

The Malki Foundation Newsletter

Rosh Hashana 5771 • September 2010

Dear Friends and Supporters of Keren Malki,

The beginning of a new Jewish year is not only an opportunity for us to rejoice and keep our hope for the coming year, but also a time for reflection. A time to count our blessings and to think of what each day of the new year holds for the thousands of Israeli children living with special needs.

For these children and their families, the New Year brings hope alongside challenges. The challenge of raising the special needs children in a home setting, with the hope to see the child progress and flourish through love from their family, and the professional help of dedicated therapists.

Together with your help, we at Keren Malki empower these families by helping them provide the right therapy for their special children,

enabling them to keep the child at home in a warm and loving environment. We could not have done this without the support we receive from our dedicated donors and volunteers.

Now, at the beginning of the New Year, let us all help the families help their children with special needs to reach their potential. Your donation, even the smallest sum, will make a difference!

On behalf of the Keren Malki Team, and the families we support, I wish you all a Happy New Year, and a warm Thank You for your support!

Sincerely

Ze'ev Kainan
Director of Programs

Celebrate With Keren Malki!

"It is often difficult to remember how fortunate a life I have been granted"



Yoni Pushett, son of Tali and Benji Pushett from Bet Shemesh, Israel would be considered by most as just an ordinary teenager. However when the time came to celebrate his Bar Mitzvah, Yoni did something quite extraordinary. In consultation with his parents, Yoni decided to give up on his gifts and requested instead that donations be made to Keren Malki.

Here's why in Yoni's own words. "I chose Keren Malki because I very much wanted to help

disabled children who had not been provided the same opportunities in life that I had. In daily life it is often difficult to remember how fortunate a life I have been granted. In the *tefilah* of *Modim* every day we thank Hashem for daily miracles but sometimes it is only when we are confronted with others less fortunate than ourselves that we realize how true those "tefillot" (prayers) really are. Keren Malki provides home care help for families with disabled children to enable them to remain at home in a loving environment and not necessitate the child being sent to an institution."

Thanks to the generosity of Yoni, his family and friends, over NIS 25,000 (close to \$7,000) was raised which will allow Keren Malki to continue supporting the children who need it most.

In appreciation of his generosity, Yoni was presented with a small but special gift by Keren Malki Director, Ze'ev Kainan, during a visit to the foundation office.

"We're delighted with the win-win situation"

For their very special 18th wedding anniversary, Erica Goldman-Brodie and her husband Rabbi Joseph A. Brodie, from Riverdale, New York celebrated with friends both in Israel and in New York. They too appreciated that the occasion would have enhanced meaning if they connected it to the lives of others not as privileged as themselves. To that end, the Brodies requested that instead of gifts, their guests make a donation to Keren Malki.

"So the celebrations have finally ended – five events in honor of our eighteenth wedding anniversary, three in Israel and two in the States. At each event, we stressed that this was not an opportunity to give us gifts. Rather, this was a celebration of life and an acknowledgement, Hakarat Hatov, of our devoted friends and of our many blessings. So what better way to express this recognition, than to recognize the good done by organizations close to our hearts?

"We chose to ask our friends to donate to Keren Malki, an amazing organization, helping those in need of special therapeutic services and home-care equipment. The results were far beyond our expectations: people were so appreciative of the opportunity to learn about Keren Malki. They thanked us for bringing it to their attention and gave gladly.

"We're delighted with the win-win situation. We certainly would encourage other celebrants to share their joy in raising awareness and funds for Keren Malki."

The fact is, everyone can make a difference.

Please remember Keren Malki for your next simcha!



Keren Malki in the media

Boker Tov Radio

On the airwaves for more than a decade, the Boker Tov radio on station CJAM 91.5FM in Windsor, Ontario airs every Thursday morning, reaching some 80,000 people locally, and is heard worldwide on the internet. CJAM is a community radio station, providing music and information programming not offered by mainstream commercial media in the Windsor/Detroit area. Boker Tov Radio is hosted by well known radio presenter, writer, activist and mother, Pamela Goldstein. She interviewed Keren Malki's co-founder Arnold Roth on May 20th, 2010. He spoke of Keren Malki's work and the background that led to its creation. The interview can be heard online at <http://kerenmalki.org/Parents.htm>

Nir Alon's photo essay in Photo Philanthropy

Over the course of a year, Jerusalem photographer Nir Alon documented the lives of children and their families helped by the Malki Foundation. Alon was originally inspired by a letter he happened to come across written by Keren Malki chairman Arnold Roth.

The photographic results of his work are on display in an online blog, at exhibitions and via a video.

Most recently, Alon's photo essay based on his Keren Malki project

work was recognized by the annual "Photo Philanthropy Activist Award". Photo Philanthropy is an organization created to promote, support and connect photographers to charitable organizations around the world. Its Activist Award is an annual endorsement of excellence for photographers.

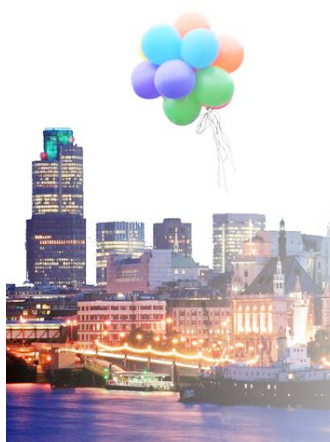
Nir Alon's photo essay, entitled **Malki's Legacy**, can be viewed on the Photo Philanthropy website http://photophilanthropy.org/slide-show10/gallery_Nir_Alon.php.

Speaking of the experience, Nir said "It opened my eyes to the efforts of others, to the challenges these children and their families face, and their struggles to overcome their challenges. I want to show the hardships they must contend with daily, their brave efforts and the unbelievable improvement the Malki Foundation has brought into their lives."



Photo: Nir Alon

Save the date!



Balloons over London

The very active Keren Malki UK committee is planning a colorful and original fundraising event in the summer. Nearly 1,000 balloons (actually, 999 - the most allowed by British law) will be launched by friends and supporters of Keren Malki UK.

Each balloon will carry the logo and contact details of KMUK and will be sponsored by a supporter of Keren Malki. The name of this supporter will be inserted inside the balloon, with a note promising the finder a reward. All balloons are to be sent off at the same time. The balloon that travels the farthest from London wins a prize for its owner.

Not only a colorful and innovative event but a wonderful advertisement for Keren Malki! Contact Daniel Mann on +44 (0)7950 177 909 to participate.

Starry Starry Night

The Australian Friends of Keren Malki have spread some of their own magic and put together a fascinating event called **Starry Starry Night, a magical performance in aid of Keren Malki**.

Scheduled for Sunday night, September 5th, 2010 at the Phoenix Theatre, Elwood, Victoria, this is going to be a night of fun and magic featuring five of Australia's best entertainers - all of them first-class, professional performers. For additional information or to arrange tickets, our Australian friends may call Joseph Roth 0412 382 935.



With thanks to our generous supporters



JCD Director, Daniel Burger with Ze'ev Kainan

Jewish Child's Day (JCD), United Kingdom

Jewish Child's Day Director, Daniel Burger, recently called in to visit one of the families who benefit from Keren Malki's support. He met with a six year old child, and family.

The parents explained to Mr. Burger the unique nature of Keren Maki's support - the positive effect it has had on their quality of life, helping them care for their son. After an emotional encounter, Mr. Burger wrote: "I visit a lot of organizations

annually and I can hand on heart say that this was one of the most inspirational I have had the privilege of visiting. Best wishes."

Following his visit, the JDC Board resolved to provide a sizable grant to Keren Malki to support our programs. The allocation is especially meaningful, coming as it did after a field visit, and represents a significant honor for Keren Malki.

Jewish Child's Day was founded in 1947 to give Jewish children in Britain the opportunity to help the children of the relatively few Jewish people who had survived the horror and trauma of the Second World War. Today, over fifty years later, Jewish Child's Day is still an active and necessary communal venture, helping Jewish children around the world.

Checkpoint

A generous donation was recently received by Keren Malki from one of Israel's most prominent hi-tech success stories, Check Point Software. The company is deeply involved in the community and encourages its employees to participate in the donation committees and other community outreach programs. In a message accompanying the Check Point donation, the members of the allocation committee wrote how impressed they were by the work of Keren Malki and its impact on families caring for special-needs children.

Anonymous

A substantial donation arrived in the Keren Malki offices last month with the following note: "We cannot think of a better cause to donate to. I wish you all the best and hope to visit your organization in person one time." The donor told Ze'ev Kainan, Director of Keren Malki, that the fact that his mother worked for many years as a physical therapist exposed him to the great need of children with disabilities to have therapies at home, which enable them to remain in the family's environment. The donor added that he would be very happy to help us spread the word among his friends and colleagues.

Thanks to all our many generous supporters in Israel and around the world who allow us to carry on the important work of Keren Malki.



Keren Malki director, Ze'ev Kainan receives donation from Check Point representative.

News Flash!

Special thanks to Keren Boxenbaum-Neta for their very generous and continued support of Keren Malki. This gift is especially meaningful coming as it does, the week before Rosh Hashana.

The Malki Foundation's Friends



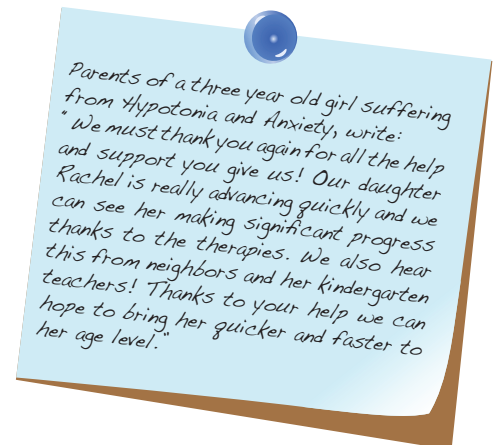
Keren Malki UK

Daniel Mann and his energetic Keren Malki UK committee have another successful event on their record card. On July 8th 2010, they conducted a "Ready Steady Cook" evening in conjunction with The Pampered Chef, a kitchenware business. Following the cooking demonstration, the audience was given the opportunity to taste the delicious results and try out the utensils. Proceeds of the evening went to Keren Malki in Israel.



American Friends of Keren Malki

Shalom Bronstein, chair of AmFKM has conducted a personal annual fundraiser in each of the past several years while attending the Antique and Estate Jewelry Show in Las Vegas. This year's total exceeded \$5,000 which will go a long way to providing paramedical care for Keren Malki's children.



Parents of a three year old girl suffering from Hypotonia and Anxiety, write:
"We must thank you again for all the help and support you give us! Our daughter Rachel is really advancing quickly and we can see her making significant progress thanks to the therapies. We also hear this from neighbors and her kindergarten teachers! Thanks to your kindergartens hope to bring her quicker and faster to her age level."

The Annual Ezra Bazaar in memory of Malki Roth and Michal Raziel Z"l

Under the motto "Latet K'sh'ata Ohev" (Giving While Loving), the Ezra youth organization conducts an annual bazaar in the Ramot (Jerusalem) neighborhood each summer, in memory of Malki Roth and Michal Raziel. This year's bazaar took place on July 21st and attracted a large crowd from all parts of Jerusalem and beyond. As in past years, local entertainers, clowns, jugglers and artisans volunteered their time to

perform for the children and their families. Bouncing castles, arts and crafts stalls, a petting corner, and the opportunity to donate blood via a



At the Ezra Bazaar

mobile Magen David Adom station were among the many activities held during the afternoon and evening. Needless to say, a fun time was had by all who attended and Keren Malki has benefited greatly.

Huge congratulations to the enthusiastic organizers for a job well done. Special thanks to Odeya Tal-Or and Omer Miller.

See you again next year!

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 honor 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 center 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 nine 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 at home. Figures compiled by the Brookdale Institute, show 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. Under that law, Keren

Malki's accounts are audited on an annual basis. Donations made in Israel the United States or Britain are tax deductible. Under Australian law, Keren Malki Australia Fund is endorsed as an income-tax exempt charitable entity.



Malka Chana Roth Z"L

*"We would like to thank you from the bottom of our hearts for the support you give us for our son. A HUGE part of **'s progress is a direct result of your wonderful support! We could not have gone through these difficult times without your assistance! We do not have enough words to express our appreciation and gratitude!"*

Everyone can help!

Keren Malki invites to you 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.

Mark box to indicate your support for item below

Vestibular board

Physiotherapy (one child, two sessions)

Therapeutic swimming lessons (one child, 1 month)

Gecko upright stander for child 102.5 to 140cm

Therapeutic horseback riding (one child, one year)

Speech therapy (one child, one year)

- \$75
 \$180
 \$400
 \$865
 \$1,440
 \$3,990

Other (please specify amount and currency)

Enter sum here _____

Payment Details

Donor's name
Email address:
Street address:
City / State:
Country:
Postal code:
May we add you to the Friends of Keren Malki e-mail list? Yes No
In honor of



- Please find enclosed my check
 Please charge my credit card

Cardholder's name

Card number:

Expiry date: __ / __ **CCV:** ____

Amount of donation:

In which currency?

Signature:

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