

AMERICAN FRIENDS OF ALYN HOSPITAL
BOARD OF DIRECTORS MEETING

October 5, 2021
New York, NY

ATTENDEES:

BOARD MEMBERS (Meeting was held via Zoom)

Joanne Blye (in the office)
Minette Brown
Bryan Gartenberg
Paula Glazier
Harman Grossman
Ed Joyce
Giorgio Kulp
Pam Lippitt
David Meron
Howard Weber

STAFF

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

GUESTS

Mark Sherman

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. Board Members were then asked to accept the meeting minutes from the June meeting; agreement was unanimous. Joanne then brought up the topic of the Board sponsoring a brick for the 'Bricks of Love' project at ALYN Hospital. The proposal is that every Board member will donate \$100 for this brick; all monies donated to this effort will be new money – not money already raised for WOL or any other project. This was put to a vote and it passed unanimously.

She then asked Mark to give an update from Israel. Mark mentioned that Dr. Eliezer Be'eri, Director of Respiratory Rehabilitation Department, had a serious heart attack several months ago but has pulled through and is expected back at the Hospital soon. He also mentioned that the connection that David Meron had made between ALYN Hospital and Philadelphia Institute of Medicine (PIM) has led to a Memo of Understanding (MOU) between the two organizations. In addition, David mentioned that he has created a strong connection between NACHAM Africa (Burundi) and ALYN Hospital. Mark also mentioned, although it is not yet public knowledge, that a large foundation in the US has signed a 3 year grant to help set up a research center at the Hospital. This US foundation had wanted to deal directly with Israel however Mark thanked Deborah and Maayan for establishing the contacts and connecting the foundation with the Hospital.

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

WOL: Maryland Chesapeake Bay

Maayan reported that registration for the Maryland Chesapeake ride has been disappointing; at the moment we only have 44 riders but there are some possible riders who might need more persuasion. She thinks that the fact that we tried to put the ride together in only 5 weeks with so much of September being religious holidays made it much harder to recruit riders. In discussions with the Marketing team, it has been decided that we are also now going to allow riders in the Maryland area who only want to ride for 1 or 2 days.

Paula asked what the breakeven point is? Maayan said that the cost of the ride (marketing, routes, meals, hotels, SAG support) is \$150K but the breakeven point is hard to determine as a lot of our riders would be raising money anyway (as they did last year for MyALYN). The benefit is in the publicity from the event and also to have continuity for our riders. Howard opined that we are also adding continuity for our sponsors. Maayan mentioned that we have had a lot of write-ups in both local and other Jewish media – she promised to send links to these articles after the meeting.

David suggested that we ensure that we are hitting the DC area with all our marketing and also suggested that we let the Israel Embassy and Consulates know as they too could publicize through their Public Affairs Officers. Pam said she used to have a contact at the Chicago Consulate General and could provide

Financials

Maayan reported:

- We have transferred over \$2M to Israel this year. It is unclear if we will exceed last year's transfers due to the fact that COVID was still a factor for WOL.

Development Director's Report

Jaymie said that after the WOL ride is over she will be concentrating on grants from foundations. She will be specifically looking at where we received grants before but have not received in awhile and see what we can do to resurrect these grants.

As Chanukkah is early this year (Sunday November 28th) we will be sending out a Chanukkah mailing and also a year-end mailing. In addition, we will be using a post card format to send out info on the Bricks of Love program. Pam suggested that we tie-in Giving Tuesday to our campaigns.

We will also be working with the Hospital to set up an equipment list of items that the Hospital needs so that donors can pick and choose based on how much they can give. Pam suggested that these not just be big ticket items as this list could appeal to smaller donors too.

Maayan mentioned that we are resurrecting our Mitzvah of Love project and that she has a friend whose daughter already raised \$2500 towards this. We do promote this on our website (donors receive a plaque at the Hospital on our Mitzvah of Love Wall) but Pam suggested it should be highlighted more prominently. Davida will investigate.

In 2022 we will also be concentrating on using a Wealth management tool from Blackbaud to target where we could be getting more money from. Joanne said that if our database has the information, we should also be targeting donors without children or perhaps widows/widowers as they could be open to leaving money to ALYN in their wills. In addition, this might help us target donors for Donor Assisted Funds (DAFs).

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. Deborah is in the process of updating the script for these calls with all our recent initiatives and will distribute the names to each Board member by the end of November for calls to be completed by end of the year. Pam volunteered to contact 5 donors.

Meeting Follow-ups

- Maayan to send information on all the media publicity for ALYN and the WOL Maryland ride to the Board
- Maayan to ensure publicity of ride in DC area
- Tie-in Giving Tuesday to our Bricks of Love or Chanukkah campaigns
Maayan/Davida to review placement of Mitzvah of Love on website
- Deborah to send donor names for Board member reach-out by end of November

President's Closing Remarks

The meeting was adjourned at 4:40 PM.