

AMERICAN FRIENDS OF ALYN HOSPITAL  
BOARD OF DIRECTORS MEETING

Tuesday June 8, 2021  
New York, NY

**ATTENDEES:**

**BOARD MEMBERS (Meeting was held via Zoom)**

Joanne Blye (in the office)  
Bryan Gartenberg  
Paula Glazier  
Victor Goldsmith  
Maddie Grobler  
Ed Joyce  
Giorgio Kulp  
Wallace Lehman  
Pam Lippitt  
David Meron  
Howard Weber

**STAFF**

Maayan Aviv (in the office)  
Jaymie Kerr  
Davida Popik (in the office)  
Deborah Rivel (in the office)

**GUESTS**

Mark Sherman  
Zvi Ginosar

Joanne called the meeting to order at 4:02 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 she, Maayan, Deborah, and Davida were in the office and that the office is expected to be open for the October meeting. If anyone is planning to travel to NYC for the meeting they should let the office know as we will plan something to make the trip worthwhile. Board Members were then asked to accept the meeting minutes from the March meeting; agreement was unanimous.

She then asked Mark to give a Hospital update. Mark reported that on June 1<sup>st</sup> the wall separating the ventilated patients from the rest of the Hospital was taken down in a ceremony in which the children and Hospital staff participated. A video has been posted documenting this moment. The Hospital still requires masks but it is back in full operation. School will begin again in September. A donor has given money to construct a deck (near Aliza's kiosk). The ICU for babies (which will remain downstairs) will be expanded to accommodate 13 children from the present 9. He also mentioned that 2-3 children involved in the Mount Meron disaster are being treated at the Hospital. Pam asked what is the need i.e. what is the right number of beds for these children and Mark said that 13 should solve the need. He also mentioned that the בית חם location is expanding to 11.

Joanne then turned over the agenda to Maayan.

## Executive Director's Report

Maayan thanked everyone for their attendance and proceeded to go through the agenda items. She mentioned that she has hired Jaymie Kerr so fulltime office staff is back to 4. Jaymie was the logistics coordinator for the WOL USA ride. In addition, Lee, the son of Beth (of our Marketing team) will be a summer intern and will help with enhancing our social media presence.

## Financials

Maayan reported:

- We have transferred almost \$1M to Israel this year which is slightly behind last year at this time.
- The Marsha Slavitt estate sale has gone through and we are expecting the \$250K soon
- The Ruth Zager estate is in progress of being settled; we expect ~\$500K from that. Maayan recently spoke to Ruth's husband and he said he would be interested in donating more if the office would send him information via regular mail.

Pam asked if our expenses went up in April due to the WOL USA ride and Maayan said that was the reason for the anomaly. Pam suggested that going forward we highlight financial anomalies with asterisks.

### WOL: USA

Maayan then reported on the success of the WOL USA ride. With Ed Joyce's donation today, we have made over \$130K; expenses were approximately \$57K. Bryan asked how we capitalize on the momentum and Howard asked if this ride will be a prototype for more rides in the US? Maayan responded that we will be working over the next few months to see how we would run additional rides – do we bring on consultants, do we hire full time help in the office or other locations in the US?

Paula said Detroit might be a good location and asked if a 1-day ride is better than a 2 day ride? Maayan replied that the US ride was first considered as a 2-day ride but COVID restrictions made it not possible this time. Of course, for a 2-day ride the registration fees and minimum donation amounts would need to be raised so all this would need to be worked out; a lot of the new riders for this ride came from the Bike for Chai community who were unhappy with the minimum donation requirement of \$5K so this would need to be factored in too. Pam said she would be happy to discuss staff expenses and other items for additional rides. She also requested that Maayan forward the survey results and suggested that for future surveys we asked if riders travelled for this event and would they travel for future events.

Maddie volunteered to be the point person for a West Coast ride.

### WOL

Of the almost 80 North American riders who rolled their registration over from last year only 52 have confirmed for this year. The problem is that Israel has not completely opened their borders. Travelers, unless they are in a group, are still mandated to quarantine for 14 days even if they have been vaccinated. Giorgio commented that the reason is that the US does not have a country-wide electronic vaccination ID card. Discussion then ensued as to how we support WOL 2021 if we cannot travel – do we remarket MyALYNRide? Can we twin US non-riders with Israeli riders so that they get a daily update/experience? Howard asked if the fundraising page is active and Maayan said it was.

### Other Initiatives

With respect to the previous meetings with Mauritz and Philadelphia International Medicine (PIM), an MOU (Memo of Understanding) is being prepared.

### Development Director's Report

Deborah reported on the successful collaboration between Solomon Schechter students and Alyn Hospital; the closing ceremony was about a week ago. The kids were very engaged and from an educational perspective this was a great initiative. We had hoped to raise money from the parents but were hampered by the fact that all contact with the parents was via ZOOM; in other times we would have had face to face contact with the parents at the kickoff and closing ceremony. However, due to the publicity from this event, Ramaz Elementary School in NYC reached out to us and would like to set up a program next year. In initial discussions it was

understood that we will be setting a minimum fund-raising goal for this endeavor.

Cookbook: The cookbook link was sent out but only one person purchased it. She plans to send another link over the summer. Pam suggested that we use Lee to send out some posts re recipes in the cookbook to garner interest.

We now have 27 pavers installed in the Bricks of Love Garden and are going to start a new campaign with a different donor base.

Re donor outreach, as agreed at the March Board Meeting, all Board Members will receive 2 donors (with all their relevant donor information) to make a first contact call with. There is now a hidden AFAH page with a suggested format for these calls, and all information on the Hospital so that Board Members have all the facts needed. Pam volunteered to contact 5 donors.

Deborah also suggested that each Board Member try to make an introduction to one new foundation this year. She herself just found out that she has a personal connection with a donor who is connected to one of the Trustees at the Helmsley Foundation and has discussed the outreach with Brenda.

#### Grant Applications/Awards

- \$1k from Women's Empowerment; this seems like a small amount but it is 12% of the amount that this foundation was giving out.

#### Meeting Follow-ups

- Maayan to send survey results to Pam
- Lee to post recipes on social media to generate interest in the Cookbook
- Maayan to have a discussion with Pam re support and expenses for additional US rides

#### President's Closing Remarks

The meeting was adjourned at 5:00 PM.