

CMY Connection

Issue 1 Autumn 2014 / Adar 5774

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Tomorrow Starts Today

 **JewishCare**
My Community. My Choice.

**“No one
HAS
ever become
POOR
by giving.”**
– Anne Frank –

2014 ANNUAL APPEAL

MAKE A DIFFERENCE...GIVE TODAY!

jewishcare.org.au/donate 1800 JEWISH (1800 539 474)

 **JewishCare**
My Community. My Choice.

Tomorrow Starts Today



Bill Appleby, CEO



Mike Debinski, President

The ultimate measure of an ethical society is the way it cares for its most vulnerable members. Here at Jewish Care we are lucky to be able to provide the necessary support to those who find themselves in difficult circumstances.

The theme of this issue of *My Connection* is 'Tomorrow Starts Today'. As a leader in community support, we believe in investing in capacity, resilience and self-esteem. We actively work in partnership to help people to develop the confidence to overcome life's challenges and create a better tomorrow for themselves and their families.

Read the stories of our clients in this newsletter, and you will agree that together we can realise our most aspiring goals - thanks to Jewish Care's can-do attitude and strong support from our community.

In the same way that our community aspires and strives to be its best, we too continue to strive to improve ourselves, improve our services and the buildings that we deliver them from. Unless we can be our best, and be the best at what we do, then how can we expect to improve the lives of others?

"The value of a man resides in what he gives and not in what he is capable of receiving." ~ Albert Einstein

To that end, we are extremely proud of the important plans and developments that have been announced this year, which will have a significant and long lasting positive impact on the lives of our clients and their families.

In the area of Disability Services, the release of our Five Year Disability Plan for the Jewish community of Victoria, is our commitment to provide a visionary pathway towards creating a more responsive, sensitive, accessible and inclusive community for children and adults living with a disability.

The second exciting initiative is the planned construction of two brand new dynamic developments that respond to the changing and future needs of our community: A 9-storey, 156-bed senior living precinct and a combined children and adult respite centre. Both will offer services and benefits that will change the landscape of service provision in these important sectors.

The articles on pages 4 and 7 provide you with more details on these developments. It is critical to understand, that creating an inclusive society and constructing state-of-the-art facilities can't be achieved by one person or by one organisation. It takes the power and will of many to make tomorrow's vision a reality today. We therefore call upon the whole community to partner and collaborate with us to create a brighter, more caring and inclusive future for our entire community.

Speaking of today, the ongoing and critically important needs of our community must still be met. This year's Annual Appeal reminds each one of us that life is unpredictable and that our lives can change in seconds. Jewish Care is the first point of contact for Jewish people in need and with your help we can continue to deliver the range of quality services that our community need. Your donation, regardless of the amount will make a significant impact on someone's life. Please take a moment to use the coupon on the back page and donate to the 2014 Annual Appeal and help to make a world of difference.

OUR INBOX

We receive many letters, comments and compliments from our community, residents and clients.

This section of *My Connection* features your feedback, whether it is a quick thank you, a suggestion or a letter of passionate support.

"I would like to thank the staff (at Children's Respite House) for all their work over the holiday period looking after Dahlia. It went very smoothly. Our family was able to have a wonderful holiday."

~ D. Shapp

Tamara and staff (at Gary Smorgon House) have done an amazing job setting up the new craft room on level 2. My mum loves it and we look forward to many happy, constructive hours spent there! Well Done!

~ T. Kimelman

I am writing to formally pass on my appreciation to Jewish Care and, in particular, staff who managed the care of my late father Isaac (Jack) Kaleks.

For over 15 years he enjoyed the highest quality of care from people who were professional, engaged and skilled. He was happy with his new home and made friends easily amongst other residents and staff.

He often spoke about the carers by name and told me how they had looked after him.

~ Dr B. Holkner

 **Share your feedback about Jewish Care services by forwarding your letters to yoursay@jewishcare.org.au**

Front cover:
Artist's impression of the proposed new senior living precinct



2014 ANNUAL APPEAL

We're Calling on You!



You can make a real impact on those in need in our community by volunteering for Jewish Care's telethons!

 **To support our 2014 Annual Appeal Telethon, please register your interest today by contacting Lauren Woolf on (03) 8517 5622 or telethon@jewishcare.org.au**

Location:

Beth Weizmann Community Centre
308 Hawthorn Road
Caulfield South

Session times in April:

Tuesday 29 6.00pm - 8.00pm
Wednesday 30 6.00pm - 8.00pm

Session times in May:

Sunday 4 10.00am - 8.00pm*
Monday 12 6.00pm - 8.00pm
Tuesday 13 6.00pm - 8.00pm
Wednesday 14 6.00pm - 8.00pm
Monday 19 6.00pm - 8.00pm
Tuesday 20 6.00pm - 8.00pm
Sunday 25 10.00am - 5.00pm*

*2hr shifts available

Location:

Jewish Care
Education Centre
619 St Kilda Rd, Melbourne

Session times in June:

Tuesday 10 6.00pm - 8.00pm
Wednesday 11 6.00pm - 8.00pm

Make a World of Difference

Imagine for a moment your life changed for the worse and you didn't have anyone to turn to.

Where would you go? How would you cope?

Every year, thousands of people in our community face unexpected life changing moments. Loss of job, family breakdown, financial distress, physical and mental illness, domestic violence, social isolation and the list goes on!

Jewish Care Victoria is often the first point of contact for those in need.

We exist to serve you and your loved ones - to provide immediate care, ongoing physical and emotional support and a means to create a brighter future. But we can't do it alone.

As one of our valued donors, we ask for your continued support so we can continue to deliver the range of quality programs and services our community needs.

 **Please donate today to the Jewish Care 2014 Annual Appeal and help to make a world of difference: www.jewishcare.org.au/donate or contact 1800 539 474.**



Greg Segal

In the Blink of an Eye

'In The Blink Of An Eye' is the emotional and moving true story of Greg Segal, whose life spiralled from bad to worse overnight. Struggling with depression, homelessness and no money, Greg recounts how Jewish Care literally saved his life!

 **To watch the whole video go to: www.youtube.com/jewishcarevic**

Caring a Whole Awful Lot!

Our 2014 Annual Appeal message is about caring for one another and giving to those who need it most.

This year's Appeal booklet, mailed to over 8000 households, highlights the true stories of Gina, Michael, Simone and Leanne, everyday people who were faced with challenges and issues that turned their lives upside down. But with support from Jewish Care they have all been able to build a better future for themselves and their families.

 **There are many more people in our community who turn to Jewish Care for support. If you would like to 'care a whole awful lot' you can donate online today at www.jewishcare.org.au/donate or call 1800 539 474.**





View from corner of Union St and Punt Road



Courtyard view of the new seniors precinct development



Proposed co-located respite centre at 476-478 Glen Eira Road, Caulfield

Into the Future

Jewish Care is pleased to announce the recent submission of two critically important town planning applications for the development of new services that will address the changing needs of the Victorian Jewish community.

Co-Located Respite

Children and adults with disabilities and importantly, their carers, will benefit from the development of a \$5 million innovative all-ages co-located respite centre on Glen Eira Road, Caulfield (pictured bottom left). The unique 'butterfly' design caters for both adults and children in separate wings of five adult rooms and five children's rooms housing up to ten people. In addition, the centre offers a community hub which will be a base for our community outreach programs and drop-in support services.

An enormous amount of work that has gone into future-proofing this design so that the site can be extended should demand for services grow. This building will embody the highest environmental and design standards with extensive landscaping, offering a joyful and stimulating environment.

We anticipate construction will start in June 2014, allowing the centre to open mid-2015.

9-Storey Senior Living Precinct

The second town planning application is for the Stage 1 development of a senior living precinct on our St Kilda Road site (pictured left), offering a host of social support services for the entire community, as well as long-term accommodation for seniors. This dynamic development will offer our elders the opportunity to live in state-of-the-art 'small households' with their own self-contained lounge, dining, kitchen and recreational facilities.

This exciting project will be something that the Jewish community can feel proud to call its own – a great place to live and a great place to work. We are taking the best aspects of traditional

aged care – the support, fellowship and security it offers – and reimagining it to come up with a style of accommodation that allows people the freedom and flexibility to live the way they wish within a Jewish environment. The new residential facility will provide 156 beds, ranging from Choice (extra services) apartments to Traditional (concessional) rooms to cater for diverse needs and affordability.

Construction is hoped to commence in early to mid-2015. Stage 1 will be built on land currently occupied by car parking at the rear of the existing Montefiore Homes and Slutzkin Wing, so current services at St Kilda Road will be maintained with minimal disruption during construction.

“Victoria’s Jewish population aged 75-84 is projected to increase from 4,130 in 2021 to 7,469 in 2031 – an 81 percent increase over the decade.”

Source: Gen08 Report on Older Jewish Australians

The new development will also house an active living centre, fitness and lifestyle facilities, a medical and allied health service, Keshet and BlueStar offices, a new employment and education centre and many of our community service programs. Additionally, it will include a number of small retail shops such as a café, convenience store, pharmacy and hairdresser servicing residents and the general public. It will also promote a very strong Jewish identity incorporating a succah, synagogue and a number of gallery spaces to display our rich Jewish heritage.

This is a significant milestone project for Jewish Care. To bring these plans to fruition will require an enormous amount of hard work and teamwork, both from our staff and volunteers and, more broadly, with our community.



Alasdair Clark enjoying the recent St Kilda Festival

Meet Alasdair

Alasdair Clark’s story illustrates the need to expand our disability services offering transition to independent living in a supportive, inclusive, *heimish* environment.

Alasdair Clark is a 32-year-old living with Asperger’s syndrome. He moved to Melbourne from Wellington, NZ and now lives at The Manders Villas.

Back in New Zealand, his parents were very concerned about Alasdair’s long-term future, since the Wellington Jewish community had shrunk and there was no family left except for his ageing parents. In Melbourne, however, Alasdair had many relatives on both sides.

“When I found out about the Villas, I got really excited. I wanted to become independent, have my freedom and make new friends,” said Alasdair.

Since moving to The Manders Villas in 2010, Alasdair has been an active member of the Jewish Care community.

“I met new friends at the Villas and we share great activities like barbecues and *shiurim*. We also go on outings... There is always something to do!”

Alasdair has made incredible strides in empowering himself to become more independent. With the assistance of our staff, in 2012 he completed a Certificate II in Information, Digital Media and Technology at Holmesglen TAFE. Despite having dyslexia, Alasdair enjoys reading and uses computer software to assist with his learning.

Alasdair also has set up edible gardens at The Manders Villas where he is growing a range of vegetables and herbs, which he loves to share with his friends and relatives.

So too, he enjoys cultural and spiritual events offered at the Villas and local shuls.

“Expressing my Jewish faith is very important for me. I enjoy celebrating Jewish holidays – Shabbat, Rosh Hashana, Succot, Pesach... actually all of them! And I love making challah myself.”

Alasdair continues to thrive and influences other residents in such a positive way. He believes that Jewish Care’s support enables him to reach higher as an active and independent member of the Victorian Jewish community.

Creating Pathways to New Employment



Maria Peters, Chisholm CEO with Bill Appleby, Jewish Care CEO

Jewish Care is all set to deliver nationally accredited courses in Aged Care and Home and Community Care (HACC) in partnership with Chisholm Institute through our new Employment and Education Centre.

Based at 619 St Kilda Road, the new Centre provides a fantastic opportunity for people to develop skills and create pathways to new employment.

The major advantage of studying at the Employment and Education Centre is that work placement and practical assessment to complement study occurs within Jewish Care facilities.

“There is no better way to learn than having work experience at your fingertips and expertise all around. There is also potential employment at Jewish Care or assistance with job seeking in the industry,” said Maureen Flaherty, General Manager Community Services, Jewish Care.

In addition, the Employment and Education Centre conducts employment and career workshops, offering a range of employment services for job seekers and employers.

Maria Peters, Chisholm CEO, said the partnership with Jewish Care to deliver specialist training was exciting.

“As a quality education and training provider, Chisholm strives to provide greater access and opportunities for all members of our community,” she said. “This partnership will see Chisholm continue to innovate and be responsive to students interested in health and community care.”

The opportunity to study at Jewish Care’s Employment and Education Centre is open to everyone.

i For further information or to register your interest, please visit www.jewishcare.org.au/ecc or contact Bianca Macfarlane, Education Coordinator on (03) 8517 5986 or education@jewishcare.org.au

Shopping for a Cause

Launched in October 2013, Shop Jewish Care has been offering online shoppers a wide variety of unique and quality merchandise at extremely affordable prices.

Gift categories include Bar/Bat Mitzvahs, Jewish holidays and simchas, Jewish themed greeting cards and napkins, home decor, soaps, jewellery, unique fridge magnets and more! In addition, the site boasts a large selection of e-cards to send to loved ones while donating to Jewish Care in lieu of gifts.

The best part about buying your Judaica and other gifts at Shop Jewish Care is knowing that 100% of the profits from every purchase goes back into helping people in need by funding Jewish Care’s services and programs.

Looking ahead, it is hoped that the business can evolve into a social enterprise where residents, clients with disability and volunteers will contribute to the daily running of the business.

“We are already working with Print35, a division of JewishCare NSW, to produce original greeting cards, and with their help we have also designed a unique educational toy cube for kids,” said Bill Appleby.

g Choose your perfect gift at www.shopjewishcare.org.au

Shop JewishCare



Mike Debinski, Jewish Care President, addresses a packed room at the launch of the Five Year Disability Plan



David Southwick MP

Vision of Inclusion

Jewish Care has released its Five Year Disability Plan for the Jewish community of Victoria. Resulting from expert research and extensive community consultation, the Disability Plan provides a visionary pathway towards creating a more responsive, sensitive, accessible and inclusive community for people with disability and their families in the Jewish community.

The Disability Plan was officially launched by Mrs Andrea Coote, Parliamentary Secretary for Families and Community Services. She joined an impressive panel of experts from the disability services sector, who discussed and debated the many issues around disability services in Australia.

Mike Debinski, Jewish Care President, explained that, “The Plan points to key ways we can enhance our community and bridge the gap between people with disability, to create a more equal platform for everyone to achieve their goals and ambitions.”

The invited guest panel responded to questions from the audience and explained how the National Disability Insurance Scheme will affect individuals and families with disability. The panel included Mrs Andrea Coote, Mr Laurie Harkin AM, Disability Services Commissioner, Mr James O’Brien, State Manager for National Disability Services in Victoria and Ms Maureen Flaherty, General Manager, Community Services, Jewish Care.

Mike Debinski announced that Mr David Southwick, Member for Caulfield, will Chair the newly formed Social Inclusion Leadership Committee; a group set up to actively promote the inclusion of all Jewish people with disability in employment and community life in Victoria.

In concluding the evening, Bill Appleby, Jewish Care CEO said, “The journey we are embarking on is a vision for a whole-of-community approach to achieve a collective goal – the genuine inclusion of people with disability in the Victorian Jewish community.”

g Download your copy of the Disability Plan from www.jewishcare.org.au



Branded a Winner

To better understand how our community perceives Jewish Care and to measure the awareness of our services and our organisation as a whole, a third brand audit, in as many years, was recently completed.

It is pleasing and encouraging to see that our results showed an increase in most measurements since 2012 and significant lifts in performance since 2010.

Highlights

- 95%** Community awareness of Jewish Care
- 79%** Awareness of our residential aged care services
- 79%** Awareness of our disability services
- 48%** (2013) ↑ (2010) A large increase in awareness of our financial services from 35% in 2010 to 48% in 2013
- 35%** (2010)
- 77%** Agree that Jewish Care adheres well to Jewish values
- 97%** Agree that it is good to know Jewish Care is there for the community
- 89%** Agree that Jewish Care makes a great contribution to community wellbeing
- 85%** Believe we are a leading community care organisation
- Those who have experienced our services
- 69%** Believe we are “Good to Excellent”

Young Achievers Celebrate a Job Well Done

In December, Jewish Care's Young Achievers Program (YAP) mentors, mentees, alumni and donors marked the end of a successful year with a celebratory dinner at the Adele Southwick Function Centre at St Kilda Synagogue.

Keynote speaker Carolyn Creswell, founder of Carmen's Muesli, shared stories about her 20-year journey in turning a tiny business into a multi-million dollar muesli company.

Last year, the Young Achievers Program marked ten years of helping youth develop life skills, improve self-confidence and reach their goals. The program fosters education, skills and friendships in a fun way through skills-based workshops, cultural exchange, theatre, sports, self-defense, first aid training, camp and more.

YAP Alumni Ev Kaganovitch said, "By combining the three core elements



Proud Young Achievers and families with founders Philip and Vivienne Brass

of workshops, mentoring and financial assistance, the Young Achievers Program is truly a one of a kind program. It allows you to expand your social horizons, pushes you beyond what you feel is comfortable and, for those like me, an open door into the Jewish community."

"What I hope this program has shown is that although you may find bumps on the road, that doesn't mean you have

to face them alone," said Mike Debinski, Jewish Care President. "When we as adults and mentors, share our skills and knowledge with young people, we teach them to become future leaders of our community."

i To learn more about the Young Achievers Program, contact Lana Block on (03) 8517 5626 or lblock@jewishcare.org.au

Jeanne Wows Crowd

A capacity 300-strong gathering at Jewish Care's Generations of Women fundraiser was delighted by a \$50,000 donation by keynote speaker Jeanne Pratt AC.

The surprise announcement by Mrs Pratt, was made in honour of her grandson's Bar Mitzvah.

In an entertaining speech about her life in pre-WWII Poland until current day, Mrs Pratt drew laughs and captivated the audience. She regaled them with stories of her family's early days in Australia and anecdotes as a young

journalist, including meeting Jordan's King Hussein and the Aga Khan.

Melissa Davis, Generations of Women Chair, said the turnout and atmosphere at the event was uplifting. Money raised will go to Jewish Care's professional counselling service, supporting individuals and families in crisis in our community.

"For the first time ever the function was overbooked," she said. "It was amazing to have so many passionate supporters of Jewish Care come together to hear one of the most extraordinary philanthropists

share her experiences and talk so positively about Jewish Care. Jeanne's donation sets an example to all of us."

We thank the wonderful Generations of Women committee – Melissa Davis, Hilary Cohen, Suzy Cohen, Rebecca Fried, Ruth Kaye, Karen Korn, Sara Pike, Dahlia Sable and Keren Zelwer – for their tireless work and ongoing commitment.

i To find out more about our counselling service, contact (03) 8517 5999 or info@jewishcare.org.au



The Generations of Women committee



165 Years Jeanne Pratt AC



Generations of Women 17th Annual Brunch

Caring Kids

Jewish Care will be able to enhance support for families and carers of Jewish people living with a disability, thanks to some clear thinking and top decision making from King David School students.

A grant of \$2500 from the Lord Mayor's Charitable Foundation, as elected by King David students, will go towards Jewish Care's Carer Support Program, supporting people caring for a family member or loved one with a disability.

The money will be used to make improvements in decreasing isolation experienced by carers by promoting greater social inclusion and facilitating increased access to life opportunities for them and their loved ones.

An Inclusive Shabbat

Back in May 2013, a group of young Jewish adults from around Caulfield were gathering every Shabbat in private homes conducting their own service. The average number of congregants each Friday night was thirteen, however, they felt that a move to a more permanent location would attract more people from the community to join them. Jewish Care was approached and asked to assist with helping them find a suitable place for them to hold their Shabbat service. A subsequent meeting was arranged at The Manders Villas and it was agreed that its community hub was the perfect location.

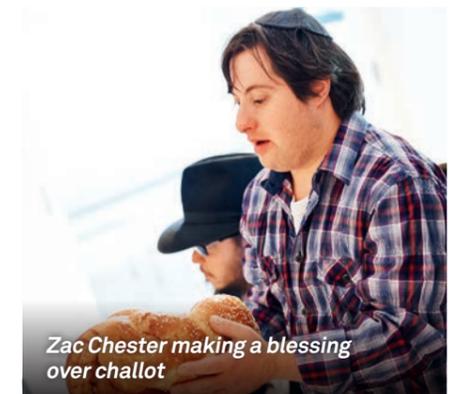
The hub not only gave the group a larger and more permanent venue but it also allowed the residents at the Villas to be involved, offering a great opportunity for social inclusion.

Since then, "Shabbat at the Villas" has been operating regularly, bringing much *nachas*

and joy to all participants. Attendance has grown to at least thirty congregants who join the minyan on Friday night.

In Spring, the group held its first Friday night Shabbat dinner at The Manders Villas with lots of singing, laughing and words of Torah wisdom.

So too, residents have started attending Shabbat and Yom Tov dinners at the homes of the shul congregants.



Zac Chester making a blessing over challot

The Right Thing To Do



Inge Ruben at the Circle of Care End of Year Celebration

"If not for representatives of Jewish Welfare, I doubt that anyone from our family would be alive today," says Inge Ruben, a loyal member of Jewish Care's Circle of Care Club.

A daughter of Eva and Erwin Friedlander, Inge was only eight when her family left Germany and moved to Australia.

The year was 1938, and even though the Friedlanders had an Australian permit, they still didn't want to leave their button factory in Berlin. However, one morning, Inge's mother was stopped by a local German policeman, who secretly told her that they had to escape that night to avoid her husband's certain arrest.

Not being able to sell any of their belongings, the Friedlanders packed a small suitcase each, had dinner with their grandparents and took a train to Amsterdam and later to London. Nevertheless, they couldn't leave pre-war Europe until they secured the landing money to enter the country.

Luckily, Jewish Welfare provided the needed sum, and the family was free to board the Strathnaver Ship in October 1938. Upon arrival at the Melbourne docks, the Friedlanders were

greeted by Jewish Welfare's representative. The family settled in one of the Jewish Welfare boarding houses where they met their first friends.

Soon they received a package from Germany – Inge's uncle had shipped button machinery, enabling the family to re-establish their business, which later became the biggest covered button manufacturer of its type in Australia.

Inge married Rudolf Ruben, one of the Dunera Boys, and the couple had three children: Danny, Gary and Vivienne.

In addition to running the business and family, for over 25 years Inge has been a volunteer for local Jewish organisations such as the Temple Beth Israel and Jewish Care. Today, at the age of 82, Inge continues to visit the Mark and Dina Munzer Community Residence with her dog Walle, which gives joy to the residents.

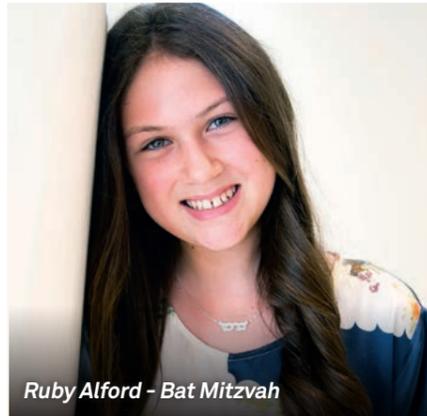
Inge recently decided to leave a bequest to Jewish Care.

"I believe that leaving a percentage of my money to Jewish Care is the right thing to do. I am sure that this money will do the most good. I also hope that my children and grandchildren will keep up this tradition of giving and helping people in need."

i See Inge in the 'Circle of Giving' video on our YouTube channel at [youtube.com/jewishcarevic](https://www.youtube.com/jewishcarevic). For more information on Wills and bequests, please contact Feygl Cylich on (03) 8517 5602 or fcylich@jewishcare.org.au



Hugo Burstin – Bar Mitzvah



Ruby Alford – Bat Mitzvah



Sam Smorgon – 90th Birthday



Jack Bassat – Bar Mitzvah



Liesel Adler – 90th Birthday



Georgia and Julian Fishman – Bat and Bar Mitzvah



Nathan Sweet – Bar Mitzvah

Thank You!

Jewish Care thanks the following people for their donations on the occasion of their simcha.

Bar Mitzvah

Jack Bassat
Hugo Burstin
Jaxon Dryen
Julian Fishman
Ethan Picker
Eli Sturgess
Nathan Sweet

Bat Mitzvah

Ruby Alford
Georgia Fishman
Zoe Pike

Wedding Celebration

Alan Segal and Sue Rose

50th Birthday

Michael Greiman
Mark Joel

70th Birthday

Gaby Cohen
Zoe Schreiber
David Wolff

75th Birthday

Barry Aarons

80th Birthday

Issy Allen
Miriam Efron
Stan Moss
Clive Peltz
Leon Worth

90th Birthday

Liesel Adler
Freda Cassidy
Sally Iglicki
Roy Polonsky
Sam Smorgon
Lewis Woolf

Special Birthday

Aaron Zaitman

i Share your special day with someone in need and make your simcha memorable, indeed. To find out more call 1800 JEWISH (1800 539 474) today!

Photo Gallery



Engelisa Ratnovskaya and Iossif Ioudovitch at the Healthy Ageing Rosh Hashana party



Succot at Gary Smorgon House



Kim Factor School of Dance performing at Jewish Care's Mizvah Day



Zoe Bell lighting candles at The Manders Villas Chanukah party



Otto Lazar celebrating Chanukah with friend Jenny at the Munzer Residence



Anne Korman, Stella Waxman, Rochel and Yosya Bendetsky during Chanukah Working Bee at Jewish Care



David Southwick MP giving out prizes at the International Disability Day event



From left: Yosl Cylich and David Biller celebrating Tu B'Shvat at Jewish Care



Montefiore residents celebrate Australia Day



Monte resident Jane Lothringer enjoying a make-over session at Chadstone



From left: Montefiore residents Bella Kriechman, Liubov Soukhomlinova and Mindla Horowitz



A picnic at Packer Park enjoyed by a group of Montefiore residents

For more photos, visit our Facebook page at facebook.com/jewishcarevictoria. To watch our latest videos, visit the 'News and Media' page at www.jewishcare.org.au

