

Foundation *in Focus*

Annual Employee Giving: An Extraordinary Achievement

With donations surpassing 2008's triumphant effort, the 2009 Annual Employee Giving Campaign (February 10 to March 25, 2009) ended with celebratory breakfasts at each agency and lots of cool prizes. Like Kool and the Gang, employees brought good times and laughter with lots of "yahoos!" on March 25 as Metropolitan Jewish Health System Foundation announced the closing total of more than \$215,000 raised.

With 1,683 donors from across the system, this year's campaign proved successful thanks to the extraordinary leadership of the co-chairs: Asian program manager for community outreach Lanny Chen; Elderplan's director of claims Lee Ditkowsky; director of admissions for Metropolitan Jewish Geriatric Center Dolores Roque; director of medical services for Menorah Home and Hospital Elliot Schwartz; and director of rehabilitation services for Metropolitan Jewish Home Care Candace Zaiff.

"Staff from across the system came together to raise a tremendous amount amid tough economic times," said David Nussbaum, executive director and chief development officer of the Foundation. "This speaks volumes about everyone's commitment to helping the communities served by Metropolitan Jewish Health System."

During the closing activities, a number of door and raffle prizes were awarded, including a sleek, 37" Panasonic LCD high-definition TV, which Stuart Geller of information services won.

"Everyone had a great time," said administrative assistant for recreation Erika Kleinberg, Menorah Home and Hospital. "From the breakfast to the prizes, the entire event was a morale booster."

Missed out on the campaign? It is not too late to donate. To make a 2009 contribution, contact the Foundation's director of development Jennifer Dudley at (718) 759-4778.



Employees from throughout the system gathered for the campaign's closing ceremony March 25, 2009.

Inside

- 2 The Culture of Philanthropy at Work
- 3 It's the Green That Counts —Golf Classic 2009
- 4 The Formula for Success
- 5 Hospice on Broadway
- 6 Board Member Q & A: Isaac Assael
- 7 Grants Corner
Hospice Council Welcomes New Member
- 8 Tribute Gifts

METROPOLITAN JEWISH HEALTH SYSTEM FOUNDATION

6323 Seventh Avenue, Third Floor
Brooklyn, NY 11220-4711
(718) 759-4335
mjhsfoundation@mjhs.org

DIRECTORS

Isaac Assael	Philip Geller
Michael Epstein	Steven L. Topal
Eli S. Feldman	David C. Wiener
Harold Cohen (emeritus)	

OFFICERS

President	Isaac Assael
Exec. Vice President	Eli S. Feldman
Treasurer	Michael Epstein
Secretary	Steven L. Topal
Assistant Secretary	Robert E. Leamer

STAFF

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

Jennifer Dudley, Director of Development,
(718) 759-4778, jdudley@mjhs.org

Caroline Mansuetto, Hospice Development
Director, (718) 491-7166,
cmansuet@mjhs.org

Emily Pring, Grants Coordinator,
(718) 759-4651, epring@mjhs.org

Chinwe Egonu, Database Coordinator,
(718) 759-4133, cegonu@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: Tamy Cozier, Jennifer
Dudley, Chinwe Egonu, Jordan Katz,
Michael Madole, Caroline Mansuetto,
Duane McFarlane

The Foundation is the charitable financial
resource development arm of Metropolitan
Jewish Health System. The 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.

*The articles in this publication may be
reproduced in whole or in part, provided
credit is given to Metropolitan Jewish Health
System Foundation.*

The Culture of Philanthropy at Work



There are few events that impact an entire society in a life-changing way. The financial crisis that began unfolding the summer of 2008 is just such an event. No one has been immune to the challenges of paying for basics like putting food on the table, maintaining their mortgages, filling the car with gas . . . or even layoffs. It's become a struggle for many. People went to bed one evening secure in their retirement planning and woke the next morning wondering how they would make ends meet.

Added to this already challenging financial landscape is the impact this has had on government budgets. The governor and our state's legislators have taken a disproportionate share of budget cuts from Medicaid funding for critical health care services, particularly nursing homes and home care. *At Metropolitan, we know this is more than just a topic for the evening news.* Dramatic cuts in Medicaid and overall health care have serious consequences for real people—those we serve every day, as well as those providing the services.

People do not experience fewer illnesses or less severe health conditions just because the government is providing less funding, and reduced Medicaid reimbursement to Metropolitan Jewish Health System does not stop health care costs from rising or health insurance options from narrowing. In spite of these trends, at Metropolitan we do not turn away people or scale back the quality health care services we provide based on their ability to pay. We are committed to providing every patient with quality, compassionate health care every day.

Our staff share these values and demonstrates commitment, not only by dedication to providing service excellence, but also by contributing to our recently concluded Annual Employee Giving Campaign. In fact, in spite of difficult financial times and a smaller workforce, more members of the Metropolitan Jewish Health System staff made contributions this year, resulting in an overall 5% increase in funds raised.

Every time you step forward to attend an event sponsored by the Foundation in support of the agencies and services of Metropolitan, make a contribution through the Annual Employee Giving campaign or remember a loved one through the many memorial opportunities available throughout the system, you make a statement that you care. People you may never meet will know that someone cares enough about their well-being to ensure that the health care services they need remain available.

Is this life changing? Impactful? The financial crisis that began in 2008 was supposed to bring us to our knees, make it impossible for people to meet their own needs, let alone care about someone else. And yet, each of you has stepped forward again and again to say "I care." Individually two small words, spoken together...can there be a more life-changing and impactful statement?

In return, you all deserve two more words that are perhaps even more important, and not often enough said: thank you.

Sincerely,

David Nussbaum
Executive Director and Chief Development Officer
Metropolitan Jewish Health System Foundation

It's the Green That Counts—Golf Classic 2009!

Calling all golfers: get ready to hit the green! Metropolitan Jewish Health System Foundation (Foundation) is gearing up for its annual golf classic—now in its 11th year—which takes place on June 15, 2009, at Old Westbury Golf & Country Club in Old Westbury, New York.

Promising to be a riveting game of 18 holes, the classic also will include great food, awards for achieving impressive golf feats and a raffle of two exciting vacation destinations.

Chem Rx president Steven Silva serves as chairman of the classic. Since 1994, the prominent corporation has been a generous sponsor of the golf event. For a number of years, the New York-based company has been a \$50,000 corporate partner.

“It is the Foundation’s culture of philanthropy to raise funds for New Yorkers in need of quality health care programs and services that attracted our support.”

Steven Silva, president of Chem Rx

“Chem Rx truly believes that Metropolitan is one of the premier health systems in the state,” said Silva. “It is the Foundation’s culture of philanthropy to raise funds for New Yorkers in need of quality health care programs and services that attracted our support. We are happy to continue our support for Metropolitan in a leadership capacity.”

Honorary co-chairs include retired professional heavyweight contender Gerry Cooney and former Oakland Raiders All-NFL linebacker Phil Villapiano.

“Since my retirement from boxing nearly 20 years ago, I have always tried to give something back to the community,” explained Cooney. “I like the fact that by



From left: Phil Villapiano, David Nussbaum, Eli S. Feldman and Gerry Cooney at the 2008 Golf Classic.

working with the Foundation for two years in a row, I’m contributing to something important.”

“This is my second year as honorary co-chair,” said Villapiano. “I had so much fun last year that I just had to come back. I hope my involvement with the Foundation brings in more people and draws new donors.”

By participating, golfers and non-golfers join Metropolitan’s effort to help support programs ranging from pediatric care and rehabilitation therapy to hospice, palliative, adult day and skilled nursing care. The golf classic is a great way for people to have fun while helping others.

The classic will be an unforgettable event. Tickets, which are on sale, begin at \$1,000 and include a round of golf and dinner. Non-golfer tickets are \$250. See you there!

For more information on the classic and available event sponsorship opportunities, call (718) 759-4133 or e-mail golfbenefit@mjhs.org.

The Formula for Success: Record-Breaking Participation

Movements have driving forces and Metropolitan Jewish Health System (Metropolitan) had a few behind its successful Annual Employee Giving Campaign—employees, co-chairs and champions. The latter are select members of staff from across the system who were chosen, based on recommendations, to help lead and represent the campaign with their management and communication skills as well as respect among their peers.

This year's campaign was overseen by five co-chairs, including Elderplan's director of claims, Lee Ditkowsky;



Sandra Ambrosio-Reyes, Michael Monahan and Gail Varon at the closing ceremony held at Menorah Home and Hospital.

director of admissions for Metropolitan Jewish Geriatric Center, Dolores Roque; Asian program manager for community outreach, Lanny Chen; director of medical services for Menorah Home and Hospital, Elliot Schwartz; director of rehabilitation services for Metropolitan Jewish Home Care, Candace Zaiff and 35 champions to help drum up employee participation.

While all co-chairs have their personal campaign experiences, for Ditkowsky, his includes participating in the campaign in three capacities—a newly hired employee in 2007, a champion in 2008 and a co-chair in this year's charitable fundraiser.

“My first introduction to the campaign was a bit disorienting,” said Ditkowsky. “I received a pledge card, but did not fully understand what the campaign was about.”

During his second year, Ditkowsky became a champion and learned more about the campaign through organizing meetings, which he deemed a “revelation” because they helped him understand how the money raised supports the people and communities Metropolitan serves. As a champion, he served as a spokesperson and shared information with peers through one-on-one interactions and meetings to ensure they too understood the campaign's purpose.

Like Ditkowsky, Matthew Israel also answered the Foundation's call to action, but as a champion of the 2009 campaign. As an art therapist for Metropolitan Jewish Hospice (Hospice), he first learned about the campaign last year when Hospice's Rabbi Charles Rudansky was a co-chair. It was Rudansky who impressed Israel with the concept that “it is a privilege to give to a campaign where the funding supports hospice, nursing and other important health care and social services for people in our communities with critical needs.”

“Matthew has the gift of touching people through his work as an artist,” commented Rudansky. “I recruited him to be a champion because of his kindness and empathy toward others.”

Israel happily accepted because he sees how hospice patients he works with in the home are provided with critical needs like medication and health aides, which provide relief. His support of the campaign is a gift to them and their families.

Like all co-chairs and champions, both Ditkowsky and Israel found that communication is key to a successful campaign. Once their colleagues understood how the funds are managed and used, they were more than willing to be a part of the collaborative effort.



From left: David Nussbaum, Lanny Chen, Jennifer Dudley, Candace Zaiff, Chinwe Egonu and Lee Ditkowsky at the closing breakfast March 25, 2009 at corporate headquarters.



WEST SIDE STORY

Come see the revival of this Broadway classic and support a great cause!

June 7, 2009
3:00 p.m.

Palace Theatre
1564 Broadway
New York, NY 10036

Tickets:

Reserved seating—\$150
VIP level—\$250 and up

VIP ticket holders are invited to an exclusive reception before the show.

For more information, contact **Caroline Mansuetto**, director of hospice development, at (718) 491-7166 or cmansuet@mjhs.org.

TD Bank is proud to be the chief corporate underwriter of this event.

Proceeds from this event support the Foundation's funds for hospice and palliative care services in the greater New York City area.

METROPOLITAN JEWISH HEALTH SYSTEM FOUNDATION

Return this slip with your payment

WEST SIDE STORY

I would like to see the musical and support a great cause

Name _____

Address _____

City _____ State _____ ZIP _____

Day Phone (_____) _____

Evening Phone (_____) _____

E-mail _____

Number of tickets _____

Tickets begin at \$150 each

Proceeds from this event will support the Foundation's funds for hospice and palliative care services in the Greater New York City Area.

Please return this slip with your payment to:

Metropolitan Jewish Health System Foundation
6323 Seventh Avenue, Third Floor
Brooklyn, NY 11220-4711

METROPOLITAN JEWISH
HEALTH SYSTEM FOUNDATION

Board Member Q & A: Isaac Assael



Serving on the board of Metropolitan Jewish Health System (Metropolitan) for nearly 35 years has taught **Isaac Assael** the true meaning of philanthropy. Assael first learned from his parents about the practice of giving back to the community.

After sitting in a public board meeting in the early 1970s, Assael immediately became interested in what a vital role Metropolitan plays in

providing financial support to those with unmet health needs.

In the following interview, Assael shares his insight on the important work of the Foundation and Metropolitan.

Q: How does your background in business influence your role on the board?

A: My expertise definitely helps when the board interviews executive candidates. I know the right questions to ask.

“Metropolitan takes care of all people in need—from the smallest babies to the most senior adults.”

Isaac Assael, president of the Foundation

Q: Why should someone donate to the Foundation?

A: The Foundation provides funding for all Metropolitan participating agencies and programs. It is important to contribute in order to continue the essential work of Metropolitan.

Q: Do you have a favorite Metropolitan service or program?

A: Twenty-four years ago, Metropolitan Jewish Hospice cared for my first wife. She was treated with such dignity and respect in her final days. My children and I were so grateful for the care she received.

Metropolitan Jewish Home Care is another program that is beneficial to so many. As New York City’s population ages, additional care and health-related services are required. I firmly believe that people want to stay in their homes as long as possible. In my opinion, home care represents the future of health care.

Q: If someone asks you to describe Metropolitan’s programs and services in one word, how do you respond?

A: One word isn’t enough. A sentence is better: Metropolitan takes care of all people in need—from the smallest babies to the most senior adults.



Sandy and Isaac Assael at the Foundation's 2008 gala.

About Isaac Assael

For 15 years, Isaac Assael has been president of Enwood Personnel and Temporary Services, Inc. Previously, he was a senior and managing partner at the accounting firms of M.R. Weiser & Co. LLP and Kraft, Fischman & Assael.

Over the years, Assael has held various board positions with Metropolitan. He currently is president of Metropolitan Jewish Health System Foundation.

Currently on the board of Sutton Place Synagogue and the American Sephardi Federation, Assael previously served as board member of UJA-Federation and the New York State Society of Certified Public Accountants.

Assael holds a bachelor’s degree in business administration from City College and has extensive credits toward a master’s degree in taxation from New York University. He has three daughters, two sons-in-law and four grandchildren.

Grants Corner

Comfort and Care in Times of Greatest Need

Metropolitan Jewish Health System Foundation (Foundation) thanks all employees for their thoughtful consideration and generous contributions to the Annual Employee Giving Campaign. These donations support Metropolitan's programs and services and—like the contributions from individual donors, other foundations and companies—are valuable in many ways.

Financial support allows Metropolitan to provide basic services, as well as develop innovative programs that help meet the needs of New Yorkers. Contributions may be directed to hire staff, purchase necessary equipment, renovate facilities or provide medication that allows a patient to face the day free from pain.

Many choose to commit their contribution to a particular program. This year, the campaign has raised \$19,122 for United Way; \$20,097 for UJA-Federation; \$34,842 for St. Mary's Metropolitan Home Care for Kids; \$79,820 for hospice; \$9,059 for adult day health services; \$10,766 for dementia services; and \$41,283 for the Foundation's capital fund. These programs reach out to the most vulnerable in our communities during times of greatest need, providing comfort and care.

This commitment has made Metropolitan a leader in providing health services for more than 100 years. Contributions to the Foundation, along with grants made possible through such gifts, provide:

- A warm winter coat for a chronically ill child being raised by a struggling young mother
- Stimulating activities that enhance memories and interactions for a person living with dementia



Grants help support programs for residents at skilled nursing facilities.

- Art and music therapy for hospice patients and their families
- Programs and therapies for residents of skilled nursing facilities to help them stay active and healthy

The Foundation is the vehicle that turns your compassion and generosity into action—caring for people in need when they might feel the most vulnerable.

For more information about grants, contact Emily Pring, grants coordinator, at (718) 759-4651 or epring@mjhs.org.

Hospice Council Welcomes New Member



Michael Hill Goldstein

Metropolitan Jewish Hospice and Metropolitan Jewish Palliative Care Community Advisory Council (Council) welcomed Michael Hill Goldstein, director of alumni relations and public information at Kingsborough Community College in Brooklyn, to the group in March 2009.

Goldstein, who is responsible for maintaining relationships with more than 60,000 Kingsborough graduates, will help support the Council's missions and goals, as well as advocate on behalf of Metropolitan's hospice and palliative care programs.

A former director of admissions at Manhattan's Hunter College, Goldstein is well-versed in recruitment, retention and fundraising.

Married with two children, he received his Juris Doctor from the University of New York Law School and his Bachelor of Arts degree from Bennington College.

Foundation *in Focus*

Published by Metropolitan Jewish Health System Foundation

The articles in this publication describe the Foundation's ongoing fundraising activities. Guided by a culture of philanthropy, the Foundation provides financial support to Metropolitan Jewish Health System (Metropolitan) programs and initiatives, as well as to individual New Yorkers with unmet health needs. The Foundation's contributions have helped Metropolitan provide innovative and comprehensive health care services for more than 100 years.

Tribute Gifts

Bronx Nurse Receives Special Honor

Most of the donations Metropolitan Jewish Health System Foundation (Foundation) receives each year are tribute gifts, given in honor or in memory of someone special.



Wanda Sharpsteen tends to hospice patients throughout the Bronx.

Tributes help support Metropolitan's capital projects, including construction and renovation of facilities. They also can be directed to special programs within Metropolitan, such as health care for children or hospice.

Recently, a bereaved family made a donation in honor of hospice

nurse Wanda Sharpsteen. The nurse, who had helped care for the family's loved one in the final stages of an illness, was praised for being "always available, caring and very professional." The family was happy to have a meaningful way to express its gratitude toward Sharpsteen and Metropolitan.

The Foundation is honored to receive such donations. When a tribute is made, Foundation staff send a note of thanks to the donor, as well a note of acknowledgement to the honoree or the bereaved, depending on the circumstances and wishes of the donor.

"I am very touched to be so honored by a hospice family," Sharpsteen said. "Best of all, the gift helps Metropolitan continue caring for others."

For more information about tribute gifts, please contact Jennifer Dudley, the Foundation's director of development, at (718) 759-4778 or jdudley@mjhs.org.