

Helping Hands

Enhancing lives through uniquely personal,
yet anonymous giving



SEPTEMBER, 2006

M'YAD L'YAD NEWSLETTER

VOLUME 7

Officers

Co-Chairs

Ellen Greenberg
Dr. Stephen Greenberg

Vice Chairs

Susan Lustig
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
Marilyn Leibowitz
Dr. Boris Lustik
Rabbi Susie Moskowitz
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

Lillyan Frankel Mintz, LCSW
Social Worker

Peri Schacknow
Executive Director, Suffolk COJO

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

Advocating For Those In Need

While dining at a casual restaurant, we started talking to a woman and her teenage daughter about the appealing dinners they were being served. It was obvious to us that the youngster had Down's syndrome. Unsolicited, the mother immediately shared her daughter's accomplishments with us; she was a "foodie," graduating from high school, working at a local restaurant, and planning a career in the food service industry. We were both struck by how the mother swept aside any preconceived judgments that strangers might harbor toward her child. What a superb advocate she was!

Similarly, our sponsors and supporters advocate for our recipients, encouraging a sense of



dignity and self worth. As members of a caring community, our sponsors establish an ongoing relationship with their recipients. This interdependence can sweep away the isolation and loneliness that so many of our recipients experience. M'Yad L'Yad members are in the enviable position of helping people feel better about themselves, and to begin the process of becoming their own advocates.

We realize that the personal involvement inherent in being a sponsor asks a great deal of you. However this unique commitment that you have undertaken results in a unique reward. We again say thank you for your time, effort and generosity.

Ellen and Stephen Greenberg, co-chairs

Local Synagogues Partner With M'Yad L'Yad

The Board of Directors wishes to offer a sincere thank you to two local synagogues that paired with us last spring to support those in need on Long Island.

One pairing was with the Commack Jewish Center religious school. Under the leadership of Cantor Neil Berris, the students of the synagogue's school collected non-perishable food, clothing, household goods and other items for distribution to M'Yad L'Yad recipient families prior to Passover. At the same time, the religious school classes at Midway Jewish Center in Syosset took on a similar project, under the leadership of religious school director Dina Hochbaum and parent volunteer Ruth Spitz. In both schools, each class was matched with a specific M'Yad L'Yad family. We provided profile information on the families, so that the students could donate items that would meet the individual needs of those receiving the donations.

Because of the hard work and dedication of the students, twenty five large cartons of materials, and gift cards worth more than \$750 were distributed to fourteen of our families.

Midway joined us in a second effort, also under the leadership of Ruth Spitz, when they held their annual mitzvah fair in May. Members who attended the fair were asked to bring in food donations, resulting in more than six hundred pounds of food items being distributed to twenty of our recipient families.

We wish a *Y'shar Kochaych* to Cantor Berris, Dina Hochbaum, Ruth Spitz, and all of the students and families at Commack Jewish Center and Midway Jewish Center for their generous support of our efforts.

If your synagogue, religious school, or other organization would like to work together with us on a similar project, please call us at (631) 742-7194 or send an e-mail to hands@myadlyad.org.

*"We make a living by what we get,
but we make a life by what we give."*

Winston Churchill

News 12 Features M'Yad L'Yad

M'Yad L'Yad is honored to have been chosen by Cablevision News 12 as the focus of their *12 Making A Difference* segment in June. News 12 interviewed our director, Mark Zimmerman, as well as our social worker, Lillyan Frankel Mintz. The heart of the feature, however, was an interview with one of our recipients. The interview was done in a way to maintain her anonymity, in keep-



ing with the core value of our program. Yet viewers were able to hear "Malka" state "I know there's people out there that will be on my side." Please visit our website at www.myadlyad.org for a link to the News 12 story. We hope you will be inspired to join with M'Yad L'Yad and support Malka and others who are struggling in our local communities.

Sample Profile Tells Recipient Story

Working with the recipients of M'Yad L'Yad is a wonderful opportunity for me. As the social worker for this amazing group, my job has many benefits.

Because of the anonymity between recipient and donor, my role is vital. I personally meet with prospective recipients to establish their "fit" within M'Yad L'Yad. I get to listen to many difficult, heart-rending stories about conditions that our recipients are living with. By obtaining a profile of each family, I am able to assess their needs while offering them verbal and emotional support. Each family is then matched with a donor who typically sends a package four times/year, usually at holiday times, in the true tradition of *Tzedakah*.

We offer our recipients hope, dignity and self esteem. It makes them feel that they are not alone; that we truly care about them and that they are connected to the Jewish community.

Following is a sample profile of one of our recipients. If you know of a family that needs help, please let us know.



Sample Recipient Profile

Mother is Ann—Father is Robert—Referred to us by FEGS (Federation Employment Guidance Services). They live in Bay Shore, Long Island.

Daughter Sarah is in the 12th grade and will graduate this June. Younger daughter, Hannah is in the 7th grade.

Robert had a stroke 10 years ago and is

paralyzed on his right side. He walks with a quad cane. His hearing and sight have been affected. He is depressed. He is on SSI disability benefits.

Ann is an insulin dependent diabetic and has peripheral neuropathy. Her vision has also been affected. She has multiple herniated discs. They do not have enough money to pay their bills or for transportation to their appointments to doctors, synagogue, etc. They cannot afford their own car. They worry constantly about their mounting debts.

They shop for food at Stop & Shop. Their nearest drugstore is CVS and their closest department stores are Target and Macy's.

Gift cards at Stop & Shop, CVS, Target or Macy's would be so helpful. Ann wears size Medium slacks, Large blouse and size 7 shoes.

Robert wears 34/30 slacks, Medium shirt and size 8 shoes.

Sarah wears size Small slacks, Small dress and size 6 shoes.

Hannah wears size 3-5 slacks, 5-7 dresses, Medium blouses and size 8 shoes.

Lillyan Frankel Mintz, LCSW

Stuff'n the box!

Here are some simple, useful items to include in your packages:

- Kitchen equipment: Pot holders, oven mitts, cutting board, vegetable peeler, etc.
- Hangers, shoe polish, shoe laces
- Tissues, hair brush, comb
- Batteries, flashlights, candles
- Movie passes
- Gift certificates for fast food or chain restaurants
- Supermarket coupons (which can be downloaded from the internet)
- Office supplies: Pens, pencils, pencil sharpeners, envelopes, calendar, calculator, stapler, rubber bands, paper clips, etc.
- Small tools, like screwdrivers, pliers, a tape measure, etc.
- Sewing materials, like top threading sewing needles, safety pins, thread
- Battery operated radio/clock

Cards anyone?

Tribute cards are available from M'Yad L'Yad, which can be used to commemorate holidays, anniversaries, or birthdays, or to honor or remember someone special. The cards include the M'Yad L'Yad logo on the front and a description of our program on the back. We can send a card to whomever you designate, noting your donation, or if you prefer, we can mail blank cards to you that you can use when an occasion arises. Cards can be purchased or sent by us for a \$5.00 donation, or you can buy a set of four cards for \$18.00. By using M'Yad L'Yad tribute cards, you not only financially support our program, but you help us to spread the word about our work to others. To purchase cards, please send in the Donation Form found elsewhere in this newsletter.

Our Benefactor's Circle

Anonymous
 Meryl & Stewart Ain
 Terry & Irwin Fishberg
 Ellen & Dr. Stephen Greenberg
 Ilene & Jerry Herz
 Rabbi Ian Jacknis
 Gail & Jerry Jospa
 Susan & Leonard Lustig
 Hinda & Dr. Jerry Ritigstein
 Michele & Stephen Scheck
 Terry Schimek & Wayne Barnstone
 George & Fran Stern
 Diane & Gerald Thurer
 Elizabeth & Stephen Thurer
 Robyn & Michael Weiner
 The David Kimmel Foundation
 The Herman Goldman Foundation
 The Weisberg/Epstein Family
 CMB Components
 Lustig & Hermer, LLP
 David Rosenberg—Rosenberg & Fortuna, LLP

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.

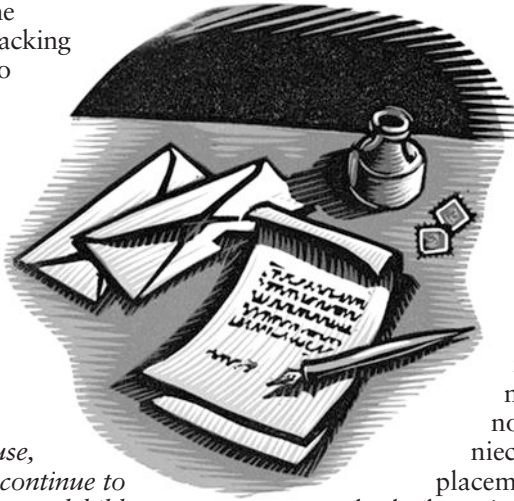


A Few Friendly Words From Sponsors Mean A Lot

Sponsors: after you have completed the hard work of planning, shopping, and packing gifts to your recipients, the easy part is to enclose a short, friendly note expressing friendship, interest and support to help personalize the relationship. Anonymity can and must still be maintained. Hopefully, this will encourage all recipients to respond in kind, so that we sponsors get the feedback we need.

Following is a fictitious example of correspondence between a sponsor and a recipient that we hope will be helpful.

Dear Sarah, I hope you enjoy the blouse, books, and tapes that I sent you. Please continue to let me know items that you can use. My grandchildren have fun shopping with me for presents for "Sarah." You have become special to them. Let me know how your latest visit with the cardiologist went. Hopefully the treatment and medications have been working. Enclosed is the scrip you requested for



Passover shopping. I look forward to hearing from you. Sincerely, Jane

Dear Jane, I am always so happy to hear from you. Even though I truly appreciate the scrip you sent me and the beautiful spring blouse, I want you to know that I cherish your notes even more. Your grandchildren must be a lot of fun. It sounds like your daughter is doing a good job raising them. The cardiologist is trying a new medication because the results are not what he had hoped for. Yesterday, my niece came to visit me. I used the pretty placemats you gave me last year. The table looked so nice. Jane, thank you for your friendship. It is so good to know that someone in the community thinks about me and cares about me. I hope you and your family have a happy holiday. Sincerely, Sarah

Gloria Safran

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

Name: _____ Telephone: _____

Address: _____ e-mail: _____

I would like: (please check)

- Additional information about M'Yad L'Yad
- To volunteer to sponsor a M'Yad L'Yad family
- To join M'Yad L'Yad as a benefactor (min. donation of \$500)
- To make a donation to M'Yad L'Yad of \$ _____
- To buy Tribute cards _____ \$5 each _____ 4 for \$18
- M'Yad L'Yad to send a Tribute card (\$5 each) to:

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

Please make my donation or Tribute Card ...

In Honor of: _____

In Memory of: _____

Acknowledgment to:

Name: _____

Address: _____

Message: _____

A Message From Our Director

Mark D. Zimmerman, M'Yad L'Yad director,
reports on the M'Yad L'Yad/Suffolk COJO connection

You may have noticed that our letterhead includes the phrase "A project of the Suffolk Council of Jewish Organizations" and that the staff list on the front of our newsletters includes the name of the director of Suffolk COJO. But you might not be aware of exactly what the connection is between M'Yad L'Yad and COJO, or that COJO has undergone some significant changes in personnel in recent months.

As always, the story starts at the beginning - the beginning of M'Yad L'Yad. The founders of our organization recognized that it was necessary to operate as a non-profit agency, and that they needed professional support in establishing their new charitable venture. They approached Susan Lustig, who was the director of the Suffolk Council of Jewish Organizations. Susan immediately recognized that the vision of M'Yad L'Yad's founders was a natural fit with COJO's mission as the umbrella coordinating agency overseeing all aspects of Jewish life in Suffolk County. She and the COJO board gladly took on M'Yad L'Yad as a project, providing professional support, financial assistance, and a physical home in the COJO office at the Suffolk Y Jewish Community Center.

Over the subsequent years, M'Yad L'Yad grew, adding a professional director, social worker, and additional board members. While the day-to-day dependence on COJO has diminished, the two organizations have maintained their official link, allowing each to benefit from the support and activities of the other. M'Yad L'Yad is proud to have reached a stage of virtual independence, culminating in our incorporation as a non-profit agency under Section 501 (c) (3) of the IRS code in 2005. We are particularly appreciative of the professional guidance we received from attorney David Rosenberg as we filed for this status. David's donation of his legal services is just one example of the support so many in our community have provided to M'Yad L'Yad as we have grown and expanded our reach beyond Suffolk County into Nassau County and New York City.

We look forward to continuing our relationship with Suffolk COJO as they enter a new era. Following the able leadership of their president Rabbi Ian Jacknis (whom we are proud to have as a member of our Board of Directors), last spring saw the election of a new president, Professor Dan Subotnik. Dan, a faculty member at Touro Law Center, takes on leadership of COJO as the agency undergoes a change of professional leadership for the first time in twenty years. Susan Lustig stepped down as executive director in June of this year, with Peri Schacknow assuming that position. The entire Board of M'Yad L'Yad wishes to congratulate Dan and Peri for their ascension to the leadership positions of Suffolk COJO. We look forward to working together as we continue our efforts to improve Jewish life on Long Island, and to assist all in need of caring and support.

Most importantly, we wish to thank Susan Lustig for all of her assistance in the past, and to wish her success in future endeavors. M'Yad L'Yad would not exist without the willing and able support which Susan gave us from the first day. She taught us how to establish an organization, and she introduced us and our mission to the entire Jewish community. Susan has graciously accepted a position as an executive board member of M'Yad L'Yad. We look forward to continuing to benefit from Susan's wisdom as she makes the transition to lay leadership within our organization.



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