



The 2012 Golf Classic Scores Big

Supporters of MJHS Foundation have done it again—only bigger and better this time! Not even a rainout on the first try could keep the ForeTeenth Annual Golf Classic from breaking records. On July 30 and August 6, 263 players came together on two separate courses for days of sunshine and golf for a great cause. The demand was great, the mission was compelling and, finally, a new goal of \$1 million was achieved to help bring critical health care services to the community.

Generosity of Our Supporters

“We’re celebrating the achievement of the ForeTeenth Annual Golf Classic thanks to our tireless co-chairs and generous supporters,” said Co-chair Burt Esrig. “This is part of the MJHS tradition that started with the Brooklyn Ladies more than 100 years ago.”

Contests aside, it was clear who the real winners were: families served by the programs and agencies of MJHS. “There is growing need for MJHS services,” pointed out Co-Chair Sam Mezrahi, a serious golfer who traveled the course with fellow USGA-rated players at Old Westbury. “I think it’s important that we work together to support and build the great work of this charitable organization.”



Hundreds of players took to the course to support the cause.

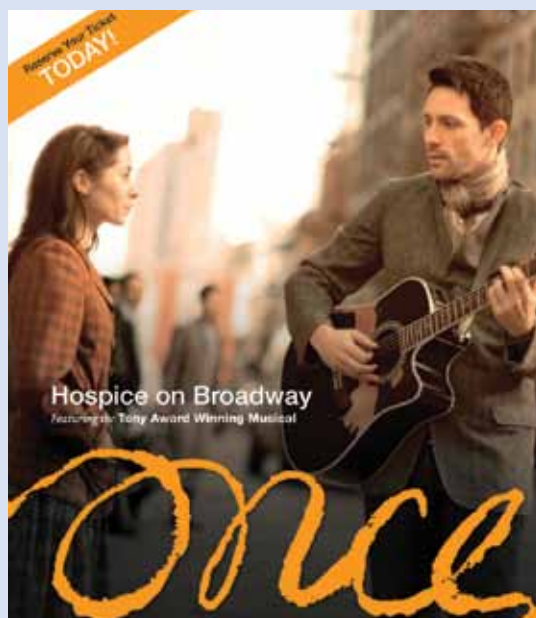
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MJHS Hospice Sings on **BROADWAY**



First came *Once*, the little movie that melted hearts in a big way, and won an Oscar for Best Original Song! Now, *Once* is the talk of Broadway and winner of many Tony awards, including Best Musical and Best Actor in a Musical.

Join us for a *Once* in a lifetime experience in support of MJHS Hospice and Palliative Care on **December 5, 2012 at 8:00 pm** at the Bernard B. Jacobs Theatre located on West 45th Street.

Featuring a dynamic cast of professional musicians, a *New York Times* theater critic says that *Once* “uses song and dance in a way I’ve never experienced in an American musical.”

Don’t delay. Purchase your tickets for this annual MJHS Hospice on Broadway tradition.

Call **(212) 356-5300** or visit **mjhsfoundation.org**. Thank you for supporting MJHS Hospice and Palliative Care and the values of the Brooklyn Ladies.



440 Ninth Avenue, 14th Floor
New York, NY 10001-1620
(212) 356-5300
info@mjhsfoundation.org
mjhsfoundation.org

DIRECTORS

Isaac Assael Eli S. Feldman
Estère du Boulay Shmuel Lefkowitz
Burton Esrig

OFFICERS

President Steven L. Topal
Vice President David C. Wiener
Secretary/Treasurer Peter P. Post

STAFF

David Nussbaum, Executive Director
& Chief Development Officer,
(718) 759-4337, dnussbau@mjhs.org

Emily Pring, Associate Director of
Development, (718) 759-4651,
epring@mjhs.org

Chinwe Egonu, Database Coordinator,
(718) 759-4133, cegonu@mjhs.org
Rebecca Schalit, Development Specialist,
(718) 759-4335, rschalit@mjhs.org

Foundation in Focus

Executive Editors:

Diane Ashley and David Nussbaum

Coordinating Editor: Emily Pring

Managing Editor: Audrey O. Waters

Design Director: Tricia Chambers

Contributors: Zayra Arrieta,
Chinwe Egonu, Michael Madole and
Duane McFarlane

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mjhsfoundation.org



From the Desk of David Nussbaum

One of the big stories across the country this summer was the weather and it wasn't an easy season. However, in spite of the storm that caused us to have to reschedule the June 25 ForTeenth Annual Golf Classic, the MJHS community rallied and came together, shuffling schedules and rearranging plans to be part of this annual event. We are grateful to our sponsors, donors and guests who came through and weathered the storm, making this year bigger and brighter than ever. Thanks to you, a record breaking \$1 million was raised—the most ever for a single MJHS Foundation event!

More than 250 guests at both Muttontown and Old Westbury on June 30th and August 6th enjoyed two beautiful days of golf, swimming, good food and camaraderie. ACE Sponsors at the \$100,000 level—**Allen Health Care, Bestcare and Special Touch Home Care**—as well as Eagle Sponsors at the \$50,000 level—**Chem Rx, Northwestern Mutual and TD Bank**—contributed nearly \$500,000 combined. Equally impressive is that smaller corporate donors and individual sponsors stepped forward with more than \$500,000 to help us exceed \$1,000,000!

August was a particularly busy month for MJHS hospice. On August 7 the Block Residence Grand Opening took place as 200 donors and guests had a chance to tour the new facility. In New Jersey, on June 28, glasses were raised and clinked as 85 new and long-standing friends of MJHS enjoyed *Pairings with a Purpose* to benefit pediatric hospice. Vintner Davey Ramey of Ramey Wine Cellars was the guest of honor for the intimate five-course meal with wine pairings at Hollywood Country Club in Deal, New Jersey.

And since our last issue, leaders of the Asian community were recognized at the Ang Lin Community Leadership Luncheon on September 9, hospice board members visited the Zicklin and Block MJHS residences, the hospice units at Beth Israel, and began planning for our annual Hospice on Broadway fundraiser featuring the Tony award winning show *ONCE*. If you haven't purchased tickets yet, please don't wait, *they are flying out the door!*

While you're enjoying the beautiful fall weather, you might want to check out the MJHS activities at facebook.com/MJHS01 or order your holiday greeting cards. It is a great way to make a donation while wishing your friends, colleagues and family a happy new year.

David Nussbaum
Executive Director, MJHS Foundation

Community Celebrates Groundbreaking Moment

MJHS has developed a reputation as a groundbreaker and this time was no exception. On September 21, 2012, MJHS leaders joined with local leaders to break ground on the new MJHS Hospice Inpatient Residence—the first facility of its kind in NYC to care for children and adults.

"It's not just core values of compassion, dignity and respect that make MJHS one of the most respected, and largest not-for-profit hospice and palliative care programs in the region," said Eli S. Feldman, MJHS President and CEO. "We pride ourselves in helping patients and their families live life to the fullest when dealing with a life-limiting illness. We focus on easing suffering, upholding dignity, affirming values and improving quality of life."

The Hospice Inpatient Residence of MJHS Hospice is being funded by the Sixteen Lights Capital Campaign of MJHS Foundation. The facility will be built on the grounds of Menorah Center for Rehabilitation and Nursing Care.

To contribute to the building of this unprecedented residence, visit mjhsfoundation.org.



MJHS and community leaders celebrated the start of building of the new MJHS Hospice Inpatient Residence.

MJHS Celebrates New Muriel and Harold Block Hospice Residence in the Bronx

Exceptional Hospice Residence Fills Community Need, Has 16 Private Suites and Offers Around-the-Clock Care in a Homelike Setting with Sweeping Views of City



MJHS and community leaders celebrated the start of building of the new MJHS Hospice Inpatient Residence.

Recognizing that an increasing number of New Yorkers at the end-of-life are unable to receive the care they need at home, MJHS Hospice invested \$2.7 million to build the Muriel and Harold Block Residence on the grounds of Jewish Home Lifecare in the Bronx.

Guests attending the grand opening on August 7, 2012, were in awe for so many reasons.

The celebration began with poignant remarks by noted speakers and congratulatory proclamations by elected officials. The applause was heartfelt and rousing. During the tours, people gasped in amazement over the renovations of this state-of-the-art facility.

In small groups of 5 or 6, guests toured the new residence and walked through the spacious, private 16-suite, homelike residence that is designed specifically for the unique needs of hospice patients and their families.



Home Away from Home

The Block Residence is absolutely ideal for patients whose caregivers can no longer keep up with their needs, or who require around-the-clock support from a culturally-sensitive and expert team of hospice professionals.

Each patient will have a medical care team with a physician and nurse who are board-certified in

hospice and palliative care. Support will be offered by a social worker, chaplain or rabbi, home health aide and volunteer. Each patient will also receive emotional, spiritual and psychological support by a qualified team of professionals to help them understand what's happening and why, as well as release feelings they should not bear alone.

"While providing hospice services to patients in the comfort of home is often preferred, there are times when expert medical care is needed around the clock," said Barbara Hiney, Executive Vice President of MJHS Hospice and Palliative Care. She added, "The Muriel and Harold Block Residence of MJHS Hospice will be a place where phenomenal caring will happen every minute, every day. It will also be a place where our patients and their loved ones find comfort in knowing that we uphold, honor and celebrate the traditions that matter most."

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Barbara Hiney
Executive Vice President
MJHS Hospice and Palliative Care

Labor of Love

The Muriel and Harold Block Residence has been a labor of love for MJHS. But it was not possible without the generous support of donors to the Sixteen Lights Capital Campaign, which carries on a tradition of philanthropy dating back more than a century.

Steven Topal, President of MJHS Foundation, extended his personal thanks and the grateful appreciation of MJHS Foundation, as well as MJHS Hospice, to two of the major benefactors: The Block family, for providing the naming gift in loving memory of Muriel and Harold Block, and Bernard Fox, for donating the library in honor of his extraordinary daughter Debra Fox, an MJHS Hospice and Palliative Care Nurse Practitioner.

Everyone agreed.

To see more photos from the Grand Opening, visit facebook.com/MJHS01.

The 2012 Golf Classic Scores Big

Continued from cover

The impressive numbers would not have been possible without the top contributors to the event. The most generous sponsors of the Classic included:

Ace Sponsors: \$100,000

ALLEN HEALTH CARE

BESTCARE

SPECIAL TOUCH HOME CARE SERVICES

Eagle Sponsors: \$50,000

CHEM RX

NORTHWESTERN MUTUAL

TD BANK

The Impact of Giving

The success of the Classic couldn't come at a better time. Demand is at an all-time high for services that are not covered by Medicare and Medicaid, including music therapy for those receiving end-of-life care; "Art & Soul," the creative arts therapy for children and teens coping with the loss of a loved one; and spiritual counseling for the dying.

"The difference between what Medicare, Medicaid and private insurance cover and what MJHS offers New York families is immense," said Eli S. Feldman, President and CEO of MJHS.

In addition, funds raised will also allow MJHS to bolster its Asian programs. With the support of these contributions, MJHS can fill key positions that strengthen the organization's ties to the fast-growing community. For example, the newly created position of Community Liaison has helped us expand our outreach and education efforts, ultimately growing our patient base.

Two Courses

By expanding to two courses this year, the Golf Classic widened the fun and success. Players got to explore the famous Muttontown course on July 30 and enjoyed the sumptuous grounds at Old Westbury on August 6—the first time Muttontown has been used as part of the Golf Classic. What's more, players from Muttontown were invited back on August 6 for a second reception and the first live auction which was a huge success.

"Both courses are gorgeous!" said Andy Schwartz of Northwestern Mutual, who played at Old Westbury with a foursome. "As someone who enjoys playing golf socially, the MJHS golf outing is a meaningful experience because of the impact it has on the community. It makes me proud to know that the funds raised will be used to provide care to those in need throughout the year."

Prizes for Top Performers

No matter which course they played on, golfers engaged in the friendly competitions that have become trademarks of the Golf Classic. At the evening celebration, prizes were given out to celebrate:

MUTTONTOWN WINNERS

Team Low Gross:

► **1st Place** David Berman, Jared Shure, Bill Simone, Bob Simone

► **2nd Place** Nelson Blitz, Cary Coltun, Ralph Esposito, Peter Huthofer

Team Low Net:

► **1st Place** Michael DiMattia, Bob Leamer, Phil Goldstein, Michael Simes

► **2nd Place** Ed Brown, Irv Dayan, Russell Lusak, David Nussbaum

► **3rd Place** Henry Camuso, Gregory D'Addona, Mark D'Addona, Robert D'Addona

► **4th Place** Elliot Brooks, Steve Mufson, Ron Pinto, Richard Rothman

► **Closest to the Pin #7** David Scherban

► **Closest to the Pin #14** Peter Huthofer

► **Longest Drive** Jason Samet

OLD WESTBURY WINNERS

► **Longest Drive Bluegrass #5** Brian Dermody

► **Longest Drive Woods #7** Derek Boelig

► **Closest to the Pin Bluegrass #3** Ethan Silverstein

► **Closest to the Pin Overlook #5** Yong Lee

► **Closest to the Pin Woods #8** Roger McConville

- **Longest Drive Bluegrass #5** Brian Dermody
- **1st Place Team** Elliot Feldman, Derek Boelig, Brett Rube, Alex Vitale
- **2nd Place Team** Bill St. George, Dan Rothenberg, Ellen Rothenberg, Barry Rothenberg
- **3rd Place Team** Paul Salner, Patrick Reilly, Jon Glatt, Jason Grunstein
- **4th Place Team** Mike Johnson, Arthur Palmer, Ben Broadhurst, John Broadhurst
- **5th Place Team** Sam Mezrahi, Bill Long, Joanne Gagliardi, Bill Shipman
- **Worst Score** Roger McConville, Brian Gluck, Tom DiBernardo, Nicole Beltrez

In addition, those who tried their hand at Beat-the-Pro were applauded. And even with a tantalizing \$10,000 prize, this year no one made the larger-than-life Hole-in-One. As David Nussbaum, Executive Director of MJHS Foundation, said from the podium at the ceremony, "There's always next year."

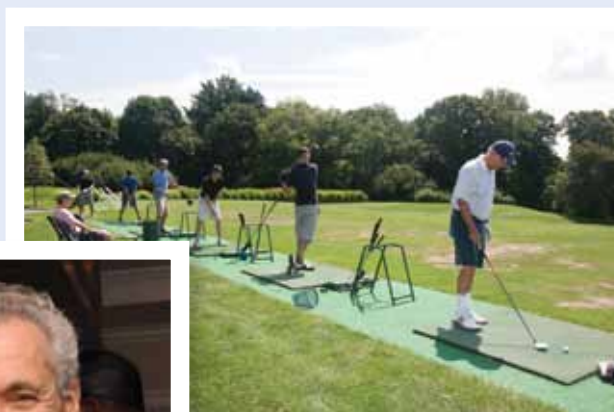
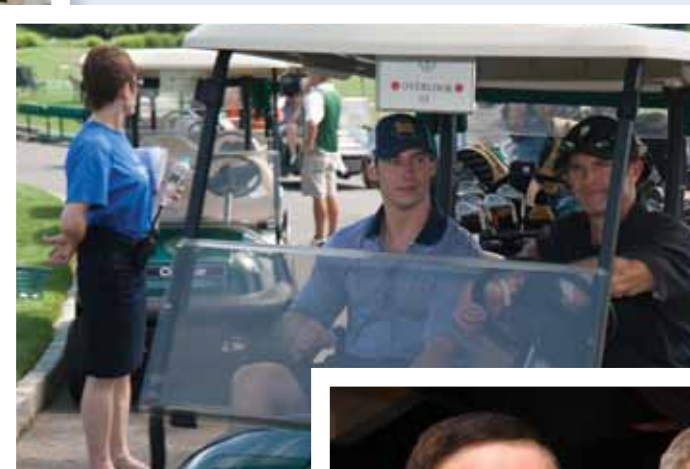
Driving for the Future

The annual Golf Classic is more than a fun event—it is a mission that goes far beyond golf and is a vital part of bringing people together to provide that extra level of care and support to families dealing with illness and challenges at the end of life.

With this year's success behind us, we are ready to drive for the future.

Mark your calendar and visit mjhsfoundation.org for updates on the **2013 Golf Classic** scheduled for **June 24, 2013**, and other upcoming events.

Visit mjhsfoundation.org for updates on the 2013 Golf Classic.



Players broke fundraising records while enjoying a day of golf.



The 2012 Classic brought together MJHS leaders, sponsors and golfers of all levels.

"A day at the golf course is great, but the opportunity to support the MJHS cause is the real draw."

Donor Spotlight: Allen Health Care



Marie Andreacchio, President of Allen Health Care (center), stands with MJHS in helping provide health care services for the community.

Always Looking Forward

Allen Health Care has been a top sponsor of the annual MJHS golf classic and hospice events since the late 1990s. In this interview, Marie Andreacchio, President of Allen Health Care, outlines why her company's commitment is so strong.

Shared Values

Each year, my colleagues and guests look forward to attending the annual golf classic and Broadway events. Supporting them is a very public way for Allen Health Care to showcase our deep commitment to MJHS.

We are such strong supporters because MJHS does everything it can to make patients feel safe and secure...cared for and valued...respected and treated with dignity. And the caregivers do it so well, with so much devotion, compassion, honor and integrity. Allen Health Care believes in—and does—the same thing.

I especially appreciate that MJHS places a premium on helping patients achieve their goals—whether that means re-learning to walk after a stroke at Menorah or Shorefront, remaining safely at home with the help of HomeFirst or spending the final moments of life pain free and surrounded by loved ones because of the extraordinary efforts of MJHS Hospice and Palliative Care. The wide range of programs and services, from the pediatric and adult hospice program to adult day health care, as well as pediatric and adult palliative care, is simply impressive.

New and Better Ways to Care

It is evident that the people who work for MJHS love what they do and are passionate about it. We enjoy supporting an organization that is continually striving for new and better ways to care for the community. Our financial contributions also allow us to share in and spread the MJHS mission to provide the highest standard of quality care to the community.

The Cost of Quality

Quality services and innovative new programs are expensive. MJHS relies on the generosity and support of its community partners. In turn, MJHS continues amazing work and stays ahead of changes in the home care industry.

It is important that for-profit companies like Allen Health Care support charitable not-for-profit organizations like MJHS. No organization can provide everything to everyone, but with the support of for-profit entities, not-for-profits like MJHS can reach more people and do more great things.

Good History

I especially love the MJHS Hospice events, as they are always very moving. Our first experience was in November 1999, when Allen Health Care was a Benefactor for *Putting it Together: A Musical Review* at the Ethel Barrymore Theatre. We have continued to enjoy this fall tradition over the years and look forward to many more.

Last year, we were thrilled when *Relatively Speaking* actor Steve Guttenberg attended the event after-party, met everyone, and praised and honored MJHS. Several years ago many of the MJHS Hospice volunteers and employees were honored at a ceremony. The stories they told were so touching. I could truly feel the compassion that the volunteers have for helping meet the specialized needs of terminally ill patients and their families.

The annual golf classics, like the ForTeenth one, are always fun. Attendees mingle, chat with MJHS leaders, and make new acquaintances. Since I'm not a golfer, I relax by the pool and network. This year, as in the past, there was great energy everywhere and the auctions were excellent!

In an era when most of us have time constraints and are unable to volunteer, a great way to give back is to support MJHS Foundation events and become a partner in the MJHS family.

For more information on Allen Health Care, visit allenhealth.com.

Chinese Community Leaders Feel the Love in Flushing

On a recent and spectacularly beautiful summer day, a large banquet hall was full for three reasons: to celebrate three community leaders, to toast cultural cooperation, and to applaud MJHS. Guests included health care partners from Manhattan, Brooklyn and Queens, elected officials, and community representatives.

Being celebrated for their many accomplishments and contributions this year were: Peter Tu, the Executive Director of Flushing Chinese Business Association (FCBA), in addition to York and Linda Chan. (York Chan is an Advisor to the Chinese Consolidated Benevolent Association. Linda Chan is actively involved in a number of civic organizations.)

"Today we celebrate three distinguished New Yorkers," said Eli S. Feldman, President and CEO of MJHS. "Each does so much to support, help and improve their communities in Manhattan and Queens. It's really our honor to recognize them for their many contributions, as well as for being an excellent bridge between the growing Chinese community and our extraordinary health programs and services."

Justin Yu, Chairman of the Chinese Chamber of Commerce and board member of MJHS, as well as MJHS Hospice and Palliative Care, said, "From a health care, business and community perspective, it is very good that MJHS continues to honor Chinese leaders and invest so heavily in our rapidly growing community throughout Manhattan, Brooklyn and Queens."

This is the first year that the awards ceremony was held in Queens. Previous celebrations were held in the Chinatown section of Brooklyn.

Jack Eng, Immediate Past President of the Chinese Consolidated Benevolent Association; Justin Yu, Chairman of the Chinese Chamber of Commerce of New York, Inc.; and Barbara Hiney, Executive Vice President of MJHS Hospice and Palliative Care, served on the 2012 awards selection



Community members attend the dinner to honor fellow New Yorkers.



Award-winner York Chan speaks with members of the local media.



Peter Tu accepts his 2012 Community Leadership Award.



MJHS and community leaders come together to congratulate the evening's honorees.

Foundation *in Focus*

Published by MJHS Foundation

MJHS Foundation provides financial assistance for the charitable efforts of MJHS and its affiliated agencies.

The philanthropic spirit of The Four Brooklyn Ladies has been a cornerstone and guiding philosophy of MJHS for over 100 years. The culture of philanthropy they inspired led to the formation of MJHS Foundation, which has been instrumental in raising the funds necessary for the provision of charitable health care as well as the development of innovative services and programs to serve our growing community. The extraordinary efforts of MJHS would not be made possible without your generous contributions and contributions from our employee giving campaign to MJHS Foundation.



440 Ninth Avenue, 14th Floor
New York, NY 10001-1620
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Change Service Requested

Social Calendar

Get out your BlackBerry, iPhone and Outlook calendars! We've got a busy fall and winter ahead! Visit mjhsfoundation.org for more information.

Fall 2012

- ▶ **End of Life Care—A Liberal Jewish Perspective**
Sunday, November 18 at 1:00 p.m.

Study with Hebrew Union College-Jewish Institute of Religion and CLAL.

- ▶ **Palliative Care Conference with Beth Israel**
Tuesday, November 27

- ▶ **Ang Lin Dinner**
Thursday, November 29 at 6:30 p.m.

Join us for our second annual evening of delicious dinner and karaoke on behalf of Ang Lin, the ever-growing Asian Hospice program at MJHS.

Located at Jing Fong Restaurant, 20 Elizabeth Street, New York, NY 10013.

- ▶ **Hospice on Broadway**
Wednesday, December 5 at 8:00 p.m.

Featuring the Tony Award Winning musical, *Once*. All proceeds benefit MJHS Hospice and Palliative Care.

Located at the Bernard B. Jacobs Theatre on West 45th Street.



Amy Mak Chen performs at the 2011 Ang Lin karaoke dinner.



Questions?

 E-mail us at events@mjhsfoundation.org for a personal reply.

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