



A L E H

A PUBLICATION OF THE ALEH FOUNDATION / FEBRUARY 2012



"SIGHTS ON THE SITE"

On Rabbi Shlomo Braun's most recent trip to Israel on January 26, he and an executor of a large estate were taken on a guided tour of Beit Yahalom. Beit Yahalom, Aleh's Bnei Brak facility, is home to hundreds of children whose severe disabilities prevent them from living with their families. Beit Yahalom, (*'yahalom'* means 'diamond') is not an institution – "It's like a haven for these children," said the executor, looking around in admiration. "These children are treated like precious gems." After they completed their visit they toured the site of The New School Campus that is presently being built in Pardes Katz, a 10-minute drive from Tel Aviv. When completed, it will have the capacity to service 200 children, with special education classes ranging from kindergarten through high school. It will also include an Olympic-sized pool to provide daily hydrotherapy treatments.



While viewing the construction, Yehuda Marmorstein, Executive Director of Aleh, explained that while seven million dollars has already been invested in the construction of the new school, an additional seven million dollars is necessary for completion - two million of which the government will contribute. Marmorstein urged the potential donor to designate five million of the large estate in order to obtain naming privileges for the entire school. Beit Yahalom and Pardes Katz are some of the jewels in Aleh's crown that distinguish this organization from all others, and made this visit "a site to see."

STRATEGIES FOR WEALTH HOSTS ALEH FOUNDATION EVENT

Peter Lichtenberg, an honorary board member of the Aleh Foundation, hosted a festive cocktail reception on Tu B'shvat, February 8, at the office of Strategies for Wealth in the Wall Street area in New York City. A raffle drawing was held for two round-trip tickets to Israel via El Al Airlines. Mr. Lichtenberg had the honor of drawing the winning ticket donated by one of the Foundation's most prominent corporate partners, **HAS Advantage** Credit Card Company.

Joining Peter Lichtenberg were an enthusiastic group from Strategies for Wealth, including Evan Hamik, Evan Wohl, Andrew Romano, and Scot Minz. Also present were Rabbi Shlomo Braun, Founder & Director of Aleh Foundation, Dr. Jeffrey Tenenbaum, President, Aleh Foundation, Shlomo Berger, Administrator, Aleh Foundation, Ronny Califfano, Entertainment Consultant, NY State Senate Candidate David Storobin, and his Communications Director, Yulia Rydler, Chedva Freund of Hamaspik, and Esther Kenigsberg, Executive Director of Sparks.



The winners of the tickets were **Rabbi Abraham & Rosalyn Cooper** of Los Angeles, California. Rabbi Cooper, a long time supporter of the Aleh Foundation's many worthy

continued on p.3



Left to right: Ronnie Califfano, Entertainment Consultant; Dr. Jeffrey Tenenbaum, President, Aleh Foundation; Peter Lichtenberg, Strategies for Wealth and Aleh Foundation Honorary Board Member; Rabbi Shlomo Braun, Founder and Director, Aleh Foundation; David Storobin, candidate for NY State Senate.

ALEH FOUNDATION CELEBRATES 28 YEARS WITH GALA EVENT



Dean G. Skelos
New York State Senator and
Senate Majority Leader

The Aleh Foundation will celebrate 28 years of service to special children at the 2012 Awards Dinner on **Wednesday evening, May 16** at 6:30 pm at the Museum of Jewish Heritage in lower Manhattan.

At this year's Gala we will recognize distinguished leaders and supporters of the Foundation, including the evening's Keynote Speaker, **Rabbi Joseph Potasnik**, a popular guest and commentator on local and national radio and television programs. **New York State Senator and Senate Majority Leader Dean G. Skelos** will be honored with the Aleh Foundation State Leadership Award. **Dr. Jeffrey Wisoff**, Director of Pediatric Neurosurgery at NYU's Langone Medical Center will receive the Medical Leadership award. **Lauren and Richard Steinberg** of Nationwide Mortgage Bankers, staunch supporters and active members of the Foundation, will be presented with The Executive Leadership Award.



Dr. Jeffrey Wisoff
Director of Pediatric Neurosurgery
at NYU's Langone Medical Center



Lauren and Richard Steinberg
Executive Leadership Award

Jack and Violet Harounian, who dedicated an intervention project and a room in Aleh Negev will serve as Tribute Chairpersons. **Mike & Farnaz Delafraz**, Dinner Chairpersons, also recently chaired the IJC – Aleh Foundation Fashion Show. **Gil & Zoya Shenhav** of Powerhouse Solutions, are the Young Leadership Chairpersons. Gil's enthusiasm ignited the spark in this year's Dinner planning. The evening's Guest Speaker will be **Chana Gershon**, one of Israel's most distinguished social workers and



Jack and Violet Harounian
Tribute Chairpersons



Mike & Farnaz Delafraz
Dinner Chairpersons



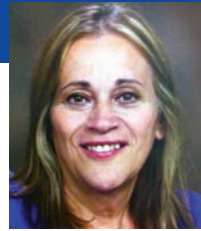
Gil & Zoya Shenhav
Young Leadership Award



Dr. Howard Feldman
Journal Chairperson



Peter Lichtenberg
Journal Chairperson



Chana Gershon
Guest Speaker



Rabbi Joseph Potasnik
Keynote Speaker

advocate for the disabled. Mrs. Gershon is presently serving the special children of Aleh's Jerusalem Center and will provide a first-hand account of the many accomplishments of Aleh.

Dinner Chairs are Board Members: **Dr. Howard Feldman**, a distinguished cardiologist; **Peter Lichtenberg**, who hosted the latest raffle drawing in his office; and **Susan Dee Settenbrino**, whose son Adir Schwartz Settenbrino celebrated his Bar Mitzvah in December in Jerusalem, Israel with a cognitively disabled "Aleh Twin" he had never met (*see page 4*). **Randy & Shaine Settenbrino**, of the Blue Moon Hotel; **Naomi Klass Mauer** of the Jewish Press, 2010 Aleh Foundation Grandmother of the Year Awardee; **Jay Arthur Goldberg**; and **Ricki Kudowitz**, 2011 Tribute Awardee, will also serve as Dinner Chairpersons.

A private tour of the Museum will also be available for guests prior to the start of the event. There will also be a drawing at the close of the program for four round-trip tickets to Israel, donated by **HAS**. HAS has been a partner of the Aleh Foundation for many years. They issue low-interest credit cards, and donate a percentage of the proceeds to many worthwhile charitable organizations in Israel.

Please send your reservations and journal ad blanks to the Aleh Foundation Headquarters at 5317 13th Avenue, Brooklyn, NY 11219. For tickets to the Dinner, or to learn more about how you can help the Aleh Foundation help Israel's most needy, please call their offices at 718-851-4596 or visit their website at

www.alehfoundationusa.org



Randy & Shaine Settenbrino
Journal Chairpersons



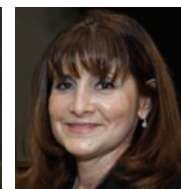
Susan Settenbrino
Campaign Chairperson



Naomi (Klass) Mauer
Tribute Chairperson



Jay Arthur Goldberg
Committee Chairperson



Ricki Kudowitz
Committee Chairperson



Dr. Jeff Tenenbaum
Journal Chairperson



PREVIOUS RAFFLE WINNERS

John and Roya Bani
Los Angeles, CA • Sept. 12, 2011

A MESSAGE FROM ALEH FOUNDATION CHAIRPERSON JACK HAROUNIAN



The Aleh Foundation does their utmost to help provide education, nourishment, medical assistance, rehabilitation and love to hundreds of Israel's most severely disabled children – every hour of the day. While we have all been affected by the economic crisis, we urge you to contribute at least 1% of the proceeds from your business deals.

May we merit to see a spike in the economy soon when we will be glad to give the mandatory 10% of your proceeds to this monumental project of ALEH Foundation!

With blessings,
Jack Harounian

STRATEGIES, *continued*

causes, generously participated in honoring Jess Dolgin, the 2011 Executive Leadership Awardee at the Aleh Foundation Annual Dinner.

During the meeting, Peter Lichtenberg made several exciting suggestions for Aleh Foundation's upcoming 2012 Awards Dinner to be held on May 16th at the Museum of Jewish Heritage. For the past six years Mr. Lichtenberg served as journal chairperson and introduced many of his colleagues to Aleh in support of the treatment and education of Israel's most severely developmentally disabled infants and children. He pledged to continue his mission to support and promote Aleh Foundation's activities, enabling the Foundation to use the funds raised to be sent to Israel's disabled children and orphans.



Left to right: Dr. Jeffrey Tenenbaum, President Aleh Foundation; Evan Harnik, Strategies for Wealth; Ronnie Califano, Entertainment Consultant; Evan Wohl, Strategies for Wealth; Andrew Romano, Strategies for Wealth; Rabbi Shlomo Braun, Founder and Director, Aleh Foundation; David Storobin, candidate for NY State Senate; Peter Lichtenberg, Strategies for Wealth and Aleh Foundation Honorary Board Member; Scot Minz, Strategies for Wealth; Chedva Freund of Hamaspiik; Esther Kenigsberg, Executive Director, Sparks; Yulia Rydler, Communication Director for Storobin Senate Campaign.

MAKE PURIM JOYOUS FOR THE ALEH CHILDREN!

THIS PURIM SPONSOR:

- \$35 Sponsor a new pair of shoes for an orphaned child for the holiday
- \$36 One Music Lesson
- \$360 Music lessons for a month
- \$720 Music lessons for 6 months
- \$1,440 Music lessons for One Year
- \$27 Sponsor a Purim gift for 1 disabled child
- \$250 Sponsor a Purim party for a disabled child's family.
- \$270 Sponsor Purim gifts for 10 disabled children
- \$540 Sponsor Purim gifts for 20 disabled children
- \$3,500 Sponsor a hotel stay for the Holiday for a family who just tragically lost a parent
- \$5,000 Sponsor a Cough Assist Machine



Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Total Amt. Paid _____ Check# _____

Charge to my Visa MasterCard Discover

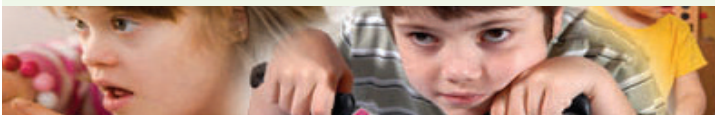
Card # _____ Exp. Date _____

I can not attend, but wish to make a contribution of \$_____.

Your donation of \$18.00 or more entitles you to a chance to win 4 free flights to Israel - Drawing date on May 16, 2012 at the Annual Gala Dinner.

All contributions are tax-deductible as provided by law. Please fill out all the information above and make checks payable to:

The Aleh Foundation
5317 13th Avenue, Brooklyn, NY 11219
Tel: 718.851.4596
www.alehfoundationusa.org



CHARITY RUNS IN THE FAMILY; BERGENFIELD BROTHERS DONATE BAR MITZVAH GIFTS TO ALEH FOUNDATION

Chaim Kazlow, son of Aleh Foundation Board member, **Dr. Philip & Leah Kazlow**, recently celebrated his Bar Mitzvah, Shabbos Parshas Yisro at Congregation Beth Abraham, under the leadership of Rabbi Yakov Neuberger. Emulating his older brother, Chaim donated a significant portion of his Bar Mitzvah gifts to purchase vital therapeutic equipment for Aleh Foundation's special children. The word *Tzedakah* is derived from the Hebrew word *tzedeq*, meaning "justice". In the Talmud it says "Tzedakah is equal to all the other commandments combined," said the Yeshivah of North Jersey student. His parents, Dr. Philip & Leah, presented Chaim with a plaque prepared by the Aleh Foundation, inscribed with his name and the inscription "*To Love Someone Is To See Him The Way The Almighty Created Him*".

The Kazlows have been staunch supporters of Aleh Foundation and instill in their children the desire to follow in their footsteps. Their daughter, **Esther Kazlow**, also chose Aleh Foundation as her **Manhattan High School** chesed project and donated more than \$1,200 to purchase special equipment.

TEMPLE SINAI, LOS ANGELES CHESED PROJECT

To Our Dear Sisters and Brothers,
the Children of Aleh in Israel,

Shalom! I would like to introduce you to my sister, Alexa Khorshad, who is ten years old and myself, Rachel Khorshad. I am eleven years old. This past Hannukah, while attending Hebrew school at Sinai Temple in Los Angeles, we decided to pick a Mitzvah project of our own and help children



with special needs. We were lucky to choose The Aleh Foundation since it is so close to our hearts. For the past two months, whenever we could get away from school work, we have been going door to door, to people we knew or didn't know, to our friends and family, and to meetings at the temple.

We introduced people to Aleh Foundation and explained the help they give to their children. We have been welcomed with open arms at many places and we have received donations anywhere from \$3.00 to a couple of hundred dollars. We are so privileged to present you a check in the amount of \$4,026.00. We hope that this donation will help you in so many ways. We also wish it will bring a smile to your face the same way that it made us smile. We love you and we hope to visit you in Israel in the near future.

Sincerely,
Alexa and Rachel Khorshad



BAR MITZVAH BOY ADIR SETTENBRINO EMULATES BROTHER AND PARENTS IN HUMANITARIAN WORK

Adir Schwarts-Settenbrino chose to celebrate his Bar Mitzvah in Jerusalem with a disabled Israeli twin on December 22, 2011. Back in 2009 Adir chose Aleh Foundation as his pet project when he glowingly delivered a tribute to a distinguished crowd of participants that filled the ballroom to honor his mom, Susan Settenbrino.

Since then the Davies and Settenbrinos have celebrated a Bar

Mitzvah for their older son Ariel in Jerusalem in conjunction with a disabled ALEH boy and have served as chairpeople at many Aleh Foundation functions. Adir gave up his Bar Mitzvah with friends to twin it with a disabled child "because when you have it by yourself, getting all the attention and gifts, you feel too self centered," explains the Joseph Kushner 8th grader. Adir's Twin, Moshe, who suffers from epilepsy, lives in one of the four Aleh Centers in Israel. Adir's gift of \$2,500.00 will go towards purchasing equipment for the Snoezelen room at Moshe's facility. Snoezelen is a therapeutic multi-sensory room that highlights the senses while creating an atmosphere of relaxation and calm. To learn more about Twinning Bar Mitzvahs call 1-800-317-ALEH, or visit the website at www.alehfoundationusa.org.



**ALEH
FOUNDATION**

HELPING THE HELPLESS,
ONE LIFE AT A TIME

5317 13TH AVENUE
Brooklyn, NY 11219
TEL: 718-851-4596