

THE LIST

# Senior Living Facilities Depend on Donor System

**LIST:** Fundraising efforts for building or operations run into hundreds of millions.

By **MICHAEL AUSHENKER** Staff Reporter

With celebrities such as actor **George Clooney**, **Paramount Pictures** President **Jim Gianopulos** and former **DreamWorks Animation SKG Inc.** Chief Executive **Jeffrey Katzenberg** on its board of directors, **Motion Picture and Television Fund** isn't your average nonprofit organization.

"We're not-for-profit," explained MPTF Chief Executive **Bob Beitcher**, "so we have the benefit of having the financial support of the industry. We don't have to do what others do to be profitable. We have the benefit of funded programs."

The fund's operations include a 250-bed hospital, seven primary care health centers, a 186-unit retirement community providing independent and assisted living, a free-standing child care facility and a total staff of 500. The organization's hospital ranks No. 4 on the Business Journal's list of Assisted Living Facilities, ranked by licensed bed capacity.

Since 2012, Beitcher has run an ambitious \$350 million fundraising campaign, led by Katzenberg and Clooney, to provide a safety net for some of the 75,000 baby boomers anticipated to retire from the entertainment industry in the next two decades. High-rollers such as **David Geffen**, **Barry Diller**, **Tom Cruise**,



PHOTO BY THOMAS WASPER

**Financially Fit: MPTF's Bob Beitcher.**

**Steve Bing**, **Patrick Soon-Shiong**, **Thomas Tull** and **John Wells** contributed money, and Beitcher called MPTF Foundation Chairman **Katzenberg** "the fundraising engine" for the cause.

Katzenberg's annual 2003-launched "Night Before the Oscars" remains one of the main MPTF fundraising events. Additionally, Samuel Goldwyn Foundation made history when the family foundation contributed a single gift of \$55 million.

Even these headline-grabbing contributions, however, do not make fundraising a slam dunk, Beitcher said.

"The reality is we are fortunate to work in a hugely generous and profitable industry, but

our members have many, many competing philanthropic causes that compete with ours — their own foundations, political campaigns, their schools and their children's schools," he explained.

While the \$350 million campaign has been accomplished, the organization's next goal will be its Centennial Campaign, marking the 100th anniversary of the Motion Picture and Television Hospital in 2021. The yet-to-be-specified fundraising goal will be "a combination of covering ongoing operating shortfalls and focused on re-imagining the campus," Beitcher said.

A \$15 million gift from Kirk and Anne Douglas toward this campaign will be applied toward the creation of Kirk Douglas Care Pavilion, a 50-bed memory care unit.

"Some of the buildings on campus are just old and need to be replaced," Beitcher said. "We need more assisted living beds, contemporary units."

**Jewish Home**

Another Valley nonprofit, **Jewish Home for the Aging**, has a reach "from Lancaster to Long Beach," said **Molly Forrest**, who runs the organization's Eisenberg Village and the 108-unit Fountainview at Eisenberg Village, both in Reseda. The Village ranks No. 2 on the Business Journal list.

Since starting her career in 1972, Forrest has seen two trends in the senior population that affect nursing homes and assisted living facilities. People are living longer and as a result there are more seniors to care for.

"When I came, we had about 500 seniors,

average 80 to 90," she said. "Today, we expect 4,500 this year in residence. We now have 1,200 and the average age is 90."

In addition to its assisted living facilities, the Village also runs the Joyce Eisenberg Keef-er and Mel Keef-er medical center, a psychiatric hospital and hospice beds for skilled nursing care. The Brandman Centers for Senior Care has 249 total beds and the Mark S. Taper, devoted to short-term rehabilitation services, has 105 beds. There is currently a \$250 million campaign underway to modernize and build new facilities on the Taper's 3-acre campus.

"It's been going on for the past 10 years, with \$10 million and \$12 million a year," Forrest said. "We are planning to build in late 2019."

On an operating basis, "the payments for California's nursing care is generally flagging other states," she said, adding that the shortfall totals range from \$20 to \$30 to several hundred dollars a day per patient. "It takes a lot of donors to (bridge the gap)."

Unlike the Motion Picture and Television Fund, the Jewish Home doesn't have a strong powerline to Hollywood philanthropy.

"The entertainment industry gives to the Motion Picture home," she said. "We don't get philanthropists from there."

Beitcher, at MPTF, said "We have a laser-like message. The success we've enjoyed in this industry is built on many others who haven't had the same success, and it's our obligation to support them. A lot has changed in this industry, but it still comes back to the same basic message."

THE LIST

**ASSISTED LIVING FACILITIES**

Ranked by licensed bed capacity

► **NEXT ISSUE**

Banks, Credit Unions

Rank	Facility • name • address • website	Licensed Capacity	Care Services Offered	Profile • owner • year licensed	Administrator • name • phone
1	 <b>University Village Thousand Oaks</b> 3415 Campus Drive Thousand Oaks 91360; uvto.com	514	independent living, assisted living	University Village Thousand Oaks CCRC 2007	Rob Zitsman (805) 241-3300 
2	 <b>Eisenberg Village of the Jewish Homes for the Aging</b> 18855 Victory Blvd. Reseda 91335; lajh.org	271	independent living, assisted living, memory care, skilled nursing	Los Angeles Jewish Home 1977	Molly Forrest (818) 774-3000 
3	 <b>Brookdale Chatsworth</b> 20801 Devonshire Blvd. Chatsworth 91311; brookdale.com	268	assisted living	Brookdale Senior Living Inc. 1998	Treves Baker (818) 230-3087
4	 <b>Motion Picture and Television Hospital</b> 23388 Mulholland Drive Woodland Hills 91364; mptvfund.org	241	independent living, assisted living	Motion Picture and Television Fund 1993	Bob Beitcher (855) 760-6783 
5	 <b>Fountainview at Eisenberg Village</b> 6440 Wilbur Ave. Reseda 91335; lajh.org	216	independent living, assisted living	Los Angeles Jewish Home 2010	Molly Forrest (818) 774-3000 
6	 <b>Atria Hillcrest</b> 405 Hodencamp Road Thousand Oaks 91360; atriaseniorliving.com	207	independent living, assisted living	Atria Senior Living Inc. 1998	Sarah Dodd (805) 373-0606
7	<b>California Villa of Van Nuys</b> 6728 Sepulveda Blvd. Van Nuys 91411; N/A	200	assisted living, hospice	Ruchel Enterprises Inc. 1993	Jacqueline Beltran (818) 781-6565

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## ASSISTED LIVING FACILITIES

Rank	Facility • name • address • website	Licensed Capacity	Care Services Offered	Profile • owner • year licensed	Administrator • name • phone	
8	 <b>Commons at Woodland Hills</b> 21711 Ventura Blvd. Woodland Hills 91364; thecommonsatwoodlandhills.com	200	assisted living	625 Management Co. 2013	Isaac Chernotsky (818) 999-2610	
9	<b>Park Ventura Retirement</b> 21200 Ventura Blvd. Woodland Hills 91364; N/A	200	assisted living	Tuscan Retreat Inc. 2008	Margaret Im (818) 884-7100	
10	 <b>Leisure Vale Retirement Hotel</b> 413 E. Cypress St. Glendale 91205; leisurevale.com	199	assisted living	B.V. General Inc. 1993	Polita Barnes (818) 244-2323	
11	 <b>Courtyard Plaza</b> 6951 Lennox Ave. Van Nuys 91405; courtyardplaza.com	195	assisted living	Plaza Residential Enterprises Inc. 2001	Evelina Papazyan (818) 780-5005	
12	 <b>Meadowbrook at Agoura Hills</b> 5217 Chesebro Road Agoura Hills 91301; meadowbrook-agourahills.com	185	assisted living	Assisted Living Capital Partner and I.S.L. 2015	Troy Byington (818) 991-3544	
13	 <b>Broadview Residential Care Center</b> 535 W. Broadway Glendale 91204; N/A	180	independent living, assisted living	Paul and Judy Solomon 1992	Betsy Davis (818) 246-4951	
14	 <b>Cedars Assisted Living</b> 17300 Roscoe Blvd. Northridge 91325; cedarsassistedliving.com	175	assisted living	Cedars Assisted Living Inc. 2011	Kandice Vergara (818) 344-2042	
15	 <b>The Foothills at Simi Valley</b> 5300 E. Los Angeles Ave. Simi Valley 93063; vintagesenior.com	175	independent living, assisted living	Vintage Senior Management Inc. 2008	Lea Bogoyevac (805) 583-3500	
16	 <b>Windsor</b> 1230 E. Windsor Road Glendale 91205; thebegroup.org	175	assisted living	be.group, Glendale 1978	Leif Cameron (818) 244-7219	
17	 <b>Reserve at Thousand Oaks</b> 3575 N. Moorpark Road Thousand Oaks 91360; thereserveatthousandoaks.com	170	independent living, assisted living	Leisure Care 2010	Elizabeth Spencer (805) 492-2471	
18	 <b>Atria Santa Clarita</b> 24431 Lyons Ave. Santa Clarita 91321; atriaseniorliving.com	160	independent living, assisted living	Atria Senior Living Inc. 2015	Venca Avivi (661) 254-9933	
19	 <b>Belmont Village Burbank</b> 455 E. Angeleno Ave. Burbank 91501; burbank.belmontvillage.com	160	independent living, assisted living	Belmont Village 2013	Mary Jane Rodriguez (818) 972-2405	
20	 <b>Ambassador Garden</b> 7324 Canby Ave. Reseda 91335; ambassadorgarden.com	158	assisted living, hospice	Canby Retirement Corp. 2002	Sofie Drucker (818) 705-3404	
21	 <b>Belmont Village Thousand Oaks</b> 3680 Moorpark Road Thousand Oaks 91360; thousandoaks.belmontvillage.com	158	independent living, assisted living	Belmont Village 2011	Bradlee Foerschner (805) 496-9301	
22	 <b>Antelope Valley Retirement Villa</b> 44523 N. 15th St. West Lancaster 93534; avrv.org	157	assisted living	Innovacare N/A	Naria Konstandyan (661) 941-4578	
23	 <b>Belmont Village Encino</b> 15451 Ventura Blvd. Sherman Oaks 91403; encino.belmontvillage.com	150	independent living, assisted living	Belmont Village 2013	Cyntia Drachenberg (818) 788-8870	
24	 <b>Glen Terra Senior Assisted Living</b> 917 N. Louise St. Glendale 91207; glenterraassistedliving.com	150	independent living, assisted living	Alf Management Group Inc. 2013	Terry Records (818) 291-9220	
25	 <b>Olive Branch Assisted Living</b> 10215 Balboa Blvd. Northridge 91325; olivebranchassistedliving.com	146	assisted living	North Hills Retirement Hotel Inc. 2008	Rosa Painen (818) 368-8581	












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## ASSISTED LIVING FACILITIES *Continued from page 11*

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26	 <b>Hillcrest Royale</b> 190 E. Hillcrest Drive Thousand Oaks 91360; hillcrestroyale.com	145	assisted living	Retirement Home Inc. 2002	Inga Jakobovich (805) 371-0035	
27	 <b>Atria Las Posas</b> 24 Las Posas Road Camarillo 93010; N/A	140	independent living, assisted living	Atria Senior Living Inc. 1999	Martha Berard (805) 987-9872	
28	 <b>Atria Park of Grand Oaks</b> 2177 Thousand Oaks Blvd. Thousand Oaks 91362; atriaseniorliving.com	140	independent living, assisted living	Atria Senior Living Inc. 2014	Deborah Flores (805) 370-5400	
29	 <b>Brookdale Camarillo</b> 6000 Santa Rosa Road Camarillo 93012; brookdale.com	140	independent living, assisted living	Brookdale Senior Living Inc. 2014	Vincent Gonzaga (805) 388-8086	
30	 <b>Sunrise at Sterling Canyon</b> 25815 McBean Parkway Valencia 91355; sunriseseniorliving.com	140	assisted living	Sunrise Senior Living 2002	Michelle Johnson (661) 253-3551	
31	 <b>Atria Tarzana</b> 5325 Etiwanda Ave. Tarzana 91356; atriaseniorliving.com	136	independent living, assisted living	Atria Senior Living Inc. 2015	Sirun Lalovan (818) 578-4820	
32	 <b>Brookdale North Tarzana</b> 5711 Reseda Blvd. Tarzana 91356; brookdale.com	135	assisted living	Brookdale Senior Living Inc. 1999	Meri Vejar Tom Rekowski (818) 996-2022	
33	 <b>Brookdale Northridge</b> 17650 W. Devonshire St. Northridge 91325; brookdale.com	135	assisted living	Brookdale Senior Living Inc. 2014	Cyndie Pachorek (818) 886-1616	
34	 <b>Parkview of Glendale</b> 426 Piedmont Ave. Glendale 91206; brookdale.com	135	assisted living	Berg Senior Services 2017	April Taylor (818) 246-7457	
35	 <b>Mountview Retirement Residence</b> 2640 Honolulu Ave. Montrose 91020; elmcroft.com	131	independent living, assisted living	Elmcroft Senior Living 2008	Royce Gilder (818) 248-6737	
36	 <b>Ararat Home of Los Angeles</b> 15105 Mission Hills Road Mission Hills 91345; ararathome.org	130	assisted living	Ararat Home of Los Angeles Inc. 1992	Derik Ghookasian (818) 365-3000	
37	 <b>Fairwinds-West Hills</b> 8138 Woodlake Ave. West Hills 91304; leisurecare.com	130	N/A	Leisure Care 2001	Elvis Gutierrez (818) 713-0900	
38	 <b>Royal Gardens of Camarillo</b> 903 Carmen Drive Camarillo 93010; royalgardensal.com	130	assisted living	Royal Gardens Assisted Living 2009	Marshall Staunton (805) 484-2777	
39	 <b>Villa Scalabrini Retirement Center</b> 10631 Vinedale St. Sun Valley 91352; N/A	130	assisted living	Fathers of St. Charles 1993	Father Nazzani (818) 768-6500	
40	 <b>Vintage Burbank</b> 2721 Willow St. Burbank 91505; vintagesenior.com	130	independent living, assisted living	Vintage Senior Management Inc. 2010	Robert Goldberg (818) 954-9500	
41	 <b>Golden Assisted Living</b> 14060 Astoria St. Sylmar 91342; goldenassistedlivingsylmar.com	128	assisted living	TLC Congregate Living Inc. 2017	Ann Lindley (818) 367-1947	
42	 <b>Sunrise Assisted Living of Woodland Hills</b> 20461 Ventura Blvd. Woodland Hills 91364; sunriseseniorliving.com	127	assisted living	Sunrise Senior Living 2013	Tom Colamaria (818) 346-9046	
43	 <b>Village at Northridge</b> 9222 Corbin Ave. Northridge 91324; srgseniorliving.com	125	assisted living	SRG Senior Living 2015	Pam Munday (818) 350-2951	

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44	 <b>Sunrise Assisted Living of Westlake Village</b> 3101 Townsgate Road Westlake Village 91361; sunriseseniorliving.com	124	assisted living	Sunrise Senior Living 2004	Georgia Baker (805) 557-1100	
45	 <b>Oakmont of Santa Clarita</b> 28650 Newhall Ranch Road Santa Clarita 91355; oakmontofsantaclarita.com	121	assisted living, memory care	Oakmont Senior Living 2016	Marjorie Veis (661) 295-2025	
46	 <b>Sunrise Assisted Living of Studio City</b> 4610 Coldwater Canyon Blvd. Studio City 91604; sunriseseniorliving.com	121	assisted living, memory care	Sunrise Senior Living 2013	Nancy Nelson (818) 505-8484	
47	 <b>Canyon Trails Assisted Living and Memory Care</b> 7945 Topanga Canyon Blvd. Canoga Park 91304; canyontrailstopanga.com	120	assisted living	Topanga Park Retirement Living Corp. 2008	Krystal Jenkins (818) 721-8697	
48	 <b>Canyon Trails at Topanga Senior Living</b> 7945 Topanga Canyon Blvd. Canoga Park 91304; canyontrailstopanga.com	120	assisted living, memory care	Integral Senior Living 2016	Sherry Fischer (818) 716-9900	
49	 <b>Gardens at Park Balboa</b> 7046 Kester Ave. Van Nuys 91405; parkbalboa.com	120	assisted living	Park Balboa 1999	Jodi Kanowitz (818) 787-0462	
50	 <b>Glen Park at Glendale</b> 1220 S. Mariposa St. Glendale 91205; glenparkhealthyliving.com	120	assisted living	Glen Park At Glendale - Mariposa St 2013	Marina Pink (818) 242-9000	

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