

MY Connection

Issue 1 Spring 2018/Elul 5778

YOUR
COMMUNITY
THANKS
YOU

Our Community
Comes Together



Bill Appleby, CEO

The recently concluded 2017/18 financial year has been an eventful one. In response to a shift to a contestable market for both aged and disability services, coupled with extreme fiscal constraints specifically in funding for the elderly, Jewish Care has undertaken significant organisational change.

Despite these challenging circumstances, for nearly 6,000 individuals and their families, thankfully our community has remained generous. Through your compassion and our prudent resource management, together we have been able to provide the breadth of support and services to meet the needs of our community.

Mike Debinski,
President

Our Annual Appeal helps to fund vital services for our community which would otherwise be extremely limited. We are grateful to the thousands of supporters who generously donated and gave their time to raise over \$3.5 million! Your willingness to stand by us will only strengthen our efforts to build and support a healthy, resilient and inclusive Jewish community.

Work on our capital developments continues with much excitement. Construction of the 9 storey state-of-the-art Hannah & Daryl Cohen Family Building is well underway. The selection of builders for the construction of a new 120-bed senior aged care facility in Carnegie and the Anne & Eric Smorgon Active Living Centre in Caulfield is almost complete with both projects aiming to start later this year. Additionally, our Community Housing in East St Kilda looks beautifully refreshed following the recent refurbishments. We are truly appreciative of the community's confidence in financially supporting the progress of our once-in-a-generation redevelopment. Nevertheless, some of the projects remain unfunded, and we need your support to ensure their success.

Recently, we launched our new 3-year strategic plan, 'Transforming for Our Future'. It's an exciting and ambitious plan to capture the opportunities afforded through the current social policy changes. We have also taken the opportunity to update our organisational values to 'Respect, Community, Inclusion and Social Responsibility,' underpinned by Jewish values to reflect the changes in our organisation and remain relevant to our community. Tying in with one of our new values – Inclusion, is the Rainbow Tick accreditation program that Jewish Care has committed to achieving over the next 12 months. This will reinforce our commitment to offering a safe and welcoming environment for members of LGBTI+ communities.

In the months ahead, our focus continues to be on opportunities and challenges as we continue our journey of transformation. We are investing in much needed infrastructure that ensures excellent support and enhanced lifestyles, provides opportunities for growth, and supports people in our community to overcome challenging life situations. Your willingness to help our community makes all the difference, so thank you for your continuing support of Jewish Care.

As we welcome and celebrate another Rosh Hashana, it is always an important time to look back, reflect on what has been and contemplate the future we want to create together.

We wish you and your family Shana Tova for a year ahead filled with hope, peace and joy.

Bill Appleby

Mike Debinski

Big thanks to Rabbi Kohn for his excellent Shavuot performance. We also express our gratitude to all kitchen staff for their delicious food and decorations; the tables looked so nice. There were so many assortments, we couldn't believe our eyes. We, together with other Elders at Monte, would also like to thank all other staff members who were involved in serving us food for two days, Elena, Raisa and nurses for making us happy with your activities and Rachel for decorating the facility and making it an active occasion.

~Bella, Luba and Mila – Elders at Montefiore

I am so glad to note that every time I visit my mum at Smorgon Family Nursing Home, I appreciate the good job staff are doing despite the challenges they face. My mother and all of the residents are very fortunate to have such caring staff. Thank you so much and continue with your good work. Wishing you all the best!

~ Henry Schreiber



Share your feedback about our services by emailing yoursay@jewishcare.org.au

Save the Date

DON'T FORGET!

Our Annual General Meeting is on:
THURSDAY 15 NOVEMBER 2018
at Monash University Caulfield Campus
6:00pm to 8:00pm

Please register your attendance online at jewishcare.org.au/agm2018

Front cover:

Yonatan Andelman
(right), guest
speaker at the
2018 Annual
Dinner with
Anton Grodeck,
Yonatan's Young
Achievers
Program mentor

Remarkable Generosity as Annual Appeal Tops \$3.5 Million

For the first time, Jewish Care's Annual Appeal topped \$3.5 million in donations.

To everyone who participated in this year's Annual Appeal, we extend a sincere and heartfelt THANK YOU! Due to your kindness and generosity we can continue to support individuals and families in their pursuit of living a healthy, resilient and inclusive life.

Funds raised from the Annual Appeal enables Jewish Care to improve the lives of the community by providing a range of vital social services and programs including housing, employment, counselling, financial support, parenting support and more.

Mark Joel, General Manager Community thanked donors for their remarkable generosity. "This is truly something to celebrate because it represents our community's belief in Jewish Care."

"This outcome confirms the strength of the Jewish community and their willingness to help those who are in need to live a more deserving and meaningful life," he said.

Jewish Care's Annual Appeal involves a range of activities including direct mail, newsletters, major donor dinners, the Super Sunday telethon, an Annual Appeal Dinner and a social media campaign.

Speakers at the Annual Appeal Dinner also made a profound impact by sharing their personal experiences.

Guest speaker Yonatan Andelman, recounted how he got his life back on track having to cope with a disconnected community, his parents' separation and his father's incarceration, a family bankruptcy, losing his home and eventually suffering from anxiety and depression. It was with Jewish Care's assistance through the Young Achievers Program and Individual and Family Support Services that Yonatan and his family were able to make a fresh start in life.

Yonatan said, "Who knows where I would be today without the help of Jewish Care?"

Jewish Care threw me a lifeline and now I want to push on and continue to be part of our brilliant Jewish community."

Yonatan's speech was the highlight of the night and had an audience of more than 400 people in tears, who applauded and honoured him with a standing ovation. Keren Zelwer, a donor and volunteer delivered a personal and heartfelt address urging supporters to ensure Jewish Care is always here for the community.

She said, "It is our duty to invest in the security of vulnerable individuals in the community as well as the future of our loved ones, should we ever be presented with unexpected challenges. Let us take a brief moment to imagine a community in which Jewish Care and all of its facilities does not exist and let that be our impetus for ensuring that it does."



To make a donation, visit jewishcare.org.au/donate, call 1800 JEWISH (1800 539 474) or complete the coupon on the back page.



Harry Engel, an Elder from Gary Smorgon House plays the piano



The Annual Appeal Dinner Committee; Georgia Danos, Galit Ben David, Melissa Davis (Chair), Hilary Cohen and Miriam Farkas



From left: Mike Debinski, George Neuhauser, Steve Lowe and Uri Rosenberg



Over 400 Jewish Care supporters and donors watch the campaign video



Keren Zelwer, donor and volunteer speaking at the Annual Dinner



Friends of Montefiore Committee



Over 250 guests in attendance at the Leonda by the Yarra



The luscious vertical garden at Gary Smorgon House



From left: Rita Panahi, Jeannie Pratt AC and Delysia Payoff OAM

35 Years of Friendship

Friends of Montefiore has been supporting Jewish Care's aged care and general services for 35 years, while also providing a great opportunity to meet friends and hear from thought provoking guest speakers.

Rita Panahi, this year's guest speaker shared her personal story of fleeing Iran for Australia in 1984 and giving life another chance. She is today an accomplished journalist, media personality and columnist.

Donations raised from the brunch will go towards a new Wellness Centre to be built in the new Anne and Eric Smorgon Active Living Centre in Caulfield.

The Anne & Eric Smorgon Active Living Centre will be built adjacent to Gary Smorgon House, and connect communities through a range of social and recreational activities, cultural and spiritual services and therapies aimed at enhancing health, wellbeing and independence.

Earlier this year, a new vertical garden was installed at Gary

Smorgon House with funds raised from the 2017 Friends of Montefiore Brunch.

The bare rendered walls in the Level 1 courtyard are now filled with a range of colourful plants including Ferns, Heuchera, Bridal Veil, Frosty Top, Little Con, Moonbay Nandina, Purple Heart, Golden Mound and herbs that can contribute to meals.

The plants were selected in consultation with a horticulturalist for compatibility and orientation in the area, maximising the health and longevity of each wall. A fully automated irrigated system was also fitted in for daily maintenance of the gardens in the courtyard.

As observed, the project has become an engaging experience for our Elders as they walk past the courtyard, feeling and sensing the fresh herbs and live plants.

Christine Smith, facility manager described the success of the vertical gardens as a multi-faceted project that has provided mental, physical and therapeutic benefits for Elders.

Portraits of Survival

Elders of Montefiore Homes including many veterans of the 'Second World War' were visited by the wonderful team from Subbotnik on Victory Day, May 9.

Ksenia Belova Photography took a series of captivating black and white portraits of each Elder who were later gifted with a framed photo of themselves. They were extremely happy to see their beautiful portraits and held them with pride while reminiscing about the past.

Ksenia said "It was one of the most beautiful experiences I've had in my photographic career. Hearing all the heartbreaking and courageous stories from the survivors of the Second World War was simply unbelievable and extremely touching. Their eyes said it all."



View all the photos on our Facebook page at bit.ly/2OBv3zW



Sofia Patent



Petro Kravchenko

Thank You Bank of Melbourne!

We warmly thank Sabrina Papailiou, Branch Manager and staff of Bank of Melbourne, Elsternwick for selecting Jewish Care as their charity of the month.

"It was indeed delightful to be invited to morning tea at the branch and receive a donation towards our 2018 Annual Appeal," says Lauren Woolf, Fundraising Manager.

"The reason we have chosen Jewish Care is that you are a local group, who values the importance of respect, integrity, community and ethical behaviour, which are all very important to our organisation," said Sabrina.



Branch Manager Sabrina Papailiou (left) with Lauren Woolf

Mentors Needed

Jewish Care's Youth Mentoring Programs support young people to enhance connection to education and employment by encouraging, supporting and guiding them to reach their true potential.

Both the Young Achievers Program and Youth Aspire, are driven by mentors who are committed to supporting and helping young members of the community become more confident and connect with the Jewish community.

Being a mentor and role model is extremely rewarding.

If you feel you can help our young adults by giving of your time, knowledge, friendship and guidance and you are between 22-25 years, this is your opportunity to be part of our Youth Mentoring Programs.



Please contact the YAP Coordinator Lana Block on 8517 5626 or email at yap@jewishcare.org.au for more information.



Mike Debinski (left) and Assoc Prof Leslie Reti AM

Rewarding a Lifetime of Service

Associate Professor Leslie Reti AM was one amongst 35 Jewish Australians to receive Queen's Birthday honours this year. Leslie was honoured for his significant service to medicine in the field of gynaecology and women's health as a clinician and educator, and to the community.

Leslie became a member of the Jewish Care Board in 2004, and served from 2009 to 2013 as Chair of the Quality, Service and Review Committee. He was appointed a Life Governor of Jewish Care in 2016 for his extraordinary contribution to the Jewish community.

Through his leadership, guidance and focus on continuous improvement, he was able to assist Jewish Care with significant developments in the area of clinical governance, risk management and the overall quality of services.

The repositioning of our residential product offering; the new and innovative Coppel & Piekarski Family Disability Respite Centre; the establishment of the Jewish Care Front Door and Service Coordination programs; and our commitment to a social housing service response are further examples of his outstanding work during this period.

Building Healthy Communities

Jewish Care recognises that building a healthy and resilient community requires not only the provision of direct services, but also the delivery of education activities that promote awareness of health and social issues that affect our community and our capacity to respond to them.

The newly-formed Healthy Communities team – which brings together our mental health promotion, family violence awareness and financial literacy initiatives – has hit the ground running with a range of activities to support the health and wellbeing of the Victorian Jewish community.

Parenting Forums continue to be extremely popular; 2018 thus far has seen sessions on Strengths-Based Parenting and The Difference Dads Make, as well as Dr Michael Carr-Gregg's forum on Raising Adolescent Boys. Recently we also launched our new youth Mental Health First Aid (MHFA) offering with accredited training for madrichim (youth leaders) from a range of youth movements, and earlier this year distributed our latest postcards for Pesach campaign.

The family violence awareness initiative has continued to provide high-quality education sessions to a variety of audiences including the Rabbinical Council of Victoria and Victoria Police. We have also hosted a range of training workshops for professionals in our community, including Understanding Technology-Facilitated Abuse and Recognise and Respond to Elder Abuse.

Our financial literacy offering continues to deliver popular forums on a range of topics such as Estate Planning and Preparing for Retirement. In August we also launched a new Money Minded workshop for community members.

i For more information on the Healthy Communities program, or to enquire about training for your group or organisation, contact cbarrett@jewishcare.org.au



Bnei Akiva Youth MHFA participants at The Manders Villas

Food Security and Helping Those in Need

Six percent of Gen 17 respondents reported that they had skipped a meal, eaten less or gone without in order to make ends meet or as a result of food scarcity. This figure rises to 14% for strictly Orthodox respondents.

Food security is a complex issue that necessitates a collaborative response, and over the years Jewish Care's service response has evolved accordingly.

Marilyn Kraner, Manager of Individual and Family Services says, "Historically the response to food insecurity has primarily been focused on emergency relief or one-off requests where the person or family may phone seeking a food voucher or financial aid. But today, we are able to tailor a more responsive and individualised approach to meeting the food security needs of individuals and families based on their circumstances; situational, complex or chronic."

Jewish Care's response represents a continuum of care, not only of crisis assistance or relief but a whole range of options to promote the stable and secure provision of appropriate food.

Food options cater to individuals who come to appointments hungry, to families with multiple or complex needs and people living alone who have lost confidence in their ability to plan and prepare meals.

Our food pantry provides immediate relief by way of snacks and easily prepared food to take home. We work together with schools and where required, fund student lunches through school canteens as well as provide a regular fruit and vegetable box for families with complex needs. Pre-prepared meals are also offered to families for longer periods of time depending on their conditions or link with a volunteer 'cook coach' to build up their skills. There are even solutions for



those whose food needs are only obvious during high holy days or over Shabbat.

Partnerships are a vital aspect of our food security response. By collaborating with a range of communal organisations, we can ensure they are supported to connect to a community-based pantry or meal service; access to Shabbat and Yom Tov packs from Our Village Kitchen; a collaborative response with Melbourne Hebrew Ladies' Benevolent Society; or urgent and ongoing food relief delivered through Pekelach.

"We are very clear that we don't want to replicate what other organisations are doing, but rather work together and in partnership to produce the best outcomes for our clients," said Marilyn. "Organisations like Pekelach make an enormous difference, especially when someone presents in crisis or with an urgent or complex need. Combining the food relief from Pekelach alongside the social work and other supports from Jewish Care offers an integrated and holistic response for an individual or family."

In Memory of Leonie Thompson

Jewish Care extends its sincere gratitude to the partners of Arnold Bloch Leibler (ABL) for their significant donation in memory of their late partner, Leonie Thompson, who passed away late last year.

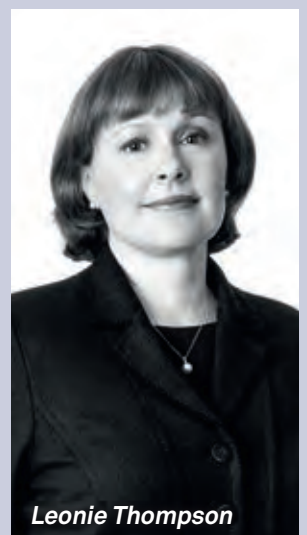
Their gift will have a major impact on helping others in our community and supporting the following programs at Jewish Care.

- Employment and Training
- Financial Counselling & Empower Interest Free Loans
- Housing Support; and
- Family Violence Advocacy

Leonie was an accomplished litigator and

a natural leader. Following her time as a lawyer with the Victorian Government Solicitor's Office, Leonie joined ABL in 1994 and was admitted to the partnership in 1998. She was directly responsible for transforming the firm's litigation practice into the powerhouse it is today. In recent years, Leonie championed a range of initiatives to support and encourage women lawyers in the firm.

Leonie was a person of the highest integrity and intellect, who also brought humour and compassion with her to work every day. She is profoundly missed by her fellow partners, associates and work colleagues.



Leonie Thompson



2018 Yesod participants from left (back row): Shana Reuben, Adam Davis, Fiona Grinwald, Monika Aronfeld, Justin Perelberg, Ben Simon, Ashley Moss, Shelley Kline, Amir Lefkovic, Shelley Blankfield, Yael Hersham and Rohan Appel

Engaging and Investing in Our NextGen Leaders

The Yesod Board Foundation Program focuses on up-skilling young professionals to take on leadership positions in the Jewish community, while at the same time leveraging their professional skills to further Jewish Care's objectives.

Following the success of the previous two programs, a team of 12 young professionals were welcomed by our Board and absorbed into their strategic working group committees earlier this year.

Yesod (Hebrew for 'foundations') is a 10-month program involving multiple components. The first component of the Program involves completing an in-depth induction into Jewish Care, which includes site visits to all facilities. The next component involves completing a Company Directors Course,

run in conjunction with the Australian Institute of Company Directors, which focuses on strategy and governance.

Monika Aronfeld, a participant in this year's Yesod Program said, "Participating in the program and becoming closely involved with Jewish Care has been fantastic. Developing a deeper understanding of the pivotal role played by Jewish Care in our community has been a truly humbling experience. I encourage those looking for a meaningful way to engage with our community to apply for next year's program."

The Yesod Board Leadership Program is generously sponsored by Kelly and Simon T. Morris Family and Szalmuk-Singer Family.



For more information about Yesod, contact the program coordinator - Jesse Kochen at yesodjc@gmail.com

Jewish Care Opts-in to National Redress Scheme

Jewish Care welcomed the Victorian Government's decision to join the National Redress Scheme and announced that we will fully participate in the scheme for people who experienced institutional child sexual abuse.

"Our decision is consistent with Jewish Care's long-held belief that victims of child sexual abuse should have access to reparation through structured redress schemes," said President, Mike Debinski.

The Scheme, which will run for 10 years beginning on 1 July

2018, is designed to acknowledge harm and provide support to those who experienced sexual abuse in an institutional setting. The needs of eligible victims will be determined on a case-by-case basis and may include access to psychological counselling, direct response from the organisation involved and/or a monetary payment to victims.

For non-government organisations, such as Jewish Care, opting-in to the Scheme is voluntary and without legal obligation.

Statement of Support for LGBTI+ communities



Jewish Care is working towards becoming the first culturally and linguistically diverse organisation in Australia to obtain the Rainbow Tick Accreditation. The tick recognises the commitment of an organisation to celebrating diversity and providing services for Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI+) communities.

The first step towards achieving the Rainbow Tick was the establishment of the Inclusive Practice Working Group under the auspices of the Jewish Care Board in early 2018. The group meets regularly to work on developing and

implementing inclusive practices that will benefit LGBTI+ members of our community.

The working group has also finalised a position statement, conducted a survey and is consulting with groups and the community to understand their experiences of our programs and explore gaps in our supports and services.

The Rainbow Tick will ensure LGBTI+ members walking through our front doors feel welcomed, understood and accommodated, and have equal access to services and supports, volunteering opportunities and employment.

In its latest endeavour, Jewish Care joined with Temple Beth Israel to host 10 other faith-based service providers to launch the Statement of Support for LGBTI+ communities on 30 August together with Family Safety Victoria and the Victorian Commissioner for Gender and Sexuality, Ro Allen.

Celebrating Mother's Day

Mother's Day is universally celebrated to honour the mother of the family, motherhood, maternal bonds, and the influence of mothers in society. It was wonderful to see mothers, daughters and grandchildren together celebrating this day at our facilities.

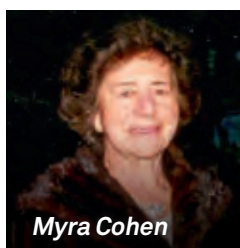
Elders at Montefiore Homes and Gary Smorgon were pleasantly surprised to have received special wrapped gifts from Dovid Cohen and Melody Curtis and their children.

This long-held tradition of gift giving was initiated by Myra Cohen in the 1950s when she was the President of the Melbourne Jewish Women's Guild. Her daughter, Natalie Kotzman and granddaughters, Melody Curtis and Michelle Wise, followed in her footsteps and continued to make lovely gift bags of lavender and soaps for the ladies, and socks and handkerchiefs for men on Mother's Day and Father's Day. Members of the Guild have also helped to distribute gifts to Elders in the past.

The tradition lives on in the hearts of Myra Cohen's family today, with her great-grandchildren taking the lead. Max, Ashley, Georgia, Wesley, Julian, Lyndon, Ally, Ora, Miriam, Ezra and Yossi deserve a special mention for extending this tradition to Gary Smorgon House.

Residents of The Manders Villas were also treated to a special evening of arts and craft leading up to Mother's Day. They spent an afternoon using their artistic abilities to create and colour a series of cards for special occasions including Mother's Day.

This activity was organised in partnership with Our Kitchen Table, a non-profit charity organisation that meets fortnightly



Myra Cohen



Jacquie Cowan (left) and Donna Bergman (right) with Debbie Mandel - a volunteer from Our Kitchen Table



Ezra, Ora, Miriam, Dovid and Yossi Cohen with Ester Krieger (3rd from left) at Monte

at The Manders Villas. They organise a range of activity pods to encourage individual initiatives, creativity and self-confidence.

Jewish Care thanks everyone including the Cohen family, Cabrini Pharmacy Malvern and Our Kitchen Table for their involvement and generosity on this special day.

Community Housing Refurbished

Forty five years since the original development, 36 units in Jewish Care's Community Housing in Fulton Street, East St Kilda were upgraded with new safety, security and energy efficient features. This forms part of our 'Growing. For Our Community' Capital Campaign. The refurbishment was planned in a staged approach, focusing on a few units at a time to ensure minimal disruption to our housing tenants.

The refurbishment was made possible thanks to a generous donation made by the Leo and Mink Fund.

Jewish Care spoke to two of Leo and Mina Fink's grandchildren, Deborah Golvan and Alex Freiberg, who were happy to share their sentiments on the refurbishment project.

Deborah explains, "We feel it is our duty to carry on our grandparents' project from over 40 years ago that is still benefiting the community. They taught us the value of volunteering and philanthropy. I have personally found that giving time and money to organisations that are doing important work has provided us with a sense of purpose and community involvement. Hopefully, these things are making the world a better place."

Alex went on to add, "All the things we do to stay ahead in current society are really quite selfish. Volunteering time and funds is a way to balance the moral compass."

They also appreciated the role Jewish Care plays in supporting the community. "Jewish Care programs touch everyone in the community, not just the elderly. The care they provide for the vulnerable in our community through services such as counselling and case management to those assisted with housing is outstanding. You can see the tangible results of their work", Alex said.

Leo Fink Court was built in 1973 with the presumption that institutionalisation should be avoided wherever possible and that elderly people should be assisted to remain independent and to live in their own homes for as long as possible, whilst providing on-site supportive care when required. Leo and Mina Fink were both catalysts for Jewish welfare and in particular, work involving the resettlement of refugees fleeing Nazi Europe and Holocaust survivors. They presided over some of the largest Jewish organisations in Australia including the Australian Jewish Welfare and Relief Society, Melbourne's Jewish Holocaust Centre and the National Council of Jewish Women raising funds for immigration programs and representing Australia at Jewish conferences.



From left: Alex Freiberg, Michael Fink, Deborah Golvan, Nathan Fink and Lily Tell



The newly refurbished units at East St Kilda - Lounge area



Bedroom



Kitchen fitted with new appliances

German Ambassador Visits Jewish Care

Jewish Care was pleased to host the German Ambassador to Australia, Dr Anna Prinz along with Anton Block, President Executive Council of Australian Jewry - ECAJ and Dr Madeleine Tress, Senior Policy Analyst, Claims Conference earlier this year. The forum proved critical in understanding the challenges faced by Holocaust survivors and our services to the Holocaust survivor community, largely funded by the German Government through the Claims Conference.

Ambassador Prinz noted the importance of our services helping people remain in their community and homes, and the broader work we do to educate our clients to remain connected and contribute to the diversity of the Victorian Jewish community.



(left to right) Mike Debinski, President, Jewish Care; Dr Anna Prinz, German Ambassador to Australia and Bill Appleby, CEO, Jewish Care

Update: Growing. For Our Community

Jewish Care embarked on a set of major building projects in 2014 with a projected investment of over \$200 million to build 6 projects within 10 years. So far, \$22.5 million has been raised towards a target of \$30 million for the six developments that will transform our facilities into centres of excellence for residential aged care, disability services and housing support services. Here is an update of the various milestones achieved so far.

2016

The Coppel & Piekarski Family Disability Respite Centre

The Centre was officially opened in March 2016 and is the only purpose-built disability respite centre for the Jewish community. A range of services including respite and group based supports are facilitated by the disability team to support social, recreational and skill development of clients.



2018

Fulton Street Community Housing:

36 units have been completely refurbished with new safety, security and energy features making it more attractive, comfortable and energy efficient for our clients.



2018

Anne and Eric Smorgon Active Living Centre

The Active Living Centre, an extension to Gary Smorgon House will provide a range of key services and supports to our Elders, and community focused services to seniors living in the local community. Selection of a preferred builder has commenced and construction is anticipated to commence by the end of the year.

2018

Carnegie Residential Aged Care facility:

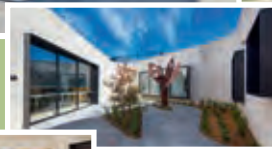
As negotiations with a preferred builder continue, the construction of the two-storey Senior Aged Care Precinct in Wahgoo Rd Carnegie is earmarked to commence in the last quarter of 2018.



2017

St Kilda Road (Stage 1) The Hannah & Daryl Cohen Family Building

The construction of The Hannah and Daryl Cohen Family Building is progressing well with concrete slabs being laid for the basement and ground level and work commencing on erecting external walls.



Postcards for Pesach

The latest instalment of our Postcards for Pesach campaign hit shelves earlier this year with a bright and engaging design to help combat mental health stigma. First launched in 2015, the Postcards campaign aims to build mental health literacy across the Victorian Jewish community.

i To order copies of the free cards, available in English, Russian and Hebrew for your group or organisation, please contact cbarrett@jewishcare.org.au



Building Confidence and Friendships

22 energetic young people attended the annual Young Achievers Program Camp held in beautiful Blairgowrie.

This year's camp included a raft of fun and challenging activities to foster more engagement among participants while enjoying kayaking in the Sorrento Bay, bike riding through Point Nepean National Park and working together in a team building session.

As one student said, "YAP camp was amazing! I got to meet new people, build on team skills and identify my strengths and weaknesses."



Young Achievers taking part in a group activity



Young Achievers have a go at kayaking at their recent two-day camp



Our Journey of Growth

Jewish Care recently launched a new Strategic Plan for 2018-2020, Transforming for Our Future. The evolutionary new plan sets out 15 strategic priorities to be realised throughout the next three years in continuing to transform Jewish Care from a provider of necessity, to a provider of choice.

As part of the extensive review process, we engaged members of our community, staff, volunteers, board members, subcommittee members and Yesod participants in revising our vision, values and branding to ensure they are reflective of and inform all that we do.

Throughout the coming months, you will begin to see our new tagline, 'Enriching Lives', and our revised organisational values of Respect (*derekh eretz*), Community (*kehilla*), Inclusion (*halachlala*) and Social Responsibility (*achrayoot chevratit*) on the communications you receive from Jewish Care.



To download a copy of the Strategic Plan visit our website at jewishcare.org.au/page/about/strategic-direction

43 Years of Service

When Jacinta Simons walked into Jewish Care over 40 years ago, she immediately knew she wanted to work there. Thankfully, she was hired into the housekeeping division of the Fink Family Wing in Ashwood and later became a personal care worker as she assumed more responsibility. This, she attributes to the kind stewardship of the Facility Manager and General Manager, who instilled confidence in her and supported her to undertake further study.

When Ashwood closed down in 2009, Jacinta moved to Gary Smorgon House and has been working there ever since.

She was once again encouraged to further her studies, and 14 years ago went on to become an Enrolled Nurse. Jacinta has specifically worked with Elders requiring memory support and has shown immense passion, competence and patience in caring for our Elders.

Throughout her 43 years at Jewish Care, Jacinta always believed she was where she belonged and grateful for the opportunity given to her.

Jewish Care was blessed to have Jacinta and appreciates her commitment to work and serving the community.



Jacinta Simons

Bequest Helps Children Pursue Their Dreams

Participation in the Under-12 Victorian Baseball Championships this past July was a dream come true for 11-year old Ethan (not his real name).

Thanks to the Anny Scheuer Scholarship Fund, Ethan is one of a number of youngsters from disadvantaged households who are pursuing ambitions which would have been otherwise unattainable. Funded via a bequest from the estate of the late Anny Scheuer OAM, the Scholarship supports deserving and talented young children to live their childhood to the fullest by enabling them to undertake specialist activities in sport, music or the arts.

Born in Vienna, Austria in 1920, Anny's

own childhood was overshadowed by her mother's illness and subsequent passing, leaving Anny to take on responsibilities beyond her years. Forced to flee Austria in the late 1930s, Anny finally settled in Melbourne in 1952 where she met her husband, Robert Scheuer. Together, they established a successful business, enabling Anny to pursue her many interests, including her love of travel.

Ever mindful of her own difficult beginnings, Anny's gift to Jewish Care is helping to create better lives for those less fortunate by enabling them to access opportunities which she herself would have liked to have had.



The late Anny Scheuer OAM





Aden Harris and Ari Small
– 5th Birthday



Jake Davis and Jake Majman
– 6th Birthday



Peter Joseph – 80th Birthday



Max Brott – Bar Mitzvah



Steven Ehrenreich – 60th Birthday



Toby Smorgon – Bar Mitzvah

Thank You!

We thank the following community members for sharing their special occasions with us:

Bar Mitzvah

Max Brott
Sam Greenberg
Benjamin Hofman
Nick Pike
Toby Smorgon
Lee Slade

Bat Mitzvah

Jasmine Filer

5th Birthday

Aden Harris
Ari Small

6th Birthday

Jake Davis
Jake Majman

40th Birthday

Adrienne Behr

60th Birthday

Steven Ehrenreich
Trevor Friedman

70th Birthday

Issy Lieberthal

80th Birthday

Barry Aarons
Peter Joseph
David Rose

90th Birthday

Osher Burd
Rosalind Mow

Birthday

Jo Besser



To share your simcha, please contact our Community Team on 8517 5786 or donations@jewishcare.org.au



“ I hope my children and grandchildren will continue our tradition of giving and helping people in need.”
Inge Ruben, Bequestor



Ensure a lasting legacy. Include a gift in your will to Jewish Care.

Please contact
Feygl Cylich (03) 8517 5602
fcylich@jewishcare.org.au

CIRCLE OF CARE

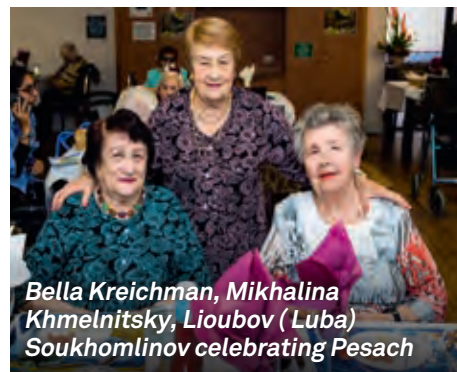
Photo Gallery



Raquel Schonker and Jess Gunn getting their smiles on at YAP Camp



Rabbi Joseph Nerenberg and Sav Schulman during Tisha B'Av at Gary Smorgon House



Bella Kreichman, Mikhalina Khmelnitsky, Liubov (Luba) Soukhomlinov celebrating Pesach



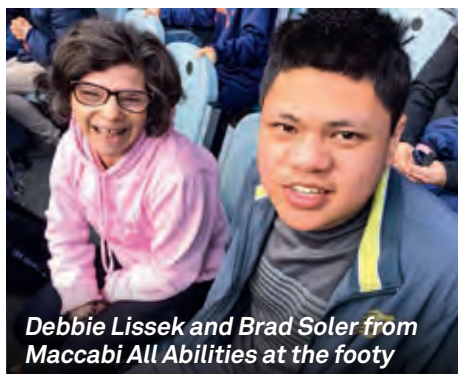
Tamara Zeltsman with volunteer, Debbie Kemeny on Volunteer Appreciation Day



Sadie Goldsmith at the Lag B'Omer event at Gary Smorgon House



Kayleigh Flaks, Jemma Kay and Josh Woolf at the Tzedakah Sunday Telethon



Debbie Lissek and Brad Soler from Maccabi All Abilities at the footy



Rose Loven admiring the fresh flowers donated by Liza and James Maddock from their wedding day



Enza Benincasa with John Taafe at his art exhibition at Smorgon Family Nursing Home



Barbara Rabinov and Pinkey Gupta during Tu B'Av at Monte



The JCCV Politicians Jewish Immersion Day visits Jewish Care during June



Like us on Facebook to see more photos of events and activities around Jewish Care – facebook.com/jewishcarevictoria

5 Minutes with Bill Appleby (Recipient of the 2018 Aged Care CEO of the Year Award)



1. How long have you been CEO of Jewish Care?

I have had the privilege of working at Jewish Care Victoria as CEO for over eight years. I have worked in the health and community service sectors for over 32 years now, originally as a Division 1 Registered Nurse, both in for-purpose and

for-profit organisations. I have been extremely fortunate along the way to have leaders invest in my development and give me opportunities to grow professionally.

2. Where did you start your career in aged care?

I joined Anglican Aged Care Services Group, now known as Benetas, initially in a People & Culture role in 2000 and quickly moved into operations where I became the Executive Manager of Client Services.

3. What does the CEO of the Year Award mean to you and your team at Jewish Care?

It was wonderful to see our transformative work being recognised through this Industry Award. Ultimately, this is a team award – you are only ever as good as the people you work with. At Jewish Care, everything we do is a team effort – our staff, volunteers, the Board, our donors and our community. We need everyone on the same page so that together, we can build and support a healthy, resilient and inclusive Jewish community.

4. What have been the significant changes you've seen in aged and community care during your leadership?

The change in policy landscape of aged care and disability are the two most significant changes that I've come across during my time at Jewish Care. This requires a whole-of-organisation transition, one that is underpinned by technology, workforce skills and mobilisation, marketing and sales; through to the delivery of products and services to remain relevant and competitive.

5. Following your recent appointment to lead Jewish Care till 2021, what are your plans for the next 3 years?

I am delighted to be able to continue to lead through this dynamic period to the end of 2021. We have crystallised our new 3-year strategic plan and are well underway with our once in a generation capital renewal program, as we deliver assets that respond to new innovative models of support. It's a critical time in the history of this organisation and my focus is to deliver on our ambitious change agenda.

6. What is most rewarding about working for Jewish Care?

It has been a rewarding experience in many ways working for a multifaceted organisation like Jewish Care; a leading provider of aged care, disability and vital community services for the Jewish community. I am fortunate knowing that the organisation is well positioned today with an engaged Board, experienced professional leadership and workforce, and a supportive community to strengthen the Jewish community for years to come.

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Yes, I want to support the 2018 Rosh Hashana Appeal

Below are examples of how your gift can help towards making a real difference.

☐ **\$36** can help assist families at risk of homelessness with a safe, affordable and secure place to call home.

☐ **\$72** can help someone in crisis, including victims of domestic abuse, through counselling.

☐ **\$108** can help individuals finding themselves out of work and facing financial insecurity, to find paid and secure employment.

☐ **\$216** can help parents of children living with disability to recharge by providing a quality respite service.

OR

☐ my choice \$_____ (All donations over \$2 are tax deductible)

☐ Please find my cheque enclosed (made payable to Jewish Care)

OR Please debit my ☐ Visa ☐ MasterCard ☐ Amex

Card Number

Expiry Date Signature

Name on Card

Mobile DOB

Email

So that more of my dollar can go to those in need, I am happy to cover the Credit Card surcharge (optional) ☐ Amex 1.5% ☐ Visa/MasterCard 1%

☐ Yes, I would like to make monthly donations to Jewish Care.

I authorise my credit card to be debited
\$ _____ per month (minimum \$10)



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