments with physicians, should be tackled at that optimal time,” explains Lynn.

Conversely, fewer than one out of every ten young adults are morning types and most perform better mentally and physically later in the day.

Lynn explains that people tend to shift away from being *night owls* in their late 20s. By the

time people reach the age of 60, most become *morning people*.

This significant change could be due in part to chemical reactions in the part of the brain that deals with memory, and there could be more than one part of the brain affected by this 24-hour circadian rhythm, says **Dr. Michael Gordon**, vice president, Medical Services.

“This could have very important implications for the aging population, if we learn how to expand periods of optimal memory function,” he says.

## Happy 75th birthday Percy Weinstein

When **Seymour Weinstein** couldn't decide what to get his brother **Percy Weinstein** for his 75th birthday, he created a Baycrest endowment in support of Research in Percy's name. Seymour explains that their mother lived at Baycrest for many years and received dignified, sensitive and quality care. “Baycrest does a tremendous amount of good work for the elderly in our community,” says Seymour. “This endowment not only supports Baycrest, it's a wonderful and lasting tribute to my brother.”

The Weinsteins were among 96 people being honoured for establishing a new endowment or increasing the level of their fund at a recent endowment plaque dedication event. Back row (from left): **Seymour Weinstein**, **Risa Weinstein**, **Mark Enchin**, **Alexander Enchin**, **Jason Hanson**, and **Deedee Enchin**. Front row (from left): **Karen Weinstein**, **Percy Weinstein**, **Myrna Weinstein**, and **Molly Hanson**.



# Staff awards change lives and improve care

Thanks to generous funding from the **Hy and Bertha Shore and Harry and Sara Gorman Awards**, four Baycrest staff members are now pursuing their Masters degrees.

The families of Hy and Bertha Shore and Harry and Sara Gorman believe that every staff member plays an important role in maintaining high standards of care for the elderly and that each staff member should be encouraged to increase knowledge and professional growth.

Up to six awards are granted annually to staff members who wish to further their education, upgrade their skills, help improve their job performance, or produce a manuscript or educational product that can be shared with others.

Recipients of the 2003 award include **Amy Clements-Cortes**, music therapist, who is completing her Masters of Music Education program at the University of Toronto; **Beverly King**, nursing administration, who is completing her Masters of Science degree in



Grateful award recipients take time out for a photograph with members from the Shore and Gorman families during the annual awards presentation. Pictured are (from left): **Neil Shore**, **Diana Clarke**, **Harry Gorman**, **Shannon Hebblethwaite**, **Beverly King**, **Sara Gorman**, **Amy Clements-Cortes**, **Deborah Seligman**, **Martha McCall** and **Fred Shore**.

Community Health Nursing at D'Youville College; **Martha McCall**, occupational therapist, who is completing her Masters of Science degree in the Graduate Department of Rehabilitation Science at the University of Toronto; and **Deborah Seligman**, occupational therapist, who is also completing her Masters of Science degree in the Graduate

Department of Rehabilitation Science at the University of Toronto.

“This type of funding helps us as staff to upgrade our skills and knowledge, so that we can continue to be leaders in our various fields and further enhance the quality of care we provide at Baycrest,” says recipient Amy Clements-Cortes.

## Shalom Program provides continuity for patients

It's Friday afternoon and Baycrest's Hospital Recreation Room is transformed into a scene of elegance in preparation for the Shalom Program. Snowy white tablecloths are laid out, along with china and silver, to help Baycrest Hospital patients welcome *Shabbat*.

Initiated in 1986 by Baycrest's Therapeutic Recreation Department, with support from the Women's Auxiliary (WA), this beautiful program continues today with the support of dedicated WA volunteers and a generous

endowment from **Eleanor Slivka and her family** through the **Morris Slivka Endowment Fund**.

“This is a wonderful program that gives patients an opportunity to celebrate *Shabbat* together, in a manner similar to what they may have done in their own homes,” explains **Arlene Sanders**, therapeutic recreationist and culture and heritage co-ordinator. “It also gives them the opportunity to reminisce and socialize, ultimately enriching their quality of life.”

# Nutrition research helps Alzheimer's sufferers

Researchers at the **Kunin Lunenfeld Applied Research Unit (KLARU)** are looking at innovative ways to boost nutrition and prevent weight loss in the cognitively impaired.

KLARU scientist **Dr. Carol Greenwood** and KLARU Doctoral student **Karen Young** recently measured the food intake of Baycrest residents with probable Alzheimer's disease.

They then introduced a *breakfast for dinner program*, which provided residents with breakfast foods at dinnertime. "We wanted to provide them with the foods they eat at their best meal – breakfast – at their worst time for appetite and behaviour."

Breakfast foods like muffins, danishes and boiled eggs were served. "These types of foods are easier to eat because they're hand-held," explains Karen. "They're also familiar, comfort foods and tend to be

rich in carbohydrates and sweetness and that tends to be part of the attraction."

Carol and Karen found that people with higher degrees of cognitive impairment and more pronounced behavioural difficulties actually did better when they had breakfast for dinner. "Overall, it did increase their energy intake," says Karen.

Carol explains that although the data needs to be further analyzed, the information is very exciting. "We may be able to target nutritional interventions specific to each client's particular stage of the disease – and this would have a tremendous impact on their quality of life," says Carol.

Endowment funds provided the much-needed computer software to link clinicians with researchers. "Without that funding we would not have been able to do this important research," she says.

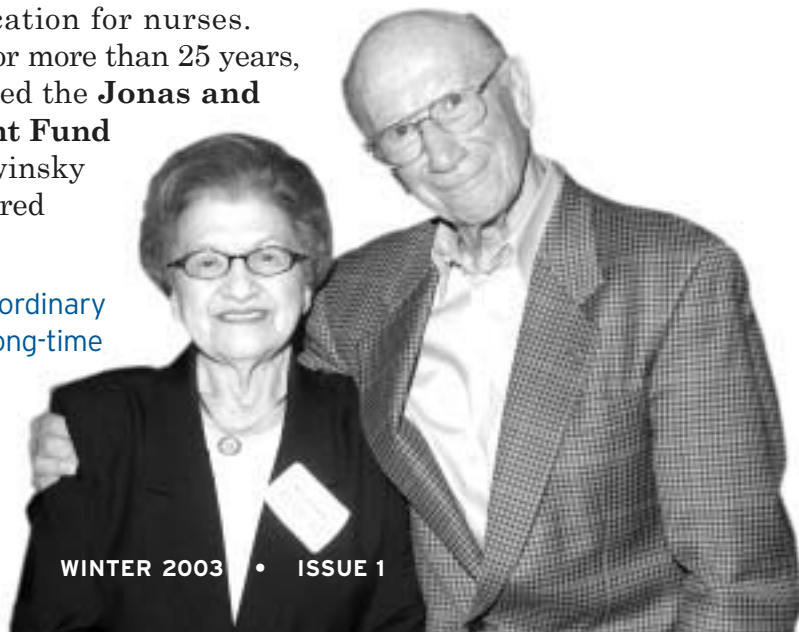


**Elaine and Irving Bloomberg** (front row) and their children (from left) **Stephen, Murielle, David, and Michael** enjoyed a professionally photographed portrait at a recent dedication of the permanent plaque for the **Sarah & Karl Cohen Endowment Fund**. Named for Elaine's parents, the fund supports ongoing research at Baycrest. (Absent from the portrait are **Shelley and Randy Goodman**.)

## Retired nurse builds scholarship fund

**Rose Glowinsky** is committed to continuing education for nurses. As a retired registered nurse who worked at Baycrest for more than 25 years, Rose was deeply honoured when her family established the **Jonas and Rose Glowinsky Nursing Scholarship Endowment Fund** in honour of their 50th wedding anniversary. The Glowinsky Nursing Scholarship is awarded annually to a registered nurse who is furthering her education.

**Rose Glowinsky** enjoys a hug from **Sam Ruth**, whose extraordinary skills as a former Baycrest CEO, Foundation president and long-time supporter helped build Baycrest into the world-renowned facility it is today. Sam and his wife Nancy personally support client care at Baycrest through the **Nancy and Sam Ruth Family Nursing Education Endowment Fund**.



# Nurse specialist focuses on pain management

As the Al Hertz Clinical Nurse Specialist in Pain Management, **Rochelle Caratao** is making a significant impact on the way pain is managed at Baycrest.

The position – the first of its kind in Canada – was created by an endowment from the **Al Hertz Family Foundation**. This gift opens the door for donors to support the delivery of care by endowing a clinical staff position.

Since her appointment, Rochelle has been working on a comprehensive pain management program and has introduced programs and special tools for staff and caregivers.

“It’s often very hard for people to articulate their pain, particularly if they are cognitively impaired. We’re definitely moving forward on this front and the benefits to

clients are enormous,” explains Rochelle. “It’s also an opportunity to teach caregivers to recognize certain behaviors that are indicative of pain.”

Caratao explains that there are many issues associated with pain. “Everyone has their own beliefs about pain threshold and discomfort, and that can have a tremendous influence on the care of a patient. My goal is to raise awareness, provide information and work as part of a team to provide the best possible pain management strategies for our clients and improve their quality of life.”

**Al Hertz** has met with Rochelle several times since she was appointed to the position and is pleased with the progress made to date. “I’ve seen and heard of

many cases of the elderly being in pain and unable to express themselves and I’m pleased to be able to help them through the support of this clinical position.”



**Rochelle Caratao**, CNS in pain management, shares a moment with endowment benefactor **Al Hertz**.

## New Endowment & Covenant Funds

By establishing and naming a Baycrest endowment fund or covenant fund, you can create an enduring tribute to beloved family members or admired individuals. These are the gifts that *keep on giving*, preserving the fund’s name while at the same time providing financial stability for important programs and services at Baycrest, now and into the future.

### Endowment Funds

Established October 1, 2002 to September 30, 2003

- Sheila Allen-Jacobson
- Sylvia Feldman
- Bella Zeifman Handelsman
- Aranka Hofstedter
- Harry & Henrietta Kostman
- Frida & Irving Lebovici
- Maxwell A. & Fanny Levy
- Pearl & Albert Stevens
- Peggy Vogel
- Percy Weinstein

### Covenant Funds

Established October 1, 2002 to September 30, 2003

- John Alexander
- Eve & Mickey Alter
- Lauren Amato
- Vela Belsky
- Samuel Burman
- Sean & Jennifer Debow
- Edward Donnenfield
- Frances & Murray Eisen
- Bess Feldman
- Gert & Syd Fink
- Alfred & Mary Freeman
- Harvey Freeman
- Hilda Giddens

- Anne & Harry Goldstein
- Jack Goldstein
- Harry & Zelda Jonas
- Jack Kaufman
- Philip Kerbel
- Ileana Klein
- Dorothy Koven
- Beatrice & Bernard Krestell
- Morris & Cyla Lieberman
- Frank Maron
- Jacqueline Michaels
- Bella & Abe Miller
- Shirley Moldaver
- Charles & Minnie Nochomovitz
- Joseph C. Pardo
- Donny Rich & Family
- Aaron & Sarah Rotenberg

- Nellie Rothman
- Sara & Phil Rutman
- Andrew & Magdi Senyi
- Adele Sharpe
- Kaelen Sherman
- Dora & Isaac Sobel
- Beatrice & Sam Solomon
- Sarah Spitz
- Gussie & Moe Starr
- Lily & Fred Stoll
- Harry Tater
- Minnie Tishler
- Bertha Wilenczyk
- Alex Winick
- Julius Wise
- Cecil & Annette (Denny) Yolles
- Hy & Ruth Young

# Seniors benefit from special Day Centre funding

Program supplies are critical to the continued success of Baycrest's Community Day Centre for Seniors – Canada's oldest day program for older adults. Community Day Centre Director **Joyce Lagunoff** explains that endowment funds help provide vital supplies that add to the quality and richness of their programs. "This funding allows us to do the extra meaningful things that are so important to the people we serve."

**Anita Marcus** knows the value of the Day Centre and its program materials. Her mother

**Margaret** began attending regular Day Centre programming after suffering a stroke and receiving rehabilitation therapy at Baycrest Hospital.

"Her prognosis was not good initially, but thanks to Baycrest's rehabilitation unit, within three months, she could walk again," she explains. As a thank you, Anita set up the **Julius and Margaret Marcus Endowment Fund** for the **Samuel Lunenfeld Mountainview Club**, in honour of her parents.

Although Margaret is now a resident at another facility, Anita brings her back to Baycrest for visits and special teas. She says her mother was especially moved when she was able to see and touch her endowment plaque on the Donor Wall of Recognition.

"I think it's wonderful to be able to do this," says Anita. "The extra money allows the Day Centre to do so much more, which helps people in the program and their families live better lives."

## Young volunteer enjoys making a difference

**Lauren Amato** knows that sharing her time and gifts are important acts of *tzedakah* or charitable giving. In fact, as her *bat mitzvah* approached last year, the young Baycrest volunteer asked her friends to donate to a Baycrest covenant fund she established in lieu of other gifts.

Baycrest covenant funds provide an enduring

testament to a loved one or help celebrate a special occasion. Donors can choose to allocate their funds to Care, Research, Education, or Baycrest's most pressing needs.

Lauren first became involved with Baycrest when she provided assistance with the Friday evening *Shabbat* service in the **Apotex Centre**, Jewish Home

for the Aged, as part of her community service for her *bat mitzvah*.

"Once she realized she was making a difference, she was inspired to create a covenant fund and to extend her volunteer work beyond her *bat mitzvah* year," explains her mother **Karen Amato**. "We hope these acts of *tzedakah* are the first of many for Lauren."

Volunteer and covenant fundholder **Lauren Amato** celebrates her *bat mitzvah*.



One of the many endowment funds that support ongoing research at Baycrest is the **Jack and Tillie Wainberg Medical Research Endowment Fund**. This fund was recently honoured with a permanent plaque on the Endowment Fund Wall of Recognition in the lobby of Baycrest Hospital. Attending the plaque dedication event were **Jack Wainberg** (front centre), with his children (back row from left) **Carolyn and Mel Wainberg**, and **Cheryl Morris**.

**Marlene Fine** knows music can be a powerful touchstone for the elderly, regardless of any type of cognitive impairment they may have. In honour of her parents, she created the **Izzie and Helen Fine Endowment Fund** to provide a series of four concerts each year at Baycrest.

“My parents loved concerts, especially Yiddish music,” explains Marlene. “It was important for me to do something very special in their memory. So in 2000, I set up an endowment fund for Baycrest to host these concerts.”

The performances take place on Wednesday evenings and consist of songs in Yiddish, Hebrew and English.

Both Marlene’s parents became involved with Baycrest many years ago as volunteers. Her father

enjoyed visiting Baycrest clients two to three times a week until his death at the age of 91.

“He was very devoted to Baycrest and visited friends and other clients regularly, because he knew how important it was,” says Marlene. “He didn’t want people to be forgotten.”

Since setting up the fund, Marlene and her husband have attended each of the four concerts every year. She loves to see the enjoyment on clients’ faces, and notes that even those who have severe cognitive impairments like Alzheimer’s disease seem to respond to the music, whether it’s through a smile or a tapping toe.

“It’s wonderful to be able to brighten and enrich people’s lives through this living legacy in honour of my parents,” she says.

## How to reach us

**Baycrest Funds Update** is published semi-annually to keep you up-to-date on events, individuals and programs that relate to endowment and covenant fund activities at Baycrest Centre for Geriatric Care.

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