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BY RHODA GOLDMAN PLAZA

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"The Legacy and Future of Rhoda Goldman Plaza"

By Dr. Anita Friedman



More than 25 years ago, Jewish Family and Children’s Services (JFCS) boldly set out to create a new vision for senior living in San Francisco. Recognizing a gap in care options for older adults, we founded Rhoda Goldman Plaza — a beautiful, supportive, and enriching community that would redefine aging with dignity.

Since 1850, when Jews first arrived in the Bay Area, JFCS has continuously responded to the evolving needs of our community. By the 1980s, we had already developed a broad range of health, preventive, and social services to help older adults remain independent at home. But we saw that seniors who could no longer live safely on their own were left with few alternatives beyond traditional nursing homes.

It was time to change that.

A New Model of Senior Living Is Born

In the early 1990s, JFCS began pursuing the idea of creating an assisted living community — then a novel concept. Around that same time, Mount Zion Hospital, a beloved institution in our Jewish community, was facing closure. As healthcare models shifted, the hospital merged into UCSF Medical Center. But one asset was preserved through the transition: a large parking lot on Scott Street.

Adjacent to this lot stood JFCS’ headquarters in the iconic brick building at Post and Scott. With vision and determination, we realized we could combine these two properties to create something truly special: a seven-story senior living complex next to our social service offices, blending care, community, and continuity.

Laying the Foundation-

On April 20, 1995, we officially established the Scott Street Senior Housing Complex Incorporated (SSSHCI). JFCS partnered with Mount Zion Health Systems—later known as the Mount Zion Health Fund—to bring this vision to life. The board was carefully structured to reflect community balance: five members each from JFCS and MZHF, along with three members from the broader Jewish community. The mission was ambitious and heartfelt:

“To construct and operate a housing facility with supportive social services to enable the Jewish frail elderly, and others as resources allow, to achieve the maximum level of independent function at an affordable cost.”

Several guiding principles defined the project:

- Ensure affordability while maintaining long-term financial sustainability
- Build a beautiful, elegant environment with the highest standards in design and services
- Offer amenities that enhance quality of life
- Infuse daily life with Jewish customs, holidays, and traditions
- Serve exceptional, kosher meals to foster shared community experiences

A Tribute and a Triumph

As Director, I had the privilege of leading the Generations Campaign, rallying our incredible community to raise the multi-millions needed to make Rhoda Goldman Plaza a reality.

During this time, our beloved Rhoda Haas Goldman, a long-time board member of Mount Zion Hospital and a passionate advocate for senior care, passed away unexpectedly. To honor her legacy, her son John Goldman, then-President of JFCS, and her husband Dick Goldman, embraced the idea of naming the new community in her memory. Today, Rhoda’s portrait graces the entrance to Rhoda Goldman Plaza, alongside that of Miriam Schultz Grunfeld, for whom the adjacent JFCS headquarters is named — a dual tribute to compassion across generations.

A Model for the Nation

Since opening its doors in August 2000, Rhoda Goldman Plaza has earned national recognition for its warm hospitality, compassionate care, vibrant lifestyle, and prudent financial stewardship. Residents, families, and staff alike often say it feels “just like family.”

As the years passed, the senior living landscape evolved. The Bay Area saw an influx of competitors, including large, for-profit providers. We recognized that it was once again time to look ahead — to reimagine how we serve older adults and ensure that RGP thrives for generations to come.

A New Chapter

For more than two decades, governance of Rhoda Goldman Plaza was shared by JFCS and the Mount Zion Health Fund. In 2024, following a thoughtful strategic planning process, we made the decision to fully integrate RGP into JFCS as one of its core divisions. This alignment allows us to offer the most comprehensive, caring, and high-quality community for older adults in Northern California.

With Gratitude and Purpose

Today, Rhoda Goldman Plaza continues to stand as a living testament to what a united community can accomplish. We are deeply grateful to our dedicated staff, wonderful residents, loving families, and loyal friends who make RGP a place of warmth, joy, and belonging.

Together, we look forward to many more years of building community, honoring tradition, and enriching lives.

Groundbreaking Ceremony 1997



From left to right: Richard Goldman, John Goldman, Anita Friedman, Carl Grunfeld

At an emotional Oct. 29 groundbreaking ceremony for the biggest building project ever undertaken by the Bay Area's Jewish community, participants honored the memories of two women, Rhoda Goldman and Miriam Schultz Grunfeld.

"Mom was a dreamer," said John Goldman of his mother, for whom the project's state-of-the-art assisted-living facility will be named. He also had warm words of praise for the late Miriam Schultz Grunfeld, a former Jewish Family and Children's Services board member. The site's new JFCS office complex will be named for her.

Speaking with tears in her eyes, Anita Friedman, said the project had been "one of the most moving and gratifying experiences in my life." She thanked the neighborhood groups that had supported the facility and "went with us to win every fight we had to win."

Friedman praised Larry Myers, past president of San Francisco's Jewish Home for the Aged and Menorah Park, for "telling me for 15 years that we had to do this." Stopping by to add his praise, Mayor Willie Brown said that the project represented "an expression of love."

Also attending the ceremony were San Francisco Supervisors Tom Ammiano, Sue Bierman, Amos Brown, Leslie Katz, Susan Leal, Jose Medina, Gavin Newsom, Michael Yaki and Leland Yee, and Board of Supervisors President Barbara Kaufman.

Ann Lazarus, Mount Zion executive director thanked the supervisors for their support and recognized Kaufman as "a true champion of this project since its inception."

"I know that wherever Rhoda is today, she's looking down on all of us and smiling," he said, as three of his grandchildren clustered around him.

Abridged Article by The J November 7th, 1997

We celebrate the staff, families and residents whose dedication have sustained us.

This year marks a milestone here at Rhoda Goldman Plaza, 25 years of care, compassion, and community. What began as a vision to create a safe and welcoming home for Jewish Seniors has grown into a place where independence is supported, friendships flourish, and families find peace of mind.

For a quarter of a century, we've been more than a building, we've been a home. Our team has walked alongside residents through life's seasons, providing not only assistance with daily needs but also encouragement, laughter, and connection. Every story shared at the dinner table, every celebration in the common room, and every quiet moment of support has shaped who we are today.

Reaching 25 years is about honoring the past while looking forward to the future. We celebrate the staff whose dedication has sustained us, the families who entrusted us with their loved ones, and above all, the residents whose lives and legacies enrich this community every day.



Sam Faye
Community Director

"In Grateful Recognition of Outstanding Service and Dedication."

Of the 167 full time employees of Rhoda Goldman, 36 staff have been with us for 10– 20 years. Below are those who have been serving our residents since the day we opened our door in 2000. Each is an exemplary employee. They bring positivity each hour of the day and contribute to the feeling of connected loving family. We Salute You!



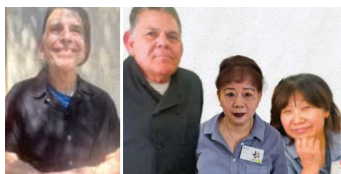
Housekeeping

Carmen Miranda 23 years, Fong Meng Chan 22 years,
Rafaela Arauz 24 years, Trinh "Sandy" Tran 22 years



Care

Marilyn Prado 24 years, Elizabeth Manuilova 24 years,
Ofelia Bunag 24 years



Dining

James Walden 24 years, Glenn Ziegler 24 years, Hong
Bing Ruan 24 years, Masako Maruyama 22 years



Meet Geoffrey!

Welcome our new Live Enrichment Director, Geoffrey Washburn! Geoffrey grew up in Yuba City, California, where his early love for performance and creativity led to over 20 years as a stage performer—actor, singer, dancer. He worked as the Executive Director of Administration for BroadwaySF, the preeminent theatrical entertainment company for the Bay Area, bringing live entertainment experiences to San Francisco's premier venues, the Orpheum, Golden Gate, and Curran Theatres. Next, in 2020 he joined the San Francisco Campus for Jewish Living, initially as a fitness specialist at the Herbst Fitness Center, before transitioning to Director of Life Enrichment for The Frank Residences.

His favorite parts of working with seniors is “seeing the residents smile and their inspirational way of seeing the world in a positive way”.

Look for future programming that taps into residents' natural talents, interests, and passions such as:

- Lectures on science, politics, and art
- Thought-provoking films, performances
- Hands-on art and community showcases.

Such offerings not only stimulate engagement but also allow residents to channel their intellectual curiosity and creativity into shared, meaningful experiences.



Join Us!
25th Anniversary
Celebration of
Rhoda Goldman Plaza

Open House for
Residents and
Families

October 12th
1:30pm to 3:30pm

Live Jazz

Dessert Buffet

Sparkling Beverages

RSVP: AllisonR@jfccs.org

Outings



Filoli Gardens trip left to right: Peter, Barbara B. , Karen, Herlinda, and Judy



Lydia White-Morgan



Judith, Judy, and Tim



Lunch outing at Dalida. Left to right: Barbara, Judy, Paula, Jim, Toni, Jane and Jason. Second Picture: Judy and Paula



Saint Mary's concert outing



Birdwatching at Golden Gate Park with JT Birds

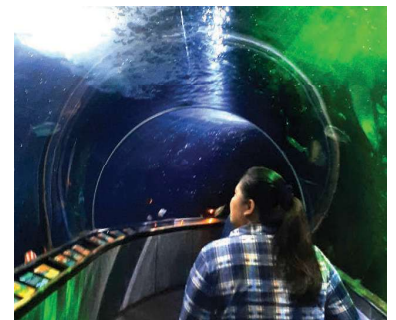


Jim and his binoculars



Aquarium of the Bay Outing!

Left: Phylis and Toni under the bay



Life Enrichment at RGP



Sunday SPCA
visits RGP

Left to right:
Mary Swope
Rita Semel
Patty Farber



Men's Club with Gianni, Fred, Don,
Sam, Geoffrey, Max, and Aubrey



Flower arranging!



Roberto helping Priscilla with
her jewelry



Book talk with Judy Starkman
"Mizzica the dog from the Dumpster"



Jim and the big game of Apples to Apples



Barbara and Husband, Ron

Art Studio
with Andrew
of AWE

Left to right:
Lydia Seebach
Gianni Colamarino
Max Robinowitz



What Brought You Here?

This year we have the confluence of Rhoda Goldman Plaza’s 25th anniversary coming close to our Jewish New Year, Rosh Hashanah, literally “the head of the year.” Our tradition celebrates Rosh Hashanah as “the birthday of the world.” In other words, the beginning of everything: a really grand celebration of the whole of life itself. We also have a mystical tradition, that before the world was created, the solutions to all eventual problems were already formed. What can this mean? That somehow, in our universe, or our planet, or within ourselves, are resources to respond to the challenges we encounter.

I would posit that Rhoda Goldman Plaza has been and continues to be a response to the challenge of growing older in our ever changing society. It is a place that offers security, comfort, and care. It offers a home when we most need it. And so we can choose to celebrate RGP’s beginning and 25 years of service along with Rosh Hashanah, as one of the concepts in the mind of God before the Universe was ever even created.



Integration by Rabbi Me’irah Iliinsky



Rabbi Me’irah Iliinsky
Community Rabbi, Rhoda Goldman Plaza

25 Years!

I am often the first person who meets with future residents and their families. It is interesting when I weave in the genesis of RGP to hear varied responses. For some they were born next door at Mt. Zion Hospital, as adults volunteered at Jewish Family and Children’s Services and are now looking to move into Rhoda Goldman for their final chapter. A full circle of stellar San Francisco Jewish institutions. For others they are complimentary about the classical architecture and design which is light-filled, spacious and filled with art. How well the building is maintained, so clean even after 25 years of service.

For me, it is a visit filled with pride of place and gratitude to the those who make RGP such a special place. Or as we say in our ads, Unsurpassed.



Allison Rodman
Director of Sales & Marketing



Residents

5	Phylis D.	27	Harriet I.
8	Richard G.	28	Art F.
12	Eva D.	29	Jo S.
15	Carolyn R.	30	Betty B.
24	Jane C.	30	Linda K.

Staff

1	Lily B.	12	Suphot J.
1	Jasmine B.	14	Jiasmin D.
3	Xiu Zhen G.	14	Kelly H.
5	Jason A.	14	Mary Grace P.
6	Teodoro S.	17	Sheryll R.
8	YanYan F.	24	Roberto P.
10	Shao Yan Z.	26	Yan Yao L.

Marilyn Prado, Elizabeth Manuilova, and Ofelia Bunag

Please meet Marilyn, Liza, and Ofelia who have been a part of the RGP Health Services team from the very beginning. They have worked with seven different Health Services Directors (before I arrived 10 years ago).

Ofelia moved to San Francisco in 1976 from the Philippines (Manila). She has two daughters and one grandchild and enjoys gardening. Ofelia loves working at RGP on the 4th floor and says we have a very supportive team.

Marilyn moved to San Francisco in 1986, also from the Philippines (Pangasinan province). She has one daughter and enjoys hiking. She has an amazing rapport with the residents on the 3rd floor – who always ask about her when she takes a day off.



Liza is a JFCS success story. She grew up speaking Russian in Kiev (then part of the U.S.S.R.) Although her family is Jewish, she did not grow up with Jewish traditions due to the suppression of religion. JFCS helped her with refugee status and with transferring her nursing license to the US. Her sister, Mila also works at the RGP Front Desk. Liza enjoys jewelry-making and travelling to visit her niece (who lives on a boat in the Caribbean).

Liza, Ofelia, and Marilyn fondly shared memories of the early days. During the first year, most residents lived on the 7th floor (with the highest view). Caregivers would wait on the 7th floor for someone to come out of their apartment to chat. Marilyn was the first caregiver hired for Memory Care and initially there were only 5 residents on that floor.

Their best story was of match-making. Two residents thought that their grandson and granddaughter should date. Although reluctant to do so, the grand-children finally agreed to meet, to make their grandparents happy. Once they finally met, they really hit it off—and eventually were married.

Ofelia, Marilyn and Liza are exceptionally dedicated to the RGP community – and they have been sharing their knowledge and compassion with the rest of the RGP team for a combined total of 75 years... and counting!



Adrienne Fair, MSN, RN
Director of Health Services

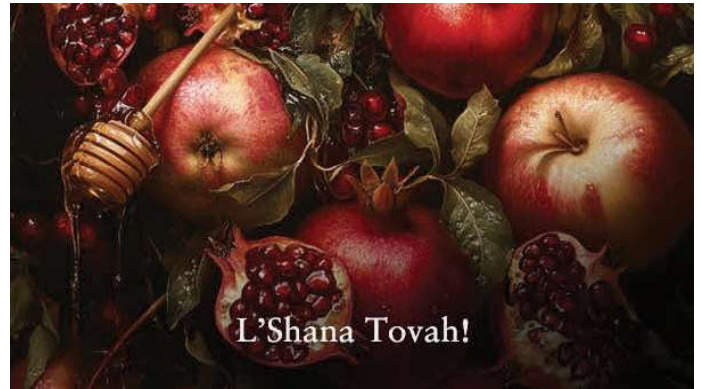
Barbara Goldman



Barbara Goldman has lived at Rhoda Goldman for 15 years and is our resident who has lived here the longest. She started as a “I’ll try it to see if I like it” temporary resident and after a three-month trial moved in. Her favorite parts of living at RGP are going on outings to restaurant outings and the coffee ice cream with chocolate bits. Barbara was born at Children’s Hospital in San Francisco. As a child her father would take her and her brother Jeff to see San Francisco Giants baseball games where she watched Willie Mays, Barry Bonds, Willie McCovey. Today she works for Guest Services for the Giants.



High Holidays Schedule



Rosh Hashanah

Monday, September. 22

- 10:15 AM Reflection Group - Activity Rm.
- 3:30 PM Erev Rosh Hashanah - Olive Rm.

Tuesday, September. 23

- 10:00 AM Rosh Hashanah Service - Olive Rm.

Friday, September. 26 – Shabbat Shuvah

- 3:00 PM Shabbat Service - Olive Rm.
- 4:15 PM Oneg - RGP Library

Yom Kippur

Wednesday, October. 1

- 3:30 PM Kol Nidre Services - Olive Rm.

Thursday, October. 2

- 10:00 AM Services - Olive Rm.



Geoffrey Washburn
Director of Life Enrichment

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San Francisco, CA 94115 rgplaza.org

A DIVISION OF JEWISH FAMILY
AND CHILDREN'S SERVICES
RCFE #385600125

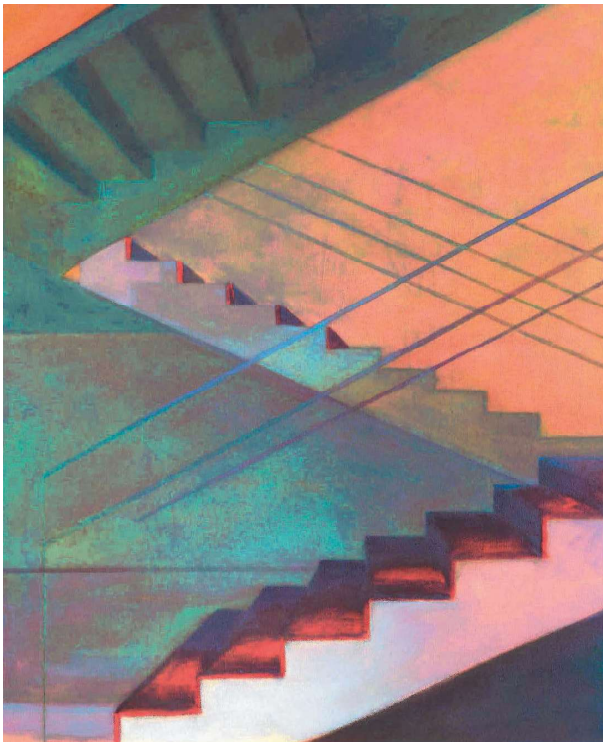


RHODA
GOLDMAN
PLAZA

175

YEARS

Jewish
Family and
Children's
Services



Anne Subercaseaux
Geometric Abstraction
October 5, 2025 – January 9, 2026

"Ascendence II", oil on canvas, 54" x 36"

Geometric Abstraction by Anne Subercaseaux

Please join us at 2180 Post Street, San Francisco.

ARTIST RECEPTION

Sunday, October 5, 2:00 - 4:00pm

Food and beverages will be served

ARTIST TALK

Monday, November 17, at 2:00pm

ARTIST STATEMENT

My finished paintings are the result of an evolving process of exploration and change. Working from photos of the forms, patterns, and color I observe in natural and urban environments, my abstract compositions are a visual exploration of structures and forms based on projections of light and shadow onto surfaces.

- Anne Subercaseaux

FOR MORE INFO

Call Allison 415.345.5072 or

E-mail AllisonR@rgplaza.org

RGP ART GALLERY

Established in 2019, specializing in San Francisco Bay Area artists, founded to enliven resident life.