



4000 Camino Tassajara, Danville, CA 94506

Media Contact:
Jeanine Genauer
jgenauer@jprgroup.com
Phone: (973)980-0100

PRESS RELEASE

FOR IMMEDIATE RELEASE
May 5, 2017

Shabbat Across the East Bay - May 19 & 20 Raises Awareness for The Reutlinger's Resident Assistance Fund

Danville, CA - The Reutlinger Community/Schiff Center for Life, formerly the Home for Jewish Parents, Inc., was founded over 65 years ago in the East Bay. Its mission, then and now, is to provide the elderly Jewish community and others with outstanding independent living, assisted living, long-term and rehabilitation care in a life enhancing and stimulating environment.

Until recently, the Community was able to completely subsidize any resident who, through no fault of his or her own, had depleted or outlived all assets by providing financial support through its Resident Assistance Fund (RAF). That includes Holocaust survivors, who are guaranteed entry regardless of their financial circumstance. Not one single resident has ever been asked to find alternative housing due to lack of funds.

With advances in care, residents are joyfully living longer lives. Unfortunately, with that reality comes another one—more residents have run out of financial resources and require a subsidy to meet their expenses. The cost of those subsidies now approaches \$1 million dollars annually—an amount that The Reutlinger can no longer sustain on its own.

To that end, The Reutlinger has designated the Shabbat weekend of May 19 and 20, 2017 as Shabbat Across the East Bay. Its goal is to raise awareness of the critical need in the community to raise funds for the Resident Assistance Fund so that

Reutlinger residents can live out the rest of their lives in the safe and caring home that they love.

Family members who have a parent residing at The Reutlinger have nothing but praise for the facility, and are especially grateful for the Resident Assistance Fund. Here are a sampling of those statements; however, as this is sensitive, most families chose to only speak without their identity being revealed.

“They all worry about money at that age. The Resident Assistance Fund has alleviated that worry for my dad. This past year, he began receiving assistance from the Fund. Personally it’s been an incredible blessing and we are extremely grateful.”

“My mother is extremely happy at The Reutlinger. She can pick and choose what activities she wants to participate in every day. She enjoys being with her friends there. The Resident Assistance Fund has provided us with peace of mind and I don’t worry about her safety anymore.” --Karen H.

“The Resident Assistance Fund means that my dad has the ability to stay in a place where he is comfortable. He was not required to move when he ran out of money a year and a half ago. My parents thought they had ample funds to support them through their retirement but because they lived to their 90s, they outlived their assets.”

A relative of another resident concurred. “The Resident Assistance Fund has enabled my mother to continue to have a wonderful quality of life. It’s given us peace of mind that she can remain in a safe and enriching environment. She enjoys the lectures, the art program...all the activities that are offered, and has made so many friends. It’s been amazing. If we didn’t have The Reutlinger’s Resident Assistance Fund, I don’t know what we’d do.”

A relative of a resident summed it up perfectly. “The Reutlinger is an exceptional place for anyone who has to live in an assisted living situation. The programs they provide are outstanding and the caretakers are extraordinary people.”

The Reutlinger Community is located at 4000 Camino Tassajara in Danville, CA. To make a donation or find out more about the community, call 925.648.2800.

#

###