

# M'Yad L'Yad

Enhancing lives through uniquely personal  
yet anonymous giving



SEPTEMBER, 2007

M'YAD L'YAD NEWSLETTER

VOLUME 10

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## Gloria Safran Elected as M'Yad L'Yad President

*New officers and board members announced*

The board of directors of M'Yad L'Yad entered a new era at their May meeting. Gloria Safran was elected president, replacing Ellen and Dr. Stephen Greenberg, who have stepped down after serving as our first co-presidents since 2003. The Greenbergs have provided leadership, inspiration, commitment, and most importantly, their passionate devotion for four years, as M'Yad L'Yad grew, attaining independent corporate status while remaining a division of the Suffolk Council of Jewish Organizations. Under the Greenbergs' guidance, M'Yad L'Yad established its own board, budget, bank account, and corporate identity as a New York State non-profit organization. We are pleased that Ellen and Steve will remain on our board of directors and on our executive board, continuing to offer their energy and input as we move forward under new leadership.

Gloria Safran, one of M'Yad L'Yad's founders and a vice president since 2003, was elected unanimously to serve as our new president. Besides her years of devotion to M'Yad L'Yad, Gloria has extensive non-profit experi-

ence—she is a founder and past president of SAJES (Suffolk Association for Jewish Educational Services), as well as past president of Suffolk COJO (Council of Jewish Organizations) and Huntington Section of NCJW (National Council of Jewish Women). Gloria will be joined on the executive board by vice presidents Caren Koslow, Marilyn Leibowitz, and Judy Weiss, as well as treasurer Renay Weisberg and secretary Dr. Michael Weiner. A complete list of our board for the 2007-08 fiscal year can be found to the left. In particular, we would like to welcome three new board members, Kaye Pine, Martin Leibowitz, and Larry Kushnick.

The board of directors meets bi-monthly, providing policy and program planning guidance. Board members are also actively involved in many aspects of M'Yad L'Yad's operation, including public relations, fundraising, and many other projects and committees. Anyone interested in volunteering on a M'Yad L'Yad committee or the board of directors should contact Mark Zimmerman, executive director, at 631-742-7194 or mdz@myadlyad.org.

## Reflecting Back on a 'Privileged' Four Years

As noted above, Ellen and Dr. Stephen Greenberg recently ended their tenure as co-presidents of M'Yad L'Yad. The board of directors honored the Greenbergs with a "farewell dinner" during which Ellen shared the following remarks with those in attendance:

*Reflecting on the past four years, we realize what a singular privilege it has been to serve as your chairpersons. M'Yad L'Yad is a unique gift to the community. For us the opportunity to know and befriend all of you has enriched our lives enormously. We have been the "recipients" of sup-*



*port, warmth, friendship and advice. Thank you so much for sharing yourselves with us and honoring us with these gifts. At this time we wish to congratulate Gloria and know that she will strive and succeed in bringing M'Yad L'Yad to an even greater level of accomplishment. We would like to thank Mark and Janet and our wonderful board. You are the energy*

*and strength that nourishes M'Yad L'Yad and makes it work so wonderfully.*

To read a message from Gloria Safran, see Page 2

*"As the purse is emptied, the heart is filled."*

Victor Hugo

# An Opening Message From Our New President

*Gloria Safran begins her term at the helm of M'Yad L'Yad*

I am truly honored to begin my term as president of M'Yad L'Yad. I have the greatest admiration and respect for M'Yad L'Yad and the men and women responsible for its success—the board members, sponsor families, and staff whose caring, sense of responsibility and generosity of spirit make them special.



Safran

Our sponsors have demonstrated

these qualities not only by sending material items to their recipient families, but also by enclosing personal correspondence. These notes indicate a real interest in the lives of their recipient families. As a result, a true bond of friendship is often created—a bond as important as the actual items sent and received.

Our board members and staff work together tirelessly with one main goal in mind ... the efficient, effective, functioning of M'Yad L'Yad for the purpose of making life a little easier for those in

our community in need of assistance.

M'Yad L'Yad demonstrates that we are a "community" who cares for its members—people who want to help and make a difference. With the economy failing so many, it is more important than ever for all of us to care for one another.

This is what M'Yad L'Yad means to me.

This is why I am honored to be President.

Gloria Safran

## Financial Sponsorship Offers Another Way To Help

*Alternative option for donating allows everyone to be a part of someone's life*

The heart of the M'Yad L'Yad program is the direct matching of donors (sponsors) with individuals or families in need (recipients). Approximately four times per year sponsors send packages to their recipients, including such items as new or gently used clothing, household goods, toys, hobby items, or store gift cards.

We recognize that for some people, due to time constraints or other issues, selecting, packing and shipping items four times per year is not feasible. We are happy to offer an alternative method of participation, which we call financial sponsorship. Like other sponsors, financial sponsors are matched with a specific individual or family in need. Instead of sending packages, however, we ask financial sponsors to send us a minimum of \$200/year, which we will utilize to purchase gift cards



every three months. Your entire donation will go directly to your recipient.

We will provide you with a brief pro-

file of your recipient so that you will know about the people you are helping. As a financial sponsor, you will be fulfilling the mitzvah of tzedakah in the truest sense, helping one of the many needy, struggling families referred to us. As with all of our sponsors, your identity will remain anonymous, but your recipient will know that a caring member of the Long Island community has committed to an ongoing effort to provide enhancement to his/her life.

To become a financial sponsor, simply send a note along with a check payable to M'Yad L'Yad for \$200 or more. We will arrange a match and keep you informed as your recipient receives their quarterly gift card. We will then contact you near the end of the year to renew for the coming year. If you have any questions, please contact Mark Zimmerman at (631) 742-7194.

### 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 on page 5.

### 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

# A Wonderful Evening of Music and Art

*Everyone chips in to make Heckscher Museum event a complete success*

On Sunday April 29th at the Heckscher Museum of Art in Huntington, more than 100 guests had the pleasure of attending an evening of music, art, wine, hors d'oeuvres and desserts, for the purpose of raising funds to support the program of *M'Yad L'Yad*. The attendees strolled around the museum admiring photographs by famed photographer Ansel Adams, as well as an exhibition entitled "Long Island's Best; Young Artists at the Heckscher," featuring some of Long Island's finest high school artists. Entertainment was provided by the Meryl Zimmerman Jazz Quartet. The audience was enraptured by the musical performance.

The evening began with hors'oeuvre and wine, as guests perused the exhibits in the four Heckscher Museum galleries. Guests were then welcomed by *M'Yad L'Yad* co-president Dr. Stephen Greenberg, followed by Museum Director Dr. Erik Neil. Meryl Zimmerman was then introduced, and she and her accompanying trio entertained the audience with forty-five minutes of jazz from the great American



*Meryl Zimmerman performs at the Heckscher songbook.* Following the concert, attendees enjoyed a splendid assortment of desserts while again viewing the artwork and sharing conversation with friends.

This evening would not have been possible without the effort of the event committee under the chairmanship of Gloria Safran. Committee members (Anita Gelberg, Ellen Greenberg, Marilyn Leibowitz, Susan Lustig, Hinda Ritigstein, Diane Thurer, Renay Weisberg, and Judy Weiss) meticulously planned and implemented every moment of the event. We

thank the committee and the many other volunteers whose tireless work including publicity, preparation of all of the refreshments, designing the printed program, coordinating the evening's schedule, and setting up the room, resulted in a tasteful, elegant evening.

We offer our appreciation to the staff of the Heckscher Museum for their assistance, cooperation, and enthusiasm, without which this event would not have been possible. In particular we thank Christine Nottonson, Development Coordinator, and Christopher Stratton, Director Of Security & Building Services, for their efforts in preparing and executing the evening, as well as Heckscher board member Bette Schneiderman, who was instrumental in bringing together the museum and our organization.

Most of all, we express our gratitude to all of you who joined us for this wonderful evening and supported *M'Yad L'Yad* and our program of anonymous charitable giving. We look forward to seeing you at our next event!

## The UJA 2007 Long Island Caring Community Celebration

On Thursday, June 14, *M'Yad L'Yad* board members Kaye Pine and Diane and Dr. Gerald Thurer, participated in the UJA-Federation of New York's 2007 Long Island Caring Community Celebration. Held at Temple Beth Sholom in Roslyn, the yearly event brings together the UJA beneficiary agencies in recognition of their contributions in support of UJA's mission, "to create a caring and connected community, whose members reach out to help one another." It is UJA's way of saying "Thank you for all you do." It is not a fundraiser - it is an awareness raiser!

*M'Yad L'Yad's* vision and goal of caring and providing for those in need is clearly in step with that of UJA and its other beneficiary agencies. Our mission statement says that we are "dedicated to enhancing the lives of the needy in our community." What makes us unique is the "anonymous pairing of volunteer sponsors with recipients...providing friendship and dignity, as well as material support."

Among the many Jewish organizations represented at the UJA event were SAJES, Suffolk COJO, Gurwin Jewish Geriatric Center, JASA, the Usdan Center for the Creative and Performing Arts, the Suffolk Y Jewish Community Center, F•E•G•S, and Hillel.

After enjoying a lavish buffet while meeting and greeting old and new friends, the attendees moved to the Sanctuary for a program of inspiring speeches from Donna and Stewart Senter, event chairs, and John Ruskay, Executive Vice President & CEO of UJA-Federation of New York. Following an informative, entertaining video about the work of UJA, awards were presented to Carol Harrison, and the Gould family in recognition of their commitment to, and enduring support for, the Jewish community.

*M'Yad L'Yad's* board of directors and volunteers are proud to be affiliated with UJA-Federation of New York. We look forward to our continued cooperative efforts with UJA and its many other affiliated agencies.

*Kaye Pine*

## New Social Worker Hired

The board of directors of *M'Yad L'Yad* is pleased to announce the hiring of Janet Zimmerman as our new social worker, replacing Lillyan Frankel Mintz. We thank Lillyan for her many years of service and devotion to our organization and our recipients, and wish her the best of luck in her future endeavors.

We are fortunate to fill this important position with a person whose background and experience are tailor-made for the job. Janet holds a masters degree in counseling from C. W. Post University, and a masters degree in social work from Yeshiva University's Wurzweiler School of Social Work. She is a licensed certified social worker in New York. Janet has worked in a wide variety of capacities—as a geriatric social worker, bereavement and divorce group facilitator, child therapist, synagogue consultant, and more. She has worked at such agencies as Jewish Community Centers, the Arthritis Foundation, SAJES, and the North Suffolk Mental Health Center.

Her skills in casework, group work, and community organization, and her knowledge of agencies and resources on Long Island, will enable her to provide the highest level of service to our recipients. In addition to working directly with our recipients, Janet will work with other agencies to bring in new recipients and to refer current recipients for additional support services as needed.

Janet can be reached at (631) 643-6205 or by e-mail at [jlz@myadlyad.org](mailto:jlz@myadlyad.org). We welcome Janet to our staff and look forward to working together with her in support of those in need in our local communities.

**Special thanks to The Place Furniture Gallery in Farmingdale, for their support of *M'Yad L'Yad* and our recipient families.**

## A MESSAGE FROM OUR SOCIAL WORKER ...

### *Meeting the Needs of Our Recipients*

*M'Yad L'Yad* is very fortunate to count among its sponsors extremely caring people who are eager to provide much-needed items for their recipients. To that end, when updating profiles I encourage recipients to share with me what they would like to receive. While many of our recipients are happy to give me their "wish list," others, for various reasons, are not able to do so. Some have told me that they don't want to appear "greedy," while others, like Denise, a single mother raising two teenage daughters, "...can't even begin to think about what I would like." Denise is struggling so hard just to make ends meet that she is unable to think about "the extras."

She and many of our recipients are desperate to fulfill what Abraham Maslow, the father of humanistic psychology, called innate needs. In his hierarchy of human needs, Maslow proposed that humans need to have their basic physiological needs (breathing, food, water, etc.) and their need for safety (security of body, employment, family, health, and property) met before they

move up the hierarchy to self-actualization (fulfillment of one's potential and talents). Borrowing from Maslow's theory, it appears evident that as a result of their hardships, some of our recipients find it very difficult to respond to offers of special gifts, or "extras."

Sometimes I am able to help a recipient think of items by first creating a comfortable, supportive atmosphere, and then gently offering possible suggestions. After engaging in conversation about what's going on in their lives, how their children are doing, etc., they often are able to specify the things they would like, or their children would enjoy. But sometimes, due to extreme stress or anxiety, they are not able to see beyond their basic needs. In some of these cases, it becomes appropriate for me to offer a referral to another agency (such as JASA, FECS, or DOROT) for help with financial, psychological, or other concerns. After getting the kind of help that *M'Yad L'Yad* does not provide due to the scope of our agency, these recipients can then feel comfortable accepting what *M'Yad L'Yad* does offer—support,

encouragement, caring, and the "extras" that make life more pleasant.

It is *M'Yad L'Yad's* mission to meet our recipients where they are, to afford them the dignity to choose what works best for them. For Lillian and Walter, the chicken soup that their sponsor sent was the best gift they could ever have received. For Gloria and Charles, recordings of old Broadway shows provided tremendous enjoyment. For Delilah, receiving much-needed clothing for her children caused her to cry with happiness. And for Elyse, letters from her sponsor enabled her to feel that someone really cares about her.

So whether a recipient asks for clothing, school supplies or food, it is our mission to do all that we can to provide them with what they feel they most need. And for those recipients who cannot, for whatever reason, be specific in their requests, *M'Yad L'Yad* will help them find a way to express their needs so that they may benefit from the generosity of their sponsors.

*Janet Zimmerman, LCSW-R*

### *Special Collections: Communities pull together to help others*

#### **Temple Chaverim Passover Drive**

The Temple Chaverim Religious School in Plainview has once again partnered with *M'Yad L'Yad*. After a highly successful fundraising drive last Chanukkah to benefit a *M'Yad L'Yad* family, the school undertook another collection at Passover time. Hundreds of dollars were raised and used to purchase supermarket gift cards for three of our recipients. We thank principal Debbye Brandell for her efforts, and look forward to other opportunities to work with Temple Chaverim as their students bring the important Jewish value of *tzedakah* into their lives.

#### **South Huntington Jewish Center Judaica Donation**

The South Huntington Jewish Center has long been a supporter of *M'Yad L'Yad*. Their Rabbi, Ian Jacknis, serves on our board of directors. The nursery school has partnered with us as sponsors, and for the last two years, the Sisterhood has organized a Chanukkah gift collection project wherein congregants fulfill holiday wishes of *M'Yad L'Yad* children by selecting "dreidels" which list their special requests. Most recently, the Sisterhood made a large donation of Judaica from their gift shop to be distributed to our families. We thank Robyn Schmigelski who coordinated this effort, as well as the entire Sisterhood for their ongoing support.

#### **High School East Does It Again**

Following up on their hugely successful fundraising effort last December, the students of Half Hollow Hills High School East undertook another drive in April. Organized by the student government, money was collected from the student body and faculty to benefit two *M'Yad L'Yad* families. Students then went to Target and purchased hundreds of dollars worth of clothing for the six individuals in the two families. We particularly wish to thank student Spencer Fogel for outstanding efforts in both fundraisers.

#### **Chavurat Emet Provides Passover Assistance**

Chavurat Emet is a small group of families in the Smithtown area who come together regularly to pray and celebrate Jewish life. Part of their purpose is to fulfill the mitzvah of *tzedakah*, helping others in need. We are pleased that Chavurat Emet chose to work together with *M'Yad L'Yad* through their donation of Passover food, which we sent on to two of our families. We thank Roseanne and Neal Spevack and the members of Chavurat Emet for their support of our families at Passover time.



#### **Jewish Congregation of Brookville's Incredible Clothing Drive**

The Jewish Congregation of Brookville, under the leadership of congregant Mindy Richenstein, undertook a clothing collection to benefit eight of our recipient families. Information was distributed to the congregation, including clothing sizes of the 37 individuals. Members scoured their closets for gently used items, and many of those who did not own appropriate clothing went shopping to provide for the *M'Yad L'Yad* families. The results were amazing - the wonderfully generous members of the synagogue donated more than seventy large cartons and bags of clothing. Thanks to Mindy and all who participated, with special appreciation to Rabbi Steven Moskowitz and Cantor Marcey Wagner, spiritual leaders of the congregation.

## SPOTLIGHT ON ... Jack Zucker

The "SPOTLIGHT" column focuses on one of our M'Yad L'Yad volunteers. All of our volunteers, including the Board of Directors, committee chairs and members, sponsors, and others, are deserving of our focus. We will learn about the people behind the acts of mitzvot (good deeds) and hesed (loving kindness).

Jack Zucker has had a seat on the Board of Directors of M'Yad L'Yad since its inception. His affiliation with the group began when his companion, Judy Weiss, part of the founding group, invited him to attend a meeting. From the outset, Jack was "very impressed with the purpose and dedication of the people involved." He finds it "very satisfying to be involved with a group that directly benefits the people it serves."

Because he believes that it is very important to teach young children to give, he noted that, "M'Yad L'Yad does an excellent job of laying the foundation for the appreciation of the importance of acts of charity by involving our youth through schools, synagogues, and bar/bat mitzvah programs in our sponsor/recipient program."

Jack learned the value of tzedakah from his first charitable experiences while growing up in the Bronx. Through his hebrew school, he helped raise money for the Jewish National Fund. Later, when his family moved to Great Neck, he belonged to the local community "Young Men's Division" of UJA. When he married, and his family grew, so did his participation in local politics and government. His elected position as Village Trustee was followed by a twelve-year term (1980-1992) as Deputy Mayor of the Village of Saddle Rock in Great Neck. Clearly, serving Jewish causes and his community have always been important parts of Jack's life.

Jack received a Bachelor of Science degree in Business Administration from Boston University. After serving six months in the army, he joined his family's printing business, which has now been passed on to his son, Barry. Jack, who currently works full time with Barry, has no interest in retirement. He still has time to enjoy concerts, plays, fine dining, golf, doing crossword puzzles ... quite an eclectic fellow!

When asked what he feels his main contribution to M'Yad L'Yad is, he said, "As a board member, in addition to financial support, I am a good, honest, sounding board for others' ideas and suggestions." In addition, Jack often donates his services as a printer.

In closing, Jack said, "I am very pleased with the way M'Yad L'Yad is growing under the leadership of our former and current presidents, and our very able executive director."

Kaye Pine

## 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.



### Our Benefactor's Circle

Anonymous (2)	Rabbi Susie Heneson Moskowitz
Meryl & Stewart Ain	Renee & Gary Oshinsky
Victoria & Hunter Allen	Hinda & Jerry Ritigstein
Terry Schimek & Wayne Barnstone	Betty & Sam Roth
Rabbi Howard Buechler, Dix Hills Jewish Center	Gloria Safran
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Terry & Irwin Fishberg	Michele & Stephen Scheck
Barbara & Ken Greenberg	Jane & Rabbi Barton Shallat
Ellen & Stephen Greenberg	Diane & Gerald Thurer
Ilene & Jerry Herz	Elizabeth & Stephen Thurer
Robin & Douglas Horn	Myra & Harry Wagner
Rabbi Ian Jacknis, South Huntington Jewish Center	Robyn & Michael Weiner
Gail & Jerry Jospa	Weisberg/Epstein Family
Arlene & Jeff Kreisberg	Judy Weiss & Jack Zucker
Susan & Leonard Lustig	The David Kimmel Foundation
	The Herman Goldman Foundation
	Lustig and Hermer LLP

## Refuah Shleima

The Board of Directors of M'Yad L'Yad offers a *refuah shleima*, wishes for a speedy recovery, to our past president, Ellen Greenberg. Ellen recently underwent surgery, and is thankfully on the road to a full recovery. We know that the thoughts, prayers and support of so many friends of M'Yad L'Yad and the Greenbergs will aid Ellen in her healing.

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 make a donation to the Murray Safran Fund (to assist recipients with emergency needs) \$ \_\_\_\_\_
- To buy Tribute cards \_\_\_\_\_ \$5 each \_\_\_\_\_ 4 for \$18
- M'Yad L'Yad to send a Tribute card (\$5 each) to: \_\_\_\_\_

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 executive director,  
reports on charity and organs

What organs do you use when sending a package to your recipient, or when making a financial contribution to support *M'Yad L'Yad*? That's a question I suspect you haven't been asked before! The answer can actually be pretty extensive—you use your eyes when reading your recipient's profile sheet and when selecting items to send, you use your hands for writing a check or packing a box, you use your feet when driving or walking to a mailing center, and you use your mouth, tongue, larynx and lungs when speaking with the mailing center clerk. While your pancreas and kidneys may not play much of a direct role, without them we would not be engaged in charitable (or other) behavior at all!

Figuratively speaking, the question seems more reasonable. Organs (like just about everything else) are mentioned in Jewish liturgy. One example that may be familiar is in the Nishmat prayer, which is recited during the Passover seder (as well as in the morning Shacharit service). "Therefore, the organs that You set within us, and the spirit and soul that You breathed into our nostrils, and the tongue that You placed in our mouth—all of them shall thank and bless and praise ... your Name, our King." So important are the blessings we receive from G-d that even our organs offer thanks (the mouth literally, the other organs more figuratively).

Even though all of our organs may offer thanks to G-d, I suspect that when thinking about *M'Yad L'Yad*, charitable giving and organs, most of us would focus on the heart rather than the spleen, skin or brain. We associate the heart with emotions, caring and love, as opposed to the brain, the organ of rational thought and intellect. In fact, there is a Jewish proverb that states, "As he thinks in his heart, so he is." What a powerful message this is for you, our sponsors and supporters, who give tzedakah "from the heart." Your caring and compassion, emanating from the heart, reflect the kind of person you are.

There are some, however, who would argue that it is the brain, not the heart, which should get the credit. A recent study by psychologists and economists at the University of Oregon has found that donating money to charitable organizations activates the regions in the brain that are associated with pleasure. Based on economic models, only the wealthy should be donating money, with the rest of us holding on to what we've attained. But in fact, even many low-income people contribute to charity. Says one of the researchers, William Harbaugh, charitable giving apparently produces a "warm glow... people feel good knowing that they're a charitable giver." Using MRI's and other tests, the scientists were able to show that our brains are "wired to help other people, even strangers." Additionally, the researchers concluded that humans have "unselfish, or pure altruism," and will help others even when it is not in their own self-interest.

At this time of Rosh Hashanah, the Jewish New Year, we reflect on the last year's success in assisting the needy on Long Island. You, our sponsors and supporters, made this happen through your charitable efforts. So whether your support of *M'Yad L'Yad* and our recipients is motivated by your pancreas, your brain or your heart, we thank you and look forward to another successful year of helping those in need.



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