

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

Sept 17, 2024
New York, NY

ATTENDEES:

BOARD MEMBERS

Dan Blumenthal
Joanne Blye
Minette Brown
Bryan Gartenberg
Paula Glazier
Victor Goldstein
Harvey Grad
Mark Halpern
Giorgio Kulp
Pam Lippitt
Ed Joyce
Jonathan Lupkin
David Weisman

STAFF

Alex Baum
Davida Popik
Deborah Rivel
Adam Schwartz

GUESTS

Maurit Beerl
Zvi Ginosar
Naomi Liberman
Mark Sherman

President's Welcome

Paula called the meeting to order at 3:07 PM. A quorum was always present.

Paula welcomed everyone to the meeting. She then referred everyone to the consent agenda to get approval on the following documents: all documents were submitted via the portal.

- Minutes of June Board Meeting
- Fundraising Results 2019-2024
- Status Update
- Financials through July 31

- Budget to Actual
- Balance Sheet
- Profit and Loss

Joanne made a motion to approve the consent agenda, Pam seconded, and approval was unanimous. Pam commented that the number of donations has increased and so has the amount per donation.

Paula then turned the meeting over to Adam. Adam introduced Alex Bauman who is the new Development Associate in the AFAH office. Alex has a background in Jewish history and philanthropy having worked at the Met Council, Club Z and Yeshiva University.

Hospital Update

Maurit then presented a PowerPoint update on ALYN Hospital. She first mentioned two success stories of Rachel and Noam – 2 children who persevered through severe illness and traumatic accident (respectively) to be able to move on with their lives. The next slides focused on pictures of the major renovations of the entrance and corridor that are currently underway at ALYN. Finally, she mentioned that she was pleased and honored to have been given an Honorary Doctorate from the Open University.

David asked for more details on the architect plans and asked if the plans are in any other languages and Maurit responded that he should speak to Naomi offline as she has been involved in all the renovation plans.

Endowment Fund

Adam then said that he was seeking agreement from the Board to have Wilmington Trust automatically sweep any gains above the \$4.85M threshold (minimum \$1k) in our restricted account to the cash portion in our unrestricted account. The Committee approved this unanimously. Adam said that this would take effect as early as tomorrow.

Adam said that the money in the unrestricted account will be reviewed periodically (once or twice a year) to determine if money is needed for the budget, sending to Israel, or remain for future growth.

Governance Committee

Adam turned over the meeting to Pam to give an update on the work of the Governance Committee. This is a new committee (Pam, Minette, Ed and Howard) that has been tasked with reviewing the Bylaws to make them more consistent and not open to interpretation. In some cases, things will be moved to policies so as not to have to update the Bylaws for every change.

Development Committee

David Weisman was then asked to give an update on the Development Committee. Initiatives that are being discussed:

- Development Committee is creating a new theme for AFAH to celebrate 90 years since the establishment of AFAH (American Friends of ALYN Hospital) in 1934; the Hospital was founded in 1932. This theme is in our Rosh Hashanah appeal. Looking to use the theme as a logo for throughout the end of 2024 and into 2025.
- Israel Friends of ALYN created a handout called “ALYN-Case for Covering the Shortfall” to help make the case for raising money needed due to the shortfall. The Committee is looking at ways to use this in conjunction with our newly developed case for giving.
- Re Foundation outreach the focus has primarily been on maintaining support from those foundations who have given to us in the past. The Committee is developing plans to identify foundations who might be interested in our work, since many foundations do not accept uninvited grant requests.
- Re Engagement in Empathy program there are at least four schools who will participate in the coming year.

David also mentioned that he and Adam would be attending next weeks' (September 19-21) IAC (Israeli American Council) national summit in Washington DC. Among workshops with themes relevant to AFAH are:

- Israeli Health – Innovations in Rehabilitation
- Philanthropists on the Front Line
- Branding Israel and Reframing the Zionist narrative

WOL Update

Discussion ensued as to how difficult it is to travel to Israel for the ride this year as only El Al is traveling direct – other airlines are only offering flights from Europe – and how expensive it is now. Victor commented that it is particularly expensive from Mexico so some of his team will not be making the trip this year.

Adam mentioned that we have tools to help people fundraise. There is a mailing that will be going out explaining ‘Why We Ride’ and Yarden has been sending video links (less than one minute each) of patients who have been treated at the Hospital. It was also suggested that there be a video daily during the ride so that people who are not going can fundraise off the ride. Giorgio requested that someone curate a list of all links and media in one place to make it easier for folks to use for fundraising.

Other Business

Joanne asked if we would be doing anything for the October 7 anniversary and Deborah said that she and Chava are discussing that.

President’s Closing Remarks

Paula then thanked everyone for their participation in this meeting and their continued support.

Meeting Follow-ups

- Adam to curate a list of links to media to help people fundraise for WOL 2024.
- Staff will be making sure that material is available through social media and our website every day of the ride especially for those who are not able to attend this year.
- Adam to send instructions to Wilmington Trust as per the Committee's agreement on automatic sweeps of additional money from the endowment fund.

Meeting was adjourned at 4:30PM

FUNDRAISING