

Foundation *in Focus*

2010 Annual Employee Giving Campaign Launches

Inside

- 2 Bringing Personal Meaning to Culture of Philanthropy
- 3 In Memory of Harold Cohen
- 4 2010 Annual Employee Giving Campaign: Aim for Success
- 5 Grants Corner: Expanding Creative Arts Therapy Program for Kids
- 6 They've Got a Lot of Heart
- 8 Golf Classic Save the Date

Driven by the organization's culture of philanthropy, Metropolitan Jewish Health System (MJHS) staff kicked off the Annual Employee Giving Campaign (AEGC) on February 19, 2010.

"In spite of the economy, last year's campaign was a record-breaker, raising more than \$215,000," said Eli S. Feldman, MJHS President and CEO.

"This year, we aim to increase overall giving by five percent to \$226,000 and raise system-wide participation from 59 percent to 70 percent."

In launching this year's effort, leaders pointed to the success of the 2009 campaign and the impact it has made. Accepting a check from the Foundation, Ruth Recchia, Metropolitan Jewish Hospice's Director of Clinical Services, said, "Because of your generous gifts, we are able to continue providing our patients and their families with excellent care and end-of-life services—much of which is not reimbursable by Medicare, Medicaid or other insurance programs."



Contributions from the 2009 employee giving campaign provided gifts of:

- **\$81,811** to Metropolitan Jewish Hospice
- **\$40,318** to the MJHS capital development fund
- **\$34,307** to St. Mary's Metropolitan Home Care for Kids
- **\$18,695** to United Way of New York City
- **\$16,344** to UJA-Federation of New York
- **\$10,869** to MJHS-provided dementia services
- **\$8,843** to adult day health care programs and services

To learn more about this year's campaign, see page 4.

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Going Green?

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Bringing Personal Meaning to Culture of Philanthropy



“Just what is a *culture of philanthropy*?”

Newer Metropolitan Jewish Health System (MJHS) colleagues often ask me this question. In response, I point to the success of the Annual Employee Giving Campaign (AEGC). Guided by the theme “I Give Because I Care,” the AEGC inspires more than two-thirds of employees throughout our agencies and programs to generously contribute.

Still, the MJHS culture of philanthropy is best explained by our employees themselves:

I give because I have seen firsthand the difference the contributions make. Last year, I was privileged to be part of a precious moment for a strikingly young family. My hospice team was able to bring a mother home to spend her final days with her husband and two small children. Because of the Foundation’s generosity, Metropolitan Jewish Hospice was able to cover the enormous cost of pain medications she needed for home care.

—Tracey McKinnon Williams, Social Worker, Metropolitan Jewish Hospice

I give because I have already experienced ample blessings in my life and want to pay those forward in whatever way I can. I also believe the wealth we attain by giving cannot be measured, just felt. Some may be on the fence because of current economic conditions or other reasons. For them, I share this quote from Rabbi Hillel: If I am not for myself, who will be for me? If I am not for others, what am I? And if not now, when?

—Saiful A. Khan, Associate Vice President of Sales, Elderplan

I give to the campaign because it is important to help others. I don’t think some of us realize how lucky we are. To give even a little to others less fortunate could make a world of difference.

—Tina Hatzopoulos, Medical Records Director, Menorah Center for Rehabilitation and Nursing Care

This year, employees system-wide will display “I Give Because I Care” pins for their I.D. badges and lapels, proudly showing their support of the AEGC. We give because we are caring people serving a caring community within a caring industry. Thank you for caring with us.

Sincerely,

David Nussbaum
Executive Director
Metropolitan Jewish Health System Foundation

Foundation in Focus

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The Foundation is the charitable financial resource development arm of Metropolitan Jewish Health System. The Foundation is charged with creating a culture of philanthropy to ensure all people with unmet health care needs have access to quality health care services.

In Memory of Harold Cohen



The Board of Directors and staff mourn the loss of Harold Cohen. Harold served with distinction on various boards of MJHS for more than 40 years, serving as Chairman of Metropolitan Jewish Geriatric Center and Metropolitan Jewish Health System Foundation.

He is survived by his wife Elsa, son Richard and daughter Ellen, as well as five cherished grandchildren.

A tireless advocate for access to quality health care for all New Yorkers, Harold was an inspirational leader and generous supporter for more than four decades. He brought passion and humor to his dedication, and his *menschlichkeit* will be sorely missed!

May his memory truly be for a blessing.

For those wishing to honor Harold's life-long commitment to increasing access to health care, donations can be made in his name to the Foundation.

Knights Make a Difference



For more than 20 years, the Knights of Pythias have generously raised funds in support of Metropolitan Jewish Health System Foundation (Foundation). On December 23, 2009, members of the New York chapter presented the Foundation with a \$3,000 donation to benefit the programs and services at Shorefront Center for Rehabilitation and Nursing Care (Shorefront).

Alan Greenberg, Robert Kaufman and Jordan Levy, leadership delegation from the Knights of Pythias present a contribution to Derek Murray, Shorefront's Administrator (second from right).

2010 Annual Employee Giving Campaign

Aim for Success

The Annual Employee Giving Campaign (AEGC) leadership, made up of five co-chairs and more than 50 peer “champions” throughout the system, has ambitious goals for the 2010 campaign: to boost overall giving by five percent to \$226,000 and raise system-wide participation from 59 percent to 70 percent.



Pictured above with David Nussbaum (left) and Eli S. Feldman (center), the 2010 employee giving campaign co-chairs are:

- **Ron Barr**, Marketing Manager, HomeFirst
- **Saiful Khan**, Associate Vice President of Sales, Elderplan
- **Ann Kushmick**, Director of Project Planning, MJHS
- **Michael Monahan**, Assistant Administrator, Menorah Center for Rehabilitation and Nursing Care
- **Katie Murtagh**, Vice President of Nursing, Long Term Nursing Facilities

This year, there is a wide range of incentives to encourage employees to give. At regularly held raffles, participants can win prizes such as televisions, restaurant gift

certificates, tickets to Nets and Yankee games, i-Pods and portable speakers.

Still, the greatest incentive to contribute is the opportunity to make a difference in the lives of those served by MJHS' programs and agencies.

“One of our poorest families has 10 children—including two who are severely disabled,” said Linda Megally, Director of Clinical Services for St. Mary’s Metropolitan Home Care for Kids. “The entire family slept on the floor. Thanks to gifts from the AEGC, we were able to purchase furniture and bedding for this family, as well as provide many others with cribs, winter clothing and durable medical equipment.”

For more information, please contact Chinwe Egonu at (718) 759-4133 or cegonu@mjhs.org.

AEGS's 2010 CHAMPIONS

Elderplan

Ely Jacobs, Quality Management Coordinator
 Agata Michalik, Sales and Marketing Project Manager
 Ja Vita Moreira, Sales Administration Supervisor
 Cathy Palermo, Provider Data Management Supervisor
 Frank Polanco, Sales Administration Director
 Stephen Rice, Provider Services Manager

First to Care

Opal Brown-McNeil, Patient Services Manager
 Joe Curreri, Patient Services Manager
 Ruth Henri, Community Health Nursing Supervisor
 Carlene Kennedy, Community Health Nursing Supervisor
 Lorna Locke, Community Health Nursing Supervisor
 Melba Lopez, Support Services Manager
 Josh Moskowitz, Business Supervisor
 Melanie Russo, Business Supervisor
 Cheryl Pierre-Stephen, Director of Patient Services

HomeFirst

Phyllis Caruso, Member Outreach Coordinator
 Luz Cintron, Administrative Assistant
 Brenda Linch, Enrollment Coordinator
 Keshia Parker, Operations Call Center Manager

Menorah Center for Rehabilitation and Nursing Care

Nicole Beckford, Human Resources Assistant Director
 Angela Cameron, Certified Nursing Assistant

Doris Carr-James, Certified Nursing Assistant
 Eileen Davis, Nursing Unit Manager
 Francesca De Isaac, Nursing Supervisor
 Ann Diaz, Certified Nursing Assistant
 Gloria Epps, Central Supply Aide
 Tina Hatzopoulos, Medical Records Director
 Allison Huggins, Admissions Director

Kettley Lavaud, Licensed Practical Nurse
 Mary Lundi, Certified Nursing Assistant
 Beth Mohrman, Licensed Practical Nurse
 Linda Morton, Certified Nursing Assistant

Metropolitan Jewish Adult Day Health Center

Sharon McKenzie-Ali, Office Manager
 Wendy Rosete, Social Worker

Metropolitan Jewish Geriatric Center

Adekunle Cole, Licensed Practical Nurse
 Ruth Dhanpaul-Sattaur, Nurse Coordinator
 Cecelia Farrell, Certified Nursing Assistant
 Alla Lerner, Social Work Director
 Alex Moses, Nursing Supervisor
 Jennie Robertson, Certified Nursing Assistant
 Junette Thomas, Licensed Practical Nurse
 Monique Washington, Nursing Supervisor

Metropolitan Jewish Health System—Corporate

Sharon Best-Smith, Central Intake Director
 Michael Drysielski, Director of Managed Care, Finance
 Rafael Guzman, Purchasing Agent
 Luiza Maliszewska, Human Resources Generalist

Metropolitan Jewish Home Care

Ade Aibana, Rehabilitation Supervisor
 Josephine Battista, Patient Service Manager
 Anna Briskman, Patient Service Manager
 Debra D'Amato, Patient Service Manager
 Beth Ginsberg, Rehabilitation Supervisor
 Laura Gold, Social Work Supervisor
 Laura Maruffi-Jackson, Rehabilitation Supervisor
 Lynette Mitchell, Patient Service Manager
 Brunilda Morrabal, Patient Service Manager
 Silvia Rivera, Patient Service Manager
 Ken Robinson, Nursing Supervisor
 Juliet Rose, Patient Service Manager
 Andrea Spence, Social Work Supervisor
 Glenda Tavano, Rehabilitation Supervisor
 Gebeth Villanueva, Rehabilitation Supervisor
 Debra Powell, Patient Service Manager

Metropolitan Jewish Hospice

Matthew Israel, Art Therapy Coordinator

Michael Mencias, Team Medical Director
 Susan Parks, Nassau Office Manager

Metropolitan Jewish Long-Term Home Health Care

Theresa Cambrini, Patient Services Manager
 Isabella LaRosa, Patient Services Manager
 Rachel Meyers, Director of Community Initiatives
 Cristina Perez, Social Work Supervisor
 Marisol Vega-Beecham, Senior Nurse Care Manager

Shorefront Center for Rehabilitation and Nursing Care

Zinoviya Assejew, Registered Nurse
 Kember Brown-Calliste, Licensed Practical Nurse
 Marisol De Leon, Certified Nursing Assistant
 Myriam Durand, Licensed Practical Nurse
 Ronkay Griffith, Licensed Practical Nurse
 Lorna Holder, Licensed Practical Nurse
 Daphne Longmore, Registered Nurse Supervisor
 Peter Plisak, Licensed Practical Nurse
 Loyola Princivil, Associate Administrator
 Angelo Sarris, Dietary Manager
 Petra Vincent, Certified Nursing Assistant
 Celina Williams, Certified Nursing Assistant
St. Mary's Metropolitan Home Care for Kids
 Angela Joachim, Business Support Supervisor

Grants Corner

Expanding Creative Arts Therapy Program for Kids



Thanks to a generous grant from Capital One Bank, more children in the Bronx and Queens will soon have access to Metropolitan Jewish Hospice (Hospice). The organization recently donated \$50,000 to Metropolitan Jewish Health System Foundation (Foundation), and designated the funds to expand Hospice's creative arts therapy-based child and adolescent services.

The Art and Soul Program™ helps pediatric hospice patients and young family members cope more effectively with their end-of-life journey. Hospice's program also helps children and adolescents deal with grief and loss through supportive bereavement programs.



At the heart of the program are creative arts therapists along with bereavement coordinators who combine supportive counseling with therapeutic arts activities, which help participants begin to heal via creative expression.

"We are honored that Capital One Bank supports our Art and Soul Program™," said Executive

The Art and Soul Program™ helps pediatric hospice patients and young family members cope more effectively with their end-of-life journey.

Director of the Foundation David Nussbaum. "This grant will allow us to provide needed services free of charge to children and their families, especially in underserved areas where bereavement counseling is not readily available."

Hospice currently provides weekly group sessions for children (ages 6-12) and young adults (ages 13-18) in Brooklyn. This partnership with Capital One Bank allows the program to expand to serve children and families in the Bronx and Queens.

Since 2008, Hospice has increased the number of patients it serves in the Bronx, while Queen's participation rates have remained steady. The agency also has expanded its cultural outreach efforts within ethnically diverse communities throughout Brooklyn, the Bronx, Queens, Manhattan and Nassau County.

If you or someone you know would like more information on the Art & Soul Program™, contact Hospice's Director of Bereavement and Creative Arts Therapy Programs Terry Glusko at (718) 759-4492 or tglusko@mjhs.org.



They've Got a Lot of Heart

For more than 40 years, the ladies of the Shirley Appelbaum Heart League have been vital supporters of Menorah Center for Rehabilitation and Nursing Care (Menorah). When formed in the 1950s, the group's mission included responding to growing community needs by supporting not-for-profits such as the Hendricks Street Day Nursery in East New York and the cardiac program at Brooklyn's Brookdale Hospital. Today, they solely focus on volunteering and fundraising to support Menorah.

"I enjoy being a part of the league because I see exactly where all the money is going and how it helps," said Muriel Bayroff.

Originally called the Thimble Society, the group later renamed itself in honor of founding member Shirley Appelbaum, who unfortunately passed at the age of 38 due to a heart condition. In honor of her work, Appelbaum's father made a generous donation to the group in her memory. Appelbaum's commitment and the family's support inspired the ladies to rebrand their organization.

It was former Menorah Board Chairman Paul Melinger, husband of league member Geraldine Melinger, we pitched

In the past 10 years, the League has raised more than \$150,000.

the idea in 1960 to support the Manhattan Beach-based facility. In the past 10 years alone, the League has raised more than \$150,000 through theater parties, cultural events, dinners, dances and fashion shows.

The group recently made a donation to Metropolitan Jewish Health System Foundation (Foundation) to rename the Tree of Life at Menorah in memory of Paul Melinger, who dedicated more than 25 years to the facility's development.

This is the first time the Foundation will bestow the honor of dedicating a Tree of Life memorial at any of the system's skilled nursing facilities. A commemorative wall of recognition, the Tree of Life permanently highlights the thoughtful generosity of donors who support the agencies, programs and services of Metropolitan Jewish

Health System. Contributions to the Paul Melinger Tree of Life will support Menorah's services and residents.

"It is the women who have kept me involved all these years," said Lee Hecht, founding member and treasurer for 50 years. "I will continue to be a part of the group and the wonderful things they do."

Members of the Shirley Appelbaum Heart League, including Geraldine Melinger; Bea Larkin; Muriel Bayroff; and Evelyn Gollomp, present a check to Administrator of Menorah Gary Kleinberg and Executive Director of the Foundation David Nussbaum to help the facility continue to provide a high quality of life for residents.



Save the Date



Foundation *in Focus*

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Metropolitan Jewish Health System Foundation (Foundation) provides financial assistance for the charitable, health care efforts of Metropolitan Jewish Health System and its affiliated agencies. Consistent with our heritage, the Foundation is dedicated to promoting a true culture of philanthropy while raising and allocating the funds necessary for the provision of charitable care as well as to support the affiliated agencies in their efforts to serve the needs of the community. To discuss how you can make a difference, contact the Foundation at (718) 759-4335.

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