

# 2024 Associates Newsletter



## A MESSAGE FROM MADELEINE



It is my honor to serve as President of the Associates of Los Angeles Jewish Health! This dynamic women's support group began in 1912, and has raised millions of dollars to take care of our beloved seniors.

I am proud that this year is on track to be an outstanding one for the Associates, as we are planning many new events and experiences for current members and new ones.

Our Tree of Life luncheon in April was fabulous! We had a full house at the Beverly Hills Four Seasons, including four rooms of vendors, and a superb honoree, Robin Greenberg. She is amazing, and among many memorable moments, her cantor from Temple of the Arts sang three beautiful and moving songs that brought us to tears.

Among the upcoming highlights is our much loved Play Day at El Caballero Country Club on Monday, August 26th. In the following pages, you'll see more information about this and other events, as well as opportunities to further your involvement with The Associates.

Please enjoy this newsletter, and we welcome your feedback and continued support of the Associates!

we have created together. Our website is updated and you can find all photos there.

See you soon,

*Madeline*

### INSIDE THIS ISSUE

Tree of Life 2024 .....	2
Play Day 2023 .....	3
Membership.....	4
Holiday 2023.....	4

### EVENTS COMING UP:

**Play Day 2024: August 26, 2024**  
**Celebrating Friendship July 30, 2024**





# TREE OF LIFE LUNCHEON: ROBIN GREENBERG FRIDAY, APRIL 5, 2024 FOUR SEASONS BEVERLY HILLS



A brisk but sunny day greeted 150 guests at the 93rd Tree of Life Luncheon at the Four Seasons, on Friday, April 5th. The Associates/LAJH honored Robin Greenberg as our Zelda White Woman of the Year for her dedication and commitment to LAJHealth.

The program began with beautiful songs from Cantor Ilisya Pierce and ended with an inspiring speech from Robin Greenberg about the power of women.



**Hearty congratulations to Robin Greenberg and our sincere thanks to all sponsors, donors, vendors and attendees!**

*Want to see more photos? We've got many more to show you at: [AssociatesLAJH.org/photogallery](https://AssociatesLAJH.org/photogallery)*





# 2023 PLAY DAY EL CABALLERO COUNTRY CLUB



Thrilled to celebrate another fun Play Day, nearly 100 Canasta, Mah Jongg, and Pan players got together on Monday, July 31st of last year at El Caballero Country Club for the annual Associates Play Day.

In addition to playing games, a Mexican-themed buffet lunch, boutique, and Opportunity Drawing made for a great day of fun!

Thank you to all that participated! The Associates are truly the "Women Who Care!"

Plan to come to our upcoming Play Day 2024, which is Monday, August 26, 2024!



## TRIBUTES

Tributes are a meaningful opportunity to share many of life's joys—and sorrows—by letting family and friends know you are thinking of them.

It is also an easy way to support The Associates/ LAJH  
*Call or find us online to make a Tribute.*

**\$18, \$25 or \$100  
Tribute Card**

**\$100 — Library  
Book, Large-Print**

**Call the office at:  
818.774.3335**

## BECOME A MEMBER

Build a lifetime of friendships as you support LAJH

Becoming a member of **The Associates** is easy! Memberships begin at \$200 annually.

The Associates is devoted to make an impact on the seniors served at Los Angeles Jewish Health, one of the oldest philanthropies in Los Angeles, founded in 1912 with the express purpose of serving seniors in need.

Tiffany Society recognizes donations of \$5,000+.

**Become a member or renew your membership today!**

Call

818.774.3335

[www.AssociatesLAJH.org/membership](http://www.AssociatesLAJH.org/membership)

## MEMBERSHIP MAKES A DIFFERENCE: RENEW TODAY

Membership is the lifeline to most non-profit organizations. **The Associates** is made up of a group of dedicated women that care deeply about the seniors served by LAJHealth. Thank you for your ongoing membership and support of The Associates and the events we have throughout the year.

Knowing that almost 80% of our seniors are on state and/or federal assistance, makes the work done at LAJHealth even more important. Delivering high quality senior housing and healthcare services to over 4,000 means that our mission is reliant on your tax-deductible membership and donations to make a difference

in the lives of the seniors served.

LAJHealth is one of only 12% of Senior Care Facilities in the state that are non-profit in California. Donations are essential and invested back to enhance care and programs that serve those who need it the most. .

If you have not already renewed for 2024, please make sure to renew your membership today! LAJH could not do this important work without your support year after year. The seniors at LAJH are also so grateful that you are able to help them remain in a safe, healthy environment to live out their years.

—**Lauren Lind, VP Membership**



## CELEBRATING THE HOLIDAYS WITH RESIDENTS AT EISENBERG VILLAGE



Once again, **The Associates** joined together to celebrate the holidays with the residents at Eisenberg Village in December.

Thank you to all that donated their time, talent or treasure to make this meaningful event happen. A special gift was given to residents, while they enjoyed one of their favorite entertainers, Steve Ormand, playing holiday favorites and American standards.





**SAVE  
THE  
DATE**

**RESERVATIONS  
OPEN SOON!**

JOIN US FOR OUR FUNDRAISER!

**PLAY  
DAY!**

**MONDAY  
AUGUST 26, 2024  
10AM - 3PM**

**MAH JONGG | BRIDGE | PAN | CANASTA | RUMMIKUB**

El Caballero Country Club  
18300 Tarzana Drive, Tarzana

Bring your Regular Group  
Reservations for Full Groups Only

**BUFFET LUNCH | BOUTIQUE  
OPPORTUNITY DRAWING**



**For more information about Play Day or Sponsorships  
Call 818.774.3335**





**JOIN US:**

## CELEBRATING FRIENDS AND FRIENDSHIP!

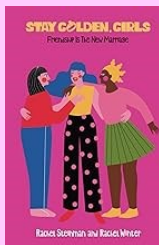
*It's International  
Friendship Day and  
we're celebrating!*

Join us for a fun event that  
celebrates the unique role  
female friendships play in  
our lives as we move  
through life!

**Tuesday, July 30th  
2PM-4PM**

**Bel Air Ridge**

**\$30 per person or  
\$45 for you & your bestie**



Featuring special guests  
Rachel Steinman  
& Rachel Winter  
Authors of

**"Stay Golden, Girls."**

*Friendship is the New Marriage*



## MEET THE NEW DIRECTOR

Greetings to all Associates! I'm delighted to introduce myself as the new(ish) Director of the Associates. If we haven't met yet, I'm looking forward to meeting and getting to know you. If you have a morning/afternoon free, I'd love to say hi and meet you for coffee!



You have been an important part of one of the oldest women's philanthropic groups in Los Angeles. Thank you for all you have done and continue to do for Los Angeles Jewish Health. We look forward to building on the rich success of the women who have done so much for the seniors we serve.

We are busy creating fun and exciting new events and activities. We hope you will continue to be a part of it! If you have any questions, want say hi, purchase a Tribute Card, renew your membership or get more involved, give me a call!

The Associates offers a lifetime of friendship and philanthropy.

My best,

Tracey Hughes  
818.774.3335



## OUR CONTACT INFORMATION

### WEBITE:

**[www.associateslajh.org](http://www.associateslajh.org)**

### TRACEY HUGHES

Director, The Associates

PHONE: 818.774.3335

[tracey.hughes@jha.org](mailto:tracey.hughes@jha.org)

### SHAYNA SILBERMAN

Philanthropy Coordinator

PHONE: 818.774.3332

[shayna.silberman@jha.org](mailto:shayna.silberman@jha.org)



**7150 TAMPA AVENUE  
RESEDA, CA 91335**