

# M'Yad L'Yad

Enhancing lives through uniquely personal  
yet anonymous giving



SEPTEMBER, 2010

M'YAD L'YAD NEWSLETTER

VOLUME 18

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שנה טובה



## Happy New Year from M'Yad L'Yad

The Board of Directors of M'Yad L'Yad wishes all of our  
Sponsors and supporters a healthy and a happy New Year.

May the New Year bring better times  
for our friends and neighbors in need on Long Island.

## BACKPACKS FOR M'YAD L'YAD RECIPIENTS

*Collaborative Effort Ensures a Great Start for the New School Year*

Eighty seven children in thirty nine M'Yad L'Yad Recipient families headed to school earlier this month toting brand new backpacks filled with pencils, notebooks, markers and other supplies, thanks to a partnership between M'Yad L'Yad and UJA-Federation of New York.

For the fourth year, we worked together with UJA and their Supplies for Success Give Back With a Backpack program, which provides backpacks and supplies to children across Long Island. From start to finish, the Backpack initiative involved the participation of many volunteers from UJA, M'Yad L'Yad, and

local synagogues.

The process started at UJA, where co-chairs Ellen Grossman, Mindy Richenstein, and Karen Avrck coordinated the collection of backpacks, supplies, and cash donations over the past year, to enable UJA to distribute more than 2500 backpacks. This effort included working with the Brooke Jackman Foundation, which provided backpacks for the youngest students, in grades K-2. These backpacks included age-appropriate books, school supplies, and an mp3 player which the children can use to download and read electronic children's



*Backpacks ready for pickup  
at Solomon Schechter*

*Continued on Page 6*

*"Everything we do has consequences.  
A good deed doesn't just evaporate and disappear"*

**Archbishop Desmond Tutu**

# Reflections From The President



Dear Friends,

As the New Year approaches I reflect on M'Yad L'Yad's accomplishments and those who helped us achieve them. Foremost, I must recognize our Sponsors. These are the people who selflessly embrace our mission to enhance the lives of those in need. They make our Recipients feel that they are not forgotten people. Sponsors' personal care matters because poverty can be so isolating. Each Sponsor develops a line of communication with his/her Recipient by enclosing a personal, yet anonymous message in the box they send. The boxes, some filled with brand new merchandise, some with gently used items, are tailored to the specific needs of the Recipients. This time of year the boxes could include school clothes and school supplies for families with children. For others, the box could include a warm fall sweater or a gift card to the store where they shop. The choices

of the contents in the box are based on the individual Recipient's needs.

I wholeheartedly thank all of our Sponsors for their generosity and commitment. You are the heart and soul of M'Yad L'Yad. Your generosity and care enrich and enhance the lives of our Recipients.

As we go forward in this economy, the need for additional Sponsors will grow. Please consider becoming a Sponsor. It is easy, heart warming and extremely satisfying.

It is important that I also recognize the generous donors who support us. The number of Corporate Benefactors has grown. We've added new Individual Benefactors. Our Spring Event and Auction was a great success. Our loyal following is expanding. An interesting phenomenon has taken place. Many people in the Long Island community have recognized our work by making donations to commemorate life cycle events, making a donation

in the name of their host when invited for dinner, in place of a hostess gift. Some use the tear-off coupon in this Newsletter to make a donation--- just because. For this I thank a giving and caring community.

As our case load increases, our costs increase necessitating the need for new ways to bring in additional income. If you know of a foundation or any other source for us, please let us know. No donation is too small. Every little bit helps.

Between our devoted Sponsors and our generous community, M'Yad L'Yad will go forward this year in fulfilling our mission of anonymously enhancing the lives of those in need.

In this spirit, my family and I wish all of you a very happy New Year filled with good health and peace in the world.

*Gloria Safran*



## IMPORTANT NOTICE



As a result of an upgrade to our telephone service, we are announcing a new telephone number for M'Yad L'Yad.

Effective immediately, all calls to our office and staff should be made to  
**(631) 486-6636.**

Please update your records accordingly.

## M'Yad L'Yad - Helping Hands

### 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.

### Our Program

M'Yad L'Yad-Helping Hands makes it possible to give in a way that is personal, yet always anonymous. We match volunteer Sponsors with needy Recipients, asking Sponsors to send packages to their Recipients four times per year in order to enhance their lives. Sponsors might send toys, clothing, gift cards, school supplies, or other items that are best suited to their Recipient's individual needs. We are a local organization, supporting families on Long Island. To join with us, please call (631) 486-6636 or e-mail us at [hands@myadlyad.org](mailto:hands@myadlyad.org).



# A MESSAGE FROM OUR SOCIAL WORKER

## Our Sponsors – Saving Lives



*Whoever saves one life, it is as if he saved the entire world.*

-Babylonian Talmud, Sanhedrin, 4:8 (37a)

This article is dedicated to all of our M'Yad L'Yad Sponsors.

I've written before about the gratitude of our program's Recipients. Many of our Sponsors receive letters or e-mails (through me), which let the Sponsors know just how much their packages and letters mean to their Recipients. I've also written about how some Recipients, because of their dire situations, are unable to express their thanks to their Sponsors. In this article I'd like to address the heart of M'Yad L'Yad's program from a different perspective. I want to stress just how important each and every Sponsor is. Whether you send four packages a year with much needed paper goods, or whether you send eight packages filled with clothes and food; whether you send letters or e-mails in between packages just to touch base with your Recipient, or whether you send a gift card for the New Year or a

child's birthday, you are changing their lives. We know that Judaism teaches us to respect the sanctity of every individual, and that is what you are doing by sending your packages. While perhaps you are not literally saving a life, you are providing a lifeline to a person who needs help. In essence, you are helping to preserve a person's or a family's sense of self, and of self-worth. When you forge a connection with another human being, you are metaphorically throwing them a life preserver. You are helping them feel part of a caring, compassionate community. While we ask our Sponsors to provide the "extras" that their Recipients can't afford, please don't ever think that "I'm just sending a gift card," or "I'm only sending some toiletries." Each and every item that you send lets your Recipients know that they count, that they are connected to their fellow men and women. Isolation and poverty can feel cruel and cold, and you, our Sponsors, are saving them from loneliness and fear.

Let me share with you a note

from one Recipient to her Sponsor:

"I will explain to the kids why you gifted them these generous things. You are a very special family to do this and your children are learning a wonderful lesson about 'giving.' And this will be passed along to my children. We are filled with gratitude for your kindness and thoughtfulness during our time of need. Know that we have always lived with the motto of paying it forward and we will continue to do so. It is a beautiful gift to give to others as you receive from the giving as well. Thank you so much!"

This Recipient was grateful not only for the material goods she received, but for the caring that went into preparing the package. And her dignity and self-respect were evident in her "pay it forward" response. You, our Sponsors, are helping to save the emotional and spiritual lives of our Recipients. And that is no small thing.

*Janet Zimmerman*

## M'YAD L'YAD SYNAGOGUE PARTNERS

CHAVURAT EMET .....	SMITHTOWN	NORTH SHORE JEWISH CENTER .....	PT. JEFFERSON STATION
COMMACK JEWISH CENTER .....	COMMACK	PLAINVIEW JEWISH CENTER .....	PLAINVIEW
THE COMMUNITY SYNAGOGUE .....	PORT WASHINGTON	SOUTH HUNTINGTON JEWISH CENTER .....	MELVILLE
DIX HILLS JEWISH CENTER .....	DIX HILLS	TEMPLE BETH DAVID.....	COMMACK
EAST MEADOW JEWISH CENTER .....	EAST MEADOW	TEMPLE BETH EL .....	HUNTINGTON
EAST NORTHPORT JEWISH CENTER .....	EAST NORTHPORT	TEMPLE BETH EL OF PATCHOGUE .....	PATCHOGUE
HUNTINGTON JEWISH CENTER .....	HUNTINGTON	TEMPLE BETH TORAH .....	MELVILLE
JEWISH CENTRE OF BAY SHORE .....	BAY SHORE	TEMPLE BETH TORAH .....	WESTBURY
JEWISH CONGREGATION OF BROOKVILLE .....	JERICO	TEMPLE CHAVERIM .....	PLAINVIEW
KEHILLAT CHOVEVEI TZION .....	EAST SETAUKET	TEMPLE ISRAEL OF SOUTH MERRICK .....	MERRICK
KINGS PARK JEWISH CENTER.....	KINGS PARK	TEMPLE OR ELOHIM .....	JERICO
MIDWAY JEWISH CENTER.....	SYOSSET	TEMPLE SINAI .....	ROSLYN HEIGHTS

Organize a collection of toys or clothing to benefit M'Yad L'Yad Recipients. Provide us the opportunity to speak with your members to discuss the problem of Jewish poverty on Long Island. Distribute our Bar/Bat Mitzvah Tzedakah project brochure to your religious school students. These are just some of the ways which your Synagogue or Temple can become a M'Yad L'Yad Synagogue Partner. For information on how to join our Synagogue Partners, please contact our office.

## A RECIPIENT'S STORY

### *Malka and Sam*

Malka, a 55-year old wife and mother, has a host of medical problems. She suffers from depression, anxiety and many physical problems including anemia, pinched nerves in her neck and back, and repetitive stress syndrome. Her husband, Sam, suffers from disabling headaches for which he takes 8 medications. He is unable to work. Malka and Sam have a 19-year-old daughter who has cervical cancer.

Lindsay is in therapy for depression, an eating disorder, and attempted suicide.

This family had barely enough money to survive. Malka told me that her mother-in-law, who suffers from Alzheimer's disease, recently came to live with them. "How could I not?" she told me, "she's family."

This family struggles to get by financially and emotionally on a

daily basis. Yet, every time I speak with Malka, all she can do is thank me for finding her such a wonderful Sponsor, who is so generous and kind to her family. She does talk to me about her family's troubles, but never in a complaining way. She ends every conversation with "G-d bless you."

*Janet Zimmerman*

### IN THEIR OWN WORDS...

"Thank you for the care package. They feel so personal. One of those packages from you folks at Helping Hands and my Sponsors makes me feel better than if you sent me a check for \$2,500."

*-M'Yad L'Yad Recipient*

# SUPPORT M'YAD L'YAD

by shopping at

## *TIPHANIE'S GIFTS*

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(in the lobby of the Mid Island Y JCC)



**Beautiful Judaica and  
Israeli Jewelry,  
High Fashion Jewelry  
Mah Jongg Items,  
Wedding and Baby Gifts**



**Mention this ad - 20% of all purchases goes back to M'YAD L'YAD**

**(Excluding sale items and greeting cards)**

*Visit Tiphannie's on Facebook*

## SPOTLIGHT ON ... *Cantor Sandra Sherry*

It is our pleasure to focus on Cantor Sandra Sherry, one of M'Yad L'Yad's newest board members. She has just begun her 21st year serving Temple Beth El in Huntington, and holds the distinction of being the first female clergy in Huntington. The philosophy of her synagogue, "Tikkun Olam – the reparation of the world," is certainly in sync with the philosophy of M'Yad L'Yad. "M'Yad L'Yad is a powerful organization serving the Jewish community, which is so often asked to help others and does," she said.

She received her Bachelor's degree in Education from Brooklyn College, and her Investiture and Master of Sacred Music degree from Hebrew Union College. She sang with our own Long Island Cantors Ensemble. Her performances include singing with the Gilbert & Sullivan Light Opera Company in Phoenix, Arizona; summer stock Musical Theater in the Berkshires; The American Mood Machine; a concert tour in Israel in 1990; and solo perform-

ances in concerts throughout the New York metropolitan area.

As a child, she went to the Jewish Federation Camp Edalia, and she belonged to a Young Israel Youth Group. These experiences helped plant the seed of interest, the love for Judaism, for singing, acting and dancing within a Jewish setting. As a child she attended the Workman's Circle Cheder in Brighton Beach. Her first major role was as Queen Esther, which she had to perform in Yiddish!

Among her favorite teaching experiences are elementary grades on the Navajo Indian reservation in Monument Valley, Arizona; first and second grades in Syracuse, New York; the Bagels Blocks and Beyond program for SAJES; KOLOT Rosh Chodesh for girls; and her own B'nai Mitzvah students, adults and children alike at Temple Beth El.

Her love of musical theater, and her belief that involvement in the arts creates community, led her to start a theater Chaverah called the Chutzpah Repertory Theater at

Temple Beth El. She believes that "Your talent is your gift from G-d and what you do with it is your gift to G-d." The group now gives back, not only to Temple Beth El, but to other needy organizations such as Huntington Hospital, the Gurwin Jewish Nursing & Rehabilitation Center, and the Breast Cancer Marathon on Long Island.

Cantor Sherry is happily married to Cantor Rich Pilatsky, also a M'Yad L'Yad board member. She has three wonderful sons and daughters-in-law: David and Laura, with her two grandchildren Benjamin and Layla; Jason and Melissa with baby Alden; and Adam and Leigh. Rich's family, Chad and Kristin and their little sons Matthew and Tyler, and baby Brooke, have become a beloved part of her family.

She is thrilled to be a part of M'Yad L'Yad, because she believes giving to those less fortunate, particularly anonymously, is truly fulfilling.

*Kaye Pine*



M'Yad L'Yad  
Helping Hands

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### VOLUNTEER NEEDED

We are seeking a volunteer to assist with our website. General text editing and layout skills required. Knowledge of html not necessary. Interested? Call (631) 486-6636 or e-mail [hands@myadlyad.org](mailto:hands@myadlyad.org).



### UNINVITATION

Once again, M'Yad L'Yad will be providing gift cards for all of our Recipients for Thanksgiving. We are able to do this through the generosity of you, our supporters, who respond to our annual Uninvitation appeal. You will soon be receiving our Uninvitation in the mail, asking you NOT to come to a dinner, but to share your blessings with others less fortunate. Please be on the lookout for the Uninvitation and respond generously, so that our neighbors on Long Island can all enjoy a Thanksgiving feast.

## BACKPACKS

*Continued from Page 1*

books. The Foundation was established in memory of an amazing young woman, Brooke Jackman, who had a “true love of reading” and a “profound desire to help children in need.” Her personal quest was tragically ended when she was killed in the September 11th World Trade Center bombing, but her memory and vision live on in each young child, including 17 M’Yad L’Yad children, who received these beautiful backpacks.

In mid-August, the project co-chairs brought together volunteer adults, teens, and children to fill the backpacks with the supplies and to sort them according to the needs of each organization that would be receiving and distributing the back-

packs. For M’Yad L’Yad, in addition to the 17 Brooke Packs for our youngest children, this also included 21

M’Yad L’Yad executive director (r), with the wonderful volunteers from Temple Beth El and Temple Beth Elohim backpacks for 3rd-5th graders, and 49 backpacks for middle and high schoolers. Our executive director, Mark Zimmerman, picked up the 87 backpacks at the Solomon Schechter Day School in Jericho, and delivered them to the next partner in this undertaking, Temple Beth El of Huntington.

This Temple’s Cantor, Sandra

Sherry, is a member of the M’Yad L’Yad Board of Directors, and she responded when the call went out



*A Brooke Pack and supplies for our youngest Recipients*

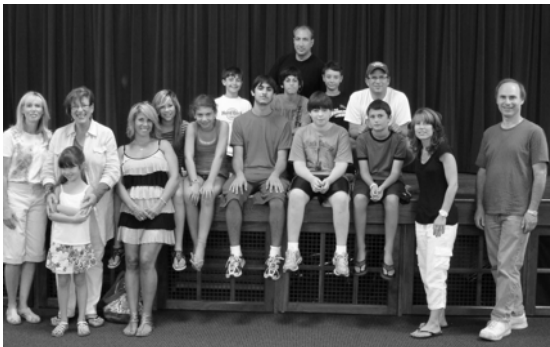
for a board member to coordinate the shipping of the backpacks to our Recipients. Cantor Sherry agreed to accept the backpacks at

her Temple, and she brought in Beth El families to help with the packing and shipping. She was joined by her husband, Cantor Richard Pilatsky of Temple Beth Elohim in Old Bethpage (also a M’Yad L’Yad board mem-

ber), along with some of his congregants. The volunteers filled cartons with the appropriate backpacks for each M’Yad L’Yad family, and Cantor Sherry even provided ice cream treats for all. The boxes were shipped via UPS to our 39 Recipient families, all of whom were so appreciative of the support

which they received. One father wrote, “Today we received the knapsacks with school supplies. The children were all very excited and really like them!!! As we have been getting ready for the beginning of school knapsacks was one big item we didn’t need to worry about. It made it that much easier. Thanks again!!!!” And from the mother of three high school girls we received the following e-mail: “The school supplies came today. All the kids were so excited, I was excited for them. Its such a huge relief, and thank you very very much for sending me three - I have three very happy girls here.”

From UJA and its donors and volunteers, to the Solomon Schechter Day School, to M’Yad L’Yad staff and board members, to Temple Beth El and Temple Beth Elohim, the backpack project was truly a collaboration of so many generous supporters of our Recipient families. We look forward to continuing this partnership for many years to come.



*Cantor Sandy Sherry (2nd from left) and Mark Zimmerman, M’Yad L’Yad executive director (r), with the wonderful volunteers from Temple Beth El and Temple Beth Elohim*



*Packing and shipping at Temple Beth El*



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## Our Benefactors Circle

M'Yad L'Yad greatly appreciates the generosity of our Benefactors. Thanks to the support of the individuals, organizations, and corporations listed below, we are able to expand our reach to make a positive impact on the lives of Long Islanders. To add your name to our Benefactors Circle, please see the donation form below.

### Gold

Fairway

Herman Goldman Foundation

### Silver

Anonymous (2)  
Goldstein, Rubinton, Goldstein & DiFazio P.C.  
Barbara & Ken Greenberg

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Meryl & Stewart Ain  
Terry & Wayne Barnstone  
Bartlett, McDonough, Bastone & Monaghan, LLP  
Dix Hills Jewish Center, Rabbi Howard Buechler  
Karen & David Eisner  
Beth & Alex Finger  
Terry & Irwin Fishberg  
Myrna & Stephen Green  
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Supervisor Frank Petrone  
Cantors Sandra Sherry & Richard Pilatsky  
Rosenberg, Fortuna & Laitman, LLP  
Gloria Safran  
Nina Sandler  
Roslyn & Jeffrey Sherman  
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Temple Beth Torah (Westbury), Rabbi Michael Katz  
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Weisberg/Epstein Families  
Erika & Kenneth Witover  
Judy Weiss & Jack Zucker

## M'YAD L'YAD DONATION/INFORMATION FORM

*NOTE: Donations can be made online at [www.myadlyad.org](http://www.myadlyad.org)*

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Company: \_\_\_\_\_ e-mail: \_\_\_\_\_

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*I would like: (please check)*

- Additional information about M'Yad L'Yad
- To volunteer to sponsor a M'Yad L'Yad Recipient
- To join the M'Yad L'Yad Benefactors Circle
  - Bronze level (minimum \$500) .....\$ \_\_\_\_\_
  - Silver level (minimum \$1000) .....\$ \_\_\_\_\_
  - Gold level (minimum \$5000) .....\$ \_\_\_\_\_
  - Platinum level (minimum \$10,000) .....\$ \_\_\_\_\_
- To make a donation to M'Yad L'Yad .....\$ \_\_\_\_\_
- To make a donation to the Murray Safran Fund ..\$ \_\_\_\_\_  
(to assist Recipients with emergency needs)
- To buy Tribute cards: \_\_\_\_\_ cards @ \$5 .....\$ \_\_\_\_\_

*Please make my donation...*

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

In Memory of: \_\_\_\_\_

*Acknowledgment to:*

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Address: \_\_\_\_\_

Message: \_\_\_\_\_

# A MESSAGE FROM OUR EXECUTIVE DIRECTOR

*Mark D. Zimmerman Talks About His Father*



My father died earlier this year. I think about him daily, often in the context of whatever I'm doing at the moment. So as I write an article for the M'Yad L'Yad newsletter, he's on my mind, in ways that relate to M'Yad L'Yad.

My father spent most of his professional career as a social worker at the Veterans Administration Hospital in New Orleans. Two things come to mind when I think about him at the V. A. Hospital.

The first is that he had an office on the main floor of the hospital, but there was no sign on the door. He would joke that he didn't want a sign on his door so that no one could find him. In reality, I think this reflected something central about my dad. His career was devoted to helping veterans who came to the hospital. One on one, he was special to each veteran who needed assistance (and they knew where to find him!). But publicly, my father didn't need recognition or acclaim. He didn't need his name or a title on his door. He did what he believed in, quietly, and to the general public, anonymously.

The second image I have is that when he was at work, he wore a white coat. People walking past often addressed him as Doctor. But this was not an indication of his desire to be a doctor (despite every Jewish mother's wish, he said being a doctor wasn't an option - he couldn't stand the sight of blood). In fact, I think it was the opposite. He thought it was funny that people defined him based on a white coat - people who had no idea who he was or what he did made assumptions about him and his work because of a coat. The reality is that he wasn't looking for recognition - he didn't need to wear a name tag reading "Irvin Zimmerman, Social Worker." He did what he believed in, quietly, and to the general public, anonymously.

Working with M'Yad L'Yad Sponsors, I am connected to people who share something in common with my father. They do what they do because they believe it is the right thing to do. There are no signs proclaiming their names. No uniforms to define them, no name tags to identify them, no public recognition to honor them. They give to help someone in need, not knowing where their packages are going, and not sharing their identity with their Recipients. They do what they do for M'Yad L'Yad quietly, and to the general public and their Recipients, anonymously. Just like my father.



**M'Yad L'Yad – Helping Hands**

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ADDRESS CORRECTION REQUESTED

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**A M'Yad L'Yad / UJA Partnership**  
**• See story on Page 1 •**