

GERSHON FAMILY

Building a Legacy of Care

CELEBRATING 25 YEARS ON THE HELZBERG CAMPUS



A Legacy of Support and Leadership

The Gershon and Fineman families have a long history of providing support and leadership at Village Shalom. From serving Thanksgiving dinners, to arranging volunteer events for business colleagues and dance troupes, to planning and volunteering at Father's Day Runs, and serving on the Board of Directors, they have a passion for making a meaningful difference in the lives of the residents, staff, and the broader Kansas City community.

Following in the footsteps of his father, Steve Gershon, a long-time Board member who served as Treasurer of the Village Shalom Board prior to his passing in 2013, Bob Gershon joined the Board in 2015. During his tenure, Bob has played key roles in shaping Village Shalom's leadership and long-term strategy. He has helped recruit senior executives, re-establish the Associate Board, and guide major initiatives that ensure the organization's continued growth and stability. In addition to serving as Board Chair from 2022 – 2025, Bob's board service has included terms as Vice Chair, Secretary and chair of the Finance and Audit Committees.

Deep Roots in the Village Shalom Story

Some of the Gershon and Fineman family's greatest memories are of visiting family members at Village Shalom. Steve's father and step-mother, Jerry and Frances Gershon, were among the first villa residents on the Helzberg campus and were instrumental in the capital campaign to build the new campus. Janet Gershon's mother, Arlene Jacobs and her uncle Lionel Greenberg were also residents of Village Shalom. Most recently, Steve's uncle, Herb Gershon, was a resident on the Helzberg campus. The campus has been host to many of the family's life-cycle events, including birthdays, holidays, yahrzeits and even the gender reveal for the Finemans' youngest daughter!



Relatives and friends at Village Shalom:

Frances and Jerry Gershon z'l, Arlene Jacobs z'l, Lionel Greenberg z'l, Herbert Gershon z'l

"Village Shalom is where compassion meets purpose and dignity is honored. For 25 years on the Helzberg Campus, we've enriched lives, celebrated legacies, and nurtured community.

Cheers to the next 25!"

– Bob Gershon

Proud to be part of the story that shaped 25 years on the Helzberg Campus.

