



# Still Here, *Together*

2021 REPORT TO THE COMMUNITY

*Selfhelp* | 85 YEARS OF  
CARING



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Raymond V.J. Schrag  
*President, Board of Directors*



Dennis Baum  
*Outgoing Chair, SCS Foundation*



Stuart C. Kaplan  
*Chief Executive Officer*

## Dear Friends,

### **2021 marks 85 years of Selfhelp Community Services.**

By now, celebrations altered by COVID-19 are all too familiar. While we'd envisioned a different 85th anniversary celebration pre-pandemic, we're no less grateful to recognize this huge milestone. Accordingly, this annual report is all about Selfhelp's 85-year history, from our humble beginnings to our present-day expertise in aging services.

In 1936, a group of German émigrés created Selfhelp to support refugees fleeing Nazi-occupied Europe. Today, Selfhelp is the largest provider of comprehensive services to Holocaust survivors in the U.S. and supports more than 20,000 older New Yorkers from all communities. Our unifying mission is to help all of our clients live with independence and dignity.

This year, Selfhelp reached new heights as the Selfhelp Realty Group | *The Melamid Institute for Affordable Housing* has seven new projects under development, more than ever before. Additionally, our social work, home care, and virtual programs continue to rise above and beyond to help our clients stay well, thanks to continued support from the SCS Foundation.

Looking towards Selfhelp's future, our projections show that in 2030 New York will still be home to thousands of Holocaust survivors. Also, come 2030, the entire baby boomer generation will be 65 or older. Add to this the fact that people are enjoying longer lifespans, and we foresee an increased demand for Selfhelp's compassionate, trusted services.

A Selfhelp Board member recently said, "*Selfhelp is always changing, always growing, and always finding new ways to meet the needs of the community.*" We couldn't agree more,



**Brian Steinwurtzel**  
*Chair, Selfhelp Realty Group |  
 The Melamid Institute for Affordable Housing*



**Staci Barber**  
*Co-Chair, SCS Foundation*



**Debrah Lee Charatan**  
*Co-Chair, SCS Foundation*

and we want to give credit where credit's due. Thank you to our hardworking staff, our dedicated Board members, and all of our supporters. We never could've accomplished what we have without the people who build and maintain our community.

With a strong belief in brighter days ahead,

**Raymond V.J. Schrag**  
*President, Board of Directors*

**Dennis Baum**  
*Outgoing Chair, SCS Foundation*

**Stuart C. Kaplan**  
*Chief Executive Officer*

**Brian Steinwurtzel**  
*Chair, Selfhelp Realty Group |  
 The Melamid Institute for  
 Affordable Housing*

**Staci Barber**  
*Co-Chair, SCS Foundation*

**Debrah Lee Charatan**  
*Co-Chair, SCS Foundation*

**We warmly thank Dennis Baum**, who has stepped back from his position as Chair of the SCS Foundation after ten years of dedicated service. Thankfully, Dennis is staying on as a Trustee. We're grateful to Dennis for his exceptional service in growing the SCS Foundation and expanding our fundraising efforts.

**We're proud to welcome Staci Barber and Debrah Lee Charatan** as the new Co-Chairs of the SCS Foundation. Staci and Debrah are devoted members of the Selfhelp community, having served for many years on the Selfhelp Community Services Inc. and SCS Foundation boards, respectively. They were both honored at our Gala in 2017, and we're fortunate to have them at the helm of the SCS Foundation.





*"Salute to New Americans" celebration at a Selfhelp senior center*

## Selfhelp Over the Years

We're looking back on the history that's made Selfhelp what it is today. 85 years ago, Selfhelp's founders made a sacred pledge to serve as the *last surviving relative* to victims of Nazi persecution, for as long as there's even one survivor in need.

## OUR BEGINNINGS

*Selfhelp for German Refugees* was founded on November 10, 1936, by a small group of German émigrés who wanted to support immigrants who, like them, were arriving in New York City having fled Nazi-occupied Europe. They sought to ease the transition for those who would follow, knowing first-hand how hard it was to begin life anew. During WWII, Selfhelp focused on helping European refugees find work, housing, and community.

After WWII ended, even more immigrants arrived in New York City, traumatized from their experiences in the Holocaust, and most without homes, family, or funds. Selfhelp's work became more extensive, finding housing and jobs, providing financial assistance, and perhaps most importantly, offering understanding and compassion – an oasis of kindness desperately needed as survivors began to rebuild their lives.



*Refugees applying for jobs in the 1940s*

*During WWII, Selfhelp focused on helping European refugees find work, housing, and community.*

1936

1937

1938

1939



*Opening the Scheuer House of Flushing*

## Creating a Caring Community

Throughout the latter half of the 20th century, Selfhelp quickly expanded to provide affordable housing, senior centers, and home care services for older New Yorkers from all communities.



## PIONEERING AFFORDABLE HOUSING

In 1964, Selfhelp built its first apartment building in Flushing, Queens, which housed 200 Holocaust survivors in the first state-aided project to be built in New York by a non-profit organization. Flushing would soon be home to six Selfhelp affordable residences and two robust senior centers. Today, Selfhelp continues to build affordable housing throughout NYC and Long Island through the Selfhelp Realty Group | *The Melamid Institute for Affordable Housing*.

## RESPONDING TO CRISIS

In the 1980s, Selfhelp's expert home care services expanded to care for people with HIV / AIDS including marginalized populations, such as gay men, intravenous drug users, and Black and Latino Americans. Our specialized services supported individuals through AIDS-related complications as the HIV / AIDS epidemic reached New York.



*An intergenerational program at a Selfhelp senior center*



*Holiday party for families affected by HIV/AIDS*

1950

1960

1970

1980



*CEO Stuart C. Kaplan presenting at the opening of the Joseph and Pauline Charatan Residence in Brooklyn*

## Establishing Our Expertise

Innovative thinking has long been crucial to Selfhelp. Over the decades, Selfhelp cemented its role as a leader and expert thanks to innovative new programs and thought-provoking published research.

## INNOVATION FOR HOMEBOUND ADULTS

In 2010, Selfhelp created its groundbreaking Virtual Senior Center (VSC) to connect homebound older adults with the outside world. Today, it's a lifeline for so many.

## CREATIVE HOLOCAUST EDUCATION

In 2012, Selfhelp brought Witness Theater to New York from Israel, a transformational program that brings together Holocaust survivors and high school students to share survivors' stories with the broader community through free public performances.

## PUBLISHING RESEARCH

Over the years, Selfhelp has published four white papers and manuals to share our research and successes with the public, including *Holocaust Survivors in New York: Today Through 2025* (2013), *On Nonprofits, Ethics, and Doing Things Right* (2016), *Integrating Formerly Homeless Seniors into Affordable Senior Housing* (2018), and *Healthy Housing: An Evaluation of Selfhelp Active Services for Aging Model (SHASAM)* (2018).



*Elihu Kover, former VP of Selfhelp's Holocaust Survivor Program, testifying in front of the US Senate Committee on Aging*



*Elizabeth Lynn (left), VP of Grants and Research, presenting research on Selfhelp's Active Services for Aging Model (SHASAM)*



1990

2000

2010

2020





*Senior center members enjoying a dance class while maintaining safety precautions*

## Selfhelp Today

Selfhelp continues to respond to COVID-19 with resilience and strength. Our 85 years of experience informs our work, ensuring that we're providing the best services possible to our clients.



## SELFHELP GETS VACCINATED

In February, our Benjamin Rosenthal-Prince Street Innovative Senior Center became a vaccination site for thousands of our clients and staff, in partnership with Charles B. Wang Community Health Center.

## UPHOLDING DIVERSITY, EQUITY, AND INCLUSION

Selfhelp established the Diversity, Equity, and Inclusion (DEI) Committee driven by the goal to build a more inclusive community.

## CREATING NEW AFFORDABLE HOUSING

Despite the ongoing pandemic, Selfhelp Realty Group | *The Melamid Institute for Affordable Housing* has continued construction in New York City and on Long Island. During a time in which we sought safety at home, it was equally important to continue building new homes for low-income older New Yorkers. Today, Selfhelp owns and operates 14 affordable housing residences that are home to nearly 1,500 older adults, and provides social work services to additional residences. With seven new projects under construction and in pre-development, we'll be providing safe and affordable housing for even more older New Yorkers soon.

## SERVING ELDERLY AND FRAIL HOLOCAUST SURVIVORS

We've continued to uphold our historic promise to serve Holocaust survivors. Today, we host virtual gatherings for survivors, Witness Theater productions have shifted to virtual performances, and we've continued to share survivors' stories online.

## REDUCING SOCIAL ISOLATION

Since the beginning of the pandemic, Selfhelp's Virtual Senior Center (VSC) has tripled its enrollment, enabling more homebound older adults to stay engaged and connected. Our VSC has received remarkable recognition in the past year, including the NY Home Care Association's *Quality & Innovation Award* and features on CBS 2 New York and Fox 5 New York.



*Seniors browsing the Virtual Senior Center*

2020

2021

2022

2023





# Our Locations Throughout New York

☆ Selfhelp Headquarters

**Holocaust Survivor Program** *Operating the oldest and largest comprehensive program serving Holocaust survivors in North America.*

**Supporting 5,527 survivors**

● Holocaust Survivor Programs

**Community-Based Programs** *Caring for thousands of New Yorkers, with assistance accessing benefits and entitlements, case management, virtual and in-person social events, and more.*

**Connecting 21,990 older adults**

● Senior Centers    ● NY Connects  
● Social Adult Day    ● Case Management  
● NORCs    ● Community Guardianship  
● Virtual Senior Center

**Home Care and Home Care Training Programs** *Providing caring services that keep people safe at home, while training the next generation of caregivers.*

**Caring for 1,589 people | Training 335 caregivers**

● Home Care  
● Home Care Training

**Real Estate and Housing** *Providing affordable housing plus services through Selfhelp's Active Services for Aging Model (SHASAM), which offers social work services to support the health and wellness of residents aging in their own homes.*

**Housing 1,480 New Yorkers**

🏠 Housing  
🏠 Housing in development

# Selfhelp's 85th Anniversary Celebration

.....  
*Still Here. Together*

## An Evening to Remember!

*"When it was all over, I just kept staring at the screen hoping there was more."* These words, spoken by a viewer of our 85th Anniversary Celebration, echo those of countless others who tuned in to this memorable virtual event on June 2. With 600+ online attendees, the celebration raised nearly \$1.4M for Selfhelp and elevated awareness of the depth and breadth of our work.

SCS Foundation Trustee, Lori Stokes, anchor of Fox 5's 5, 6, and 10 p.m. news, kicked off the evening and introduced our host, actor and comedian Richard Kind. Richard took us on a trip down memory lane through the halls of Selfhelp's virtual museum, showcasing Selfhelp's incredible work over the past 85 years, and of course entertaining us along the way.

**Watch the celebration anytime at [selfhelp.brand.live/c/85](https://selfhelp.brand.live/c/85) or scan the QR code below.**



We proudly recognized our outstanding honorees  
*Ambassador Stuart E. Eizenstat, Jeremy Shell, and Brian Marcus.*



**Ambassador  
Stuart E. Eizenstat**

*Elie Wiesel Humanitarian Award*



**Jeremy Shell**  
*TF Cornerstone*

*Lifeline of Hope Award*



**Brian Marcus**  
*Fred Marcus Studio*

*Fran Eizenstat Legacy Award*



**Lori Stokes**

*SCS Foundation Trustee*  
*Fox 5's 5, 6, and 10 p.m. News Anchor*



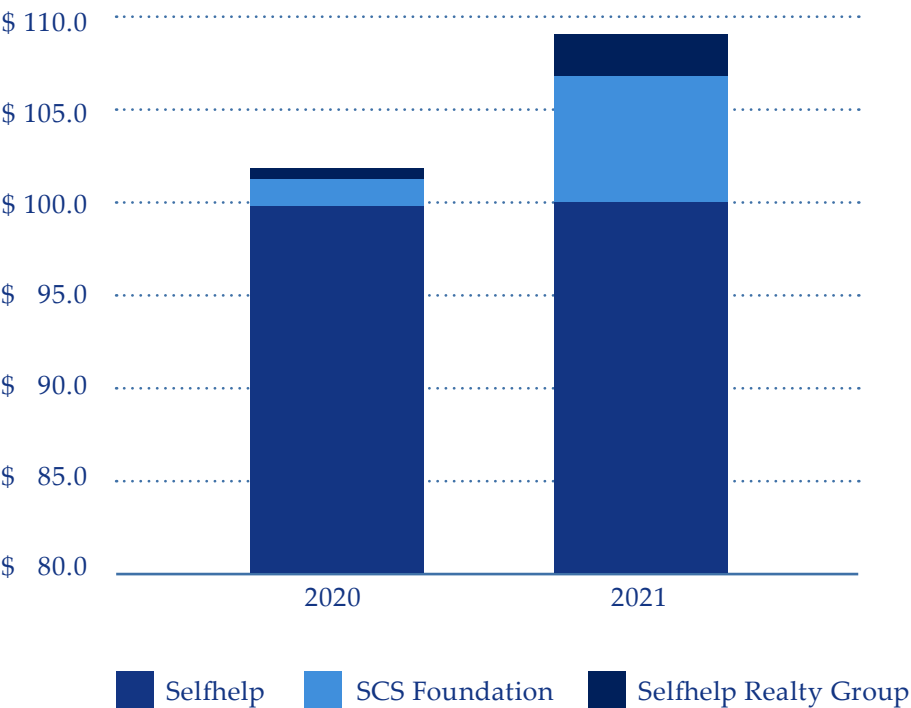
**Richard Kind**

*Event Host*  
*Actor and Comedian*

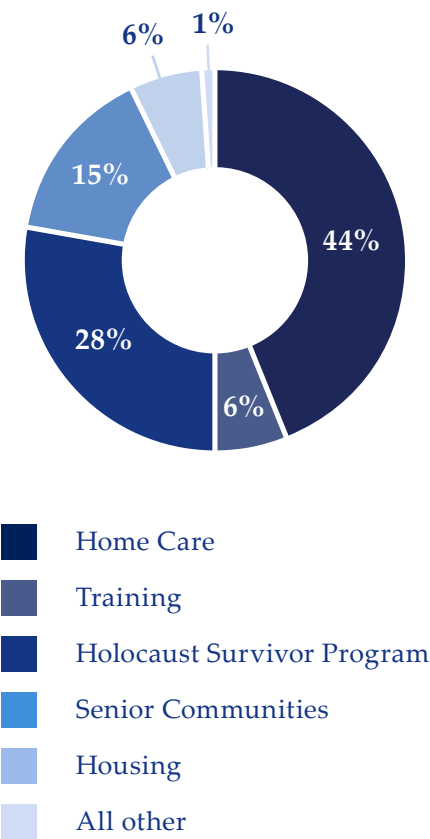
# Financial Information

Selfhelp Community Services, SCS Foundation, and Selfhelp Realty Group

REVENUE  
(\$ IN MILLIONS)



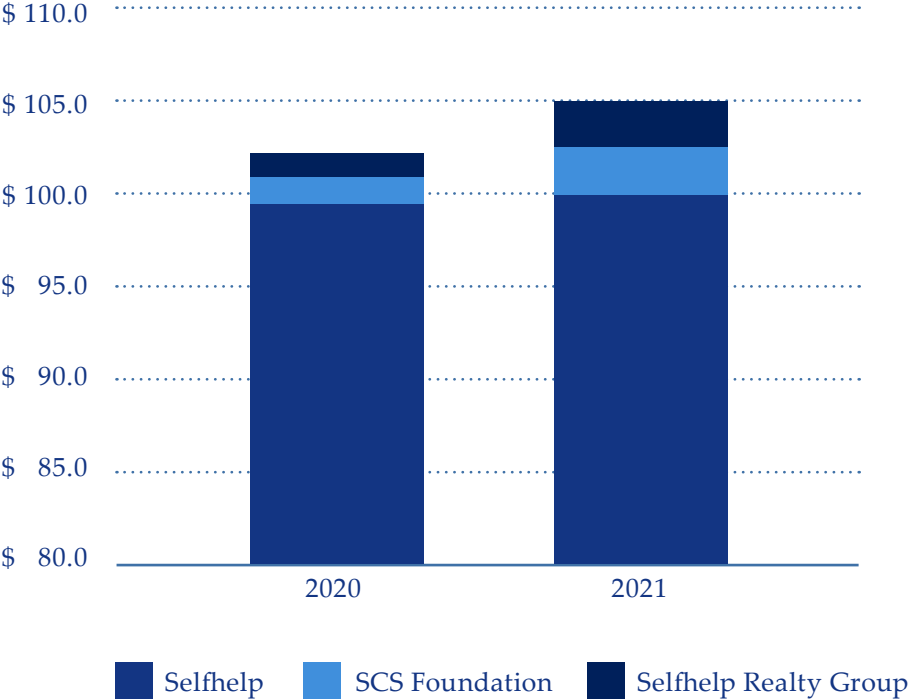
Revenue by Program 2021



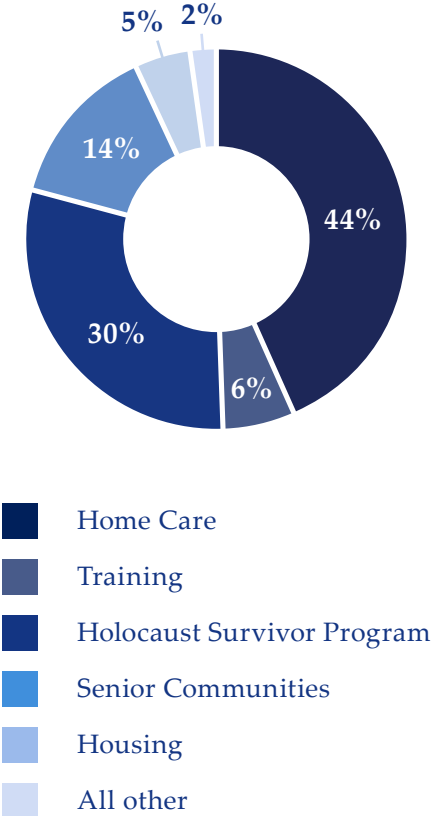
The above financial information is taken from our internal financial statements.  
Reports issued by our independent certified public accountants are available upon request.



**OPERATING EXPENSES**  
(\$ IN MILLIONS)



*Expenditures by Program 2021*



The above financial information is taken from our internal financial statements.  
Reports issued by our independent certified public accountants are available upon request.

## FOUNDERS SOCIETY

From our earliest days, Selfhelp has been blessed with the involvement of scores of individuals committed to our mission.

Selfhelp's Founders Society recognizes the generous support of friends and partners who have made cumulative donations of \$25,000 or more.

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*We offer our deepest appreciation to our Founders, both present and those no longer with us, who have helped to make Selfhelp the vital organization it is today.*

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To donate to Selfhelp Community Services Foundation, or to receive additional information about giving opportunities, please contact the Selfhelp Community Services Foundation at (212) 971-7764, or visit [www.selfhelp.net/donate](http://www.selfhelp.net/donate)

### Pillar-\$5,000,000 and Over

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*Claims Conference In-Home Services Program funded by the German government, for physically and financially vulnerable Jewish Nazi victims*

*Claims Conference In-Home Services Program funded by the German government, for physically and financially vulnerable Jewish Nazi victims in the National Homecare Program for the Northeastern region*

*Conference on Jewish Material Claims Against Germany for the Austrian Holocaust Survivor Emergency Assistance Program*

*Harry & Jeanette Weinberg Holocaust Survivor Emergency Assistance Fund, administered by the Conference on Jewish Material Claims Against Germany for the benefit of needy Jewish Nazi victims*

*The Alfred Landecker Foundation, Inc. (Landecker Fund) administered by the Conference on Jewish Material Claims Against Germany toward the continuation of the Holocaust Survivor Emergency Assistance Program (HSEAP)*

#### Benefactor-\$1,000,000 and Over Ilse Melamid@

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*Big Six Towers NORC – Jeanette Solomon Cultural Arts Program*

*Building Repair – COVID-19 Response*

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*Core Services for Holocaust Survivors*

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*COVID-19 Fund for Holocaust Survivors*

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*Guardianship and Financial Management for Holocaust Survivors*

*New York Times Neediest Cases Program*

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*Robin Hood Foundation*

*The Schneider-Lesser Foundation, Inc.*

*The Harry & Jeanette Weinberg Foundation, Inc.*

## CONFERENCE ON JEWISH MATERIAL CLAIMS AGAINST GERMANY

Selfhelp and the Claims Conference share a strong and collaborative history dating back more than five decades. Generous Claims Conference funding has enabled Selfhelp to expand services, such as case management, emergency financial assistance, and social gatherings, to meet the growing needs of Holocaust survivors living in the New York metropolitan area. As key negotiator for home care dollars from the German government,

the Claims Conference has enabled tens of thousands of survivors to remain in their own communities and live with dignity. During the early days of the pandemic, the Claims Conference immediately stepped forward with additional funding for emergency financial assistance and virtual socialization for Holocaust survivors. We are ever grateful for their critical funding, which helps provide this aging and fragile population with the care they rightfully deserve.

### Patron-\$50,000 and Over

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Sephardic Foundation on Aging

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## UJA-FEDERATION OF NEW YORK

A Core Partner of UJA-Federation of New York since 1983, Selfhelp is the recipient of generous funding and program grants including critical support for our Holocaust Survivor Program, Witness Theater, case management programs, Virtual Senior Center and a multitude of essential organizational services.

During COVID, UJA was especially generous, providing swift support for emergency financial assistance for Holocaust survivors, increased safety measures for home health aides, and the expansion of our Virtual Senior Center to accommodate more homebound clients. We deeply thank UJA-Federation of New York for their steadfast support and commitment to Selfhelp.

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## FRAN EIZENSTAT LEGACY PROJECT (*formerly Project Legacy*)

The Fran Eizenstat Legacy Project was created to ensure the necessary funding to care for the last generation of Holocaust survivors – specifically those who are frail, alone, and, much too often, impoverished. As part of this project, we have launched a special initiative to assist the growing number of Holocaust survivors in need from the Former Soviet Union.

It is most fitting that this vital project bears the name of the late Fran Eizenstat who deeply believed in its mission. Ambassador Stuart Eizenstat serves as the Project's Honorary Chairman.

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## SELFHELP NEXTGEN

Selfhelp NextGen is a dynamic group of young professionals from the New York City area deeply committed to Selfhelp's mission of maintaining the independence and dignity of seniors and at-risk populations. The group maintains a special focus on enhancing the lives of Holocaust survivors,

and seeks to ensure the promise made by our founders: to serve as the "last surviving relative" to victims of Nazi persecution. Created in 2010, Selfhelp NextGen members organize volunteer projects, holiday brunches for Holocaust survivors, an annual 5K run / walk, and outreach events, in

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an effort to educate their peers. During COVID, Selfhelp NextGen stepped up immensely, volunteering to deliver food, make friendly calls, and help clients with technology. To get involved or learn more, please email [development@selfhelp.net](mailto:development@selfhelp.net).

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Selfhelp provides vital services to approximately 5,000 Asian immigrants, the majority of whom are low-income seniors who have emigrated from China. To address their unique needs, Selfhelp's Chinese Advisory Council (CAC) was created in 2015. The Council is comprised of prominent members of the Chinese-American community, whose primary focus is to identify resources and

raise community awareness regarding the needs of Chinese elders served by Selfhelp. During COVID, the CAC worked tirelessly to secure PPE and raise funds for the community. For additional information about the CAC, please contact the SCS Foundation at (212) 971-7764.

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