

Our EGC contributions help keep people safe at home, in the communities where they want to spend the rest of their lives

The Giving Campaign Evolves —As Cameras Roll

“Take One!” Clack

In an MJHS conference-room-turned-film-studio, a Hollywood-style clapperboard snapped. When it left camera range,

Laurie Chichester’s face appeared. As she talked, animatedly, about how MJHS saves patients with poor insurance, it was clear: The 2012 Employee Giving Campaign (EGC) had begun.

This year’s campaign differs from others in the way it focuses so sharply on “our greatest natural resource—our staff,” said MJHS Foundation Executive Director David Nussbaum at the January 11 launch.

First, MJHS stars from all levels of the company were filmed discussing why they give.

Second, the posters feature far more bright smiling MJHS donor faces than ever before. At the launch, standing among those bright faces, Champion Co-Chair Ann Kushmick and Champion Nicole Beckford noted EGC 2012 is celebrating staff in many more ways.

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Become a Volunteer

A few hours of your time...can have a lasting impact on the lives of others:

Help us take our message to the community

MJHS Foundation is searching for committed volunteers who are dependable and ultimately, want to make a difference in the NY metropolitan community. If you have an interest in volunteering to assist with special events, as an administrative aide, database associate or a community fundraising liaison, please fill out our **Volunteer Application at mjhsfoundation.org and submit via email to eppring@mjhs.org or mail to:**

**MJHS Foundation
6323 7th Avenue
Brooklyn, NY 11220**

For more information or to attend the next training session in your area, please call (718) 759-4651.



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From the Desk of David Nussbaum



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David Nussbaum
Executive Director
MJHS Foundation

Donor Spotlight:

The Shirley Appelbaum Heart League

presented Gary Kleinberg, Chief Operating Officer and Administrator for Menorah Center for Rehabilitation and Nursing Care with a generous check from the proceeds of their recent fundraising efforts at a luncheon held in December. The Appelbaum League works tirelessly throughout the year on behalf of the innovative programs and services of the Menorah.

Pictured left to right: Geraldine Melinger, Helen Orbach, Muriel Bayroff, Gary Kleinberg, Lee Novick and Evelyn Golomp



Inspiring Story: Prospero Program

The road from Shakespeare's *The Tempest* to the Recreational Therapy Department at the Menorah Center for Rehabilitation and Nursing Care is not as far as you might think. Inspired by the character of Prospero, the exiled Duke of Milan, the Prospero Project at Menorah seeks to celebrate creativity, humanity and art. And as residents and their families can attest the Foundation Grant funded program, now in its second year, has had more than a measure of success.

For most residents at Menorah the activities of the recreational therapy department fill their days and engage their minds. Traditionally the recreational therapists provide treatment services and recreational activities for individuals with disabilities or illnesses with up to 10 large group activities a day. Using a variety of techniques including arts and crafts, sports, pets, games, dance, movement, drama, music and community outings, therapists improve and maintain the physical, mental and emotional well-being of residents.

But what about those individuals who are not interested in group activities? Certain inevitable age-related declines, whether it is loss of hearing or vision, mobility or short term memory, make group activities impossible and oftentimes meaningless to some residents.

Enter the Prospero Program

The Prospero program is specifically tailored for a Therapeutic Recreation Assistant, namely Bernard Siregar, to adapt the leisure pursuits residents like most and keep them involved in what they love to do. He also trains and guides volunteers as they help residents in their activities of daily living.

Compassion, patience and dedication define just how Bernard interacts with not only the residents but with staff and guests at Menorah. Bernard provides one on one assistance, plus small group activities designed for residents who wish to maintain an independent leisure lifestyle. At the same time, it is up to him to foster a sense of normalcy and a sense of continuity among these residents as they are aging and declining in abilities. He helps the residents maintain their cognitive, social and communication skills by keeping them involved in activities of their choice.

Brooklyn native Harvey Zuckerman has been living at Menorah for 2 years. 2 strokes left him with limited mobility and yet Bernard discovered his undiminished love and knowledge of jazz music. While Harvey's wife Anita visits Harvey everyday, the impact of his



caption copy

strokes have made it difficult for him to interact with other residents and fully engage in what Menorah offers.

Bernard sensed Harvey's isolation and a need for individualized attention. He took the time to get to know Harvey, and learning of Harvey's love of jazz and specialized needs due to the strokes, created adaptive activities that engage Harvey while helping to improve his mobility. On any given day Bernard, Harvey and Harvey's wife Anita, are listening to the precious jazz CDs that Harvey has collected over the years and Harvey is often overheard telling vivid stories about the jazz legends he admires.

Subhead?

Spending any amount of time with Bernard on the resident floors at Menorah you cannot help but be positively affected by his personal warmth, charm and above all a natural sense of calm he displays at all times. It is easy to see how the Prospero program provides enjoyment and infuses meaning in the lives of residents.

According to Director of Therapeutic Recreation Nancy Sondag, therapists also help residents with a whole range of complex issues ranging from reducing depression, stress and anxiety, to recovering basic motor functioning and reasoning abilities, in addition to building confidence, and socializing effectively so that they can enjoy greater independence and reduce the effects of their illness or disability.

By enhancing current skills and creating pathways for new skills for daily living, the Prospero program adds a much needed dimension for residents formerly isolated by their conditions or environments. As the Zuckermans can attest, it is exciting to help people get active again and help them build confidence and get back into life. The sounds of jazz coming from Harvey's room draws passersby into conversation with him which

he now welcomes. He is quick to display his depth of knowledge about the current selection and waxes with authority.

The MJHS Foundation grant-funded Prospero program continues to provide enjoyment and meaning in the lives of residents in Brooklyn, much as Shakespeare's Prospero finds freedom and a sense of justice in the Epilogue of *The Tempest*.



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The Giving Campaign Evolves —As Cameras Roll

Continued from cover

Honored will be long-time MJHS employee donors. Those giving for three years in a row will be recognized with admission to the Commitment Society; five years, the Excellence Society; ten years, the Leadership Society.

Employees this year can also give in the name of a loved one—or each other.

“We are confident all the positive energy in this room today will lead to our most successful campaign ever,” said Beckford, MJHS Assistant Director of Human Resources. She noted employees broke all records last year, raising more than \$234,000.

Why They Give

This year’s MJHS movie stars, both on and off screen, revealed they give for extraordinary reasons. Chichester, MJHS Home Care Vice President, spoke movingly on video about how contributions made through EGC pay for wheelchairs and walkers for those whose insurance doesn’t cover them.

“Our EGC contributions help keep people safe at home, in the communities where they want to spend the rest of their lives,” she said. Chichester has been here 20 years, and has always given generously.

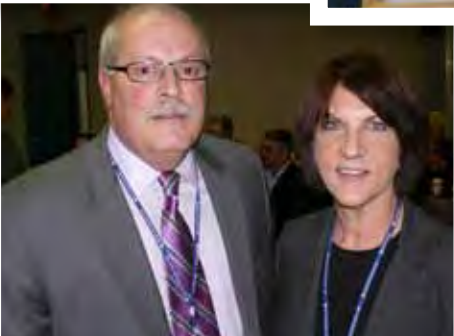
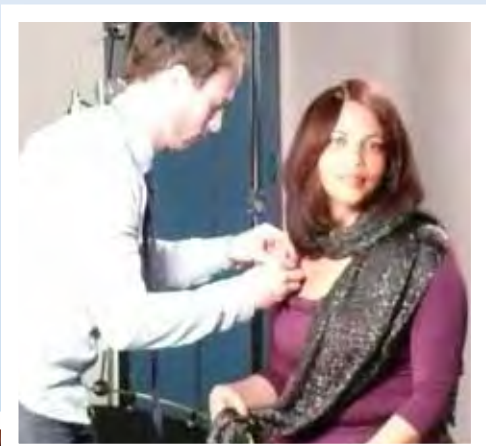
I’m proud to be a part of the MJHS family. Our contributions let us care for tens of thousands of New Yorkers a year.

Menorah and Shorefront Director of Admissions Dolores Roque has also contributed every year of her employment: 18. She gives because of the way MJHS lifts burdens and brightens lives. “Recently an MJHS employee and her family were so sad. The mother had dementia and could no longer stay home. We made the transition as easy as we could. At first the husband, also very frail, came in crying every day. But after a while, seeing how happy she was, he relaxed.

“He comes in every other day now, bringing her to a window where they sit by the sea. She doesn’t know him anymore, but he makes her so happy. He holds her hand and sings to her for hours. His days—once about tending to her every basic need—have eased, so he bakes for her and the staff. In the craft room, he makes her beads. He lays out her clothes every day, making sure they match. The family

has their lives back, while knowing the mother is getting wonderful care.”

Dolores gives to the EGC, she concluded, so husbands can continue the songs that, their whole lives, they’ve been singing to their wives.



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Get back more than you give.

Get back more than you give. Get back more

MJHS Human Resources Analyst Sean Cassimire has given to the EGC all three years of his tenure. He gives in the name of his father, who once was on hospice. “When the combination of my father’s illness and his preference not to fight on in his condition made it clear that he was on his last, we were focused on providing him with as peaceful and dignified a circumstance as we could,” Cassimire said. “The hospice situation is far more serene and less manic than a hospital. He died peacefully in his sleep late one Friday night. I miss him everyday.”

Since then, Cassimire noted, “The many stories I hear from hospice affect me in a big way. It has become very important to me to try and help other people have what my father did. And our other programs: to help children, or to help the elderly enjoy final days while they are not sick...All our programs are important in our community, and beyond. That is why I give.”

Menorah Center for Rehabilitation and Nursing Care Admissions Community Outreach Liaison Pakiza Rassoul has been giving all seven years of her MJHS tenure. “I believe in what MJHS stands for,” she said. “I have seen firsthand what we can do. People face so many challenges, all of which this organization takes on with its different areas of expertise.”

She continued: “We are in the process of building hospice in-patient units at Menorah to offer patients, including children, end-of-life care in private studios facing the ocean.

People face so many challenges, all of which this organization takes on with its different areas of expertise.

It’s very important. There is nothing like it in Brooklyn.” The bottom line, Rassoul said: “I give because I work for a great organization able to handle every aspect of health care: insurance, home rehab, sub-acute rehab, home hospice care, hospital hospice care and nursing home care.”

Noted MJHS President and CEO Eli Feldman: “The EGC is always an exciting time at MJHS. It marks the first time in the new year when all of us get together to achieve an important goal...to reflect on our organization’s history, mission and accomplishments, and then work as we always do to help those who need it most. The posters say it all: ‘Get back more than you give.’”

Summing it all up beautifully was Lydia Gaeon, Senior Vice President of Business Development and Long Term Home Health Care, who has given to the EGC all five of her years here. “I’m proud to be a part of the MJHS family. Our contributions let us care for tens of thousands of New Yorkers a year. We are well aware many services are not covered by insurance. We fill in gaps. Our donations let those in pain get palliative care. Indeed, MJHS is the only community-based palliative care program in the region. And for patients discharged from hospitals isolated and alone, we offer help, people to be with them through the hardest times. We let families be together when they need it most. And our inpatient units offer a proper setting for those who must leave home for medical support—but want a homelike environment. All these are reasons to give.”



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than you give. Get back more than you give.

Grants Corner:

Living and Dying With Dignity

Even late into his chemotherapy regimen, Isi Moed preferred to get to the doctor on his own. Before he was overtaken by cancer, Moed was an active man who enjoyed swimming and playing tennis into his 70s. But as the cancer progressed, he and his family had to face the reality that he could no longer get around independently. They decided he had reached the limits of the benefit the chemo could give him.

the Mollie and Jack Zicklin Jewish Hospice Residence, the first, and one of the only, Jewish residential hospices in the New York area. The Zicklin Residence upholds the highest standards of Jewish dietary laws, organizes Jewish holiday celebrations, and offers counseling on end-of-life issues for patients and their families through an on-staff rabbi as well as rabbinic chaplaincy interns from the Jewish Theological Seminary.



A music therapist pays a home visit to one of MJHS' hospice care patients

A music therapist pays a home visit to one of MJHS' hospice care patients.

A music therapist pays a home visit to one of MJHS' hospice care patients. Photo courtesy of MJHS

Nadine Fischler, one of Moed's daughters, recounts how she was greatly helped by the professional staff of what is now MJHS Hospice and Palliative Care, a beneficiary agency of UJA-Federation. "They were so gentle and soft-spoken and feeling our emotions. They were almost part of

In addition to helping patients create a comfortable end-of-life environment in their homes, MJHS also operates the Mollie and Jack Zicklin Jewish Hospice Residence, the first, and one of the only, Jewish residential hospices in the New York area.

the family. Before we were able to tell them his story they knew why they were there," she says.

The hospice care staff helped Fischler and her family figure out how to make Moed as comfortable as possible in his home, shepherded the family through the emotional challenges of saying goodbye, and advising on the Jewish rituals surrounding death, burial and bereavement.

In addition to helping patients create a comfortable end-of-life environment in their homes, MJHS also operates

"The rabbinic interns don't just take care of Jewish people," says Miryam Rabner, the Jewish Outreach Coordinator and Facilities Coordinator at the Zicklin Residence. "They're coming from the Jewish tradition of tikkun olam, or repairing the world. Everyone is created in the image of G-d, and that colors the way we respond to people and how we treat them."

Filling the Vacuum

The Zicklin Residence, which opened in 2005, was conceived by UJA-

Federation's Caring Commission when its End-of-Life Taskforce recognized the vacuum of Jewish hospice services. "There was always residential hospice care but we never had, in New York City, a standalone Jewish hospice facility," says Paul Kronish, a founding chair of the task force.

Two years after her father passed away, Fischler turned to MJHS once again when her mother, Molly Moed, was diagnosed with cancer. When it became clear that Mrs. Moed had passed the point of treatment, she entered the Zicklin Residence. Now Fischler works as a volunteer at MJHS helping others experience their last days as her parents did, in "a calming, loving, and dignified way."



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Board Member Q & A:

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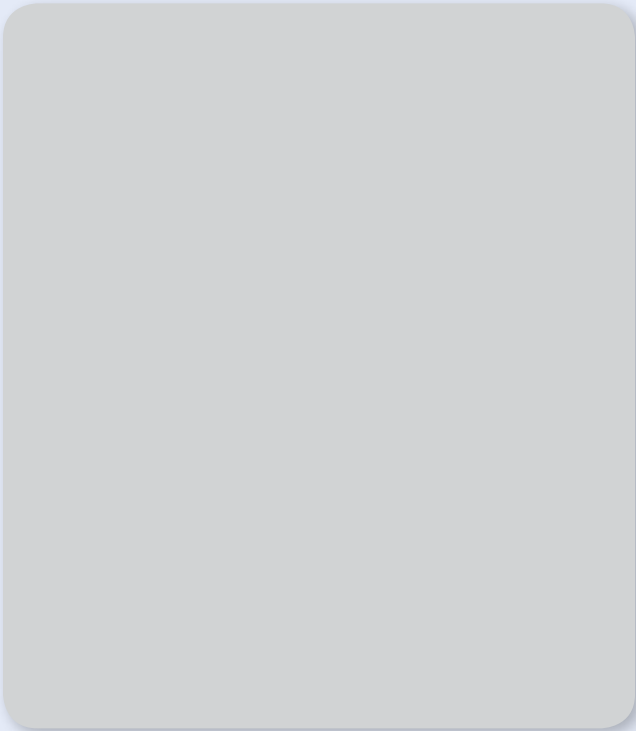
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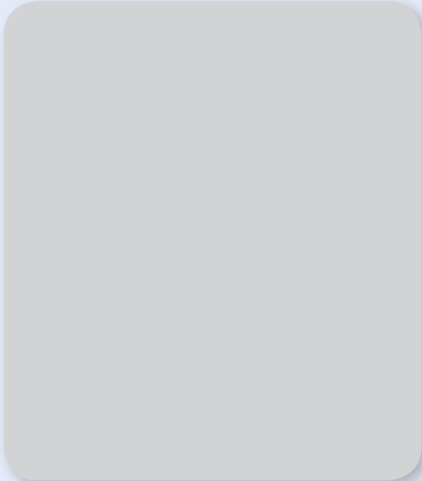


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Foundation *in Focus*

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.



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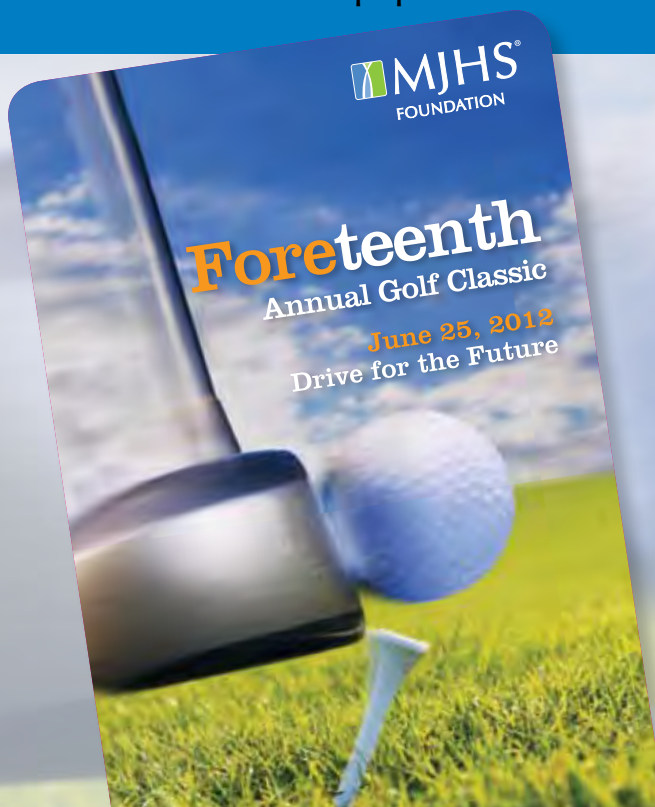
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