

## Hospice Plays on Broadway!

**T**he reviews are in!  
*Hospice Plays Broadway*  
was an unforgettable  
afternoon of laughter,  
celebrity sightings and  
serious fundraising.

## Talk of the Town

### Cherished Tradition

Back by popular demand during National Hospice and Palliative Care Month, more than 150 fans of MJHS including actor Steve Guttenberg cherished a fall tradition on November 13, 2011. This year's outing to the Sunday matinee of *Relatively Speaking* featured three one-act plays by three legendary writers: Ethan Coen, Elaine May and Woody Allen. After the performance, guests agreed with *The New York Times*, describing the show as "packed with nifty zingers" that John Turturro directed with "a boisterous flair for socking home the borscht-belt humor."

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**RELATIVELY  
SPEAKING**  
3 ONE-ACT COMEDIES  
by ETHAN COEN,  
ELAINE MAY  
and WOODY ALLEN  
directed by John Turturro



Actor Steve Guttenberg chats with Barbara Hiney, Executive Vice President of MJHS Hospice and Palliative Care



Left to right: Sue Caputo, President MJHS Home Care, Marie Andreadaccia, President, Allen Health Care Services, Donna Rasmussen and Nadia Neranjan



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## Meet the 2012 Employee Giving Campaign Co-Chairs

*MJHS offers a hearty welcome to familiar faces, and to new ones.*

**L**ast year's Employee Giving Campaign (EGC) was the best ever, bringing in more than \$233,000, outpacing all past records. "EGC Co-chairs Ron Barr, Joyce Little, Ann Kushmick, Maureen McCarthy and Craig Azoff, along with Champions Chair Jo Ann Cammarano, did a spectacular job rousing the troops," says MJHS Foundation Executive Director David Nussbaum. "MJHS employees demonstrated yet again that we are the epitome of round-the-clock caring. They are the reason we possess such a profound culture of philanthropy."

*Continued on page 4*

**We have a new name!** Our in-house charitable drive is now called the "Employee Giving Campaign!" We dropped the "annual" because we MJHS employees don't just give between set dates annually. We give every minute of every day, and every day of every year. Our campaign of caring never ends.



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**Foundation  
in Focus**

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MJHS Foundation is the charitable  
financial resource development arm of  
MJHS. MJHS Foundation is charged with  
creating a culture of philanthropy and  
has a strong legacy of providing financial  
support to those with unmet health needs  
and to those who lack access to quality  
health care services.*

## From the Desk of David Nussbaum



The word “Tzedakah” is commonly translated as “charity”. But this can be misleading. “Charity” implies that your heart motivates you to go beyond the call of duty. “Tzedakah”, however, literally means “righteousness”—doing the right thing. Most religious beliefs support charity and charitable acts directed at those individuals who cannot provide for themselves. Implied also is the basic and universal human responsibility to reach out to others. In other words,

giving of your time and money is a statement that says, “I will do whatever I can to help.”

The cultural tradition of ‘taking care of one’s community’ is what shaped MJHS, by addressing the needs of immigrants at the beginning of the 20th century. The same tradition of caring every minute, every day remains today. It is no wonder that contemporaries view our system of fundraising—and your steadfast support—as models of effectiveness!

The extraordinary range and breadth of MJHS services are made possible in part because of your support. And it is on the behalf of all the people we serve that I thank you.

As you consider your end-of-year plans, please consider one more gift. The support you give now could help bring peace of mind, body and spirit to a pediatric hospice patient, struggling senior, stressed family caregivers or others. “Tzedakah” says it all, no matter your faith, culture or background.

David Nussbaum  
Executive Director  
MJHS Foundation

## MJHS Paves High-Tech Road to Recovery

More than good intentions pave the high-tech road to recovery at MJHS. It’s the phenomenal combination of a world-class rehab team; state-of-the-art equipment; and support from Assemblyman Steven Cymbrowitz, Assembly District 45, as well as generous donors, that helps MJHS continue its mission of providing excellent care every minute, every day.

In a moving celebration kicked-off by Menorah Center for Rehabilitation and Nursing Care Board Chairman Steven Topal and MJHS Vice President of Corporate Affairs and Long Term Care Carol Altieri, MJHS unveiled new state-of-the-art rehabilitation therapy equipment that puts patients on the Road to Recovery.

Speaking to a hushed crowd at Menorah, Cymbrowitz told of his own stroke and rehab experience many years ago. The Assemblyman—a member of the New York State Assembly Committee on Health—praised Menorah’s quality care. He also thanked the facility for providing compassionate end-of-life care to a New York State Senator nearly four years ago.

“What matters most to me is that the MJHS Road to Recovery program helps patients regain the skills and

confidence needed to safely return to their homes and communities,” said Cymbrowitz. “I’m proud that the new equipment paves the way for more patients to receive some of Brooklyn’s best, and most compassionate, high-tech rehabilitation therapies.”

Funding secured by Cymbrowitz allowed Menorah to recently expand its already high-tech rehab program for patients who



Left to right: Steven Topal, MJHS Foundation Board President, Assemblyman Steven Cymbrowitz, Carol Altieri, Vice President for Corporate Affairs and Long Term Care.

## Inspiring Story: An Athlete's Return

Wu, Pin Nan was raised near the Pearl River in China. It is there that he developed his love of swimming. Once, Pin Nan completed a 25 kilometer swim in less than four hours. When he moved to New York, he swam at pools in Queens and Brooklyn. Then a diagnosis of multiple sclerosis (MS) nearly sank him. MJHS Adult Day Health Center programs became his life preserver, the staff his lifeguards.

### Down Not Out

When Pin Nan first arrived at the center in 2010, he was in constant pain and could barely move. Slowly that changed. He participated in group classes

**At the encouragement of Pin Nan's MJHS Social Worker, he joined the MS support group.**

and received one-on-one rehab. Today, Pin Nan comfortably—and independently—stretches, walks around and cycles for long stretches at a time. And a nurse gives Pin Nan his life-saving injections, preventing a trip to the hospital, clinic, or even missed doctor's appointments.

### Daily Living Improved

MJHS has two adult day health care centers. One at the 16th Avenue campus in Borough Park, the other on the campus of Menorah Center for Rehabilitation and Nursing Care in Manhattan Beach. Both help patients like Pin Nan—and those with chronic conditions—have access to expert therapists, rehabilitation services and nursing care so they can retain their independence and remain at home. Patients also improve their ability to perform essential activities of daily living such as dressing, eating, walking and bathing.

are recovering from hip or knee replacement surgery, stroke, spinal cord injury or any other orthopedic or neurological condition that affects the ability to walk safely.

*The new high-tech Road to Recovery equipment is as follows:*

- **Biodex Balance System**—Improves balance, increases agility, develops muscle tone and helps patients learn how to reduce the risk of falling
- **Biodex Trainer**—Promotes strength and endurance through an advanced exercise machine
- **Electronic Parallel Bars**—Aides the ability to stand and walk with customized bars that adjust for each patient, making every stride feel natural
- **Lite Gait**—Allows patients recovering from a diagnosis that restricts ambulation to remain upright, while limiting the percentage of body weight supported by a patient's own muscular structure
- **Omnicycle**—Provides passive, active and resistive exercises for the upper and lower body, regardless of diagnosis
- **Traffic Light**—Helps improve judgment and confidence in street crossing

Todd Ostrow, MJHS Director of Rehabilitation for Menorah and Shorefront Centers for Rehabilitation and



*Pin Nan in a victorious pose.*

At the encouragement of Pin Nan's MJHS social worker, he joined the MS support group. Pin Nan says the group helps him stay positive, encouraging him when he was frustrated and celebrating when he reaches a physical strength milestone.

### Gold Medal Care

Socially and medically isolated no more, the bonds and experiences Pin Nan has formed through MJHS help enhance the effectiveness of his therapy and speed his strengthening.

"I was a swimmer until MS made me feel like a fish out of water," says Pin Nan. "MJHS Adult Day Health Program rescued me from sadness and depression. Today I am like a champion. Adult Day deserves a gold medal."

*Your gift helps us care for others like Pin Nan. To support programs that help keep adults independent and healthy, visit [mjhsfoundation.org](http://mjhsfoundation.org) or call (212) 356-5300. For information about our adult day health centers, call (718) 921-8800 or visit [mjhs.org](http://mjhs.org).*



**Lite Gait**



**Electronic Parallel Bars**

Nursing Care, said the new equipment puts MJHS rehab patients in an "optimal position" to recover, as well as help turn their fear into confidence.

Because recovery goals are unique, each patient receives a comprehensive, personalized program. It is no wonder then that the omnicycle—perhaps the most advanced rehab device around—and the other five tools are with MJHS, home of the best place to help patients get on the road to recovery.

*For more information about MJHS rehabilitation therapy, contact Todd Ostrow at [tostrow@mjhs.org](mailto:tostrow@mjhs.org).*

# Meet the 2012 EGC Co-Chairs

MJHS offers a hearty welcome to familiar faces, and to new ones.

*Continued from cover*



**Ernie Morganstern** is Director of Business Operations at MJHS Hospice and Palliative Care. He held the same title in MJHS Home Care until his move to Hospice this past March. He has been with MJHS since 2006. He has a BS in Business Management, and is pursuing an MPA in Health Care Policy at the School of Public Affairs of Baruch College/CUNY. Ernie is no stranger to the MJHS Foundation, having served as a Co-Chair of the successful 2010 Golf Classic. He joined the Leadership Committee, he says, because he has

seen what the employee contributions can do through the EGC. "During the summer, MJHS Hospice cared for a one-year-old child who was nearing the end of her short life," he recalls. "We tried to bring her home, so she could spend her last days in a comfortable place, surrounded by her family. However, the apartment was infested with bed bugs and cockroaches. With the help of the Foundation, we put the family up in a local hotel where the little girl, her parents, and her caregivers could be safe and comfortable. Without the Foundation's help, this would not have been possible, and the child would likely have remained hospitalized."

**Nicole Beckford** is Assistant Director of Human Resources for MJHS Corporate Services and Health Plans. Her responsibilities include recruitment, employee relations, training and development. This is

**I like the EGC campaign because it gives us all an opportunity to financially support programs that are important to the community.**

her first year as chair of the new employee recognition program, The Essential Piece. Nicole has a BA from the College of Mount Saint Vincent in Business and History, and an MBA from Pace University. She has worked in health care and education at both profit and not-for-profit organizations. She been with MJHS

for four years: "I accepted the invitation to join the Leadership Committee because philanthropy and giving have always been an important part of my life." "I give to my church, the American Cancer Society, the American Red Cross, the March of Dimes, and the Susan G. Komen organization, for which I walked twice in memory of my aunt (who died of breast cancer). I also volunteered for the MJHS Golf Classic. I like the EGC because it gives everyone an opportunity to financially support programs that are important to the community. My favorite aspect of the campaign is sharing my thoughts on giving with others, and encouraging them to do the same."



**Jo Ann Cammarano** began her career in health care as an RN at New York University Medical Center. A Senior Nurse Clinician, she worked on the surgical service, including the transplant unit. In 1990, she joined MJHS as a Case Management Coordinator for a certified home health agency. In 2002, she became Director of the Long Term Home Health Care Program, and in 2007, she became Director of Business Initiatives. She has overseen development

of the S.T.O.P. (Secure The Optimal Plan) program since 2009, and she is Co-Chair of the Intra-System Council. Jo Ann has a BS in Nursing from Wagner College and an MS in Administration / Health Services Administration from Central Michigan University. "I am serving for many reasons," she says. "But one story in particular always moves me. We had a hospice patient, a little girl, who wanted to be a princess. With EGC funds, her room was transformed. She was given costumes and truly treated like a princess. The MJHS Foundation made a little girl's dying wish come true."

**Ann Kushmick** has been Director of Project Management for six years. Leading MJHS's largest strategic projects, she and her team provide project leadership, business process optimization strategies, and technical and analytical resources to MJHS. Ann has more than 15 years of experience in hospital, home health care and long-term care organizations. Prior to MJHS, she worked in project management for both clinical system design and system implementation for the Visiting Nurse Service of New York. Ann has served as Chair of the Clinical Committee for the Brooklyn Health Information Exchange, where she is now a member of the Clinical and Steering Committee. She is a Board Member in The Continuum of Care Improvement Through Information New York (CCITI NY). She

received a BA in Government and Politics from St. John's University, and an MPA from New York University's Robert F. Wagner Graduate School of Public Service. "I believe in the mission of MJHS," she says. She speaks powerfully about EGC accomplishments—to the family of a little girl who pulled a boiling pot of water off a stove. Funds were provided for the girl's needy family to buy power protectors and guardrails so the incident would never happen again. "MJHS really is all about the people we serve," she says.





Left to right: Craig Azoff, Ernie Morganstern, Ann Kusmick, Joyce Little, Nicole Beckford, Jo Ann Cammarano and Todd Ostrow.

**Joyce Little** has been Director of MJHS Adult Day Health Care at the Menorah campus for three years. She oversees the center’s daily operations. Joyce has worked in the adult day health care arena for 15 years. She has been a practicing RN for 31 years. She has BSN and MSN degrees, with a specialty in Gerontology. “I support EGC,” she says, “because it provides holistic services not traditionally covered by our insurances.” Joyce often gives moving speeches about many of the gifts she is able to provide due to EGC contributions,

including exercise classes by the sea, and holiday gifts for those without families. “Enhancing one’s quality of life and extending your heart to others is always an immeasurable gift to give,” she concludes.



**Todd Ostrow** is MJHS Director of Inpatient Rehabilitation and Clinical Financial Analyst. He has been Director of Rehabilitation for the Queens Center for Rehabilitation; an Occupational Therapist at Weill Cornell Medical Center; and Director of Rehabilitation at the

New Vanderbilt Center for Rehabilitation and Nursing. He has been a guest professor and keynote speaker at many schools and conferences. He has an MS in Occupational Therapy from New York University.

Todd joined the leadership committee in part because, “hospice is a wonderful gift. Recently I was at a friend’s

mother’s funeral. She was sick a long time. The family said her last weeks, which she spent in the care of MJHS—made all the difference. The nurse was a great comfort to the family, and helped them all get through

**Hospice is a wonderful gift.**

it.” Having previously cared for dying children in a hospital, Todd fully appreciates MJHS Hospice and its pediatric program. “Helping kids understand what they are facing is a unique skill set. You need to find out what they want; what things mean to them; how to comfort them. Some of the kids are so strong they wind up helping you. MJHS does this everyday, often using innovative creative arts therapy.

**Craig Azoff** has been Director of MJHS Information Services since 2004. Previously, he was Information Technology Project Leader at Brookdale University Hospital and Medical Center. He has an MPA in Health Care, Public Administration from Long Island University; an MA in Forensic Psychology from City University of New York-John Jay College of Criminal

Justice; and a BA in Psychology from State University of New York, Albany. “When you work in Information Services you don’t have a lot of direct patient contact,” he said. “Most of our work focuses on what happens after the care has been provided. Sitting at my desk,

**Any not-for-profit would love to reach the goal we did in two months!**

I could tell you a lot about electronic medical records and claims payment systems. But I made little personal connection to health care services. My involvement with EGC changed

that. I spent time at Menorah with staff who work the night shift. I got to know the people

who work there and what drives them. I got to see the way they interact with residents and the bond they form with them. I became especially proud to be part of an organization that cares and does so much.” And this is why I’m returning as a co-chair this year.



# Grants Corner: Life In Sight

There are a lot of wonderful things about getting older. Wisdom and the ability to see things differently are two such joys. However, for those with low vision or macular degeneration—a chronic condition that is the leading cause of blindness in people aged 60 and over—the inability to see well can challenge even the most Zen person.

MJHS, long a pioneer in comprehensive care, recently acquired more than 15 new electronic magnification machines through the New York State Commission of the Blind and Visually Handicapped (CBVH), in addition to a company called HumanWare. Now, many Adult Day Health Care participants, as well as Menorah and

health system would benefit from the machines. Even better, he was sure MJHS was eligible to receive them free of charge.

Imagine the difference a piece of equipment like this can make a difference in somebody's life

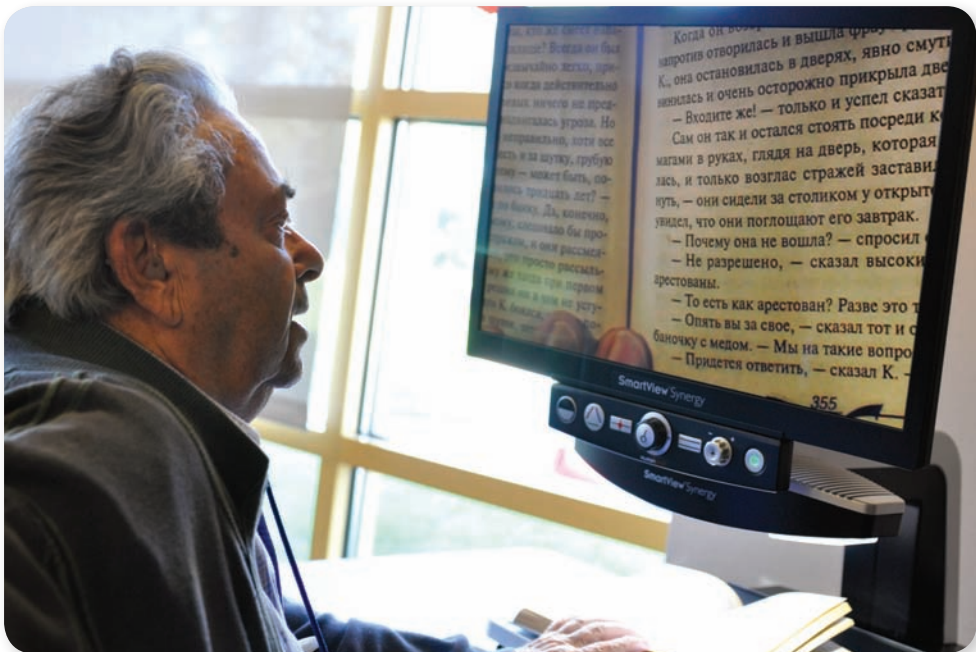
Why? Because CBVH, a federally funded agency that provides rehabilitation services to legally blind New York residents, purchased 500 electronic magnification machines from HumanWare—a company dedicated to manufacturing specialized devices for the visually impaired. Using funding from the American Recovery and Reinvestment Act, CBVH installed the machines at MJHS facilities.

Joyce Little, Director of the Adult Day Health Care program on the Menorah campus was thrilled with the efficient process, from the application form to the actual delivery.

Each machine has a 22-inch standmounted video camera that projects a magnified image of the printed material onto a monitor screen. Zooming in and out is as easy as 1-2-3. One of the most popular features is the reverse contrast option—white letters on a black background or

black letters on a white background. But users are getting creative. The machines are being used for many than reading newspapers or books.

Gaskin described one client who missed jewelry-making. “She used to use a magnifying glass, but that was cumbersome. It stifled her creativity. Now, she uses the reader to make true gems.”



Boris Dummer

Shorefront Centers for Rehabilitation and Nursing Care residents, have returned to a favorite pastime...reading.

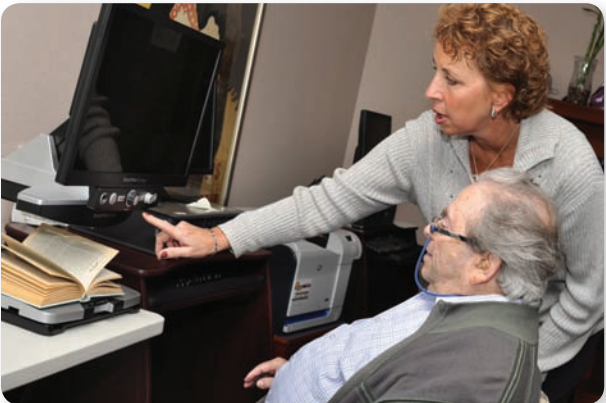
## Magnified Words

Approximately 15 percent of MJHS residents and adult day health care participants suffer from visual impairment. For many of these people, skipping everyday tasks, such as reading mail or prescription labels, can have dire consequences.

“Some clients completely give up on reading or decide to ignore bills...even Social Security checks. Others bring in their mail and ask us to read it, but we understand how demoralizing that can be,” Daniel Gaskin said. As recreational manager of the Adult Day Health Center on 16th Street in Brooklyn, Gaskin often has to find creative ways to keep his clients engaged. “The magnification machines have changed everything. Each user feels so much more empowered and independent,” Gaskin added.

## Audio Leads to Visual

Rich Sundermier, the Low Vision Sales Manager of Humanware, has a key role in this story. Earlier this year, he heard an MJHS radio commercial and thought that the



Boris Dummer and Joyce Little

# Talk of the Town

Continued from cover

### Bravo

Actor Steve Guttenberg surprised MJHS supporters when he arrived at the exclusive post-show reception for *Patron* ticket holders and *Sponsors*. A star in Woody Allen’s play, the Brooklyn-born actor was visibly touched when he received heartfelt applause for his masterful performance. Later in the evening, Guttenberg addressed the crowd and praised MJHS at length for its mission and compassionate care.

More than \$123,000 was raised through ticket sales and sponsorships.

### Curtain Call

Barbara Hiney, Executive Vice President of MJHS Hospice and Palliative Care, brought the room to a hushed silence when she talked about Peter, a teenager with



Estère du Boulay, Ms. Lyndell Weeks, Mrs. Anita Parker and Rui Rodrigues

congenital form hydrocephalus. For six months, hospice professionals cared for the young man every minute, every day. They also tended to his entire family’s emotional, spiritual and psychosocial health. One of the ways they did this was to arrange for Peter to return home from the hospital. The other was to help arrange for Peter’s older brother—who was stationed with the armed forces in



Actor Steve Guttenberg addresses supporters of MJHS Hospice and Palliative Care

Afghanistan—to come home, giving the brothers time to say goodbye.

Drawing a connection to the Broadway play, Barbara also called attention to creative arts therapy. A nonreimbursed service, the clinical program relies, in part, on generous support from a variety of funding sources. During her remarks, she thanked hospice music therapists Charla Burton and Robin Mitchell for contributing to the reception’s lovely ambiance, as well as art therapist Marianne Gunther for providing complimentary sketches and caricatures.

### Encore

Throughout the evening, Estère du Boulay, Event Chair and MJHS Foundation Board Member, warmly thanked all sponsors, calling their generosity an “act of love and kindness.” She also spoke of her own family’s personal experience with MJHS Hospice and Palliative Care. And sponsor after sponsor was overheard saying that a shared commitment to quality, customized and innovative care led their organizations to participate in Hospice Plays Broadway.

More than \$123,000 was raised  
through ticket sales and sponsorships

Perhaps MJHS Foundation Board President Steven Topal said it best, “MJHS remains consistent in an ever-changing world. The Four Brooklyn Ladies established our high-standard of care back in 1907. And the power, reach and longevity of compassion, dignity, respect, as well as philanthropic spirit can never be overvalued. It’s precious, just like the gift of laughter we received today.”

## Standing Ovation

to our generous sponsors

### Event Sponsor

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Bestcare, Inc.

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Infusion Options, Inc.

Patricia Quick and The Quick Foundation

### Gold Sponsor

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Progressive Home Health Services

Sunrise Medical Laboratories

Total Healthcare Staffing



## ¡Felicitaciones!

Congratulations to Joel Greenspan for winning the fabulous trip, including airfare to Cabo San Lucas. Joel and his wife, June, will soon pack their bags and jet off to Mexico, where they will enjoy a complimentary week’s stay at a luxury seaside condo.

# 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 donations to MJHS Foundation.



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*Change Service Requested*

## GRANTS CORNER *Continued*

### Knights of Pythias

For more than 20 years, the Knights of Pythias have generously raised funds on behalf of MJHS programs. As a valued community partner, the Knights embody their motto of friendship, charity and benevolence in whatever mission they undertake. The Fraternal Order is also dedicated to universal peace.



*Left to right: Carol Altieri, Vice President for Corporate Affairs and Long Term Care, Jordan Levy, Past Supreme Representative; Robert Kaufman, Grand Chancellor, Grand Domain of New York; David Nussbaum, MJHS Foundation Executive Director; Allen Greenberg, Past Grand Chancellor) and Loyola Princivil-Barnett, Administrator, Shorefront Center for Rehabilitation and Nursing Care.*

## Lifting Spirits and Bringing Smiles

It can be difficult to ask for help. Sometimes patients do not know where to begin or feel ashamed to ask. The MJHS Foundation Patient Care Fund was created last year to be a unique response to health and social issues that are less obvious to the casual observer, yet professional caregivers know will impact quality of life.

### Timely Responses

Each MJHS patient is eligible to receive up to \$500 in assistance. MJHS Foundation is the fund's steward and enforces the process outlined below. This ensures both fiscal responsibility and timely access:

- A 2 year old little girl was severely burned when she pulled a pot of boiling water from the stove top. Thankfully she received prompt medical treatment and the family was soon able to discuss her return home from the hospital. However, they were met by a very serious obstacle. They lacked the \$36 necessary to purchase a gate to block the little girl's access to the kitchen and outlet protectors. While it was agreed that home was the best place for her to continue her recovery these safety items were required before she could return home. A quick thinking social worker accessed the Patient Care Fund, purchased the items and had them installed that very day so the little girl could be reunited with her family and heal in the familiar comfort of her home.

### Changing Lives

*Here are two recent examples of how the Patient Care Fund has brought joy to lives:*

- A 9-year-old hospice patient was confined to her hospital bed. Like a lot of little girls, she wanted a bright and cheery room. Unfortunately, her surroundings were drab and uninspiring. Monies from the fund purchased curtains, bedding and pictures. That simple act transformed a little girl's room from a cold, sterile environment to one of life, hope and giggles.
- An elderly woman was referred to MJHS Palliative Care program for pain and symptom management. The interdisciplinary team used their expertise to improve her physical condition. They also focused on her emotional well-being: The patient would not leave home because she was ashamed of her tattered and faded clothing. The fund replaced key items of her wardrobe. Fittingly, the most beautiful item was the smile that she wore when she stepped back into the community and reunited with friends.

Would you like to help transform the lives of others in very real ways? Contribute to the MJHS Foundation Patient Care Fund. The goals are clear. The impact is amazing.

*Too much snail mail? We can help! Send your e-mail address to [info@mjhsfoundation.org](mailto:info@mjhsfoundation.org) to receive digital editions of Foundation in Focus, news and reminders of upcoming events. Visit [mjhsfoundation.org](http://mjhsfoundation.org).*