

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

June 14, 2022  
New York, NY

**ATTENDEES:**

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

Dan Blumenthal  
Joanne Blye  
Minette Brown  
Bryan Gartenberg  
Paula Glazier  
Harvey Grad  
Harman Grossman  
Mark Halpern  
Ed Joyce  
Giorgio Kulp  
Dr. Wallace Lehman  
Pam Lippitt  
Howard Weber

**STAFF**

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

**GUESTS**

Maurit Beerl  
Zvi Ginosar  
Mark Sherman  
Jonathan Lupkin

Joanne called the meeting to order at 3:00 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 March meeting; agreement was unanimous.

## Hospital Update

Joanne then welcomed Dr Maurit Beerli who joined the call to give an update on the Hospital. Maurit detailed how the hospital is back to full capacity. The Ministry of Health (MOH) paid a visit to the Hospital and was given a tour. The Hospital was getting ready for an audit from the MOH, as one is scheduled every 4 years, but it was just postponed. Maurit also mentioned that the Hospital is trying to get additional help from the government.

The Bayit Cham unit is closing as there is now a facility that will care for these children long term, into adulthood; 5 patients are being transferred. Maurit was asked how we know that this facility will provide adequate care and she answered that the patient's doctors have met with the new staff to go over care requirements and in some cases medical equipment specific to the patient is being transferred with them. As the Respiratory Rehabilitation Department is being relocated, Deborah asked what will the freed-up space be used for and Maurit said a lot of things have been considered but no decision has been made yet. The new Respiratory Department has a 19-bed space (compared to 14 previously) for single-person rooms for patients who are drug-resistant and need to be isolated.

Zvi mentioned that when riders get to the Hospital for WOL 2022, they will be surprised at all the new areas since the last time the riders were allowed in during WOL 2019.

Maurit mentioned that the Hospital COO retired and Tal is now in that position. Mark mentioned that he is close to finding a replacement for Tal. The offer has been made and the expected start date is mid-July but the contract has not yet been signed.

## New Board Member Vote

Next order of business was to vote on the nomination of Jonathan Lupkin to our Board of Directors. Maayan had previously sent out a bio regarding Jonathan, and Joanne now asked Jonathan to say a few words to the Board. Jonathan mentioned that he has been an avid supporter of the WOL Rides and wants to continue his commitment to ALYN Hospital by being a member of the Board. Joanne nominated Jonathan to the Board, Bryan seconded the motion and the vote was unanimous.

## Board Survey

Joanne then mentioned that she had seen a Non-Profit Board Members survey that she thought could be tailored and sent out to our Board members to solicit their opinions: anonymously if that makes people more comfortable. With a show of hands everyone felt that this was a good idea. Pam suggested that it be sent out as a Google Form so people could answer easily on the form and submit. **Action:** Joanne to tailor the Board survey to a Google Form and send out

## Board Call-list Status

Back in November Deborah had compiled a list of 3 high profile donors for each Board member to contact.

It was not a call to action/an ask but rather a friendly call to see how our donors weathered the pandemic and to ensure they were getting the Newsletters etc. Several Board Members asked for it to be re-sent and Joanne said she would do so and hopes that Board members will provide status. **Action:** Joanne to re-send Board call-out list.

### **Next Generation Committee**

Last item on Joanne's agenda was to mention that we have two volunteers for the Next Generation Committee – Saul Shamash and Vanessa Chalem. The Committee will probably not convene until the end of the summer but Joanne discussed with Vanessa and Saul that they should be discussing ideas in their social circles to find out what would get younger people interested in ALYN.

Joanne then turned over the agenda to Maayan.

### **Executive Director's Report**

#### **Financial Report**

Maayan presented the financial report and asked if there were any questions. As of end of May we have transferred over \$1M to Israel.

She mentioned that because the stock market is not doing well, we have not been able to take money out of the endowment (for operating expenses) except for a \$57K withdrawal in January. Dan asked how much we have in the Endowment fund now and Joanne said probably about \$4.1M. Bryan mentioned that we are only allowed to withdraw funds when the amount is over \$4.85M. Maayan mentioned that we will be meeting with Wilmington Trust (the fund administrators) in June to see if we should reduce our investment exposure to stocks.

#### **WOL DC Ride Update**

Maayan then reported on the DC ride which took place the previous weekend. After a rain and thunderstorm delay the ride started 3 ½ hours later and was enjoyed by all. Unfortunately, about 18 people (mostly local) cancelled due to the delay. A full analysis will be done (a survey was submitted to all) but initial results are that we had a lot of new riders who were impressed with the staff; and the volunteers and the new riders felt very welcomed. Quite a few of the riders were in their 40's which is the demographic that we are trying to reach. Jonathan said that for the next ride perhaps, as the New York area has the largest concentration of our veteran riders we should go back to tri-state area again as our next local ride. Also, there was some discussion as to whether smaller local rides (like the Berkshires) might be the answer.

#### **Staff Update**

Maayan introduced Erica Skolnick who just started today, as the new Director of Development. Deborah will be helping Erica's transition into the role.

### WOL 2022 Update

The number of riders who have registered has been lower than previous years to date; only 87 riders so far. It is suspected that the US riders are waiting as there were ramifications the last two years due to COVID. Also, with Tal moving to his new position there has not been as much focus on registration as there normally would be during this period.

### Office Update

Our office lease ends at the end of the year – annual cost currently is about \$80K. Maayan was asked if the office can work remotely every day and responded that being in the office, even if only 2 or 3 days a week is beneficial. She is looking at a WeWork yearly subscription (\$8K) that would give us some office space and the ability to use conference rooms when needed. Both Jonathan Lupkin and Howard Weber said they both might be able to find office space in their locations. Both work downtown - 61 Broadway and 80 Broad respectively. **Action:** Maayan to follow up with both

### Development Report

#### Passover Mailing

We used a new company for our Passover mailing, at the same cost as the old company and raised \$41K which is considerably more than last year. Bryan asked if we know why the response was better. Maayan said that this mailing was simpler (a card rather than a full letter) and that on this there was a QR code which was a quick call to action.

#### Facebook AD Campaign

We scheduled a Facebook ad campaign twice: May 5-16 and then September 26-Oct 4. The campaign highlights the 'Children Don't Know' video. The campaign was specifically targeted to people not already in our donor community. So far, we have received 3 requests for newsletters. Pam asked if we add these people to our mailing lists and Davida said this was done automatically. Pam also asked if they are added to our Drip mailings with Black Baud and Maayan said she will follow-up. **Action:** Maayan to pursue drip campaigns

#### Align with ALYN Zoom series

The third Zoom event, in our Align with ALYN series is scheduled for June 28 at 12:15pm. The speaker will be Arie Melamed-Yekel who manages the ALYNnovation hub for research, development and commercialization of pediatric rehabilitation and assistive technologies. He also manages the ALYN PARC, the Helmsley Pediatric Rehabilitation Research Center.

### **SSDS update**

Deborah and Maayan were at ALYN Hospital in May when the Schechter school children came to visit the hospital. The school engagement/outreach is still in a pilot phase. A report of the progress of the pilot with suggestions for improvements is being formulated.

### **Grant Applications**

Deborah noted we were not approved for the Covenant Foundation grant. Pam mentioned she has a contact and we should reach out to her next time we apply.

### **Meeting Follow-ups**

- Joanne to send out a Google Form of a Board survey
- Maayan to follow up with both Jonathan Lupkin and Howard Weber for office space
- Joanne to resend Board call lists to all Board members to remind them and get updates
- Maayan to pursue Drip campaigns with Blackbaud
- Ensure Pam is consulted for Covenant Foundation grants

### **President's Closing Remarks**

Deborah said her farewells to the Committee but said she will still be in the ALYN family going forward. Maayan and the Board wished Deborah well in her future endeavors.

Joanne reiterated her welcome to Jonathan Lupkin for joining the Board and closed the meeting. The meeting was adjourned at 4:15 PM.