



Selfhelp

*Selfhelp
Heroes*

REPORT TO THE COMMUNITY
2020



When reflecting on this past year, we are reminded of Selfhelp's beginnings as a small grassroots organization serving the community during a time of crisis. When the COVID-19 pandemic began, our community needed us, and we responded. We adjusted our programs, supplied our essential staff with what they required to be healthy and safe, and used new modes of communication to keep in touch with our staff and clients. This report is dedicated to the Selfhelp Heroes – staff, clients, board members, and supporters – who responded to our community and their needs, just as we did in 1936. The year 2020 is one of those defining years for Selfhelp, and we are grateful for the opportunity to share some of our story with you through these pages.

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DEAR FRIENDS,

As winter turned to spring, we quickly realized that 2020 would not be the year we'd imagined. News reports and our local leaders warned us of the dangers ahead. A crisis was looming. In 1936, our founders saw a different crisis on the horizon — the rise of Hitler and Nazism that threatened Europe's Jewish communities' well-being. Selfhelp was born out of crisis, and unknowingly, our heritage had prepared us for our present-day response.

Though a different kind of threat, our leadership and staff reacted quickly to the realities of COVID-19. The enemy was invisible and pervasive. Our clients and many staff were on the frontlines. Initial reports told of the disproportionate impact on older adults and those with underlying health conditions. We made decisions grounded in a commitment to staff and client safety, communications, and financial stability. All staff continued their essential work, albeit through any means necessary including, personal protective equipment for home care and necessary visits, telephone reassurance, personalized transportation, and virtual technology.

This year — perhaps more than any other — this report is dedicated to the people of Selfhelp — staff, clients, board members, and supporters — and we are honored to feature hundreds of them in the photos you see on the cover and inside cover of this year's Report to the Community. From 1936 to 2020 and all the challenges in between, we've always put our people first. Now, you can see their faces and join us in a heartfelt salute of honor to our Selfhelp Heroes.

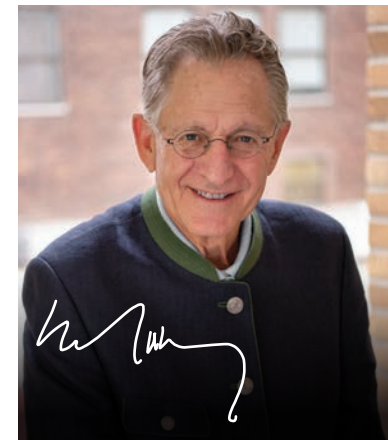
As you'll read in the pages that follow, we share stories of how the Selfhelp community came together to support our heroes. From the power of local neighbors who organized to sew masks for our staff, to the power of technology and volunteers who helped to combat social isolation for clients home alone, we found ways to manage during these trying times.

We especially want to honor those individuals who have continued working in the field or in our offices to ensure that our essential operations remained steady and strong.

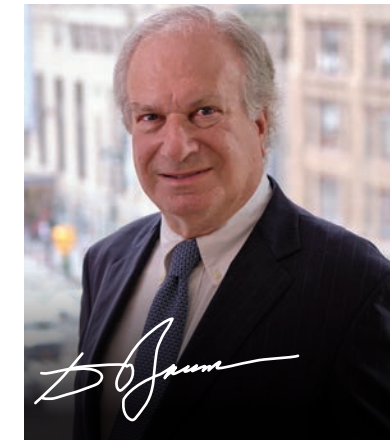
You'll read about some of them, like home health aide Judith George Gary who shares a bit of her story on page eight. You'll also see photos of our staff in action, like Facilities Management Coordinator Eric Warren accepting PPE shipments on page seven.

And on pages twelve and thirteen, you'll read tributes to those in the Selfhelp community who succumbed to COVID-19, including beloved clients and one of our staff aides. They are forever in our hearts.

With a strong belief in brighter days ahead,



Raymond V.J. Schrag
President, Board of Directors



Dennis Baum
Chair, SCS Foundation



Stuart C. Kaplan
Chief Executive Officer



Attendees of a home health aide training class, spring 2020



46 Programs Across New York

The Bronx, Brooklyn, Queens, Manhattan, Nassau and Suffolk



5,384

Holocaust survivors served



3,828

classes offered on the Virtual Senior Center



5,381

calls answered by NY Connects



48,016

hours that participants spent in classes on the Virtual Senior Center



1,480

residents living in Selfhelp's housing



280

Virtual Senior Center volunteers



9,100

people viewed Witness Theater performances

#SelfhelpStrong During COVID-19



52,320

calls and emails made to care for vulnerable Holocaust survivors



42,932

calls made from senior center staff to members



2,328,360

PPE items distributed from the Benjamin Rosenthal-Prince Street Innovative Senior Center



100%

increase in Virtual Senior Center enrollment

They Answered the Call:

MEET OUR SELFHELP HEROES

COVID has taught us many lessons, and continues to remind us that in the face of adversity, anyone can be a hero and step up to help their community. When the pandemic hit New York City, we saw our community's healthcare professionals, teachers, and grocery store workers, among many others, become the lifeline of society, suddenly more crucial than ever. At Selfhelp, we developed a new understanding of who is essential, which included many of our staff in our home care programs, community guardianship, and administrative departments.

Our own heroes emerged – dedicated staff members, kindhearted volunteers, generous donors, and more. Each tapped into their powers, going above and beyond in their own way during a time of crisis for our organization, and for New Yorkers. Thanks to them, we continued our vital work with renewed dedication and strength. And thanks to the generosity and support of those in the pages ahead, we were able to continue to serve our clients. They have taught us that in a time of darkness, there are always helpers ready to shine.

THE POWER OF TEAMWORK

Sharon Chertok

Though her sewing machine had sat idle for years, while watching a news program back in March, Sharon Chertok's creativity was reignited. As a video of how to construct a homemade face mask played on the screen, she realized that she had the skills to make a difference. Sharon began to sew masks out of her New York City apartment on her own, but as the need increased, she decided to seek helpers through her building's bulletin. Soon enough, she had an army of neighbors each executing a different step of the process, from cutting fabric to sewing elastic, and most of whom she had never met before. *"It really was a group of strangers who got together around a purpose,"* Sharon shares, *"We still really may not recognize each other because a lot of this was done dropping things on doorknobs, or leaving them with our doorman in the lobby, and wearing masks if we did get to pass one another."*

Sharon estimates that they made over 4,000 masks all together, donating them to various local organizations and hospitals. Victor A. Wyler, Co-Chairman and past President of Selfhelp's Board, has an apartment in Sharon's building and noticed her posting on the building's bulletin. Given the scarcity of PPE during those early weeks, he suggested we reach out to Sharon, who created 349 masks for Selfhelp's workers.

"It made us feel really purposeful at a time where, being a senior, we were told to stay home, lock your door, you can't do anything, you can't go anywhere."

— Sharon Chertok

As home health aides and guardianship workers continued to visit clients' homes throughout the pandemic, the masks were crucial for everyone's safety. The project gave Sharon and her neighbors purpose during a difficult time. *"It just all fell into place,"* says Sharon, *"We fulfilled a need, and it fulfilled it for us."*



THE POWER OF COMPASSION

Judith George Gary

For home health aide Judith George Gary, being an essential worker throughout the COVID-19 pandemic has required mindfulness. *"It takes razor sharp focus,"* Judith shares. She is always mindful of what she does and how, to ensure that she's following the proper protocol with hand washing, mask wearing, and social distancing when possible. *"I'm always trying to go above my best."* Our 1,600 home health aides, like Judith, quickly became heroes as the pandemic began, bravely continuing to travel to their clients' homes to provide excellent care. A number of foundations stepped forward to help ensure our home health aides were able to stay safe, including Robin Hood, whose generous grant provided increased compensation and PPE when aides needed it most.

During the pandemic and always, Judith's work is focused on improving her clients' daily lives. She cares for clients of our Holocaust Survivor Program, and takes pride in hearing their stories, knowing that she and her children are now bearing witness to their experiences.

"Without her I don't know how I would make it. She helped me so much with everything - not just lifting me physically, but mentally too. Thank God she is with me," shares Livia Horovitz, a Holocaust survivor who has been receiving care from Judith for years.

I can't always help them feel better physically, but I want them to be better off when I show up.

— Judith George Gary



THE POWER OF GENEROSITY

The New York Community Trust

When the pandemic began, it became clear that nonprofit organizations would need help to serve their communities during this difficult time. Selfhelp was no different, as our clients are among the most vulnerable to the virus, and New York quickly emerged as the epicenter of the outbreak. The New York Community Trust, and its partner donors, took swift action, forming the NYC COVID-19 Response & Impact Fund in March. Lorie Slutsky, President of the Trust, shares, *"As the city began to shut down to slow the pandemic, it was clear the repercussions on human life and the economy were going to be profound. It was all-hands-on-deck."* The Fund disbursed grants via a competitive application process to a lengthy list of human services and arts and cultural nonprofits, including Selfhelp. Thanks to their generous grant, we were able to provide our frontline staff with hazard and incentive pay, as well as ensure their safe transportation to and from work.



Selfhelp was fortunate to have received funding from a variety of foundations throughout the pandemic:

- Anonymous
- Capital One Bank
- Conference on Jewish Material Claims Against Germany
- Good Nation
- Laurie Kayden Foundation
- Metzger-Price Fund
- Mother Cabrini Health Foundation
- The New York Community Trust
- Robin Hood
- Temple Emanu-El Philanthropic Fund
- UJA-Federation of New York
- Harry & Jeanette Weinberg Foundation
- And the many family foundations which so kindly stepped forward to lend their support

As we have learned from crises in the past, the way to address this challenge is to work together.

— Lorie Slutsky,
President of The New York Community Trust

THE POWER OF FAMILY

Jessica Milstein

Jessica Milstein and her grandmother Anna Tsesarsky, a Holocaust survivor from the Former Soviet Union, define what it means to be close. *"She is for sure my best friend,"* Jessica expresses, *"She is my mentor in everything."* Thus, when the pandemic began, it was her grandmother, and those like her, that stood out immediately to Jessica as requiring the most support. She and her family took swift action, making an incredibly generous donation to Selfhelp to assist Holocaust survivors in need. Their kindness impacted hundreds of survivors requiring food delivery, financial assistance and more. Jessica also began volunteering as a friendly caller to Leonid, a Russian-speaking Holocaust survivor.



Jessica Milstein and her grandmother Anna Tsesarsky

The experience has been very rewarding for Jessica, who hopes to be able to meet Leonid in person when it is safe to do so. It gives her great joy to help alleviate even just one person's isolation during this unique time, especially someone like her grandmother, who survived unimaginable circumstances during WWII. She shares that being involved with Selfhelp *"is the exact impact I've been looking to make. It just fits so much with my family, who we are and where we came from."*

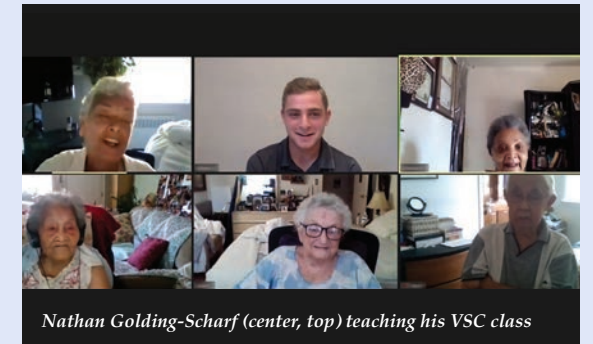
My grandmother is the matriarch of our family and is the central focus in everything we do, and it is heartbreaking to know that there are so many survivors that don't have that.

— Jessica Milstein

THE POWER OF CONNECTION

Nathan Golding-Scharf & Robert Ukrainsky

With activities canceled due to COVID-19, 17-year-old Nathan Golding-Scharf looked to find a meaningful way to fill his time. Through his father, Richard, an SCS Foundation Board Trustee, Nathan was introduced to Selfhelp's Virtual Senior Center (VSC) and the opportunity to be a class facilitator. Soon, Nathan had a steady following of older adults taking his class on sports-related topics. *"He's such a doll,"* says VSC participant Deborah O., *"We had a great time with him."* Nathan is not the only teenager to facilitate a VSC class throughout the pandemic; Robert Ukrainsky, 17, led a class entitled "Music Without Borders" where he taught about classical and jazz music—entirely in Mandarin. Robert is learning Mandarin in school and was excited to use this opportunity to practice his skills with participants on the VSC's Chinese-language platform. *"I enjoy that it makes them happy to see someone from a different cultural background and different generation speaking their language and interested in their culture."* Robert and Nathan both very much enjoyed their experiences with the older adults and felt that they made a real difference in an uncertain time. Says Robert, *"During this time when one is stuck at home, it is definitely useful to learn something new."*



Nathan Golding-Scharf (center, top) teaching his VSC class



Robert Ukrainsky



Robert Ukrainsky (left, top) teaching his VSC class

While I know that the VSC runs all the time, I believe that it is most important during this pandemic as many seniors cannot go outside. I'm so glad I could give seniors a bright spot in their day during such dark times.

— Nathan Golding-Scharf

We Remember

Selfhelp is privileged to serve 20,000 older adults — among the most vulnerable during this health crisis. Each one is a unique individual with a unique story, and a valued member of our Selfhelp family.

Tragically, we lost 158 clients and 4 staff members to COVID-19 as of October 1. May we remember each of them and the role they played in our lives. They are, and will always be, in our hearts.

Please join us in honoring their memory.

You can pay further tribute to these individuals on our website:
www.selfhelp.net/memorial

Maxine Foster-Day

Maxine Foster-Day was a faithful employee, co-worker, and friend. She was proud of being a home health aide and knew that her job mattered. Maxine gave hope and care to everyone she encountered. She was beloved by her Selfhelp family and she will not be forgotten.



Eva Konrad Hawkins

After surviving the Holocaust as a child, Eva Konrad Hawkins became a distinguished biologist. She came to the U.S. in 1956 and obtained a PhD from the University of Pennsylvania with a dissertation on algae. Soon after, she moved to New York City, a place she loved. In her time as a biologist, Dr. Hawkins researched at the New York Aquarium in Coney Island and designed a diorama of submarine environment for the American Museum of Natural History. She taught biology at several colleges.



Sol Roth

Sol Roth loved life and was a devoted family man; being with him made you feel happy. He was married for 58 years to his beloved Fay, and loved to travel and dance. He was a wonderful story teller. Sol was a Holocaust survivor who lost his parents, four of his five siblings, and their family-owned business in the Holocaust. After immigrating to the U.S., he became a cook and later a successful restaurant owner with delis in Brooklyn and Manhattan. He and his wife Fay were able to travel all over the world after he retired.



Tibor (Tibi) Horovitz

Tibi Horovitz was known for his amazing sense of humor and being a devoted father and grandfather. Born in Hungary, he and his family were taken to a ghetto during WWII and later to a concentration camp.



Thankfully, Tibi, his parents, and his siblings survived. Tibi married his wife Livia in 1957 in Austria while escaping together from Hungary to the U.S., after knowing each other for just five weeks. He came to New York with only the clothes on his back and built a wonderful life for his wife and two daughters. Tibi worked multiple jobs, and ultimately purchased a taxi medallion and cab to support his family. Tibi welcomed many celebrities into his cab, such as Eddie Fisher, Mohammed Ali, and Jackie Kennedy Onassis. He was a very strong and loving person and persevered for his family, including his four grandchildren. He will be greatly missed.

Alice Roland

Alice Roland was a brave, warm, and extremely kind woman. After surviving the Holocaust, she became an administrative assistant at the United Nations and lived for many years on the Lower East Side of Manhattan. Alice loved to travel and made many trips to England, Israel, and throughout the U.S. At the end of Alice's life, her social worker from Selfhelp's Holocaust Survivor Program visited her weekly and checked in with her care team to ensure she was well and had all she needed to be comfortable. A survivor in so many ways, she will never be forgotten.



George Dean

A native of Georgia, George Dean met his wife Marguerite when they were both in graduate school at the University of Texas. He graduated with a degree in environmental chemistry, and remained in Texas for many years, working for the Texas Commission on Environmental Quality. After moving to Jackson Heights, Queens, George started a second career as a social worker, obtaining a Master's Degree in social work from Fordham University. A lifelong learner, George was an avid reader, compassionate listener, and was ready and eager to converse on a wide variety of subjects, from science to the arts. George and Marguerite celebrated their 51st wedding anniversary in January 2020. George was an active member of Selfhelp's Northridge/Brulene/Southridge NORC Program.



Mary Weiss

Born in Romania, Mary Weiss came to the U.S. in 1966 after surviving Auschwitz. She worked as a dress maker and was an avid baker who loved to share recipes. Mary was a kind person and a dedicated wife; she had a great sense of humor and would help anyone. Her friends' children treated her like a grandmother, inviting her to holiday dinners, weddings and celebrations. Selfhelp's Holocaust Survivor Program became her legal guardian in 2012, and she will be greatly missed by her friends and her Selfhelp family.



HIGHLIGHTS

A look back at what we've accomplished this year

HIGHLIGHT: Introducing The Melamid Institute for Affordable Housing

"Because of my childhood, caring for people's home needs was central to my interests as I wasn't fortunate to experience a stable home life until I was married. The care that Selfhelp offers...is extraordinary. I have a lot of empathy for those who don't have the security of home and family."

– Ilse Melamid



Today, more than one-quarter of New York's renters are 60 or older. Nearly one in seven seniors in the city live in poverty. More than 200,000 seniors are currently on the waiting list for the Department of Housing and Urban Development's (HUD) Section 202 federal program which provides housing for low-income people aged 62 and over.

The newly created **Melamid Institute for Affordable Housing**, named for SCS Foundation Board Trustee Ilse Melamid, will enable the Selfhelp Realty Group (SRG) to address this untenable situation by increasing the availability of affordable housing. The Institute will support the development of new housing, provide enhancements to our current buildings, ensure that SHASAM services (Selfhelp Active Services for Aging Model) continue to help our residents live independently with dignity, and advocate for investments in housing with services.

It will also serve as a resource to other organizations by sharing the knowledge and expertise we have gained over the past six decades.

Ilse's personal interest in housing is rooted in her past as a Holocaust survivor. In 1939, at the age of 11, she fled from Vienna to England on one of the last Kindertransports. Tragically, she never saw her parents again, and Ilse knows first-hand what it means not to have a place to call home. This traumatic experience motivated her to make an extraordinary, transformational gift to the SCS Foundation to establish Selfhelp's new Melamid Institute for Affordable Housing.

With immense admiration and deep gratitude, we thank Ilse Melamid for her historic gift that will provide thousands of low-income seniors with a place to call home.

HIGHLIGHT: Affordable Housing on Long Island

The Selfhelp Realty Group (SRG) remains steadfast in their commitment to providing affordable housing and services to New York's older adults. Two projects on Long Island, Bergen Place in Freeport and another in Wyandanch, highlight Selfhelp's work in addressing the vital, growing need for affordable senior housing.

Earlier this year, SRG began construction on Bergen Place, an affordable housing development in the village of Freeport in Nassau County, Long Island. The five story building will contain 44 units and is designed by world-renowned architecture firm Studio Libeskind. It is financed by NYS Homes and Community Renewal, with support from Nassau County and The Weinberg Foundation. The highly-sustainable residence includes active design elements, encouraging residents to participate in physical exercise by taking the steps rather than the elevator and enjoying the building's outdoor recreational areas.

Bergen Place residents will have access to social services through SHASAM (Selfhelp Active Services for Aging Model). SHASAM is an evidence-based model shown to benefit residents' health by offering necessary supports to assist in aging on pace. The model harnesses Selfhelp's full spectrum of social services, health and wellness programs, and client-centered technologies.



Rendering of Bergen Place in Freeport, Long Island



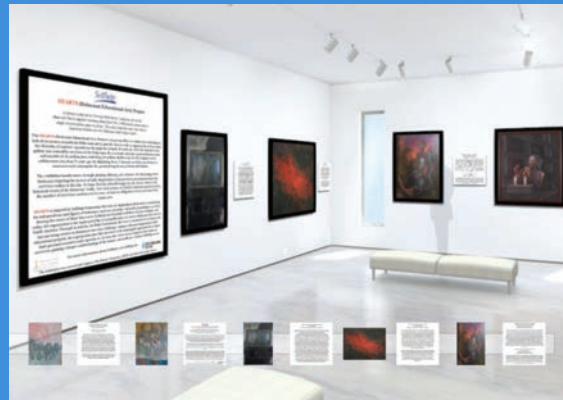
Bergen Place under construction

HIGHLIGHT: Expanding Holocaust Education

Selfhelp's Holocaust Educational Initiative is the next step in our commitment to Holocaust remembrance. We are dedicated to remembering the Holocaust and raising awareness of the survivors still in need today. Through these creative, educational initiatives, launched on International Holocaust Remembrance Day, we're ensuring that the memories and lessons of the Holocaust will not be forgotten by generations to come. Learn more: www.selfhelp.net/holocausteducation

HEARTS, Holocaust Educational Arts, is a live and virtual art exhibition featuring works created by Holocaust survivors. Through their art, survivors share their Holocaust memories and process their experiences and traumas.

Fred Terna, survivor and HEARTS artist, joined Selfhelp for a virtual conversation about his personal history, the inspiration behind his art, and what COVID-19 feels like for survivors. The conversation, as well as the virtual HEARTS exhibit, can be viewed online.



HEARTS virtual gallery



Ruth Zimble



Jill Chase

Cooking with Holocaust Survivors is a video series that follows Holocaust survivors as they prepare recipes that evoke memories of their lives before the war. Ruth Zimble cooks kasha varnishkes and Jill Chase shares her mother's recipe for stamppot. These episodes were viewed over 100,000 times online.

HIGHLIGHT: Witness Theater Goes Virtual



Note: These photos were taken before COVID-19 suspended in-person meetings for all Witness Theater groups.

Since Selfhelp brought Witness Theater to New York in 2012, with the ongoing support of UJA-Federation, the program has transformed the lives of the Holocaust survivors and student participants, along with the thousands of people who have attended the performances. This year was no different, thanks to the 30 students, 16 survivors, funders, dedicated staff and drama therapists who made it happen.

When COVID-19 forced in-person meetings to be suspended, each Witness Theater group felt strongly that somehow, the program must continue. The students found creative ways to continue building relationships with the survivors, and they also found a way to bring their theatrical performances to virtual platforms. They premiered, performed, and recorded these performances, making them accessible to all.

"Despite social distancing and the shift to virtual programming, the strength of the relationships within each group persisted: students and survivors continued to communicate and support each other during this isolating time. By watching their tribute videos, you will witness the creativity of the students and their dedication to sharing these stories and legacies with our community," shared Stuart C. Kaplan, Selfhelp CEO.

Watch recordings of our Witness Theater 2020 performances online: www.selfhelp.net/witnesstheater

HIGHLIGHT: Transforming our 2020 Gala into G.A.L.A.

G.A.L.A. - Giving Assistance. Leading with Action.

Like everything about the pandemic, the experience of fundraising was full of surprises. It began with the need to cancel our May Gala. We thought about rescheduling or holding a virtual event, but as we began to get a firmer grasp on what the pandemic meant for our 20,000 clients, the path ahead became clear. Our staff and clients' needs were growing, thus requiring that we devote all of our efforts to COVID-19 assistance. And so, our G.A.L.A. (Giving Assistance. Leading with Action.) campaign was born, with the full support of our honorees:



**THE SCHNEIDER-LESSER
FAMILY**

Mindy, Michael, Katie and Jake



ANNA SCHNEUR

Member,

Selfhelp's Board of Directors



STUART C. KAPLAN

CEO,

Selfhelp Community Services

From the outset, we were particularly moved by the swift response of the donor community. A number of foundations and institutional funders with whom we have strong relationships also stepped forward, fast-tracking their usual submission protocols in order to distribute funds as quickly as possible.

The G.A.L.A. campaign provided essential services to our Holocaust survivor clients and other low-income elderly, including food and medication, one-month rent stipends to ease financial burdens, and access to our Virtual Senior Center to alleviate extreme isolation.

The campaign also benefited our dedicated staff, including over 1,600 home health aides and guardianship workers – truly our unsung heroes – who continued to selflessly provide the vital services that enable our clients to live independently at home.

While we couldn't gather in person, our honorees, along with our Boards and the entire Selfhelp family, came together in full force to support our clients and frontline staff during COVID-19.

Our deepest thanks to The Schneider-Lesser Family, Anna Schneur, and Stuart C. Kaplan for their incredible support during a most challenging time.

HIGHLIGHT: Keeping New York Safe

Selfhelp coordinated the distribution of millions of pieces of personal protective equipment (PPE) to 74 local home care agencies.

While New York was on pause for COVID-19, Selfhelp played an integral role in distributing PPE to frontline healthcare workers. Starting in late April, Selfhelp's Benjamin Rosenthal-Prince Street Innovative Senior Center in Flushing, Queens served as a distribution site for PPE to local home care agencies.

While most New Yorkers were sheltering at home, Selfhelp's dedicated staff came to the center to receive each delivery and make sure the aides and nurses at 74 home care agencies had the PPE they needed to keep themselves and their clients safe.

The PPE distribution was accomplished in partnership with the Home Care Association of NY, of which Selfhelp is a member. Selfhelp served as one of only two NYC distribution centers for PPE from the NY Department of Health and Mental Hygiene, garnering Selfhelp positive acknowledgment from government partners and from Empire BlueCross BlueShield. Selfhelp led as a central resource among human service agencies.

Over 2 million pieces of PPE were distributed, including:

- 1,042,200 Gloves
- 1,096,200 Masks
- 21,040 Face Shields
- 23,320 Gowns
- 145,600 N95 Masks
- Over 600 Gallons of Hand Sanitizer



Selfhelp employees Ming Zhong Jin and Marvin McCants at the Benjamin Rosenthal-Prince Street Innovative Senior Center with boxes of PPE



PHYSICALLY SEPARATED BUT NEVER ALONE

Selfhelp's Virtual Senior Center (VSC) reduces social isolation and loneliness among homebound older adults

COVID-19 and social distancing were not in our vocabulary several years ago when Selfhelp started the Virtual Senior Center (VSC). We knew that this unique and transformational program was the first of its kind, engaging homebound older adults through interactive, real-time online classes. We knew that it was effectively reducing social isolation by creating social networks for otherwise homebound seniors, connecting them to each other and to the outside world. But what we didn't know is that it would become a lifeline during a pandemic. In only a few months, VSC participation doubled with new members joining each week.

While social isolation used to be something we associated with old age, it's now something that affects everyone – and we all know how it feels. We have a new appreciation for the importance of virtual programming and technology to stay connected.

When restaurants, shops, community centers, and everything around us closed, the Virtual Senior Center remained open. Classes are offered daily online. Participants use a personal computer to log into the VSC whenever they choose, review the calendar of classes, and join whichever program interests them. In each class, all participants can see, hear and speak to each other and the facilitator in real time.



I look at the calendar every day and see what's going on. Today at 10 am, I'm taking a class called 'Towards Self-Acceptance' with Deirdre. Bernie comes on at 11 am with 'Current Events'.

— Margo, a Selfhelp Senior Center member, now an active participant on the VSC

There are so many activities on the VSC, it's very personalized! You are not sitting alone doing nothing.

—Libby, a Selfhelp Senior Center member, now an active participant on the VSC

We offer special Virtual Senior Center platforms in several languages, as well as a platform specifically for Holocaust survivors. Generous funding from the Claims Conference and UJA-Federation of NY enabled us to expand the VSC to Holocaust survivors who are newly homebound due to the pandemic.

With increased outreach efforts, the number of survivors on the VSC almost doubled during COVID.

HOW WE SERVE OUR COMMUNITY

Selfhelp is dedicated to maintaining the independence and dignity of older and vulnerable New Yorkers through a range of social services, affordable housing, and home health care.

212-971-7600 | info@selfhelp.net | www.selfhelp.net

Holocaust Survivor Program

Selfhelp operates the oldest and largest program serving Holocaust survivors in North America, providing comprehensive services to over 5,300 survivors. At six locations across New York City and Long Island, our social workers offer a full continuum of care, including enhanced case management, home health care, housekeeping, financial management/guardianship, social programs, emergency financial assistance, Holocaust education programs, and more.

Locations include:

- Brooklyn Office
- Brooklyn Office for Russian Speakers: *Henry J. and Erna D. Leir Center for Holocaust Survivors, Henny and Friedrich Brodnitz Case Management Program*
- Manhattan: *Abraham Scharf Center for Holocaust Survivor Services*
- Nassau County: *Abraham Scharf Center for Holocaust Survivor Services*
- Queens Office
- Washington Heights & the Bronx: *The Kohn-Melamid Center for Holocaust Survivor Services*

Affordable Housing and Selfhelp Realty Group

Selfhelp's twelve affordable residences offer older adults the opportunity to live in a safe community with access to social services, if and when they are needed. At each residence, we offer the Selfhelp Active Services for Aging Model (SHASAM), which makes available social work services for all the residents.

Housing locations include:

- Helen R. Scheuer House (Queens)
- Martin Lande House (Queens)
- Scheuer House of Bayside (Queens)
- Scheuer House of Flushing (Queens)
- Harry and Jeanette Weinberg House (Queens)
- Harry and Jeanette Weinberg Apartments (Queens)
- Selfhelp K-VII (Queens)
- Van Cortlandt Green (Bronx)
- Joseph and Pauline Charatan Residence (Brooklyn)
- Kimmel Housing I (Nassau County)
- Kimmel Housing II (Nassau County)
- Glendale Neighborhood Pillars (Queens)

Community-Based Programs

In programs throughout New York City and Long Island, and in countless homes each day, Selfhelp's clients receive the vital services they need to live meaningful, independent, and dignified lives.

- Selfhelp's **Virtual Senior Center** offers homebound seniors the opportunity to engage and connect through stimulating virtual classes.
- Selfhelp's five **senior centers**, including one of the first to be designated by the City of New York as an Innovative Senior Center, offer a wide variety of life-enhancing programs and services including coordinating meal delivery, in-person and virtual workshops, and access to case management services.
- Selfhelp's four **comprehensive case management** programs provide expert assistance in accessing entitlements and benefits, as well as financial assistance, home delivered meals and chore services. Geriatric Care Managers provide older adults and their families information and support about long term care.
- The **Selfhelp Alzheimer's Resource Program (SHARP)** is a social adult day care program providing assessment and referrals and social activities for individuals with dementia or Alzheimer's disease.
- Selfhelp serves as the **court-appointed legal guardian** for vulnerable clients referred by Adult Protective Services (APS) in NYC and the Department of Social Services (DSS) in Nassau County, who are over 18 years of age and unable to manage their financial or domestic affairs.

- Selfhelp's **Naturally Occurring Retirement Communities (NORCs)** programs provide senior residents in four large cooperative and rental housing complexes with the supportive services they need to continue living in their own homes. On-site services include case management, counseling, health screenings, and social, recreational, and educational programs.
- Selfhelp is New York State's Queens provider for **NY Connects** which is a telephonic information hotline for individuals, caregivers and professionals providing consistent, comprehensive, local information about long-term care services.

Home Health Care

A leading provider of home health care in the New York City metropolitan area, Selfhelp delivers two million hours of home care annually to elderly, frail individuals, and families at-risk. Selfhelp operates a Licensed Home Care Services Agency (LHCSA) in New York City and Long Island and offers Certified Home Health Agency (CHHA) services in New York City. Services are designed to maintain independent living and include skilled nursing, assistance with activities of daily living, housekeeping, homemaking and therapeutic care. Selfhelp's highly regarded training program provides education and certification to hundreds of home care aides each year in New York City and on Long Island.

PLEASE JOIN US AND HELP 20,000 NEW YORKERS... ONE PERSON AT A TIME.

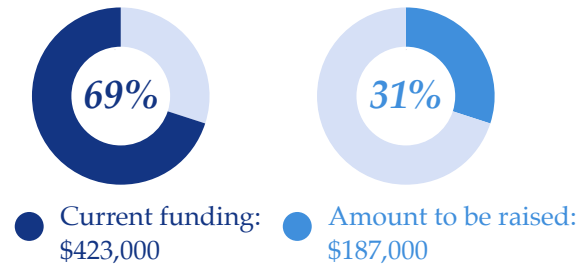
Holocaust Survivor Programs

Care for Holocaust survivors is at the heart of our mission. As the needs of survivors continue to grow, the cost of providing care for them grows as well. As the majority of our survivor clients live at or below the federal poverty line, your support will ensure that they can live with the comfort and dignity they deserve.

Intensive Intervention Unit (IIU)

Selfhelp's Intensive Intervention Unit supports the critical needs of our most vulnerable survivors, during the pandemic and beyond, and works to combat the debilitating effects of social isolation. Services include home health care, guardianship, and financial management.

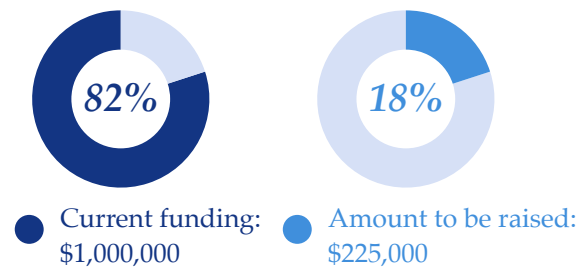
TOTAL BUDGET: \$610,000



Emergency Financial Assistance Program (ECAP)

Expenses such as hearing aids, dental procedures, Medigap insurance, utility bills and even food present a financial hardship for many of our survivors. Selfhelp's ECAP program provides grants to those who cannot afford to purchase these critical items and services.

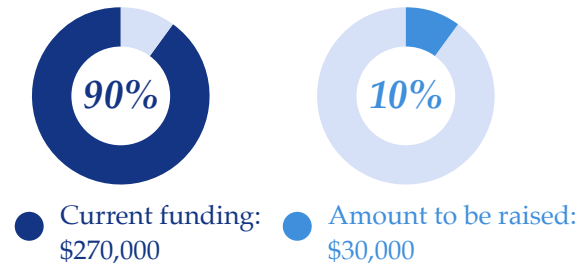
TOTAL BUDGET: \$1,125,000



Witness Theater

The shocking results of a recent Claims Conference survey on Holocaust knowledge among millennials and Gen Z reinforce that we must act now on Holocaust education. Our Witness Theater program, which pairs Holocaust survivors with high school students, transmits the valuable lessons of the Holocaust to the next generation. Each year, our survivors' sacred stories of trauma, loss, hope and resilience, are shared with thousands of individuals through live and virtual performances.

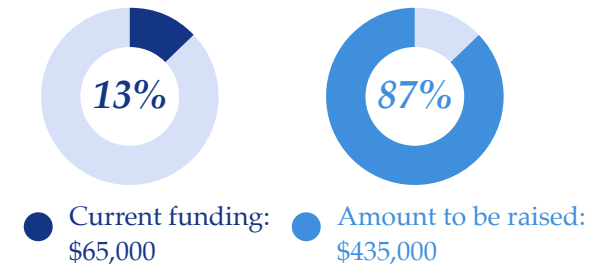
TOTAL BUDGET: \$300,000



Housing with Services

With 12 housing residences and five new projects underway, the Selfhelp Realty Group (SRG) is working to address the critical need for affordable senior housing. Especially during COVID, funding is needed to enable our now homebound residents to participate in virtual programming. Funding will also enable the development of 100 units of affordable housing in Flushing, and the expansion and renovation of our Benjamin Rosenthal-Prince Street Innovative Senior Center.

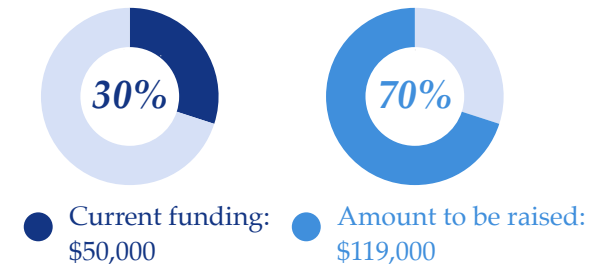
TOTAL BUDGET: \$500,000



Selfhelp Institute for Education and Leadership Development (SHIELD)

By investing in our staff, we strengthen the quality of care we deliver to our clients. SHIELD provides staff members with live and virtual opportunities for professional development and ensures that they remain current with industry trends and standards. In addition, Selfhelp's new Diversity, Equity and Inclusion (DEI) initiative will operate under SHIELD, providing vital training for all employees.

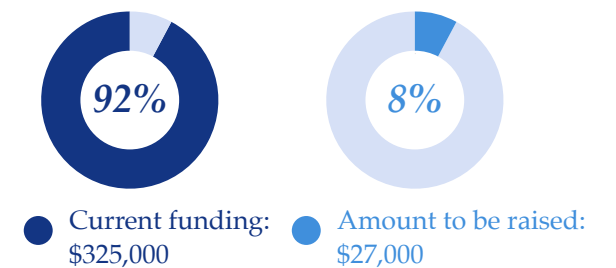
TOTAL BUDGET: \$169,000



Safety Net Case Management Program

Safety Net provides intensive case management to individuals whose needs cannot be met by other case management programs. These include low-income elderly, people with disabilities, and children and surviving spouses of Holocaust survivors. The program is supported by UJA-Federation of NY, with some funding from the City Council.

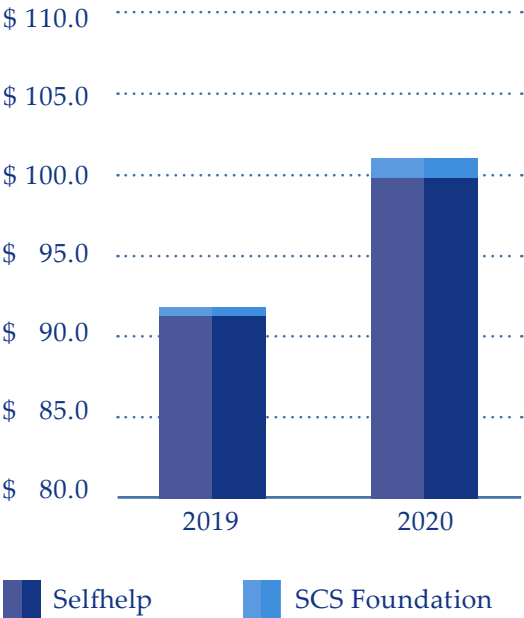
TOTAL BUDGET: \$352,000



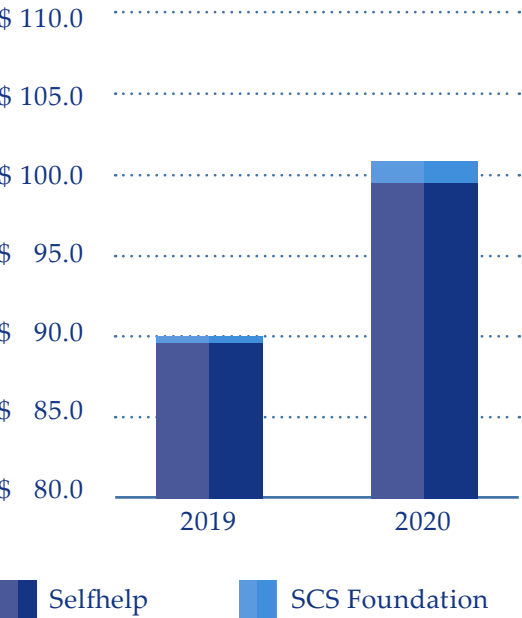
FINANCIAL INFORMATION

Selfhelp Community Services and SCS Foundation

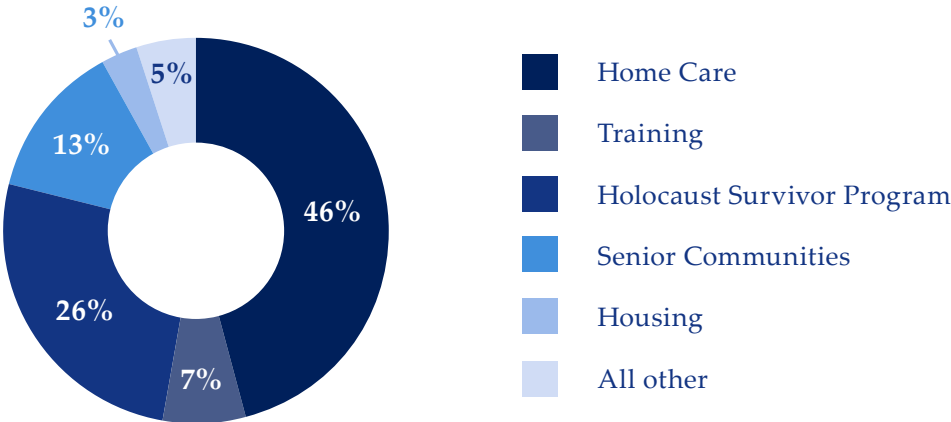
REVENUE
(\$ IN MILLIONS)



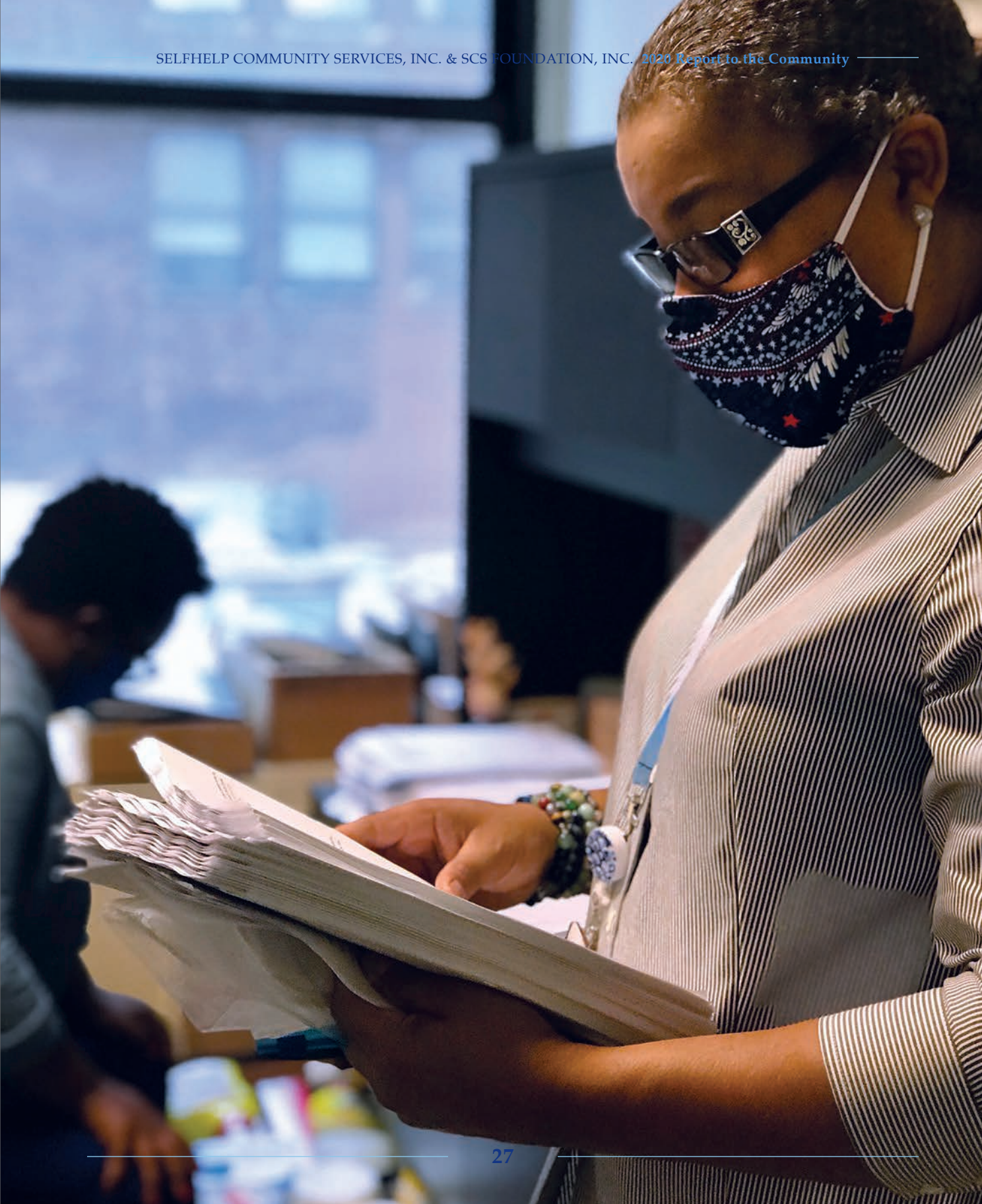
OPERATING EXPENSES
(\$ IN MILLIONS)



Expenditures by Program



The accompanying financial information has been extracted from reports issued by our independent certified public accountants, which 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 Community Services the vital organization it is today.

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This year, we are more thankful than ever to our generous friends & supporters who stepped up during a very difficult time for us all. Our deepest appreciation to our donors for Fiscal Year 2020 (July 1, 2019-June 30, 2020). We are profoundly grateful for your support.

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Conference on Jewish Material Claims Against Germany

Claims Conference Holocaust Survivor Covid-19 Urgent Response Fund - EAP

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

Conference on Jewish Material Claims Against Germany - Successor Organization (SO) for Holocaust Survivor Emergency Assistance Program (HSEAP)

Conference on Jewish Material Claims Against Germany at the direction of the United States District Court supervising the lawsuit In Re: Holocaust Victim Assets Litigation (Swiss Banks) toward the continuation of the Holocaust Survivor Emergency Assistance Program (HSEAP)

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)

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Building Repair

Coffee Houses for Holocaust Survivors

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COVID-19 Fund for Holocaust Survivors

Fresh Meadows NORC – Jeanette Solomon Cultural Arts Program

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Selfhelp Safety Net: Comprehensive Case Management for Elderly and Disabled Jews

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Witness Theater

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Home Care Association of New York State

Mother Cabrini Health Foundation

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.

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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 an

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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.

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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 office at (212) 971-7764.

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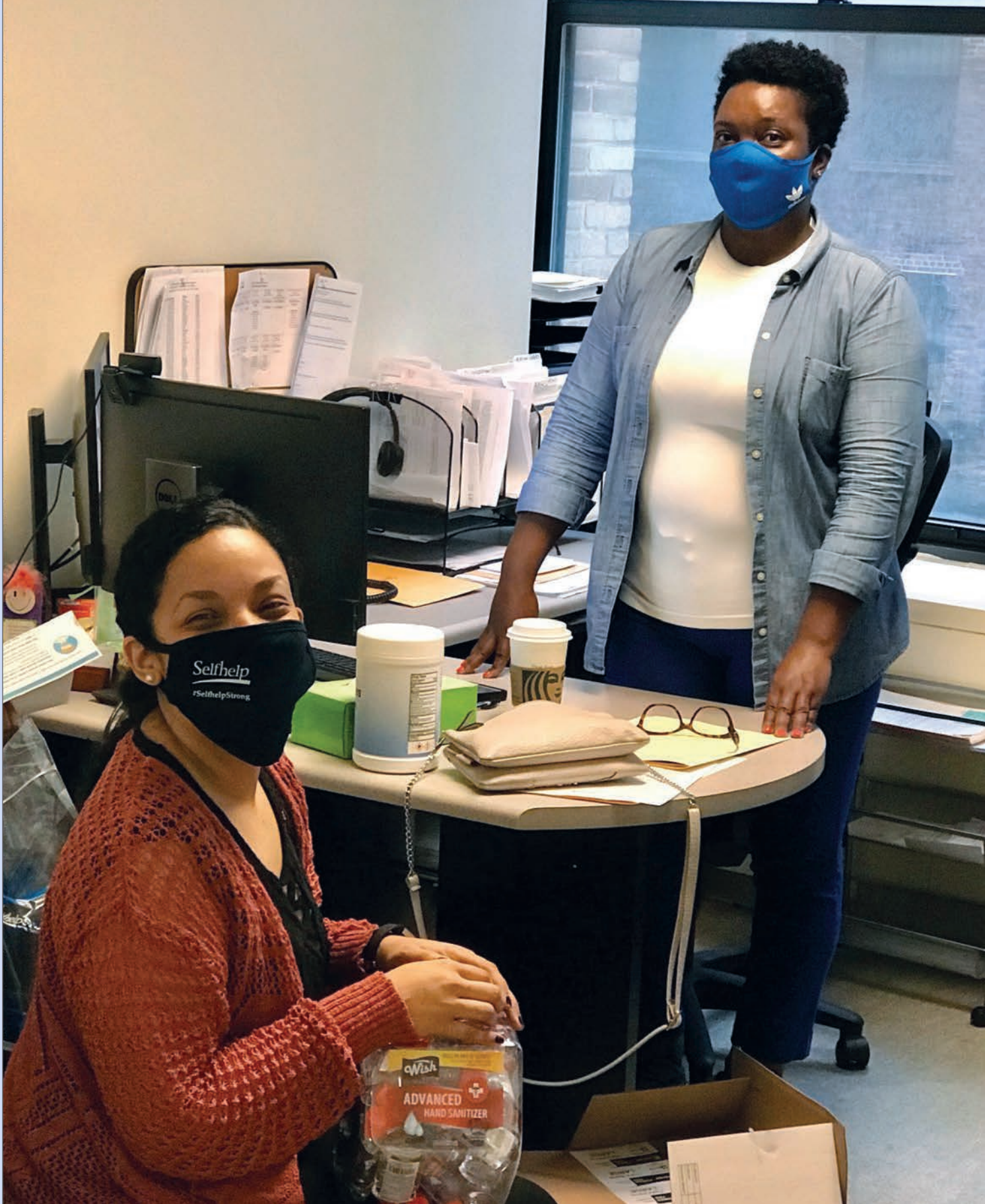
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