



# Yad Ezra

## Feeding Families, Nourishing Hope ...



### Jewish-Poverty in America

7% of the American Jewish community live below federal poverty Guidelines\* —

700,000 individuals, 190,000 of whom are children.

\*B'nai B'rith Magazine, Fall 2009

PLEASE NOTE

In an effort to conserve paper and printing costs, we are not including a donation envelope with this newsletter.

We hope that you those of you who donate to us at this time of year will use the back page of this newsletter to as a reminder.

We also welcome online donations. Thank you!

**We're on the web!**  
**www.yadezra.org**

### Message from Ken Bernard, Yad Ezra President



Hanukah is quickly approaching. Every year at Yad Ezra, we spend a surprisingly large amount of time debating the Hanukah package that we purchase and distribute to our clients. Should we again include candles and a menorah? What special food items should we add? Something different from latkes and applesauce? Or should we give our clients the same thing as last year? The process raises an important question that I hear often. Times are hard, and our budget is strained. Should we spend additional funds for the holidays?

We do spend extra for our clients: for Rosh Hashanah, Sukkot, Hanukah, TuB'Shvat, Purim and Pesach. Certainly, we could save some money by eliminating these additional offerings. But, our organization is not just a provider of supplemental food. We are an integral part of the local Jewish community. We have a responsibility to share our rich religious and cultural traditions with those in need, so that everyone can celebrate the holidays, complete with appropriate, symbolic foods.

Our board and volunteers, led by Elaine Ryke, our Director of Operations, work hard to make the holidays stand out. They exercise care in selecting and packaging holiday treats, and Elaine uses our purchasing power to manage costs. While our mandate may be to 'provide supplemental groceries,' our hearts dictate that we ensure that everyone in the community be able to celebrate and rejoice in our rich heritage that connects us all.

Our sincere thanks to you, our donors, who partner with us to help brighten everyone's Hanukah.

### H NGER

*"U" are the Missing Ingredient*

More than 425 people gathered at Adat Shalom to pay tribute to Ron Charfoos, dedicated Yad Ezra supporter, at the organization's annual fundraiser this year. The event, co-chaired by Bluma and Robert Schechter and Esther and Neal Zalenko, was the most successful fundraiser in Yad Ezra's history. The event included a fabulous Strolling Supper provided by A & J Catering and was followed by a very short program. Sincere thanks to the hardworking fundraising committee including the incomparable Diane and Emery Klein. Thanks to the arrangements volunteers who worked behind the scenes to ensure the event's success including: Rachel Zimmerman, Susie Citrin, Carol Hooberman, Sarena Paul and Karen Gluckson. Thanks also to the following volunteers who helped with the set-up, registration and tear-down: Ellen Labes, Marla Sternberg, Diane Rimar, Joyce Sachs, Beverly Finkel, Arlene Shaw, June Stillman, Beverly Dovitz, Judy Kepes, Ellie Glen, Nancy Kleinfeldt, Bert Stein, Sharon Luckerman, Richard Simtob, Ken Bernard, Allan Sefton, Jeff Katz and Nancy Baron.



L > R Ken Bernard, the Zalenkos, the Charfoos, the Schechters



**“...teachers and school administrators know that children who have access to good nutrition...are much more attentive and better able to learn...”**

- Proclamation by Secretary of Agriculture of the United States, 03/04

## **Students benefit from Yad Ezra Lunch Assistance and 2 Prong Approach: Healthy Minds and Bodies programs**

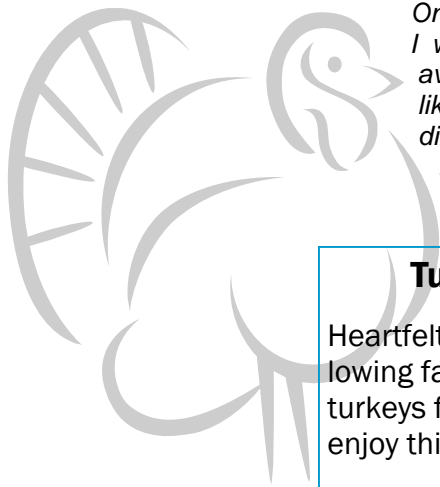
More than 500 students from Akiva Hebrew Day School, Beth Jacob, Hillel Day School, Lubavitch Cheder, Yeshiva Beth Yehuda and Yeshiva Gedola are receiving free nutritious lunches. Through the generosity of an anonymous donor and the Mandell L. and Madeleine H. Berman Foundation, combined with the proceeds from our annual Ante Up for Hunger event, students from low income families are enjoying salad bars and nourishing hot lunch options. For many of these students, these lunches are often the healthiest meal they have each day as the price of protein and fresh fruits and vegetables continue to rise.

For the schools participating in the “2 Prong Approach: Healthy Minds and Bodies” program, in addition to the healthy lunches, students learn how to read a food label, keep a food journal, learn about the food pyramid and other important nutrition education and have access to one-on-one counseling if desired. Some of the schools have incorporated exercise as a part of this curriculum. To help ensure a complete healthy eating environment for children, parent classes are offered to reinforce what the students are learning.

Almost 1,000 children are on Yad Ezra’s rolls. Yad Ezra’s leadership is very grateful for the funding that enables so many students to benefit from these efforts.

### **Letter from a grateful parent...**

*“We would like to express our deep gratitude for your incredible generosity and thoughtfulness, Our family has been burdened by financial struggles this past year. One of the many things we were going to ‘do without’ this year was hot lunch... I was completely surprised to receive a phone call informing me that funds were available for our boys to each receive hot lunches. Hot lunches for each of them feels like an embarrassment of riches!...As we continue to move forward during these difficult times, our weekly lunches will remind us of the good in people and keep us focused on the blessings in our lives. We are forever grateful for your kindness and generosity.”*



### **Turkey Talk...**

Heartfelt thanks to the following families for donating turkeys for our families to enjoy this season:

**Lynda and Ron Charfoos**

**Rissa and Sheldon Winkelman**

**Esther and Neal F. Zalenko**

### **Start Shuffling those cards...it’s almost time to Ante Up!**



A corps of dedicated volunteers are already planning our upcoming Ante Up for Hunger evening scheduled for Saturday, March 6, 2010 at 8:00 pm at Yad Ezra. The event, co-chaired by Nancy Kleinfeldt and Amy Schlüssel, will include a Texas Hold’em Poker Tournament, Bingo, Silent Auction, Food and Drinks and lots of prizes!

Committee members include: Richard Simtob, Nancy and Howard Baron, Lisa Bronstein, Julie Dubin, Lauren and Jeff Katz, Amy Appelman, Julie Feldman, Julie Hoskow, Suzanne Jacoby, Rachel Wolff, Cheryl and Milt Kovinsky, Beth Adler, Bella Morgan, Lainie Phillips, Lynne Schreiber, Lauren Slutsky, Spencer Steel, Alan Reiter, Karee Strome, Cathy Topf, Lee Trepeck, Rachel Katz and ‘Bubba’ Urdan.

Proceeds from the event help fund Yad Ezra’s Lunch Assistance and “2 Prong Approach: Healthy Minds and Bodies” programs. Watch your mail for further details!

Thanks to Jeff Katz and Robert Tokar and the Wolverine Group for the preparation and mailing of this newsletter.

## Kudos Corner

Yad Ezra is fortunate to have the support of many individuals, businesses, synagogues, schools and organizations. Many thanks to the following for their recent efforts on our behalf:

- To Naomi Silow for donating \$28.08 that she raised from her lemonade stand
- To the Jewish News for asking Kudos Party attendees to donate cans of food for Yad Ezra
- To the residents of Fleischman Residence for donating the proceeds from their annual flower sale to Yad Ezra
- To Congressman Gary Peters and staff members for spearheading an effort to prioritize the hunger needs of those in Michigan
- To the Temple Israel 8th graders for inviting us to speak about Yad Ezra
- To the Wooden Acres Campers and staff for volunteering at Yad Ezra in celebration of their reunion
- To PJ Cherrin and the JCRC for inviting us to speak about Yad Ezra on *Street Beat*
- To Ellen Yashinsky Chute, from Jewish Family Service, for teaching staff members about recognizing domestic violence
- To Grant, Millman & Johnson, PC for their generous donation in honor of the firm's 25th anniversary

**Give Yad Ezra \$400  
You get back \$340  
Our gain is \$400,  
Your cost is \$60**

The State of Michigan has a special incentive for those who donate to food pantries like Yad Ezra. For a married couple filing jointly, a donation to Yad Ezra of \$400 results in a \$200 state tax credit as well as a deduction on their federal tax return, resulting in a net cost of approximately \$60 to the donor.

Please contact your tax advisor for more info.

## Yad Ezra Yom Kippur Food Drive

20 area synagogues, Hillel Day School, Fleischman, Hechtman and Meer apartments collected almost 30,000 pounds of food to be donated to Yad Ezra. Volunteers from Yad Ezra and the synagogues picked up the food from the various sites, brought it to Yad Ezra for warehouse volunteers to weigh, sort, box and shelve.

Even though the amount of donated food does not impact our food purchasing budget, (we will distribute 850,000 pounds of food this year), the clients appreciate the variety of options and treats available thanks to this annual effort.

Thanks to Eugene Sherizen and Lighting Supply for lending us a truck to use to pick up the donated goods. Thanks to the volunteers who picked up the food and the many volunteers who handled it when it arrived at Yad Ezra. Thanks also to the rabbis who spoke about the effort from their pulpits during the High Holidays. Special thanks to Sara Tugman Bais Chabad president Larry Lipnick and the Board of Directors for deciding that the congregation should participate in this effort this year.

## Urge Congress to improve the Federal Child Nutrition Program

In 2009/2010, Congress will be rewriting key programs that impact the health and nutrition of Michigan children. Programs to be addressed include:

**National School Lunch Program**— After SNAP (formerly known as food stamps), this is the largest anti-hunger program in the US. We need to ensure that all children who are eligible for this program have access to it.

**School Breakfast**—Participation in Michigan is low due to stigma and timing issues. We need to encourage the adoption of universal breakfast and offer it during class.

**Supplemental Program for Women, Infants, Children (WIC)** - We need to increase funding to meet the growing need.

**Child and Adult Care Feeding Program**—We need to increase the reimbursement levels to provide more food to families in need.

**Summer Nutrition Programs**—We need to increase the reimbursement levels and broaden eligibility of these programs.



**19% of Michigan children live in poverty—Help us help our children!!**

**Contact:** [senator@levin.senate.gov](mailto:senator@levin.senate.gov) [senator@stabenow.senate.gov](mailto:senator@stabenow.senate.gov) [rep.peters@mail.house.gov](mailto:rep.peters@mail.house.gov)

## Having a Bar/Bat Mitzvah?

**Celebrate your mitzvah by performing a mitzvah for those in need!**

**HOW?**

Fulfill six hours of community mitzvah service at Yad Ezra.

Receive a Yad Ezra Candle that you can light at your celebration and remember those in need.

Enjoy your simcha knowing that you have made a difference in the lives of those less fortunate!

Since January 1, 2009, the following students have participated in our candle program:

|                    |                    |
|--------------------|--------------------|
| Jacob Lutz         | Jamie Ettinger     |
| Bradley Rostker    | Jordan Ettinger    |
| Abbey Cohen        | Julia Fantich      |
| Paige Hamburger    | Ben Feinstein      |
| Erin Goldberg      | Ben Nemeth         |
| Josh Bronner       | Kevin Berkowitz    |
| Aaron Parr-Bessema | Jaden Zeman        |
| Brian Dickstein    | Sara Cahn          |
| Jacob Murray       | Adam Lenchner      |
| Daniel Lenchner    | Stuart Olenick     |
| Evan Fried         | Zoe Lis            |
| Jeremy Ellis       | Shane Handelsman   |
| Jacob Hertzberg    | Teryn Berkal       |
| Matthew Kay        | Madeline Weiner    |
| Adam Egrin         | Jason Bittker      |
| Susie Bittker      | Brittany Silverman |



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Visit our website's home page  
(www.yadezra.org) and sign up!!**

*Visit our website to learn more about Yad Ezra, activities, events, advocacy, making a donation...*

*feeding families, nourishing  
hope...*



Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
St./Zip: \_\_\_\_\_  
Day Phone: \_\_\_\_\_  
Evening Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Need a gift? Send a personalized tribute. It's a meaningful way to honor/memorialize someone special.

- In memory of: \_\_\_\_\_
- In honor of: \_\_\_\_\_
- In appreciation of: \_\_\_\_\_
- Speedy recovery: \_\_\_\_\_

Message:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail to: Name: \_\_\_\_\_ Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Enclosed is my check in the amount of \$\_\_\_\_\_ as a tax deductible contribution to Yad Ezra to help feed hungry families. Please make checks payable (minimum donation, \$10.00, please) and mail to:

Yad Ezra 2850 W. 11 Mile Road, Berkley, MI 48072

Or, charge your donation to your Visa, MasterCard or Discover Card (minimum suggested charge donation, \$18.00, please).

Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_ 3 digit code: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

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**Thank you for your gift! We appreciate it!**