

**AMERICAN FRIENDS OF ALYN HOSPITAL
BOARD OF DIRECTORS MEETING**
Tuesday March 16, 2021
New York, NY

ATTENDEES:

BOARD MEMBERS (Meeting was held via Zoom)

Joanne Blye
Dan Blumenthal
Minette Brown
Bryan Gartenberg
Paula Glazier
Victor Goldsmith
Harvey Grad
Maddie Grobler
Harman Grossman
Ed Joyce
Giorgio Kulp
Pam Lippitt
David Meron
Howard Weber

STAFF

Maayan Aviv
Deborah Rivel
Davida Popik

GUESTS

Mark Sherman
Zvi Ginosar

Joanne called the meeting to order at 4:03 PM. A quorum was present at all times.

President's Welcome

Joanne welcomed everyone to the meeting, especially Mark Sherman and Zvi Ginosar as it was late evening Israel time. She mentioned that since the December Board Meeting we had had several collaborative events, the Hanukkah candle lighting, and the Cocktails and Conversation, and said that we would be looking at more opportunities for global collaboration.

She then proceeded to give an update on the follow-up items from the December meeting:

- As agreed, a letter was sent to Stewart Senter, Alan Rosenzweig and Charles Dimson informing them of their Honorary Board Member status
- We were not approved for a grant from Truist. Joanne thanked Maddie for giving us the opportunity to apply.
- An Email was sent to Board Members explaining each of our Committees and the current Committee members and asking for volunteers. Joanne, Giorgio, Dan, Paula, Pam are now members of the Development Committee. Several people did apply for the Strategic Committee but Maayan, Zvi and Mark are still working on how that will be implemented

Joanne then brought up that there was some discussion at the Executive Board Meeting that the By-laws are a bit ambiguous on term limits for the Executive Board so Joanne and Ed will discuss offline.

She then thanked everyone for meeting their fiduciary responsibility in 2020 and reminded everyone to start thinking about 2021.

Joanne then asked Mark and Zvi to give an update on the Hospital. Zvi mentioned that a long-term patient, who had been at ALYN since 1988, Eitan Hazan, had died suddenly which was a shock to all. He then spoke about joint endeavors, specifically research grants, with other European countries.

Mark mentioned that this year's Heels of Love was very successful. There were 26 participants and \$88K has been raised so far. He mentioned that a journalist had participated in the ride too and promised to pass along a link to her blog.

Executive Director's Report

Maayan thanked everyone for their attendance and proceeded to go through the agenda items.

Financials

Maayan reported:

- January to March is usually the slowest time of the year but that this year we have already received the Woldenberg matching grant, which was increased since last year (from \$75K to \$125K) and transferred to Israel in its entirety.
- Howard is being helpful with estate follow-up and Mark will give an update on the Tankel/Zettler estate house sale offline.
- We had several instances of bank fraud on our account so additional ACH security measures have been put into place; since we took these measures there have been no additional breaches.

Joanne asked if with the new round of government stimulus can we apply for additional PPP loans? Maayan said that our M&T banker recommends that, since our previous loan was forgiven, and we now have fewer staff than in 2020, that we not apply. However, we might be able to apply through Paychex.

WOL: USA

Maayan then reported that, so far, we have 48 people signed up for the US version of WOL. We will have an advertisement in the NJ Standard and also an email blast is scheduled to go out. We need 117 riders to break even, however we do have sponsorships from Howard Reiter \$15K and Avery Stock \$5K. As per Giorgio's suggestion we have a discounted rate for the weekend of the ride at the Hyatt Hotel only 5 minutes from the start of the ride. Maayan also mentioned that there is a need for volunteers for the ride. So far Joanne and Deborah's father have volunteered.

Donor Recognition

How do we want to recognize our donors and should there be requirements on who gets recognized? We all agreed that recognition is not just for money donations, or amount of monies donated, but for support of ALYN in any fashion. For example:

- The Goldbaums (Marge recently passed away) will be recognized in our April addition of the Newsletter. Long time Board Members and supporters of ALYN, they are responsible with the Senters for the gazebo in the ALYN Hospital garden. In addition, a brick is being considered in their honor.
- A couple in their late 80's/90's in Detroit who have been longtime supporters of ALYN
- Phil Elkus from the Detroit area and his pushkes for ALYN

It will be left to each Board Member to decide which of their donors want to be recognized, in which fashion (brick, plaque, Newsletter) they should be recognized, and to provide a paragraph on how he/she has impacted ALYN.

Next Generation

How do we develop the Next Generation? Excellent ideas were submitted by all:

- When zooming with donors ask them to include their children/grandchildren
- Recognize children/grandchildren of donors in Newsletter, Bricks of Love
- Get a list of children who participated in Mitzvah of Love Bar and Bat Mitzvah projects and reach out to them
- Capitalize on gap-year participants, internship participants, Masa Israel programs, TAMID
- How do we reach medical students, Yeshiva students?

Other New Initiatives

- Maayan recommended that we participate in a Zoom call with the other Friends of ALYN organizations around the world: UK, The Netherlands, Italy etc, as it would be interesting to get exchange successful ideas. Everyone agreed.
- Giorgio's previous suggestion of setting up a virtual tour of the Hospital to send out to old and prospective donors has been agreed to. The Board was asked to respond to Maayan if anyone wants to work on this.
- Due to Wally Lehman, we now have been approved to receive monies back when buying kosher wine: <https://www.kosherwine.com/give-back>

- We have an opportunity to set up a Zoom benefit concert with David D'or as the headliner

New Relationships (David Meron)

David Meron was able to establish a relationship with Edgar Vesga, President and CEO of Philadelphia International Medicine (PIM) and Shirel Daniel, Manager of Global Outreach also at PIM. David mentioned that since Shirel, is now in Israel and has been vaccinated, she was able to take a tour of ALYN Hospital this past Monday and the visit was a huge success. ALYN is also going to be featured in PIM's newsletter. Joanne asked that the Board see this article and David promised to forward when it is published. Deborah mentioned that we now have a prototype of a PowerPoint presentation that was approved by Israel, that we can use for other organizations that want to understand what ALYN Hospital does. Maayan thanked Pam and Paula for their help on this and their suggestions to have a checklist of mandatory items to be included on everything that goes out under the ALYN umbrella.

David also mentioned that he has worked with Tal and contacted several diplomatic missions in Israel (David, previously had relationships with them while working in his diplomatic capacity) to see if any of their staff would be interested in participating in WOL.

Harvey mentioned that he has always had issues with ALYN brand recognition and asked if anything is being done at the Global level. Zvi responded and said that since ALYN is a niche Hospital, those in similar niche fields have heard about it, but it is our responsibility as a Friends organization to spread the brand locally. Pam suggested that we have a hidden page on ALYNUS for information (like the PowerPoint mentioned above) that we can all refer to when we speak or email information on ALYN so that we are providing a consistent message.

Development Director's Report

Deborah then reported on the collaboration between Solomon Schechter students and ALYN Hospital. The children had been tasked with 6 challenges that the children at ALYN are facing (how to tie a ponytail with one hand for example) and asked to provide prototypes. The first phase of this has completed and there was an article about this in the Jewish Standard. Deborah will send the link to all Board members. Deborah will also be meeting with the school administration to see how this can be used as a fundraising endeavor this year.

Cookbook: The cookbook link is completed and was just received that morning. Deborah will share and the Board can weigh in on how much to charge for the link. Pam suggested we offer three different amounts \$18, \$36, \$72 with different incentives for each level. We realize that once people receive it, they can do whatever they want with it.

She also mentioned that we have received some money from foundations as follows:

Grant Applications/Awards

- Jack Chester \$3K
- June Baumgartner Gelbart \$5K

- Dubowy Charitable Foundation (JCF) \$11K
- Awaiting Robert Russell (asked for \$11K)
- Awaiting WAEF \$1K
- Russell Berrie Foundation – will ask Eli Kazhdan to help make an introduction

Angel Venture Fair update – AVF featured ALYNnovation in their February newsletter with three different projects for which they are still looking for investment. We don't know if they have received any "bites" thus far, but given that it went to 10,000 recipients, it is excellent exposure. Deborah will send the article to the Board.

OPEN DISCUSSION

To keep our donor community involved Maayan asked if Board members would call 3-5 of our larger donors on a quarterly basis to keep them apprised of ALYN etc. All Board members would be given scripts to follow for each quarter and pertinent information on the donors that they would be responsible for calling. A vote was taken and it was unanimous.

Ed asked if we are going to discuss the video. He said he had just watched it and found it very powerful and thought that it embodied the diversity of the Hospital that has always impressed him. Discussion then ensued on how to best promote it. Consensus was that if it is being sent to current donors, they already know about ALYN and it needs no introduction, but for a new audience we need an introduction and then a 'call to action'. Pam said she can send some examples of that. She also asked if we had looked at free ads from Google and Maayan said that she and Davida had looked previously but needed to take another look. Maayan said that we would be involved in a Lead Generation Facebook campaign at the end of the month and she will investigate incorporating the video into this campaign. In addition, Ed said we should consider embedding it in our Newsletter.

Pam then asked if we have any ALYNnovation projects that need funding as she might be able to attract investors for this. Zvi said that this is not the model they are following so Zvi and Pam will discuss this further offline.

Meeting Follow-ups

- Joanne and Ed to discuss rephrasing By-law term limits for Executive Board members as it is now ambiguous
- Mark and Maayan to discuss the status of the house sale offline.
- Maayan to speak to Bob Vogel to see if any celebrity would be interested in performing a Zoom call
- Maayan to investigate possibility of doing a survey during a ZOOM call
- Maayan and Davida to investigate free ad time from Google
- Maayan to investigate incorporating our video into our Lead Generation Facebook campaign

- Deborah to resend link to cookbook, Solomon Schechter article and Angel Venture Fair article
- Maayan to set up a hidden page on ALYNUS website for Board Members use only, that would include information that should be used in all discussions/correspondence with donors so we are all speaking in one voice.
- Maayan to set up Global Friends of ALYN call.
- Board members to respond to Maayan if they want to work on virtual tour of the Hospital
- David/Deborah to forward PIM's newsletter with ALYN information when it is published
- Pam and Zvi to discuss ALYNnovation investments offline
- Maayayn to send email notification of any passing of former board members/longtime ALYN supporters
- Pam to send suggestions on 'call to action' for the video
- Deborah to speak to Eli Kazhdan about getting us an introduction to Russell Berrie Foundation
- Deborah to get a list of previous Bar/Bat Miztvah Wheels of Love participants
- Joanne to work on Script for Board Members to use in their quarterly outreach to donors
- Maayan to consider embedding the video in our April Newsletter

President's Closing Remarks

Joanne remarked that the meeting was longer than the previous ones but that was because there are a lot of things going on and we therefore had a lot to cover; she thanked everyone for their patience and participation. She also mentioned that there is a possibility that we will be able to meet in person in June; we will know more in May so that people can plan their trips if they want to fly in from elsewhere. If not June, then definitely by September.

She then wished everyone a Chag Sameach.

The meeting was adjourned at 5:40 PM.