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## Our Programs

- Cafeteria
- Mobile Cafeteria
- Food Bank
- Clothing
- Furniture
- Individual and Family Support
- Educational and Social Programs

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*MADA spreads to new location*

## Finding New and Improved Solutions

During the cold, bleak, icy and slippery winter the need for MADA's caring services is even more urgent. In addition to our ongoing effort to improve and expand the Food Bank, we are constantly seeking better solutions for those in our Community who find it difficult to prepare hot nutritious meals for themselves and their families.

For example, we have been bringing hot dinners – complete with table service – to the folks at the Bronfman residence in Cote des Neiges and the Caldwell residence in Cote St. Luc. These subsidized residences are designed for autonomous living but they do not supply food service on their premises.

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*Together we can!*



## A Timeless Lesson

By Rabbi Menachem M. Schneerson, The Lubavitcher Rebbe

The essence of the Passover celebration is linked to the liberation from Egypt. Before the exodus of the Jewish nation, we were instructed to fulfill the commandment of the Passover offering.

One would think that the offering of the Passover lamb would be a communal effort since the entire nation was being delivered from Egyptian oppression. Yet, every Jew was individually singled out to offer the Passover

Sacrifice **IN HIS PERSONAL HOME WITH HIS FAMILY** and was able to join up with other families.

This teaches us the significance of the accomplishment and liberation of every individual as a person, merging into a family, a community and a nation. Let us always bear in mind the importance of including every Jew in our Passover celebration, leading to the final redemption! Let no one be left behind!

## *Message from Our Director*

Dear Friend,

As Passover approaches I can again look with pride at our Community who gave us the ability to succeed in serving the needy with vital services.

The Story of Passover, as written in the Haggada, reminds us of this mission. It commences with the plight and exodus of our people from ancient Egypt and ends with the fervent hope “Next Year in Jerusalem”. How to achieve this is spelled out in the story of the “four sons”, who represent all types of Jewish people, sitting around the Sedar table. There is also a reference to the “fifth son” (the lost, abandoned or confused Jew) who is welcomed and brought back to the warmth of family.

At MADA we strive to fulfill this commandment all year round and especially at Passover. No one must be left behind. We must unite, help one another and, together, replace the darkness and emptiness with a world without hunger.

With best wishes for a kosher and happy Passover, next year in Jerusalem and a speedy redemption!

**Rabbi Chaim Shlomo Cohen, Director.**

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“We are extremely fortunate to have MADA come in six days a week and serve a hot meal to our tenants,” writes Leonard Mendel, President of the Caldwell residence. “This service you bring has many positive benefits. For one, the residents have a well balanced hot kosher meal. As well the tenants are together in a setting allowing

them to have social contact with one another. The overall results are tremendous. Again, we thank your organization for a wonderful congregate dining experience. The staff involved are caring, patient and eager to please. Our sincere appreciation is extended to all of you at MADA for your utmost compassion.”

## New Trend in Celebrating and Giving



Birthdays and anniversaries have taken on new meaning and fulfillment at the MADA Community Center. Some of our supporters decided that instead of celebrating their friends' and family members' milestones at restaurants, hotels and the like, why not give the event special meaning through good deeds and tzedaka. Gifts

have arrived in the form of food and monetary donations in the honoree's name. Then, invited guests participate together in a volunteering project. The camaraderie, good will and social interaction leaves everyone with an awesome feeling. So, the next time you want to celebrate your milestone, think about MADA. Mazal Tov!



## Heartwarming Results at Chanukah

Shortly before the winter, we were overwhelmed with increased requests and referrals for our services. Despite our best efforts, we were unable to cover the expenses of additional food baskets, home deliveries to families and individuals in need, clothing certificates, increased distribution of home furnishings and extra counseling hours.

We are thrilled to report that the appeal we launched at Chanukah—; Feed A Child, Light a Home—brought

heartwarming results. People who had never given before opened their hearts and their checkbooks. Those who normally give over the High Holidays provided additional donations. Along with the needed dollars we received many calls of hope and encouragement – so needed in these critical times. Thank you all for your tangible help and for raising awareness of the poverty that is rampant in our Community. Together we can make a difference!



## Preparing For Our City-Wide Seders

Drawing from the past success of our city-wide Holiday dinners, we are once again undertaking two Passover Seders to be held at several locations across Montreal. This year's Seders are expected to draw more than 2500 people to ensure that fellow Jews going through difficult times will be able to experience the family warmth, traditional food and customs at no charge. So much of our success with these events is due to our volunteers and donors. So please spread the word and become involved in any way you can.

For information call 514-342-4969 or email [mada@madacenter.com](mailto:mada@madacenter.com)



# Our Volunteers

## Joan and Larry Boretsky

Joan and Larry were born, raised and completed their education in Montreal. Happily married for fifty-five years, Joan has worked at various jobs, but says that her main occupation was raising their two daughters. “Now I’m busy helping out with our grandchildren and even a great granddaughter!” she smiles.

Larry, who recently retired, was part of a family business of vending and coin operated machines. He occasionally plays golf and they both enjoy more time with family and friends.

“One of our favorite pastimes is volunteering at MADA with food preparation and serving in the cafeteria,” says Joan. “We were told about MADA’s volunteer program through friends and we’re thankful to be part of this worthwhile project. There are not enough words to describe the great feeling we share, knowing that we are helping the community, while being part of the warm and friendly atmosphere at MADA. We are constantly encouraging others to come and join us!”



# Our Volunteers



## Sheela and Marty Springer

Sheela and Marty were born and raised in Montreal. Marty worked in his family's manufacturing business until his retirement. Together they raised three daughters and are now the proud grandparents of nine grandchildren.

Sheela is an old pro at volunteering, from volunteering for the Children's Special Education program at the Jewish General Hospital, to leading craft sessions at the Cummings Centre for seniors. "A bright day in our week starts at MADA, where we get together with friends and get busy with food preparation," Sheela says. Their efforts have produced faster efficiency in our kitchen.

Marty and Sheela say they enjoy "the great atmosphere at MADA, where generosity is so blatant and people get that feeling of pride and dignity which is so vital in our society today."



# MADA to the Rescue

## A Healthy Start

Vivian, a welfare client, arrived at MADA in her last stages of pregnancy. A single, first-time mother without any support from her few family members, Vivian was frightened and overwhelmed. After a pleasant conversation with her, MADA's intake department recommended that Vivian be helped not only with food and household necessities, but also with guidance through the birth and infancy of the child.

When Vivian's son was born, a Brit and celebratory breakfast was held at MADA. Vivian's immediate financial needs were also covered in order to dispel her worries and allow her to devote herself to her baby. MADA continued to provide her with meals for a few weeks and we remain in touch with her, offering guidance in positive parenting and child care. Through this continuous, family-style support we are resolved to give children a healthy start and break the cycle of poverty and despair in our Community.



## Working with Pride

Solomon, his wife and three children arrived in Canada two years ago as refugees, but had little luck getting established in the community. An electrician in his former country, Solomon could not find a job that paid enough to support them. After hearing about MADA, he contacted our intake department to ask for basic necessities such as food, clothing and furniture. "Much to my surprise, MADA was able to land me a job through some grueling intervention," he says. "Now, I can work in my trade with pride. My prayers were answered through the goodness and kindness of MADA."

## Recovery through Involvement

For many years Brian was an active worker in the food industry. When he neared retirement his wife passed away and he became ill with diabetes. Sadly, his suffering worsened and complications led to amputation of his foot. His only daughter took charge of his care, medically and emotionally. But day after day, Brian became more and more depressed, with nothing to do and nowhere to go. His daughter heard about MADA's cafeteria and volunteer program and inquired if her father could come, just to have lunch, be able to socialize and spent part of his day volunteering. Now, Brian comes regularly three times a week and helps with food preparation for cafeteria meals from his wheelchair. In his gentle way Brian is productive and happy in his new environment and MADA is flattered to have such a devoted volunteer!



# We were touched...

17 December 2010

Dear Friends -

Please accept this cheque as my first contribution to your Centre, which I only learned of from a neighbour and friend a month or so ago and saw last week your "ad" in The Suburban. I'd welcome hearing more about the work you do.

In the meantime, my very best wishes for the Holiday season and for a happy, healthy and fulfilling 2011.

Sincerely,  
(Mrs) Rita Roussard

MADA  
6700, Chemin de la Cote-des-Neiges  
Montreal, QC H3S 2B2

Dear MADA family:

This letter is to thank you for your hospitality during our visit in September 2010. We greatly appreciated the opportunity to discuss your philosophy and explore your community organization. Thank you for taking the time to answer our questions and helping us discover the world of community organizations and how they contribute positively to the health of people and families in the community.

As future health care professionals we hope to work collaboratively with community organizations to improve accessibility to the important resources and services you provide. We will use what we learned during our visit to help us achieve this goal.

Thank you again for such an informative and pleasant visit.

Sincerely,



Thao Nguyen  
RN

McGill University School of Nursing

## LES RESIDENCES CALDWELL CALDWELL RESIDENCES

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ADMINISTRATION: 1790 AVENUE LEMELUX, SUITE 116, MONTREAL (QUEBEC) H2W 3G1 - TEL: (514) 737-7774 FAX: (514) 737-6363

January 19, 2010

Mr. Yossi Drihen  
MADA community center  
6700 Ch. Cote Des Neiges # 218  
Montreal, QC H3S 2B2

Dear Yossi,

We are writing to you with sincere gratitude and thanks to your organization for providing meals to our residents.

Caldwell Residences provides low income housing for over 700 Residents, however the buildings are exclusively set up for autonomous living. We do not supply any type of food service on our premises.

We are extremely fortunate to have Mada come six days a week and serve a hot meal to our tenants. This service you bring has many positive benefits. For one, the residents have a well balanced hot kosher meal. As well the tenants are together in a setting allowing them to have social contact with one another. The overall results are tremendous.

Again, we thank your organization for a wonderful congregate dining experience. The staff involved are caring, patient, and eager to please.

Our sincere appreciation is extended to all of you at Mada for your utmost compassion.

Sincerely Yours,



Daniel Knafo  
Executive Director



Leonard Mendel  
President

Dear Gillie,

Thank you so much for the beautiful experience at MADA. I learned a lot from those two hours. I learned that you shouldn't complain about what you don't have but be thankful for what you do have. I also learned that many people aren't living the same lives as I am and I should not ask for more because I have way to much. Thank you, Gillie, very much for the amazing tour and keep up with the success. You and your team are doing an amazing job at MADA!!!!

Sincerely,  
Jeremy Levett