



Keren Malki: A Letter to Our Friends

An Update from the Malki Foundation, Jerusalem ■ July 2008

Opening words

Liat Behr

Helen Keller once said, “*One can never consent to creep when one feels an impulse to soar.*” These are words that inspire us at Keren Malki. Our assumption has always been that each and every special-needs child has that impulse; each child wants to reach his or her full potential, but can only do so if given the proper resources.

Though not all severely disabled children can verbalize or display that impulse, it is deeply rooted within them, inspired by their family. Caring parents and siblings are those who help spur the children to maximize their potential. Our goal to empower parents stems from the firm belief that special-needs children are better motivated and better equipped to grow when kept in the embrace of their families.



Liat Behr is Keren Malki's executive director

One parent's thanks

Keren Malki's family is no different. We, too, are motivated by friends and supporters, people who volunteer their efforts to raise awareness

or further Keren Malki's cause. These are people on whom we count on a regular basis and who make our work possible.

Over the course of the past few months, Keren Malki has continued to grow. At present, an average of 980 paramedical therapies are funded on a monthly basis and the Equipment Unit at Yad Sarah is nearly empty of the

700 items it owns, as children make constant use of them. We are so pleased to be part of the children's efforts to reach their full potential, and we are delighted that more and more families continue to learn about our services and turn to us for help.

In this Letter to Friends, we introduce to you some of the many children who make our work worthwhile. We also introduce you to friends and volunteers whose work makes our work possible; without them, we would simply not be able to provide the services that we do. And we know that we will never consent to creep when behind us stand legions of friends whose efforts never cease and before us stand tens of thousands of children with the determination to soar. ■

PARENTS SPEAK

One parent's thanks

The actual text of a letter received by Keren Malki, translated from Hebrew

A year and a half ago, I decided to apply for assistance from Keren Malki. I looked at the website and began to read about the foundation and fill out applications. I discovered that Keren Malki was established in memory of

Now officially a S.46 fund!

We're pleased to report that the Israeli income tax authorities approved Keren Malki's registration as a S.46 tax-deductible charitable fund, effective from May 2008. Donations by Israeli tax-payers to Keren Malki can now be made directly to Keren Malki, whether by cheque or credit card. Further details: www.kerenmalki.org/supporting ■

Keren Malki empowers the families of special-needs children in Israel to choose home-care Keren Malki was established on September 11, 2001 in memory of Malka Chana Roth, murdered in a brutal terrorist attack in Jerusalem on August 9th 2001 when she was just 15. Keren Malki is the only organization in Israel to focus on empowering the families of special-needs children who choose the option of home care. In establishing Keren Malki, the Roth family of Jerusalem aimed to honor Malki's message of love, optimism and concern for children with special needs. For more information about our work, please visit our website www.kerenmalki.org Copyright © 2008 Keren Malki. All rights reserved.

Malka Chana Roth z"l who was killed by Palestinian terrorists in Jerusalem's Sbarro restaurant, and I stopped for a moment and hesitated, thinking about whether we would be approved for support—especially because we are Arabs. A few weeks later, I was surprised to find out that Keren Malki is far more than what I had imagined. First, it does not differentiate between Jews and Arabs, between religions, between genders. On the contrary, it aids all children who need help and supports their parents, enabling them to help their children by funding three-quarters of the cost of their para-medical treatments which for us means occupational therapy, speech therapy and therapeutic riding. I am grateful to Keren Malki for the aid it has given me in funding my child's therapies. I have always been received warmly and my requests have been answered quickly. I always feel that I am being taken care of individually and always have a good feeling when I am in contact with the staff. If only there were more *amutot* like Keren Malki that know how to give in this manner. Keep up your work! Keep supporting and giving love and smiles to families that need it. With respect and great esteem,
AZ. ■

BEHIND THE SCENES

Our volunteers: Nir Alon

Last July, someone forwarded a letter to Nir Alon, a talented Jerusalem photographer whose day job has nothing to do with the visual arts. This was a copy of a letter written to the *New York Times* by someone unknown to him called Arnold Roth. The letter criticized the paper's decision to publish a review of a film called *Hot House* that focused in part – and in a disturbingly favorable way – on the murderer of Roth's daughter. Moved by what he read, Nir sought out the Keren Malki website and was, in his words, "captivated by its contents". For a week, he found himself unable to stop reading about Malki and the foundation named in her memory. He then emailed Roth to ask permission to post the letter on



Therapy session: From Nir Alon's ongoing photographic project

his own blog. But he was not content to do just that; he felt strongly about the Roths' loss and about the foundation and determined that he would involve himself in whatever way he could. He decided to apply his photographic skill to promote Keren

Malki's goals and began turning an idea over in his mind: the development of a documentary photographic project about what he termed Malki's legacy.

Meeting with the Roths in August 2007, Nir received their blessing and support for his project and began shooting in November. Nir's still photography aims to demonstrate the challenges and hardships with which special-needs children and their families contend daily, their brave efforts and the support given by Keren Malki. The project raises awareness of the children and their needs and will help Keren Malki create a broader understanding of the important work it does. Nir is himself the father of three and happily married to Dorit whom he calls "my friend and partner in life." He feels privileged, he says, to work with Keren Malki and take a role in its activities. For her part, Keren Malki's executive director Liat Behr is impressed with Nir's talents and professionalism and says she's very grateful to have him on board. "Nir is a talented and creative person who truly cares about people. We're delighted that he's chosen Keren Malki in which to invest his time and talent."

A traveling international exhibition of Nir Alon's "Malki's Legacy" pictures is now in the planning stages. ■

Nir Alon's website is called [Malki's Legacy—the story of hate-inflicted death nurturing love and giving, nurturing life](http://niralon.wordpress.com/malkis-legacy). It can be viewed online at niralon.wordpress.com/malkis-legacy

RAISING AWARENESS

Ra'anana meets Keren Malki



An exciting and successful event under the title “*A Sushi Night Out to Benefit Keren Malki*” was held in Ra'anana during November. Held in the pri-

private residence of a family committed to the goals of Keren Malki, more than 200 guests took part. After an elaborate catered sushi buffet, guests heard a talk by Arnold Roth, Keren Malki's co-founder and honorary chair. He spoke to the participants about the life and tragic death of his daughter Malki, and some of the lessons which the Roths have learned on the subject of terrorism. Both speak and write frequently in international forums on that subject. He read to the audience the text of a letter from his wife Frimet who had remained at home in Jerusalem and who wished to express her feelings about the holding of Keren Malki's first Israeli event. (See text below).

Arnold's words were followed by a presentation by Dr. Sharon Zinger, the extraordinary mother of a special-needs child and a member of the Keren Malki family. She spoke eloquently and forcefully of the challenges created by her child's difficult initial diagnosis. Her family's positive experiences in connecting with Keren Malki underlined the positive impact which the foundation has had on hundreds of families from every part of

Israeli society. The smoothly-organized evening provided guests with a moving and informative experience, enabling them to become aware of Malki's life, of the struggles facing special-needs children and their families, and about the important work that Keren Malki does. The Malki Foundation's Ra'anana friends and their generosity and enthusiasm are a very welcome addition to the growing circle of friends of Keren Malki.

Special thanks to the hosts and organizers: Alisa and David Barth, Jenny and Yoel Ben-Meir, Sharona and Ari Bick, Rivki and Mark Cohen, Lori and Peter Deutsch, Jordi and Yirmie Elkus, Bobbie and Steven Flax, Rochelle and David Frankfurter, Shushu and Robbie Frohlinger, Leelah and Joseph Gitler, Lisa and Roger Gladstone, Rachelle and Dr. David Gossat, Karen and David Jackson, Paula and Doug Jaffe, Mary and Dr. Marshall Keyes, Hindy and Elie Lederman, Naomi and Jonathan Leibler, Juliette and Dr. Erwin Pavel, Leah and David Raab, Dr. Helena Igra and Marc Singer, Sarah and Yehuda Stark, Avital and Gregggy Stein, Debbie and Elliot Tannenbaum. ■

Remembering Malki

Following are the words that **Frimet Roth** asked to be read at the Ra'anana support event in November 2007.

“Some of you may understand why I chose not to attend this event. Until now all of the fund-raising has been conducted overseas; this is the first such event in Israel and the first time I was faced with the conflict of feeling obliged to join in but also feeling unable to.

It is, after all, the murder of my precious Malki, whom I miss every minute of every day, that has brought this Keren into existence. In many ways this endeavor is, therefore, a source of much sadness. In fact, I usually avoid referring to it by its full name and say “the Keren” instead.



Malki z"l: *Sweet music*

Arnold will be telling you all about the Keren's inner workings, so I'll share some of Malki's life with you. At times she was very much like all children, fun-loving, friendly,

smiling, sociable, very messy in her own room and

not too good at math. But more often she was amazing. As time passes I realize more and more how special she was and try to learn from her example. She was caring and compassionate to a degree that most adults aren't and not only towards me and her immediate family but towards friends, disabled children, parents in our community who needed help and towards the Jewish people as a whole. Grandiose though this may sound, it is true. If a class-mate looked forlorn or worried, she'd approach and offer solace.

She spread good cheer through music too. Her guitar, which she had taught herself to play, went with her everywhere. Her friends told me she even played it on the school bus. But it was her classical flute playing—which she studied for many years—which always brought tears to my eyes. Tears of joy and pride, that is. As for her love for the Jewish people, this was made evident to me after we lost her. I'd sit every day to read a bit of the diary she kept meticulously throughout the final ten months of her life. I found that alongside her personal entries, she had recorded each and every *piguah* (terrorist attack) of that year down to the name and age of every victim. I have been told by her teachers that she also cried at times in school over the awful losses our nation suffered that year. She concealed her pain from Arnold and me.

“Whenever you think or talk about the Keren, I hope you will remember the sweet child who gave it its name.” ■

Frimet Roth co-founded Keren Malki in September 2001.

A LETTER FROM A FRIEND OF KEREN MALKI

“A friend first told me about Keren Malki...”

Susan Berliner, LICSW, M.Ed.

I first learned of Keren Malki from a dear friend who has lived in Israel for many years. I had asked her to let me know if she knew of particularly worthy causes or organizations that she could recommend to me. She sent



Inspecting a stander at Keren Malki's equipment center

me some information about Keren Malki and I was moved to contact them. I was impressed both by the incredible strength that it must have taken the Roths to begin such a foundation in light of their horrible loss, but also by what I learned about Malki as I read and what the Roths are trying to accomplish,

using their own personal experiences to help others. As a social worker and formerly a special education teacher I have met and learned from many children with special needs and their families. I have listened to and heard their stories, done my best to be there with them as much as I could and to connect them with the assistance that they were seeking. During the course of my work I have had contact with many agencies working with children and their families. As time has gone on, some agencies have fortunately grown more responsive to families but much remains to be done; I am most familiar with those agencies in the U.S.

What drew me to Keren Malki is that it recognizes and addresses the extra costs incurred by families of children with disabilities and it gives parents decision-making power, something which not all agencies do. Having a child with a disability can involve many additional costs such as those for extra medical visits, specialized equipment, clothing, food, therapy and sitters, oftentimes coupled with a parent's or parents' decreased employment. By making funds available to help with the cost of therapies, by allowing families to make decisions about who to employ for therapy and by offering equipment to borrow rather than purchase, Keren Malki gives families some choices and some control over their situations when they are facing one of life's greatest challenges. At a time when many people are feeling out of control, by giving parents decision-making power, Keren Malki is reminding parents that they still know their children best and are the best people to make decisions for them. ■

MEET OUR BOARD MEMBERS

Dr Benny Benjamin



Benny Benjamin, the head psychologist of the Israel Employment Service and a life coach, has been involved with Keren Malki since its inception. He spoke to us about his history with the

organization and his memories of Malki.

How did you get involved with Keren Malki?

My first contact with Arnold Roth was during my stint as an aliyah shaliach (emissary) for the World Zionist Organization, based in San Francisco. Arnold was in California on a business trip, traveling from Melbourne, sometime in 1985, and we were pleased to have him as an enjoyable Shabbat guest.

Boy, was I surprised—or rather, astounded—to see him and Frimet three years later pulling their luggage down

the ramp near our apartment, actualizing the Roth family's aliyah. I was less surprised that they had made aliyah, but more that it would take place to within twenty meters from our own apartment!

Malki and Michal Raziell, the daughter of their landlords and our good friends, became close friends in their later years, and their common tragic fate almost seven years ago accompanies us continually.

We have certainly been impressed by the Roths' steadfastness in their commitment to Israel and Arnold and Frimet's eloquent efforts at bringing Malki's story to Israel and to the world, constantly striving to make Israel a saner and safer place for Jews.

How do you connect to Malki's story and the organization's goals?

The initiative to connect with Malki's special relationship with her severely handicapped younger sister Chayaleh and to create Keren Malki was an inspiration to all of us, and I was honored to be asked to participate in its establishment and to make a modest contribution to its advancement.

I particularly identify with a key motto of the Foundation, and that's empowerment. Families that could have chosen to succumb to the quirk of fate that gave them the life-changing challenge of coping with a handicapped child and surrender as they face the bureaucracy involved are now empowered with the resources of the Foundation to actively maintain the reins of their family, making decisions regarding their children's future and playing an integral part in actualizing quality of life goals for them.

Keren Malki's mission of enabling home care is not yet the mainstream approach to dealing with handicapped children in Israel, making its identified niche a unique and progressive contribution to empowering a weak sector of Israeli society. ■

We've moved!

It's been our experience that not many charitable and not-for-profit organizations are quite as serious as Keren Malki is about spending donated money carefully. We believe very strongly that the best thing we can do is empower families of special-needs children in Israel to choose, and to benefit from, home-care. That's our entire focus. To do it effectively, we need to manage donation money carefully and well. We rely heavily on the input of unpaid volunteers and we avoid expenditure on things that do not contribute directly to our goals.

This is why, for the first six years of our existence, Keren Malki's administrative work has been done from private homes and around kitchen and dining-room tables. But we recently passed the 25,000 therapies mark and this calls for an adjustment in how we operate. 25,000 is the number of sessions of professional physiotherapy, occupational therapy, speech therapy, therapeutic horse-riding and therapeutic swimming we have funded for families home-caring for their special-needs child. From the letters we receive from the families of the special-needs children we help, we know 25,000 therapies have changed many lives for the better. But it's a lot of work, a lot of paper management, of filing and of careful follow-up.



And it's more than we can do from ad hoc premises.

Before committing to regular commercial office space, we made enquiries from our supporters and tried to find individuals who understood both our need to spend some serious money, and the sensitivity that causes us to hesitate before doing that. We tried, but were unable to find, premises on a no-rent basis. But thanks to some

generous decisions, we're proud to say we now have a bright and pleasant one-room office right in the center of Jerusalem on bustling Zion Square. The snapshot at left was taken in mid-March '08 just after the first of the Keren Malki files were relocated. Our phones, fax and mailing address remain unchanged.

Thanks to generous supporters in the United Kingdom, Mr Paul Mann and his family, one full year of office rent has now been fully covered. (We're trying to arrange a matching grant for a second year from like-minded individuals – this would make a large difference to our cash-flow management and planning!) And thanks to one of our Israeli supporters who happens to be the employer of a family whose child is helped by Keren Malki's Right to Nurture program, a suite of office furniture including tables, chairs and bookshelves was provided and delivered to Keren Malki free of charge. In addition, a generous Internet Service Provider connected the new Keren Malki office to the Internet "for life" at no cost.

Thank you, one and all! Keren Malki's first 'proper' office is testament to your benevolence. ■

Reserve this date!

Earlier this year, the second year graphic arts class at Jerusalem's **Emunah College for Women** were given the assignment of designing a new visual image for Keren Malki. Keren Malki executive director Liat Behr explains: "With so many not-for-profit organizations emerging each year and competing for donor support, it is important for Keren Malki to design an image which will reflect the vital work it does while distinguishing itself from other organizations which help children with special needs." This creative approach allows Keren Malki to avoid spending scarce funds on branding that would otherwise fund its essential programs, Keren Malki approached Emunah's management with a request that its students design a logo, stationary, folder and poster. Keren Malki's work focuses on the family and

on the special needs child. The underlying premises are that parents who choose home care will make the best choices for their child and that the child will ultimately gain the most not only from the therapies but from the nurturing support of the family and even the community.

On **15th June 2008**, an international panel of judges will choose the winning design. The event will be formally hosted by Israel Radio's Dan Kanner, and takes place at the **Menachem Begin Heritage Center** in Jerusalem (full details on the Keren Malki website). The acclaimed **Ankor Children's Choir** will provide a musical performance. The evening, conducted in Hebrew, promises to be an enjoyable one, while raising funds to enable Keren Malki to keep empowering families who choose to raise their special-needs child at home. ■

London calling!

Daniel Mann's cheerful and friendly face will be familiar to viewers of CNBC where, from 2000, he was a program anchor specializing in finance, business and technology. Now we're proud to announce that, under his able leadership, Keren Malki UK opened its doors in March 2008. "I was on the train to work one day, reading about a little boy who learned to smile again thanks to the help his family received from Keren Malki," Daniel recently wrote. "His story made me cry. When I tried to make a donation I realized this was not straightforward for someone with a British bank-account. Now it is." Working with JNF UK, the UK's leading humanitarian Israel charity, Keren Malki UK is now able to receive tax-effective donations from UK taxpayers by cheque and online via the Keren Malki website as well. [See back page of this Letter to Our Friends for details.] If you are able to give a hand or provide support, Daniel Mann will be glad to hear from you. A debut fund-raising event is now in the advanced planning stages for September 2008. Additional hands will be very welcome. Reach Daniel on 07950 177 909 or email him at uk@kerenmalki.org ■

About Keren Malki



"Keren Malki empowers the families of special-needs children in Israel to choose home-care"

Keren Malki was formed in September 2001 to honour the life of Malka Chana Roth. Born in Melbourne, Malki was fifteen years old when she was murdered, along with fourteen other innocents, in the terrorist bombing of the Sbarro restaurant in the centre of Jerusalem. She was deeply devoted to caring for her own special-needs sister and became a volunteer counselor for other children with serious disabilities. Malki encouraged her friends to do the same, and had an enormously positive influence on many of her peers. Inspired by her love, optimism and dedication, Malki's parents Frimet and Arnold Roth launched the foundation to continue the work she started. In the six years since then, Keren Malki has grown to become Israel's major source of practical aid to families who choose home-care over institutionalization for their special-needs child.

Today, thousands of Israeli families are provided the means to work towards maximizing their child's potential, development and quality of life while keeping their child for as long as possible in the loving and supportive environment of the family home. Our estimate, based on figures compiled by the Brookdale Institute, is that some 63,000 Israeli families have a child with serious special needs. As fast as we have been growing, we have barely begun to scratch the challenge's surface.

Keren Malki is registered in Israel under the Law of Not-for-Profit Associations 1980 (registered number 58-038-165-5). Under that law, Keren Malki's accounts are audited on an annual basis. As from May 2008, the tax deductibility of donations to Keren Malki in Israel is approved under Section 46(a) of the Income Tax Ordinance. In the United States, American Friends of Keren Malki Inc is incorporated as a S. 501 C 3 entity. Under Australian law, Keren Malki Australia Fund is endorsed as an income-tax exempt charitable entity.

Keren Malki (The Malki Foundation)

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Your support is sincerely requested: Keren Malki invites you to join the generous partners who help us maintain our programs, expand our services to new clients and help children with special needs reach new horizons.

Keren Malki's Right to Nurture Program: Paramedical Therapies for Special-Needs Children

Click box to indicate your support for indicated item below

- Therapeutic swimming lessons (one child, 1 month) us\$136
- Therapeutic horseback riding (one child, one year) us\$1,440
- Physiotherapy (one child, six months) us\$2,100
- Occupational therapy (one child, one year) us\$3,780
- Speech therapy (one child, one year) us\$3,900

Keren Malki's Equipment Unit at Yad Sarah

- Reverse walker us\$290
- Bath chair us\$575
- Gecko upright stander for child 102.5 to 140 cm. us\$865
- Monkey stander for child 9 months to 4 years us\$1,100
- Lightweight stroller for children aged 3 to 12 us\$1,150
- Dinosaur stander for child aged 3 to 7 us\$1,750

Other (please specify amount **and** currency)

Enter sum here

Donor Details

Donor's name (the receipt will be made out to this name):		<p>Cardholder's name (as it appears on the charge card):</p> <p>Card number: -----</p> <p>Expiry date: __ / __</p> <p>Code number on back of card: ____</p> <p>Amount of donation:</p> <p>In which currency?</p> <p>Signature:</p>
Email address:		
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May we add you to the Friends of Keren Malki e-mail list?	Yes No	

Australian Friends of Keren Malki	Keren Malki Israel	US Friends of Keren Malki Inc.	Keren Malki UK
Box 16, 393 Wattletree Rd Malvern East 3145 Victoria, Australia	PO Box 2151 Jerusalem 91023 Israel	736 Grange Road Teaneck NJ 07666 United States of America	PO Box 57756 London NW11 1FL United Kingdom
Donations of A\$200 or more to UIA RRF qualify as tax-deductible charitable donations in Australia. Cheques for \$200 and below can be made to " <i>Australian Friends of Keren Malki</i> "	Donations made payable to Keren Malki may qualify as a S.46 tax-deductible charitable donation in Israel for Israeli tax-payers	Contributions made payable to UJC /Supplemental Giving are tax-exempt in the United States to the extent provided by law	Payable to Keren Malki JNF . A donation of £10 or more qualifies as a tax-deductible charitable donation in the United Kingdom under the provisions of British law and Inland Revenue guidelines

It's important to ensure your cheque is made payable the right way so we can provide you with a tax-deductible receipt under law. Cheques made out in any other way cannot be assured of a tax deductible receipt. For Australian donors, by arrangement with the Keren Hayesod-United Israel Appeal, funds donated to the Malki Foundation via UIA are primarily allocated to special-needs children who are immigrants to Israel from countries of distress.