

MJHS Hospice and Palliative Care Rock Out on Broadway



Above: Back row from left: Dr. Bernard Lee, Barbara Hiney, David Nussbaum, Alexander Balko, Allison Maughn. Front row from left: Jacob Perlow Board Members Patrick Owen Burns, Suzanne Cutler, Dr. Donald Hoskins. Below: Barbara Hiney speaks at the event.

Goodness gracious great balls of fire, MJHS Hospice and Palliative Care sure did rock Broadway on November 7, 2010. In fact, the afternoon benefit started and ended with a standing ovation for groundbreaking legends and a great cause. More than \$100,000—a record-shattering amount—was raised in support of MJHS Hospice and Palliative care.

A Smash Hit

Around noon, supporters and event honorees from Jacob Perlow Hospice arrived at Wolf & Lamb Steak house for a pre-show reception and then headed to the Nederlander Theatre to watch the smash-hit *Million Dollar Quartet*. As the room filled and excitement grew, one thing was obvious: everyone was there because of a shared commitment to addressing the real

struggles that families face when a loved one has a life-limiting illness or advanced end-of-life care needs.

“Fondly referred to as ‘Hospice Rocks Broadway,’ the annual MJHS Foundation celebration helped kickoff National Hospice and Palliative

“The joining of two groundbreaking organizations will have an immediate effect on end-of-life care for all New Yorkers.”

Care month, honored those whose work and values reflect an extraordinary level of commitment and served as a reminder of why music plays an important role in our hospice care,” said Event Chair Estère M. du Boulay.

During the reception, Barbara Hiney, Executive Vice President of MJHS Hospice and Palliative Care, said Jacob Perlow Hospice board members were being “lauded for their dedicated leadership, mastery of regulatory dynamics as well as outstanding stewardship, contributions and support—especially during the acquisition process that combined two unique programs into the largest hospice and palliative care programs in the region.” She went on to praise the individual work of Chairman Alan Batkin, Vice Chairman Bobbie Abrams, Betty Yarmon, Patrick Owen Burns, Donald Hoskins, M.D., Richard Kimball, Martin Marcus and Suzanne Cutler, M.D.

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Honoring Memories, Inspiring Lives

In a ceremony filled with smiles and a few tears, members of the Shirley Appelbaum Heart League attended the Tree of Life rededication in honor of Paul Melinger at Menorah Center for Rehabilitation and Nursing Care. The League, a longtime supporter of Menorah, made a donation to rename the elegant display in memory of Melinger, a former Menorah Board Chair and husband of League member Geraldine Melinger. Support from the Melinger Tree of Life helps improve the quality of life for Menorah residents.

Members of the Shirley Appelbaum Society join MJHS leaders at the dedication ceremony for the Melinger Tree of Life.





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

DIRECTORS

Eli S. Feldman Peter P. Post
 Philip Geller Steven L. Topal
 Shmuel Leftkowitz

OFFICERS

President Isaac Assael
 Vice President Steven L. Topal
 Secretary/Treasurer David C. Wiener

STAFF

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

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

Chinwe Egonu, Database Coordinator,
 (718) 759-4133, cegonu@mjhs.org

Sharon Brafman, Development Specialist,
 (718) 759-4335, sbrafman@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, Sharon Brafman, Chinwe Egonu, Michael Madole and Duane McFarlane

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A Time to Give Thanks



It's Thanksgiving time and we are reminded that it takes more than a foundation to help New Yorkers in need. It takes an entire culture of philanthropy. At MJHS, this is reflected in the faces of many—our employees, volunteers, caregivers, family members and community partners who share our mission to bring health services to those in greatest need. To everyone who helps us achieve this, we give our thanks.

Because you are a critical part of this effort, you understand that there is no greater reward than helping others. In this issue of *Foundation in Focus*, you will hear from fellow New Yorkers giving thanks for acts of loving kindness. Anne Garfinkel shares the story of her father spending his final days in the care of MJHS Hospice. You will also read about how others are sharing their MJHS experiences through the "Inform and Inspire" dinners.

In the Thanksgiving spirit of celebration and sharing, we look at our efforts for the next Annual Employee Giving Campaign. You will also see how grant funding is becoming increasingly important at a time of shrinking federal and state funding. Don't miss the account of this year's Hospice Rocks Broadway outing, which celebrated the board of directors for Jacob Perlow Hospice. Also in this issue is an invitation to our continuing medical education symposium on palliative care. In our Q&A feature, Shmuel Lefkowitz, a longtime board member, reveals why promoting culturally sensitive care is a hallmark of his board service.

Reading these stories is a reminder that MJHS, like New York itself, is diverse. Our health services are wide-ranging and our patients and residents come from a variety of religious, ethnic and socio-economic backgrounds. Yet in helping each other, we are reminded of what we have in common. This is the very essence of Thanksgiving.

This holiday and always, we are grateful to you for being a part of our culture of philanthropy. You have a special place at our table and in our hearts.



David Nussbaum
 Executive Director
 MJHS Foundation

Hospice and Palliative Care Rock *Continued from previous page*

Before helping present each honoree with an award, Allison Maughn, COO of MJHS Hospice and Palliative Care, reminisced about Jacob Perlow Hospice's early days and mentioned that the program began with a single nurse.

The event also recognized the compassionate, vital services provided by the newly combined hospice and palliative care program, and introduced a new audience to MJHS Hospice and Palliative Care. It also brought

together a lively group of people for a good ole toe-tapping, knee-slapping and head-bobbing musical journey back to the day when Jerry Lee Lewis, Elvis Presley, Johnny Cash and Carl Perkins came together to make music and wound up making history.

By the time everyone filtered out of the theatre on West 41st Street, it was clear that attendees had an unforgettable afternoon jamming in support of our legendary care.

Congratulations to our raffle winner **CIBY THOMAS**. She won our two-day getaway in the city and two tickets to *Million Dollar Quartet*.

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Board Member Q&A: Shmuel Lefkowitz



A popular Hebrew proverb is about the three marks of a Jew: a tender heart, self-respect and charity. **Rabbi Shmuel Lefkowitz**, possesses those three qualities and much more.

His ability to work within and on behalf of the diverse Jewish community has benefitted MJHS, and meant that all Jewish

New Yorkers—whether at the time of birth or life's end, whether economically at risk or blessed with financial security—have better access to culturally-sensitive health care and education.

How did you learn about MJHS?

I first heard about MJHS in 1977. I was Executive Director of Southern Brooklyn Community Organization, a project of Agudath Israel of America (Agudath). The organization had just received a Ford Foundation grant to help preserve the Borough Park neighborhood of Brooklyn and repair its blighted housing.

Knowing that MJHS President and CEO Eli S. Feldman shared a concern about the viability and stability of the neighborhood Agudath asked Eli to join the board that provided oversight of the neighborhood stabilization project.

When did you join the MJHS board?

Eli asked me to join the MJHS board in 1990 and I served as the chairperson from 2005-2009. I accepted Eli's offer because I believed, and still do, that I can help people. Yes, we have to keep a balanced budget, however, all profits are reinvested in our community-based care.

I serve on the boards of MJHS Foundation and Shorefront Towers and chair the boards of MJHS' skilled nursing facilities.



You gave the invocation at Governor Patterson's swearing-in. How did you become politically active?

Years ago I learned that in order to accomplish things, you have to become a squeaky wheel by getting involved with politics and working with leaders at the city, state and federal levels. Thank G-d I have excellent relationships with elected officials and am privileged to help many causes.

Please elaborate on what makes hospice important to you.

On the face of it, many Orthodox Jews believe that hospice isn't a religious-friendly program because of the philosophy that a sick person should be allowed to die peacefully and without ongoing medical treatment if there's no cure.

I successfully helped initiate a Jewish hospice program as a result of years of community-based dialogue and input. Today, MJHS Hospice has a landmark service, the *Halachic Pathway*, which meets the specialized end-of-life needs of Orthodox Jewish families.

What MJHS is doing with the Orthodox community in conjunction with Agudath—in terms of creating culturally-sensitive, end-of-life counseling—will become a model for what can be done for all religions and cultures.

Do you have any personal experiences with MJHS care?

I have only good things to say about MJHS services, professionalism, caring and flexibility. My mother, mother-in-law, other relatives and countless friends have received care at MJGC and at home. I've always appreciated the fact that each person is considered unique.

My mother was a Holocaust survivor. Moving her into a nursing home would've been horrific. MJHS really respected my family's greatest need to keep my mother at home, surrounded by family.

At MJHS, staff really are dedicated and act on their belief that they should do everything to help keep patients at home. I also have great respect for the home health aides.

Their work is difficult and tedious, but very necessary.

The cost of quality health care is expensive. Why should someone financially support the organization?

The government can't do everything. And at a time of budget cuts and economic crisis, the extra help that would normally be provided is no longer available, especially for culturally-sensitive issues.

Because the capital needs of MJHS are ones that aren't necessarily covered by the government, we especially need support from the general community, as well as other people who can help ensure that more people have access to our wonderful, compassionate care.

What's your favorite MJHS memory?

Being appointed chairperson was very heartwarming. I earned the confidence and respect of a board that's made up of accountants, lawyers, physicians and other business people.

I'm a man from the Orthodox community and I bring my community's needs to the board. It's wonderful that the board has always been very responsive, kind and helpful.

You're known as a community advocate and family man. How many children and grandchildren do you have?

I am blessed to have eight children, seven of whom are married. I also have numerous grandchildren, thank G-d...but I've stopped counting.

About Rabbi Shmuel Lefkowitz

Shmuel is a former member of New York City Mayor Michael Bloomberg's Neighborhood Investment Advisory Panel. President of Prime Resources Group, Inc., Shmuel also is Vice President of Agudath Israel of America and a Board Member of the Council of Jewish Organizations of Flatbush and Sinai

Academy. He received his rabbinical ordination from the Mirror Yeshiva, a Master of Social Work from Yeshiva University's Wurzwiler School of Social Work and a Master's degree from The New School for Social Research.

Conversation that Informs and Inspires

For more than 100 years, community-based MJHS caregivers, programs and services have inspired the entire city. Throughout the generations and via a variety of methods, word has spread about who we are, what we do and why we do it. More can be done, however, to share the message so more people have access to our quality, compassionate care. On Tuesday, October 19, 2010, MJHS Foundation board president Isaac Assael and his wife, Sandy, chose a decidedly elegant way to continue sharing the news.

Using their beautifully-appointed Central Park West home as a setting to inform and inspire, the Assaels invited their dear friends and associates to enjoy cocktails and as hors d'oeuvres while learning about MJHS. Although the air was crisp outside, the conversation inside was delightfully warm and enthusiastic.

Throughout the generations and via a variety of methods, word has spread about who we are, what we do and why we do it.

An MJHS board member for more than 35 years, Ike began the evening by explaining how he became involved with the charitable not-for-profit. He then shared how MJHS is uniquely positioned to provide the right level of care when and where it is most needed—which is why MJHS remains the go-to choice for people of all ages, ethnic, religious and economic backgrounds.

Ike also talked about choosing MJHS for home care and physical therapy after three separate knee replacement surgeries. He said, “My rehab therapist was just fabulous; he was very sensitive to my needs. I’m fairly tall and just sitting down or getting up from an ordinary chair was difficult. To help relieve tension on my knee joints, my therapist designed a program that was exclusively for me. I can’t tell you how many knee lifts, stretches and balance exercises he had me do, but by the end of it all, I regained my flexibility and together we met all of my recovery goals.”

The lovely event also included the debut of a short film about MJHS. After the screening, Rabbi Charles Rudansky, Director of Pastoral Care for MJHS Hospice shared a moving story about how our work recently touched the lives of a hospice patient and their family.

And as a sign of a wonderful event, guests lingered late into the evening before going home with a copy of the commemorative MJHS 100th anniversary book: *Providing a Century of Health Care*.

After the last goodbyes, Sandy declared the evening a success: “Ike and I believe it’s very important to build awareness and familiarity with the valuable services MJHS provides to the community.” She added, “Tonight was an essential first step toward introducing MJHS to a new audience and raising awareness of the high quality and range of our not-for-profit services.”



Sandy and Isaac Assael.

MJHS is an extraordinary health system that has been making a difference in the lives of others since 1907. Currently, far too few benefit from the high quality and range of the services we provide.

Have you had a special experience with MJHS? Are you interested in hosting an event with family and friends?

Please contact us at info@mjhsfoundation.org if you would like to help inform others about what the system offers and inspire them to recommend our programs and services to friends and family and to otherwise support MJHS.



Tell Us Your Story

How has MJHS changed your life?

Has a particular person given extraordinary care to you or someone you know? What do you most like about MJHS? Tell us about it. We might publish your story in an upcoming issue of *Foundation in Focus* or in the testimonials section of www.mjhsfoundation.org.

Please e-mail your short story to info@mjhsfoundation.org.

Inspiring Story: A Cut Above



Leon Garkinkel celebrates his birthday with daughter, Anne at his side.

My dad, Leon Garfinkel, was born in 1915. He died at the age of 89 in April 2004. For the last 15 days of his life, he was an MJHS Hospice patient. Based on my family's experience, I can say that the hospice staff truly does G-d's work.

A New Yorker via Poland and Cuba, my father was fluent in English, Spanish and Yiddish. He was also an accidental barber...One day another pair of hands was needed



Anne Garkinkel enjoys a family visit with her dad, Leon.



Leon Garkinkel.

Always willing to help someone who needed money, my father cared about people and people loved him back. He made his barbershop a haven to those who needed a friendly ear and so people were devastated when he retired. He remained loyal to his customers though and often traveled various distances to continue cutting hair.

at my grandfather's barbershop, so my dad was asked to cut hair. The customer in my dad's chair said it was the best haircut he'd ever received. That day my dad found his professional calling and cut hair for 42 years, eventually owning his own barbershop in Manhattan.

The final year of my dad's life was a difficult one. He tumbled down the stairs on the last day of Passover, breaking his shoulder, elbow, pelvis and hip. He braved rehab and eventually re-learned to walk. A great patient, my father was adored by his medical team because he was so conscientious and so hard-working. Polite, gentle, respectful, cute and funny, he was particularly happy and very grateful when he had a pain-free day. Unfortunately, my dad's health gradually declined.

When I made the initial call to hospice, I was really terrified until I heard a gentle voice at the other end of the line, convincing me that I was making the right decision and telling me about the various available services.

The entire hospice team helped my sister, Lainey Pierson, and I find the strength to say our goodbyes. My dad's hospice nurse was a true agent of G-d, arranging for medications to be delivered. She spent a considerable amount of time making my dad feel comfortable and hopeful. She was also available to answer questions; we became fast friends.

In his final week, my dad received a blood transfusion on Monday, he had bilobal pneumonia by Wednesday and died peacefully on Saturday morning—having spent Friday afternoon saying the appropriate blessings with the rabbi,

giving my family additional solace. Indeed, my dad slipped away when only G-d was watching. We were blessed by the swiftness of his passing and the amazing care provided.

My dad was an optimist who always thanked G-d and was grateful for life's blessings. He handled adversity with smile and grace. He was definitely a cut above the rest.

As I think about my family's experience, I can only re-thank the hospice team for helping us six years ago. To the newer care team members who help families each day... may G-d bless you and reward you for being G-d's helpers, the most sacred and compassionate workers of all.

About the Author

Anne Garfinkel was a drug prevention program teacher in Brooklyn's district 15 for 34 years. In that capacity, she helped numerous children make positive decisions regarding peer pressure and taught about the dangers of alcohol, tobacco and drugs.

A caregiver for many years, the author still appreciates the kindness and caring shown by the hospice staff.

Thank You... Countdown Begins for AEGC

2010 Annual Employee Giving Campaign



Clockwise from top left 1 Saiful Khan speaks at last year's event. 2 Left to right: David Nussbaum, Michael Monahan, Ron Barr, Eli Feldman, Katie Murtagh, Saiful Khan, Ann Kushmick. 3 Brunilda Rodriguez. 4 Lee Ditkowsky wins a prize.

The 2011 Annual Employee Giving Campaign (AEGC) is coming! Following 2010's record-breaking performance, we are preparing to launch the latest effort on February 2, 2011. This new campaign, which lasts until March 23, 2011, will be led by five co-chairs:

- Craig Azoff, Director of Information Services, MJHS
- Ron Barr, Marketing Manager, HomeFirst
- Ann Kushmick, Director of Project Management, MJHS
- Joyce Little, Director, Menorah Adult Day Health Care Program
- Maureen McCarthy, Nurse Team Manager, Metropolitan Jewish Palliative Care

In addition, the 2011 peer "champions" will be led by Jo Ann Cammarano, Director of Business Initiatives, MJHS.

"The AEGC is a testament to the generosity of MJHS employees," said Barr, who joined Kushmick in returning to co-chair duties for the second year in a row. "With so many New Yorkers counting on us for the health services they need, participation is more important than ever."

The 2010 campaign raised \$229,236—the highest sum in the AEGC's history—toward improving the lives of New Yorkers served by MJHS, UJA-Federation and the United Way. Later this year, Eli S. Feldman, MJHS President and CEO, will join the Foundation staff in presenting checks to the designated agencies and programs. Thanks to everyone who contributed!

To see the complete list of 2010 AEGC donors, visit www.mjhsfoundation.org.

Thank You...

Grants Corner

Gaining Strength through Grant Partners!

What do TD Bank Foundation, Parshelsky Foundation, Capital One Foundation, The Fan Fox and Leslie R. Samuel Foundation, Wasily Family Foundation and various state and federal agencies have in common? All have awarded grants to MJHS!

Grant funding has grown especially important as state and federal Medicare and Medicaid reimbursements cuts are felt throughout our agencies and programs. While these payment levels have declined, grants have also grown more competitive as more organizations compete for fewer dollars. Fortunately, our commitment to bringing quality, compassionate health services to New Yorkers is one that resonates with government agencies and organizations striving to make a difference in their communities.

Grant-funded projects rely on strong teamwork among MJHS and community partners. To develop a strong application that supports the mission of the organization and improves the quality of life for our patients and residents, the following divisions of MJHS work together:

- The Foundation
- The department of planning, research and innovation
- The agency or program that would receive the funds

Grant-funded projects are nearly as diverse as the New Yorkers we serve. While some grants have helped us start and run specialized programs, others contribute to charitable care, general operating costs or building plans. No matter what, they help us further our mission—ensuring that people have access to quality compassionate healthcare at every stage of life.

At this time of year, we offer our thanks to all our supporters—state, federal, corporate and private. Your help has allowed us to create a culture of philanthropy and remain a health industry leader. *Thank you.*



Above: Grant funding helps provide music therapy for dementia patients and others. Below: MJHS' culturally sensitive care includes entertainment programs at our facilities.



Brooklyn Bubbies Become Bat Mitzvahs

Bat mitzvahs are not only for youngsters. On August 19, 2010, five grandmothers, ranging in age from 83 to 94, became bat mitzvahs in a ceremony at Menorah Center for Rehabilitation and Nursing Care.

The five Menorah residents—Lillian Bellows, 83; Rose Blume, 91; Marion Lechitz, 94; Paula Rubenstein, 85; and Marion Salamon, 89—grew up at a time when girls rarely had bat mitzvah ceremonies, which signal reaching the age of responsibility.

SAVE THE DATE

13th Annual Golf Classic

June 20, 2011



Pain Management: Seeing the Bigger Picture



Dr. Russell Portenoy

MJHS Hospice and Palliative Care, in partnership with Beth Israel Department of Pain Medicine and Palliative Care, invites you to a continuing medical education symposium, "Pain Management in the Interdisciplinary Practice of Palliative Care" at the New York Marriott Marquis on Tuesday, November 30, 2010.

The conference will highlight the importance of managing pain through an interdisciplinary approach involving:

- Physicians
- Nurses
- Social workers
- Other members of the health care team

Don't miss the opportunity to learn from renowned palliative care specialist Dr. Portenoy, Chief Medical Officer of MJHS Hospice and Palliative Care and Chairman of the Beth Israel Department of Pain Medicine and Palliative Care, and an experienced faculty who are also members of a practicing palliative care team. Topics will include pharmacologic approaches, culture, psychosocial status, pain and spirituality.

Register for this event by visiting www.chpnet.org/cme. To learn more about the conference, contact Kiersten R. Smith-Gaston (212) 420-4713 or e-mail ksgaston@chpnet.org.

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