Levindale Auxiliary | LIFEBRIDGE HEALTH CARE BRAVELY

Ladies of Levindale Auxiliary History

A Record of Leadership Service and Accomplishment

From 1899 to Present

Historians Eve Vogelstein and Harvey Vogelstein

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For more than 125 years, the Levindale Auxiliary has been dedicated to improving the lives of Levindale residents through service, fundraising, volunteerism, and community support.

The Auxiliary's roots date to the late 1800s, when Baltimore's growing Jewish community recognized the need to care for older adults and others in need. In 1890, the Hebrew Friendly Inn was established. On November 13, 1899, the Ladies Auxiliary Society of the Hebrew Friendly Inn was officially organized. Its members provided clothing, linens, dishes, kitchen supplies, and other necessities for residents.

Over the decades, the organization expanded its mission to support recreation, resident activities, healthcare programs, transportation, holiday celebrations, special projects, and improvements throughout Levindale. Eventually renamed the Levindale Auxiliary, the organization welcomed men as members and continued evolving with the changing needs of Levindale and its residents.

1899 to 1910

Presidents during this period: Mrs. Paul S. Levy, Mrs. Selig Seidman, and Mrs. Harry B. Wolf.

In 1904, the Friendly Inn moved to Aisquith Street. The Auxiliary helped raise funds for the purchase through strawberry festivals and whist parties, and the dedication culminated in a grand ball honoring the Ladies Auxiliary Society. The institution became known as the Hebrew Friendly Inn and Aged Home. In 1908, Jewish institutions and charitable organizations in East Baltimore consolidated as the United Hebrew Charities. Auxiliaries also consolidated and raised funds for the agencies, including through a large Purim ball at the Fifth Regiment Armory.

1910 to 1930

Presidents during this period: Mrs. Moses Rubin, Mrs. Getzel Levenson, Mrs. D. Glyder, Mrs. Wolf Becker, Mrs. William Ribakow, and Mrs. Herman Puretz.

A separate auxiliary for the institution was again organized under Mrs. Moses Rubin. As adjoining buildings were acquired to care for the sick and chronically ill, that area became the Hebrew Home for Incurables, with its own ladies auxiliary. Mrs. William A. Ribakow served as president, while Mrs. Wolf Becker served as president of the Hebrew Home for the Aged. As the older buildings deteriorated, residents were moved to the current Levindale site at Belvedere and Greenspring Avenues. The two auxiliaries merged as the Ladies Auxiliary of the Hebrew Home for the Aged and Infirm at Levindale. Mrs. Herman Puretz was the first president of the newly merged auxiliary.

1930 to 1940

1931 to 1935 Yetta Stein

During Yetta Stein's presidency, the Auxiliary continued providing household necessities and clothing while expanding occupational therapy, recreation, patient welfare, room improvements, outings, and personal contact with residents. Historical material credits Mrs. Stein with significant gains in membership.

1936 to 1939 Rosa Legum

During Rosa Legum's presidency, resident outings continued to develop. Before organized bus transportation was introduced, Mrs. Legum arranged rides for residents in private cars through friends and supporters.

1939 to 1940 Sophie Dopkin

During Sophie Dopkin's presidency, regularly scheduled bus rides for residents were instituted, further expanding opportunities for residents to leave the Home for outings.

1940 to 1949

1940 to 1943 Lillian Goldstone

During Lillian Goldstone's presidency, the Auxiliary furnished the newly decorated Macht Nurses Home and Mrs. Goldstone began the Retention Dues Committee. During World War II, personnel shortages led 60 to 70 Auxiliary women to serve as Volunteer Nurses Aides.

1943 to 1945 Rhea Offit

During this wartime period, the Auxiliary continued supporting Levindale and broader war-related volunteer efforts, including USO support. The Auxiliary also expanded its institutional role during the decade.

1945 to 1947 Peppy Weiner

During this period, the Auxiliary continued resident and institutional support as wartime activities gave way to expanded programs at Levindale. The decade included the opening of the Auxiliary's own office, support for Occupational Therapy, musical therapy, a resident-operated tailor shop, and the first television for the Nurses Home.

1947 to 1949 Flo Fineman

Flo Fineman instituted weekly tours for Auxiliary officers to encourage direct personal contact with residents throughout the Home.

1949 to 1959

1949 to 1951 Lucille Colliver

During Lucille Colliver's presidency, a mobile library cart was started, the first Occupational Therapy course sponsored by the Auxiliary began, and the Auxiliary hired its first full-time secretary. A residents' beauty parlor was also established, and the group joined the Maryland Association of Hospital Auxiliaries.

1951 to 1953 Ruth Marcus Thomas

During Ruth Thomas's term, the Auxiliary funded a ceramics program and equipment for Occupational Therapy. The Candy Kitchen and other volunteer-supported activities were part of the Auxiliary's expanding resident services during this period.

1953 to 1955 Etta Hornstein

Mrs. Hornstein and the Ladies Auxiliary took over the Men's Board Visiting Committee and expanded visiting services to include all residents. Fundraising also began for remodeling the synagogue, and the Candelabra Room was dedicated during the broader period.

1955 to 1957 Teresa Snyder

The first Director of Volunteers was hired while Mrs. Snyder was president. The new synagogue was dedicated, the Welcoming Committee was established as a branch of the Visiting Committee, and residents enjoyed Monday night Bingo and live Wednesday night entertainment.

1957 to 1959 Margery Singer Dannenberg

During Margery Dannenberg's presidency, the Junior Volunteer Program was established and she published the first issue of the Levindale Light. Advice columnist Ann Landers appeared at a paid-up membership meeting that drew such a large crowd that the location had to be changed at the last minute.

1959 to 1969

1959 to 1961 Sylvia Bear

During Sylvia Bear's presidency, distinctive Auxiliary gift cards were introduced in 1959 using sketches designed and donated by local artists. The Special Feeding Committee assisted residents who could not feed themselves, and Auxiliary volunteers staffed the canteen in the Klaff Recreation Room.

1961 to 1963 Ethel Weiss

During Ethel Weiss's presidency, both Village Fairs were affected by rain and required major moves indoors. The Burk Building was dedicated in 1962, and volunteer uniforms changed from smocks to pinafores.

1963 to 1965 Frances Schwartz

During Frances Schwartz's presidency, the Village Fair became an all-day family event attracting husbands and children. New-member orientation meetings were held, Levindale staff and Men's Board members were invited to Auxiliary board meetings, and the Sheltered Workshop began in 1964.

1965 to 1967 Gloria Harris

During Gloria Harris's presidency, a membership drive brought approximately 300 new members into the Auxiliary. Pearls were added to volunteer pins to recognize hours of service, and the Volunteer Bake Shop remained an active fundraising and volunteer program.

1967 to 1969 Sue Kohn

During Sue Kohn's presidency, Auxiliary membership reached approximately 4,500. The Auxiliary published Relatively Speaking for residents' families, volunteers led discussion groups, and Friend Raising Tours introduced outside groups to Levindale. The 1968 Village Fair raised approximately $12,350, and the Store, later renamed the Gift Shop, was stocked and staffed by the Auxiliary.

1969 to 1979

1969 to 1971 Trudy Goldman

During Trudy Goldman's presidency, the Dial-A-Member effort brought approximately 500 new members into the Auxiliary. The period also included continued expansion of resident support, fundraising, and improvements throughout Levindale.

1971 to 1973 Barbara Sussman

During Barbara Sussman's presidency, the Auxiliary funded an outdoor patio and built-in grill, fans, and window air conditioners. The Multi-Purpose Room on the Aged side was refurbished and refurnished. The Auxiliary's membership and community presence continued to grow substantially during this era.

1973 to 1975 Frances Goldstein

During Frances Goldstein's presidency, the Auxiliary continued improving Levindale facilities and resident services. Hurwitz House opened and was decorated by the Auxiliary and staffed by volunteers, and professional beauticians were brought into the beauty shop.

1975 to 1977 Carole Fradkin

During Carole Fradkin's presidency, the Auxiliary office moved from the Kahn-Levy Building, while the Bake Shop, Levindale Sewing Ladies, and Junior Volunteers remained active. Historical material credits Mrs. Fradkin with helping bring the first Adult Day Care Center to Levindale.

1977 to 1979 Eunice Heyman

During Eunice Heyman's presidency, the organization's name changed from Ladies Auxiliary to Levindale Auxiliary and men were welcomed as members. Levindale celebrated 50 years at its present location, and a donated car raffle produced approximately $21,000 in profit.

1979 to 1988

1979 to 1981 Louise Leibowitz

The Levindale Cookbook was printed during Louise Leibowitz's presidency. Funding for resident activities continued, including trips to ball games, theaters, and concerts.

1981 to 1983 Janet Feinberg

During Janet Feinberg's presidency, the Stein Building synagogue was refurbished and "Aloha Levindale," a three-day Hawaiian vacation experience, came to Levindale. The Village Fair was replaced by "The Fair, Fashion Show and Luncheon."

1983 to 1984 Alice Goodman

Alice Goodman and the Auxiliary furnished a family room for the Hospice Program. A tapestry designed by Sadye Sklar and handcrafted by Auxiliary members was dedicated after six years of work and displayed in the Schwaber Multi-Purpose Room.

1984 to 1986 Sharan Kushner

During Sharan Kushner's presidency, the Gift Shop was updated and became profitable with a paid part-time manager. The Auxiliary donated its first specially equipped bus, and Mrs. Kushner became the first Auxiliary president to attend monthly Levindale staff meetings.

1986 to 1988 Ina Feldman

Ina Feldman helped establish the Thrift Shop as a community-facing operation rather than a residents-only shop, increasing Auxiliary income. Mezuzahs were placed on each doorpost in the Belvedere Building.

1988 to 1999

1988 to 1990 Marcia Narun

During Marcia Narun's presidency, the Auxiliary became computerized and the addressograph machine was retired. "Shop 'Til You Drop" was introduced as a successful fundraiser, the Welcoming Committee was

re-established, a Large Print Library fund was created, and plans were made for a $100,000 gift for Levindale Hospital's 100th anniversary. The Auxiliary also donated a second specially equipped bus.

1990 to 1992 Wendy Branoff and Irene Sherman

Wendy Branoff and Irene Sherman became the Auxiliary's first co-presidents. The new Levindale facility opened in November 1990, the Auxiliary moved to larger quarters, and the Gift and Thrift Shops moved to prominent locations off the new lobby. The Auxiliary became incorporated, new bylaws were written, and a third specially equipped bus was donated.

1992 to 1993 Catherine Max

During Catherine Max's term, Adventures in Literature brought residents and Auxiliary members together around books, a fourth specially equipped bus was donated, and Mrs. Max worked to develop the Auxiliary Ad Pad into a profitable fundraising tool.

1994 to 1996 Linda A. Hurwitz

During Linda Hurwitz's presidency, the Auxiliary expanded cooperative activities connecting Auxiliary members and their families with residents and their families. Mrs. Hurwitz initiated the annual Face-to-Face event and the Thanks-for-Giving program. The spring fundraiser "A Night at the Races" benefited from the Weinberg Matching Challenge Grant.

1996 to 1998 Linda S. Elman

During Linda Elman's presidency, the Auxiliary office was fully computerized with state-of-the-art technology. Life Memberships were offered for the first time, and 112 Charter Life Members were honored. Levindale and Sinai Hospital merged, and mezuzahs were placed on every door at Levindale.

1998 to 2000 Elissa B. Ness

Elissa Ness initiated the Junior Membership Program. During this period Levindale became part of LifeBridge Health, and the Levindale Auxiliary began joint ventures with the Sinai and Northwest Hospital Auxiliaries. A "Won-to-Won" fundraiser honoring Betty L. Waghelstein raised more than $20,000 for Levindale residents.

2000 to 2010

2000 to 2002 Amy Sloane

The new millennium included the introduction of Companion Radio, supported by a $25,000 Auxiliary gift that provided music and comedy programming for residents around the clock. In May 2002, the Auxiliary presented a $100,000 gift to benefit the Eden Alternative Program at Levindale.

2002 to 2004 Eve Vogelstein

During Eve Vogelstein's presidency, Pets on Parade was introduced, bringing animals through Levindale to entertain residents. Contribution cards were redesigned, holiday gifts were distributed to residents and employees, and the Face-to-Face Carnival became a major resident and family event. The Auxiliary's web page and email communications were also developed during this era.

2004 to 2006 Laura Poliakoff

During this period, the Auxiliary continued fundraising, holiday programming, resident activities, community involvement, and support for Levindale quality-of-life programs.

2006 to 2007 Rina Janet

The Auxiliary continued its established fundraising, membership, volunteer, and resident-support programs during this term.

2007 to 2008 Barbara Hyatt

The Auxiliary continued supporting residents through fundraising, volunteer service, special events, and holiday and recreational programs.

2008 to 2010 Sora Greenlinger

In November 2008, Sora Greenlinger scheduled a special board meeting for December 10 to consider a proposed change in Auxiliary office staffing. Norine, who then worked in both the Auxiliary office and Human Resources, requested participation in LifeBridge's Phase-In Retirement Program, with a proposed schedule devoted exclusively to the Auxiliary office beginning January 2009.

Correspondence from the same period records discussions about the use of Auxiliary funds for Levindale's new building. Eve Vogelstein asked to participate in the funding decision because a significant portion of the money had been raised during her earlier administration. Ideas under discussion included a gift shop, a coffee bar, or a resident space named in recognition of the Auxiliary.

2010 to 2020

2010 to 2013 Betsy Narrow

During Betsy Narrow's presidency, the Auxiliary's work included the major Sensory Garden initiative. In 2012, the Auxiliary dedicated the Sensory Garden after contributing $250,000 to the project, creating an outdoor environment designed to enhance residents' quality of life, Fundraising, resident activities, and Auxiliary programming continued alongside this major project. Betsy converted the paper newsletter to the e-light to be send virtually. Faye Brand was hired as the new office coordinator.

2013 to 2014 Ellie Kagan

During Ellie Kagan's presidency, the Auxiliary supported Levindale and Courtland Gardens residents through holiday outreach, intergenerational programs, fundraising, and recreation. Highlights included Rosh Hashanah cards made by Baltimore campers, Sukkah decorating by the Junior Auxiliary, holiday gifts for residents and staff, vendor boutiques and in-house sales, resident outings, and a well-attended Happy Hour at Courtland Gardens. Betsy Narrow and Eve Vogelstein also helped create a Senior Auxiliary initiative that involved residents helping with mailing projects. The Spring 2014 Levindale Light was edited by Betsy Narrow, Laura Poliakoff, and Eve Vogelstein.

2014 to 2016 Esther Jacobson

During Esther Jacobson's presidency, the Auxiliary continued membership events, fundraising, resident outings, entertainment, holiday programs, and quality-of-life support. The Sensory Garden Donor Wall and donor recognition remained part of the Auxiliary's work.

2016 to 2018 Marcia Bornfriend

During Marcia Bornfriend's presidency, the Auxiliary continued fundraising, membership activities, resident programming, holiday support, and Face-to-Face activities. A 2017 fundraiser honored past president Eve Vogelstein and raised funds for audiovisual equipment for Levindale's Town Center and Museum areas.

2018 to 2020 Rochelle Bohrer

During Rochelle Bohrer's presidency, the Auxiliary continued resident programs and fundraising. Activities included Shabbat programming and continued work connected with the Sensory Garden Donor Wall and resident technology improvements. Rochelle Bohrer instituted the first Shabbat Dinner for the residents with the Auxiliary and their families. The Auxiliary provided prayer books and songs and brought their children.

2020 to 2026

2020 to 2022 Iris Miller

During Iris Miller's presidency, the Auxiliary adapted its outreach to remain connected with residents while in-person visits were restricted by COVID-19. Marla Friedman helped print Haggadahs featuring pictures from Junior Auxiliary children, providing residents with a reminder that the community was thinking of them even when visits were not possible.

A major Auxiliary fundraiser moved to a virtual format during this period because of COVID-19. These efforts reflected the Auxiliary's work to continue resident outreach and fundraising while its usual in-person activities were limited.

2022 to 2024 Marla Friedman

During Marla Friedman's presidency, the Auxiliary helped restore in-person programming after the disruptions of the COVID-19 pandemic. Mother's Day, Father's Day, and Rosh Hashanah cards were distributed by the Auxiliary families. Other activities included Sukkah decorating, Shabbat dinners, Passover meals, children's Purim visits with masks, and Chanukah candle-lighting programs.

A gift of six televisions were given to the Households. The Auxiliary continued to support Recreational Therapy, including Netflix and Spotify subscriptions, Bingo Store items, refreshments for resident discussion groups, and Sensory Garden supplies such as solar lights, wind chimes, and gardening equipment. A staff appreciation pizza day and chocolates for the holidays was instituted.

2024 to 2025 Rebuilding and Leadership Transition

Marcia Bornfriend, Eve Vogelstein and Betsy Narrow Joint Leadership

During a period of reduced activity and membership following the COVID-19 pandemic, Marcia Bornfriend, Eve Vogelstein and Betsy Narrow jointly led the Auxiliary through a year focused on rebuilding and strengthening the organization. The Auxiliary office was moved to the lower level of Levindale. Office Coordinator Faye Brand retired and the office went through a major transition during this time. They hired long time volunteer Harvey Vogelstein who transformed the Auxiliary to the digital age updating the finances and their documents to the computer. Their leadership emphasized restoring fundraising and resident activities, improving membership participation, strengthening communications, and developing a leadership succession plan for the Auxiliary's future.

During this period, the Auxiliary worked on increasing vendor sales, resident programming, website and newsletter communications, holiday programs and modernization of office and financial operations. The leadership structure was designed to allow experienced board members to mentor future presidents and maintain continuity.

2025 to 2026 Renewed Resident Support and Fundraising

Marcia Bornfriend and Sherri Bauman Co-Presidents

During Marcia Bornfriend and Sherri Bauman's term, the Auxiliary continued rebuilding resident support and fundraising. Important work included welcome-bag support for new residents, continued support for the Sensory Garden and Donor Wall, and funding for IN2L interactive technology for residents. The Auxiliary contributed $12,000 to this project. The Auxiliary also continued vendor sales, holiday and recreation support, resident activities, fundraising, and other quality-of-life initiatives. Eve Vogelstein and Betsy Narrow continued providing leadership support as mentors during the transition.

2026 to Present Modernizing the Auxiliary

Eve Vogelstein and Wendy Drazin Co-Presidents

Under Eve Vogelstein and Wendy Drazin, the Auxiliary has expanded online giving through Zeffy, including Memorial & Honor Donations, memberships, and Contribution & Condolence Cards. Work continues on promoting the Sensory Garden Donor Wall through online information and payment-plan options. The Auxiliary is working with LifeBridge Health Marketing on a major website redesign. Marcia Bornfriend is responsible for E-Light, with Eve Vogelstein assisting with editing. Donor recognition planning and fundraising outreach are continuing.