



# A L E H

A PUBLICATION OF THE ALEH FOUNDATION / NOVEMBER 2011



## ALEH FOUNDATION CELEBRATES 28 YEAR MILESTONE

This year's Aleh Foundation Awards Dinner will celebrate 28 years of service to special children and the needy. In Hebrew, the number 28 spells "koach", or strength. The strength of Aleh Foundation has always been its dedicated supporters, whom we have come to think of as family. With the help of our benevolent "family", we have been able to send millions of dollars to Israel's worthiest organizations and improve the lives of countless precious children and families. More than anything, we have instilled in our children the strength to overcome their obstacles and express their emotions through music art and therapy, living longer lives. We look forward to the next 28 years with anticipation and the confidence that, with your help, we can exceed what we have accomplished in the first 28 years.



## HIGHLIGHTS OF ALEH FOUNDATION'S 2011 COCKTAIL RECEPTION AT THE BLUE MOON HOTEL

The award-winning Blue Moon Hotel was the site of the Aleh Foundation's 2011 Cocktail Reception. Proceeds from the event were designated for a music therapy room and specialized equipment. **Ricki Kudowitz**, wife of the late **Dr. Paul Kudowitz**, in whose memory the evening was dedicated spoke beautifully of her husband's love of music, so much so that upon their engagement, instead exchanging jewelry they bought a piano. She went on to say that music, a part of all celebrations are a part of the soul, helps keep families together, as evidenced by the large turnout of the Kudowitz family. It is because of this that Mrs. Kudowitz accepted the dedication to her husband, because the event will provide a music room that will enrich many



*Continued next page*

*1. Jules Fleisher, Aleh Foundation Board Member, Rabbi Shlomo Braun, Founder & Director, Ilana & Joseph Shenhav, Dr. Steven Shelov, Guest of Honor, Gil & Zoya Shenhav, Young Leadership Awardees and Richard & Lauren Steinberg, 2012 Dinner Chairs. 2. Mike Delafraz presents award to Ricki Kudowitz honoring Dr. Paul Kudowitz, in whose memory the evening was dedicated. 3. Rabbi Shlomo Braun & Mike & Farnaz Delafraz present a Proclamation from the NY State Senate to Ricki Kudowitz & Family. 4. Richard and Lauren Steinberg, Aleh Foundation Honorary Board Member Peter Lichtenberg, Mitch Kanter, Rabbi Shlomo Braun, Executive Leadership Awardee Jess Dolgin, Allen Cohen, Dov Kuntsler, Eli Nir. Seated: Fern Nir, Aleh Foundation Honorary Board Members Violet and Jack Harounian, and Ricki Kudowitz. 5. Rabbi Shlomo Braun and Mike Delafraz with Dr. Steven Shelov, Aleh Foundation Guest of Honor. 6. Rabbi Shlomo Braun and Mike Delafraz present award and Proclamation to Jess Dolgin, Dov Kuntsler, Talia Farbowitz, Allen Cohen. 7. Rabbi Dr. Elie Abadie.*



**SAVE THE DATE!**  
**May 16, 2012**  
*Awards Dinner*  
at the Museum of Jewish Heritage  
**CELEBRATING 28 YEARS**



special children's lives. **Mike and Farnaz Delafraz**, long-time active supporters of the Foundation, served as co-Chairpersons of the event. Introduced by **Rabbi Shlomo Braun**, Founder & Director of the Aleh Foundation, Mike kicked off the evening by calling upon the well-known **Rabbi Dr. Elie Abadie**, a Foundation Rabbinical Board member and supporter of many years, to sing the national anthems of both the United States and Israel.

The event's Guest of Honor, **Dr. Steven Shelov**, drew a large crowd of his own. Dr. Shelov, a world famous pediatrician and author of "Your Baby's First Year", which has sold more than 3.5 million copies, was honored for his many contributions to children's causes. Joining Dr. Shelov were **Herman and Dr. Olitsa Roth**, who has

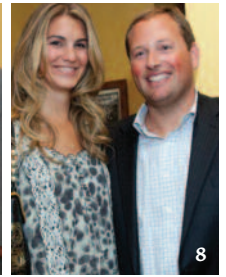
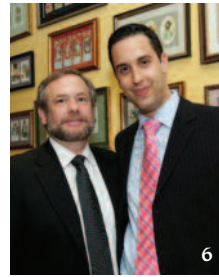


been honored by the Aleh Foundation in the past, and **Jules Fleischer**, a Foundation board member who introduced Dr. Shelov to the wonderful work of the Foundation. **Jess Dolgin**, CEO of the JMG Group in Los Angeles, received this year's Executive Leadership award. Jess, who lived in Israel for 20 years and is a licensed attorney there, is a marketing professional who recognized early on the power of the internet to change the face of Jewish philanthropy. He brought a large contingent of friends and employees from California, and spoke of how helping a noble cause enriches one, and the Aleh Foundation is just such a cause.

**Jack and Violet Harounian**, honorary board members and two of the hardest working philanthropists in the Jewish Community, received a Congressional Certificate of Special Recognition from U.S. Congressman Michael Grimm, a well-deserved honor. Jack and Violet were this year's Tribute Chairpersons.



This year's Young Leadership award was shared by **Gil & Zoya Shenhav** and **David & Lisa Balassiano**. The Shenhavs brought a wonderful group of family and friends to learn about the Foundation, and they promised to be part of the Foundation's family for many years to come. The Balassianos, still celebrating the recent Bar Mitzvah of their son Joseph, are helping the Aleh Foundation make beneficial connections in the business



1. Jess Dolgin, Executive Leadership Awardee, David & Lisa Balassiano, Young Leadership Awardees, Rabbinical Member, Dr. Rabbi Elie & Esti Abadie, Tribute Awardee, Ricki Kudowitz, Dr. Olitsa Roth, Guest of Honor Dr. Steven Shelov, Rabbi Shlomo Braun, Young Leadership Awardee Gil Shenhav, Dr. Moshe Lazar, and Roy Salant. 2. Herman and Dr. Olitsa Roth. 3. Jess Dolgin, CEO of the JMG Group, this year's Executive Leadership Awardee. 4. Jack and Violet Harounian. 5. Farnaz and Mike Delafraz, Rabbi Braun, and Honorees David and Lisa Balliasiano. 6. Mitch Kanter and Gil Shenhav. 7. Aleh Foundation Honorary Board Members and Tribute Chairpersons Violet & Jack Harounian with Elie & Ferri Nir. 8. Richard and Lauren Steinberg. 9. Rabbi Shlomo Braun and Mike & Farnaz Delafraz with Randy & Shaine Settenbrino & children. 10. Negin Hadaghian & Eleana Yousefzadeh (President & Vice President of IJC, they hosted a Fashion Show for the benefit of Aleh Foundation). 11. Mike & Farnaz Delafraz with parents. 12. Farnaz Delafraz, Violet and Jack Harounian, Mike Delafraz and Rabbi Braun. 13. Rand Settenbrino, Rabbi Braun, Dr. Steven Shelov, Moosa & Dalia Djavaheri, Susan Settenbrino, Aleh Foundation board member, Bob Kirshner, Roy Salant, Mike Delafraz and Jess Dolgin. 14. Randy & Shaine Settenbrino. 15. Farnaz and Mike Delafraz draw the winning ticket.

world. **Randy Settenbrino** closed his remarks by generously offering to continue to make the Blue Moon available to the Aleh Foundation for their events. Farnaz & Mike Delafraz drew the winning ticket in



the evening's raffle. **Raymond Arking**, a longtime friend and supporter of Aleh Foundation who was introduced by Aslam Bawabah, was the



winner of two free flights to Israel. David Strauss was the lucky winner for two free nights at the beautiful Moon Hotel. For more information please call the Aleh Foundation office at **1-800-317-ALEH** or visit our website at **www.alehfoundtionusa.org**



## LIVE DRAWING FOR 2 TICKETS TO ISRAEL!

On September 14, **Richard and Lauren Steinberg** hosted a festive reception for the Aleh Foundation in their offices at the Intercontinental Capital Group in New York City. The reception was held to draw the winner of Aleh's raffle for two round-trip tickets to Israel via El Al Airlines. The winner was **John Bani** of Los Angeles, a good friend of Aleh Honorary Board member, Jack Harounian. Also on hand was **Mr. Raymond Arking**, winner of the last ticket drawing on June 1 at the Blue Moon Hotel. The tickets were donated by **HAS Advantage**, a long-time partner of the Aleh Foundation.

During the meeting, Mr. Shenhav, Aleh's Young Leadership Awardee, made several exciting suggestions for Aleh's upcoming 2012 Awards Dinner. Together with Peter Lichtenberg and Mike Delafraz, Aleh Foundation's Dinner Chairs, they began to formulate a plan to hold the event at the Museum of Jewish Heritage in lower Manhattan. Richard and Lauren Steinberg generously offered to sponsor the cost of the Museum, enabling the Foundation to use the funds raised to be sent to Israel's disabled children.

Thanks to the Steinbergs and all those in attendance, the reception was a great success, and everyone is looking forward to making the Awards Dinner an even greater success.



*Top Left: Dinner Chairman, Mike Delafraz with Richard and Lauren Steinberg. Top Right: Raymond Arking, former Aleh Foundation winner of two free flights to Israel (holding basket), and Richard & Lauren Steinberg. Above: Randy Settenbrino, Bob Kirshner, Peter Lichtenberg, Aleh Foundation honorary board member, Mike Delafraz, Chairman, Dr. Jeffrey Tenenbaum Aleh Foundation President; Richard & Lauren Steinberg, 2012 Dinner Honorees; Susan Settenbrino, Honorary Board Member; Raymond Arking, winner of the two flights, Menachem Senderowitz, Jay Arthur Goldberg, Gil Shenhav Young Leadership Awardee.*

## THREE GENERATIONS OF HEROES



*Jack & Violet Harounian with family at Aleh Foundation Gala Dinner.*

### *A Granddaughter's Tribute*

*"Enclosed please find a check to the Aleh Foundation as a donation in honor of my father, Imanuel Piroozian. My grandfather, Jack Harounian, was the person who introduced me to The Aleh Foundation and I have attended many events with him and our family. He has said that if he did not travel so much for business, he would have had two more children. I responded to him that his two charities, The Aleh Foundation and Shaare Zedek Hospital, are his children, and because of his devotion to these causes, the lives of thousands of Jewish children have been improved."*

*– Lisa Piroozian-Ahdoot*



WE WELCOME  
**Dr. Howard Feldman**  
A NEW  
MEDICAL BOARD MEMBER!



## IN MEMORIAM



Aleh Foundation mourns the loss of our beloved board member and supporter **SHERWOOD SCHWARTZ** ע"ה producer of two of the most influential television shows "The Brady Bunch" and "Gilligan's Island."

....



We express our deep sorrow for the loss of our beloved board member and supporter **ISRAEL LEFKOWITZ** ע"ה who dedicated the hydrotherapy pool in the Bnei Brak facility.

....



Aleh Foundation offers its sincere condolences to Naomi (Klass) Mauer upon the loss of her beloved husband **DR. IVAN MAUER** ע"ה The Klass/Mauer Families are staunch supporters and friends of Aleh Foundation.



ANNOUNCING THE  
ALEH FOUNDATION 2012  
MEDICAL LEADERSHIP AWARDEE  
**Jeffrey H. Wisoff, M.D.**

*Director, Pediatric Neurosurgery  
NYU Langone Medical Center*

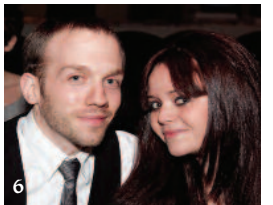
May 16, 2012 • MUSEUM OF JEWISH HERITAGE



## IRANIAN JEWISH CLUB FASHION SHOW RAISES CLOSE TO \$10,000 FOR ALEH FOUNDATION PROJECTS



Aleh Foundation is pleased to acknowledge the efforts of **Eleana Yousefzadeh**, Vice President of IJC and **Negin Hadaghian**, President of IJC Fashion Show. The exciting and elegant evening featured prominent New York designers, as well as the well known Iranian comedian, Tehran SoParvaz, along with an unforgettable performance by the Stony Brook University Dancing Team. The Iranian Jewish Club celebrated the beauty of Iranian cultural traditions while raising money for an amazing cause.



1. Negin Hadaghian and Eleana Yousefzadeh with members of the Iranian Jewish Club board prepare backstage for a most memorable IJC event in conjunction with Aleh Foundation!  
 2. Farnaz Delafraz. 3. Model. 4. Negin Hadaghian with Iranian Comedian, Tehran SoParvaz  
 5. Arthur Eisenberg with Mike & Farnaz Delafraz. 6,7,8. Guests enjoy the show!

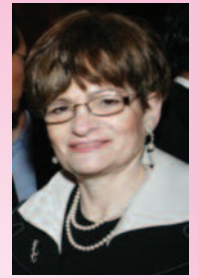
## MANHATTAN HIGH SCHOOL FOR GIRLS SELECTS ALEH FOUNDATION FOR THEIR CHESED PROJECT

Students of The Manhattan High School for Girls donated more than \$1,200 for vital medical equipment to the Aleh Foundation's children. After researching many worthy causes, Esther Kazlow, Golda Kest and Brana Jacknis proudly selected the Aleh Foundation as their Mitzvah project. Esther Kazlow's parents, Leah & Philip Kazlow, MD, have been staunch supporters of the Foundation for many years. Dr. Kazlow serves on Aleh Foundation's Medical Board. Please emulate the generosity of the students of Manhattan High School and inquire about our Mitzvah projects.

For information call the Aleh Foundation headquarters at 800-317-ALEH or email [shlomo@alehfoundationusa.org](mailto:shlomo@alehfoundationusa.org)

## A WOMAN OF VALOR

In each issue of our Newsletter we will highlight the accomplishments of one of Aleh's most prominent "family" members. In this issue the spotlight falls on **Malkie Lundner**.



Malkie has been a staunch supporter of the Aleh Foundation for many years. In 2003 she was recognized with our prestigious Chesed Award for her service to humanity. Malkie and her husband Mordechai have visited Israel and seen firsthand the miracles accomplished with the money raised by the Aleh Foundation. Over the years, Malkie dedicated a residential quarter in Aleh Negev in memory of her beloved mother and sister. Most recently, she contributed \$5,000 toward the Foundation's projects. She has set a wonderful example for her family as well. Her grandson donated his Bar Mitzvah gifts to purchase a much-needed kangaroo (feeding) machine for the children who are unable to eat normally. We are proud to call Malkie Lundner a friend, and look forward to being associated with her for many years to come.



## This Chanukah, Be a Modern-Day Maccabee! Fund Miracles for a disabled child.



Aleh Foundation is seeking donors to sponsor Specialized Walkers for disabled children in the Aleh Bnei Brak Facility. This Specialized Gait Trainer empowers disabled clients to improve their mobility and has pelvic support for a more natural gait.

## DEDICATION OPPORTUNITIES

Join Malkie Lundner this Chanukah and sponsor a Specialized Walker for a disabled child!

- Cough Assist Machine .....\$5,000
- Specialized Walker .....\$3,200
- Chanukah Party .....\$500
- Musical Menorah or Chanukah gift .....\$125

All contributions of \$18 or more are automatically entered in a drawing for 2 FREE flights to Israel, sponsored by HAS advantage. Drawing: Tu B'Shvat, February 8, 2012.