

# Helping Hands

Enhancing lives through uniquely personal,  
yet anonymous giving



MAY, 2006

M'YAD L'YAD NEWSLETTER

VOLUME 6

## Officers

### Co-Chairs

Ellen Greenberg  
Dr. Stephen Greenberg

### Vice Chairs

Hinda Ritigstein  
Gloria Safran  
Diane Thurer  
Judy Weiss

### Financial Secretary

Renay Weisberg

### Secretary

Dr. Michael Weiner

## Board Members

Stewart Ain  
Ilene Herz  
Jerry Herz  
Jennifer Ingber  
Rabbi Ian Jacknis  
Gail Jospa  
Caren Koslow  
Jeffrey Kreisberg  
Dr. Boris Lustik  
Robert Nadelman  
Murray Safran  
Helen Surchin  
Dr. Gerald Thurer  
Dr. Michael Weisberg  
Stephen Weisberg  
Jack Zucker

## Newsletter copy editor

Kaye Pine

## Staff

Mark D. Zimmerman, ACSW  
Director, M'Yad L'Yad

Lillyan Frankel Mintz, LCSW  
Social Worker

Susan Lustig  
Executive Director, Suffolk COJO

## M'Yad L'Yad

74 Hauppauge Road,  
Commack, NY, 11725  
631-742-7194  
hands@myadlyad.org  
www.myadlyad.org

## A Message From Our Co-chairs

Dear friends,

We were with our oldest grandson recently when he hugged us and proclaimed, "I am very proud of you because you are a wonderful Nana and Poppy." We feel much the same about all of you. We are very proud. Please accept our "hugs" for all the wonderful things you have done, are doing, and will continue to do to help M'Yad L'Yad thrive and fulfill our mission of caring and compassion.

We know of no other organization that can simultaneously engage on a personal level and provide materially for a needy family or individual, while protecting the



dignity and self-worth of the recipients through anonymity. We need no other reminders of the effect of your efforts other than the constant stream of heartfelt responses from our recipients... "I think of you often and wonder at the miracles you are performing."

At the same time we know how difficult and frustrating it must be to send packages and receive little or no acknowledgment from your recipient. However, that is our ultimate challenge and we applaud your steadfastness in responding to their needs.

*Ellen and Stephen Greenberg*

## Why I'm Glad I Chose M'Yad L'Yad

When I retired from my school position last year, I thought long and hard about the volunteer organization with which I would become involved. I wanted an organization that would make me feel that I could really make a difference. I learned from a friend about M'Yad L'Yad (Helping Hands). She explained that it was a program of direct giving to recipients through anonymous sponsorship. Therefore, whatever you give goes directly to the person in need. I became interested. An added feature was the possibility that I could maintain a correspondence with the recipient. It would be on a first name basis to protect our anonymity, but would provide an additional connection. The whole process appealed to me.

When I received information about my future recipient, I learned that she was a

woman in ill health living on a fixed income residing with an adult, college student son. The social history I received provided information about what she and her son most immediately needed, and the stores she most frequented. I purchased gift cards from some of the aforementioned stores and wrote an introductory letter to my recipient. Since the initial correspondence, I have received many warm notes and long letters from this special woman. Her words of appreciation for the gift certificates and packages that I have sent throughout the year are heartwarming. She has written to me about her family and her past and present life. I too have shared some of my history. In the end, I have become a recipient—a recipient of friendship and knowing that I have made a difference.

*Hinda Ritigstein*

*"Let your heart feel for the afflictions and distress of everyone  
and let your hand give in proportion to your purse."*

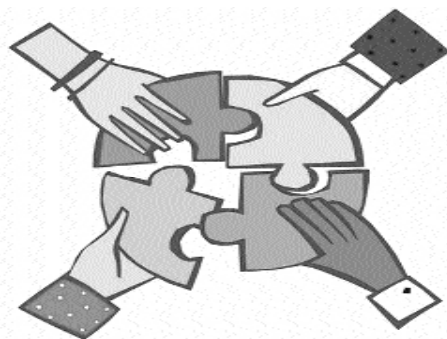
George Washington

# Become a Part of M'Yad L'Yad

M'Yad L'Yad provides a variety of ways for individuals and families to become involved in our organization. Following are specifics to help you choose the type of involvement best suited to your needs. Feel free to connect to M'Yad L'Yad in as many ways as you wish. If you're not sure how you'd like to participate, call Mark Zimmerman at (631) 742-7194 to discuss the possibilities.

**BE A SPONSOR**—This is the heart of M'Yad L'Yad. Sign on as a sponsor and we will pair you with a recipient. While we recommend that you send a package to your recipient four times a year, you can determine the extent of your participation. We will provide you with a general profile of your recipient, including the make-up of the family, hobbies, interests, special needs, clothing sizes, and a list of stores convenient to the recipient. You can send new or gently used clothing, retail store gift cards, holiday items, books, or a variety of other things. We encourage our sponsors and recipients to include correspondence (on a first name basis only) with their packages. This strengthens the personal connection between sponsors and recipients.

**BECOME A FINANCIAL SPONSOR**—Some of our sponsors cannot commit to sending packages on a regular basis, but are willing to provide financial support to a recipient family. Financial sponsors make an annual financial donation which is distributed to a specific recipient family in the form of super-market scrip. Our financial sponsors, like all of our sponsors, enjoy the satisfaction of knowing that 100% of their gift goes directly to a person or family who needs it.



**BECOME A DONOR**—Every organization needs money to function, and M'Yad L'Yad is no exception. Donor contributions support our organization in its mission and enable us to carry on our vital work.

**JOIN OUR BENEFACTOR'S CIRCLE**—Benefactors make a special commitment of \$500 or more to the program of M'Yad L'Yad, thus helping to ensure the viability of our organization.

**BUY A SET OF OUR TRIBUTE CARDS**—Tribute Cards are a wonderful way to honor or remember those who are important to you, or to mark a special occasion in the lives of your family and friends. Cards are \$5, and can be sent to you directly, or forwarded to the honoree whom you designate.

**VOLUNTEER YOUR SKILLS**—We can always use the hands, hearts, and minds of our supporters. Can you help with web design? Would you be willing to speak to others about our program? How about helping with mailings? Perhaps you could work on a committee for a fundraising event.

M'Yad L'Yad is an organization of people, and we would love to include you among us.

**JOIN OUR BOARD**—We have a hard-working involved group of Board Members, and we are always looking to expand this group of our most committed supporters. Some Board Members bring specific talents to our organization (e.g. legal, accounting, marketing, grant writing), while others bring a willingness to share their ideas and suggestions to help us expand our program. Our Board Members provide the public face of M'Yad L'Yad, and work tirelessly to accomplish our mission of helping those in need in our communities.

**SPREAD THE WORD**—As we've said, the heart of our program is the direct match of sponsors with recipients. Because of this unique model, our success requires the involvement of as many people as possible – we do not and cannot accomplish our mission with the work of only a few. Please tell others about M'Yad L'Yad. If you would like us to add your friends and associates to our mailing list, just send us their mailing or e-mail address. Are you a member of a synagogue or other organization? We would welcome the opportunity to address your group and encourage their involvement.

We encourage you to call us at (631) 742-7194 or e-mail us at [hands@myadlyad.org](mailto:hands@myadlyad.org) to begin today to be a part of M'Yad L'Yad - Helping Hands. The time commitment for your involvement is minimal, yet the reward is great, as you know that members of our own local communities are directly benefiting from your efforts. We appreciate your support, and we await your call.

## New E-Mail and Website

Effective immediately, you can contact M'Yad L'Yad by e-mail at [hands@myadlyad.org](mailto:hands@myadlyad.org)

In addition, a website has been set up at [www.myadlyad.org](http://www.myadlyad.org)

While we will continue to monitor our former e-mail address ([myadlyad@yahoo.com](mailto:myadlyad@yahoo.com)), we are excited to have our own presence on the internet. We look forward to the opportunity for fast and effective communication with our sponsors, recipients, and supporters.

The new website contains a description of our organization, and links to our e-mail address and newsletter. We plan to expand the website over time, and welcome your input and suggestions as to information you would like included on the site. If you have website development skills and would like to volunteer your time to help us expand our site, please contact Mark Zimmerman at [hands@myadlyad.org](mailto:hands@myadlyad.org) or at (631) 742-7194.

## Temple Beth El Youth Group Helps Out

In December the Youth Group of Temple Beth El in Patchogue held a "Rummage Sale" for the benefit of M'Yad L'Yad. Contributions were collected from both the congregation as well as M'Yad L'Yad supporters. The event was organized and directed by Melissa Sostrin who encouraged Youth Group involvement. We would like to thank all those who participated, especially the Savarese and Stern families. This successful fund raiser enabled us to provide extra scrip to some of our neediest families. We again thank Melissa and all those children and adults from Temple Beth El whose involvement made the holiday season more joyful.

*Ellen and Stephen Greenberg*

## Our Benefactor's Circle

Meryl & Stewart Ain  
Terry & Wayne Barnstone  
Rabbi Howard Buechler  
CMB Components  
Terry & Irwin Fishberg  
Herman Goldman Foundation  
Ellen & Stephen Greenberg  
Ilene & Jerry Herz  
Rabbi Ian Jacknis  
Gail & Jerry Jospa  
David Kimmel Foundation  
Susan & Lenny Lustig  
Lustig & Hermer, LLP  
North Shore Jewish Center Minyan  
Michele & Steven Scheck  
Solomon Schechter Day School  
of Suffolk County  
South Huntington Jewish Center  
Carin & Joshua Silverman  
Fran & George Stern  
Diane & Jerry Thurer  
Elizabeth & Stephen Thurer  
Wagner Family Foundation  
Robyn & Michael Weiner  
The Weisberg/Epstein family

## M'Yad L'Yad Mission Statement

M'Yad L'Yad—Helping Hands, is dedicated to enhancing the lives of the needy in our community. The anonymous pairing of volunteer sponsors with recipients encourages ongoing relationships and provides friendship and dignity, as well as material support.



### Some simple useful items to send to recipients ...

- Batteries, flashlights, candles
- Movie passes
- Gift certificates for fast food or chain restaurants
- Supermarket coupons (which can be downloaded from the internet)
- Stamps and stationery, rubber bands, paper clips, etc.
- Small tools, like screw drivers, pliers, etc.
- Sewing materials, like top threading sewing needles, safety pins, thread
- Battery operated radio/clock
- DVD or VCR (new or pre-owned)

*If you have any items to add to this list, please contact us.*

## Zimmerman Hired as Director of M'Yad L'Yad

The Executive Board of M'Yad L'Yad - Helping Hands, is pleased to announce the hiring of Mark D. Zimmerman as their new director. Zimmerman, a social worker, is a member of the Academy of Certified Social Workers. He worked at Jewish Community Centers in New Orleans, Louisiana and Tulsa, Oklahoma, before moving to Long Island in 1982, where he entered the business world as vice-president of a metal moulding manufacturing concern with domestic and international sales. Most recently, Zimmerman has devoted his time to writing, including a Long Island family guide book, a Jewish trivia book, and numerous children's musical theater productions. He has also held many lay leadership positions at the Solomon Schechter Day School of Nassau County and the Huntington Jewish Center. Zimmerman is married to a social worker in private practice, and has two daughters.

According to the Board, Zimmerman is uniquely qualified to lead M'Yad L'Yad, given his breadth of experience in group

### New legal counsel

The Board of Directors is proud to announce that Jeffrey Kreisberg has joined our Board. He has also generously agreed to act as legal counsel to M'Yad L'Yad. He and his wife, Arlene, are long time supporters as well as sponsors. We know he will be a valuable addition to the dedicated members of our organization.

work, community organization, business, sales, Jewish communal service, writing, and public relations. Said co-chair Ellen Greenberg, "As we enter our eighth year, with an ever growing number of recipients and sponsors across Long Island as well as in New York City, our Board and volunteers look forward to continuing the expansion of our services to help meet the needs of the poor, the elderly, and the frail in our communities. We welcome the opportunity to work with Mark in a partnership as we further our mission."

*Thank you to all of those who made contributions.  
Please help us continue to carry out our mission!*

I would like: \_\_\_\_\_  
(please check) \_\_\_\_\_  
\_\_\_\_\_

In Honor of: \_\_\_\_\_  
In memory of: \_\_\_\_\_

All donations are gratefully appreciated.

To join the Benefactor's Circle, there is a minimum donation of \$500

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
e-mail: \_\_\_\_\_

Acknowledgement to:  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Message: \_\_\_\_\_

*Make your tax-deductible contribution to M'Yad L'Yad  
74 Hauppauge Road, Commack, NY, 11725*

# A Message From Our Director

Mark D. Zimmerman, M'Yad L'Yad director,  
reports on a small, but meaningful contribution to hurricane relief

What do Judaica artist Gary Rosenthal, BabagaNewz, the Solomon Schechter Day School of Suffolk County, M'Yad L'Yad, Hurricane Katrina, and Ashley, a recent bat mitzvah in Mobile, Alabama, have in common? The answer to this question is a story of coincidences and a story of caring.

This story starts with Gary Rosenthal, the renowned artist known for his mosaic glass and metal sculptures in the form of tzedakah boxes, mezuzot, spice boxes, candlesticks, and other Judaic ritual items. Rosenthal sponsors the Hiddur Mitzvah Project, wherein he works with groups and individuals to create and distribute beautiful ritual items to encourage Jewish religious observance (visit [www.hiddurmitzvah.org](http://www.hiddurmitzvah.org) for more details on this wonderful program).

Last year Rosenthal teamed up with BabagaNewz, an outstanding magazine and website geared to elementary and middle school Jewish students. Students were asked to create original community service projects with a Shabbat theme. Under the leadership of their teacher Suri Jacknis, middle school students from the Solomon Schechter Day School of Suffolk County entered; two of their submitted projects were selected as winners. Melinda E. and Katherine A. submitted a project entitled "Curing Kids with Candlesticks," and Rachel E. and Jackie A. submitted a project entitled "Shabbat for the Homeless. As a reward for winning, the school received both a cash prize and 12 sets of Rosenthal designed Shabbat candlesticks. The students graciously donated the prizes to M'Yad L'Yad, since they knew we could distribute them to many of our recipients to enhance their Jewish lives. Over subsequent months, many M'Yad L'Yad recipients were thrilled to be the beneficiaries of the students' generosity and compassion.

At this point, the story takes an unexpected twist. In mid-February, I mentioned to Ellen Greenberg, M'Yad L'Yad co-chair, that I would be going to Mobile in March for a family bat mitzvah, and then visiting New Orleans (my home town) to see family and friends. Ellen told me about the candlesticks, mentioning that there were still three sets to be distributed. She asked if I knew of any way to donate them to Jewish families who had suffered from Katrina. In a situation that could surely be called *b'shert*—fate—I told her that my cousin Ashley, the bat mitzvah girl, had initiated a project (along with her friend Tiffani) to collect Judaica for distribution to needy Jewish families in New Orleans and on the Gulf Coast. Bat mitzvah guests were asked to bring or send kiddush cups, *mezuzot*, candlesticks, and other ritual items which they owned and were not using, or to make donations for the purchase of new items. As Tevye would say, "It was a perfect match." I packed the candlesticks and brought them to Ashley's synagogue, Congregation Ahavas Chesed in Mobile, where a table was set up in the lobby for the collection of the donated items.

The candlesticks, along with the many other donated items, will soon be in the homes (or trailers!) of Jewish families whose lives, though so greatly disrupted, are slowly beginning to revive. How wonderful that the warmth and glow of Sabbath candles resting in three sets of candlesticks which made their way from Gary Rosenthal to the Solomon Schechter Day School, through M'Yad L'Yad, to a bat mitzvah girl on the Gulf Coast, will soon be helping hurricane victims to once again welcome the Sabbath.



M'Yad L'Yad – Helping Hands  
74 Hauppauge Road  
Commack, NY 11725

NON-PROFIT ORG  
US POSTAGE  
**PAID**  
COMMACK, NY  
PERMIT NO. 23

ADDRESS CORRECTION REQUESTED