

**AMERICAN FRIENDS OF ALYN HOSPITAL
BOARD OF DIRECTORS MEETING**

March 15, 2021
New York, NY

ATTENDEES:

BOARD MEMBERS (Meeting was held via Zoom)

Dan Blumenthal
Joanne Blye
Minette Brown
Bryan Gartenberg
Paula Glazier
Victor Goldsmith
Maddie Grobler
Harman Grossman
Mark Halpern
Ed Joyce
Giorgio Kulp
Dr. Wallace Lehman
Pam Lippitt
David Meron
Howard Weber

STAFF

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

GUESTS

Maurit Beerl
Jonathan Freedman
Zvi Ginosar (absent)
Mark Sherman

Joanne called the meeting to order at 4:00 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 December meeting; agreement was unanimous.

She then welcomed Dr Maurit Beeri who joined the call to give an update on the Hospital. Maurit detailed how the hospital is back to full capacity. Maurit shared a Powerpoint, with illustrations, highlighting these plans.

- Everyone is now eating together in the dining room.
- The respiratory unit is being renovated and enlarged. During Covid it was thought that children on respirators, carriers of resistant bacteria, would be negatively impacted by Covid but that wasn't the case.
- 'Bayit Ham' is being closed as there are now places in Israel to care for these children long term.
- A new family leisure outdoor area is being built. This open-air deck will provide 'down time' for parents and children
- The entrance hallway is getting a facelift in late April, early May; the kiosk by the entrance is being removed
- A new feeding formula prep kitchen is being set up as the Minister of Health has mandated new standards for tube-fed children

Maurit also told a heartwarming story about a patient who was recently permitted, due to the Abraham Accords, to reunite with his father and meet his younger siblings,. David remarked that this is something that we should highlight and Maayan said that we will. Maurit was also asked as to what we are doing about the situation in Ukraine and her response was that we are in touch with hospitals there and ALYN is prepared to help patients once they arrive in Israel but to date there are no Ukranian patients at ALYN. Maurit will keep us updated.

Next order of business was to vote on Mark Halpern's addition to our Board of Directors. Joanne had previously sent out a short bio on Mark and now asked Mark to say a few words to the Board. Mark mentioned that, besides being Minette's brother, he is a Board Member of both the Woldenberg Family Foundation and Mount Sinai Medical Center in Miami Beach. Ed nominated Mark as a Board member and Paula seconded; the vote was unanimous.

Joanne then turned over the agenda to Maayan.

Executive Director's Report

Financial Report

Maayan mentioned that so far this year \$460K has been transferred to Israel; \$260K in March alone. The Tinkler/Zettler estate has been settled for \$150K.

Office Update

Jaymie Kerr has left the organization so we are looking for an experienced Director of Development. Board members were asked if they know of anyone who could fill this position.

WOL 2022 Update

The ride is now a 4-day ride and is planned for November 7-10. Only 31 US riders have signed up so far but everyone understands that riders are wary of signing up for this as it is unknown what the COVID situation will be in the fall – riders need more time to assess. There was a discussion on how inexpensive flights are to Israel now and that people should consider booking early if they plan to go. Maayan is putting plans into place for an alternate ride in the US so that if US riders can not travel to Israel in November AFAH won't be scrambling at the last minute (as we did in September 2021) to set up a US ride.

In addition, there are plans in place for a one-day ride on June 12th in the DC area. Information will go out on this ride in early April along with suggested hotels etc.

Heels of Love, in Israel, which Maayan participated in, was very successful: to date \$101K has been raised.

Development Director's Report

Passover mailing – Our Passover mailing will be sent the second week in April. This is the first time we will be using our Wealth Management tool for different appeals based on amounts donors have donated in the past. Our mailing will have QR codes which will take donors directly to a donation form. Jonathan asked if anyone has ever reached out to Silvan Adams (owner of Start-Up Nation team), a philanthropist originally from Montreal and it was suggested that Jonathan discuss with Tal.

Align with ALYN Zoom series – The first Zoom event, in our Align with ALYN series will be next Tuesday March 22 at 12:15. Maurit will be our guest speaker and she will be discussing how ALYN managed to still care for children during COVID. The Development Committee will meet to discuss schedules and guest speakers for the rest of the year. All Board members are encouraged to attend.

PELE hack-a-thon – Pele is holding a hack-a-thon on March 29th for women to get together and come up with solutions to help disabled teenagers.

Donor packet/Who We Are - With the help of our marketing team we have come up with a donor packet that we can disseminate which provides a view of who we are and what we do.

SSDS update – Schechter recently held a science fair and some of the items displayed were solutions for disabled children at ALYN: A Shoots and Ladder game that can be played by a blind child, a tricycle and a lunch tray.

Grant Applications - We have applied for grants from Covenant, Tech for Good, WAEF, and Robert Russell

Meeting Follow-ups

- Maayan to disseminate Maurit's presentation to Board Members
- Jonathan to discuss, with Tal, reaching out to Silvan Adams.

President's Closing Remarks

Joanne reiterated her welcome to Mark Halpern for joining the Board and closed the meeting
The meeting was adjourned at 5:00 PM.