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Fall 2011

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 Menachem Serraf Studio 514-561-7983

## Our Programs

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

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## Forging Ahead Through Invention, Initiative and Unity

Necessity is the mother of invention, the saying goes. However, it is initiative which takes invention beyond the drawing board and unity that ensures success. This year we are proud to report several groundbreaking undertakings that put this concept into action.

The ever-increasing number of requests for hot meal service – especially from

the elderly and infirmed – is a heart-breaking reality at MADA. Many people are unable, for various reasons, to cook for themselves. Often they go for weeks or months without a visit from someone who cares about them. This year we took a hard look at how we could better serve these members of our Community and initiated the Shabbat-to-Share program.

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*Together we can!*



## A Timeless Lesson

By Rabbi Menachem M. Schneerson, The Lubavitcher Rebbe

Rosh Hashanah commemorates the completion of the creation of the world with the making of Adam (man) on the 6th day. Unlike all other creatures, who were created in couples or in multitudes, man was created as a single individual with a special mission. This mission was to conduct himself in creative and positive ways in order to bring about a world of ultimate Goodness.

Why was man created as an individual? Our sages give us two reasons. The first was to teach us to regard other people as unique and significant – as individuals in their own right

and not just faces in the crowd. The second reason was to instill in human beings a sense of responsibility to take personal initiative. We should not sit back and expect others to do the work.

As descendants of Adam, our mission is the same as his. Let each of us attain true fulfillment by reaching out to one another as unique individuals and take the initiative in our daily lives to perform acts of goodness and kindness.

May we be inscribed and sealed for a Happy, Healthy and Sweet New Year, leading us to the ultimate redemption!.

## *Message from Our Director*

Dear Friend,

As the Hebrew year draws to an end, I would like to thank the community for its dedication and support of Mada's humanitarian projects and services to build a better tomorrow. It is only through the effort of our devoted volunteers, donors and sponsors that Mada could pull together the ongoing services of our free Kosher cafeteria, Food Bank, clothing and furniture depots, and last but not least, our most recent Gala, the Shabbat to Share project and the undertaking of our new expanded warehouse.

All the above projects were inspired from our traditional verse, "Every Jew is responsible for each other". How can we sit back and relax while there is still such an overwhelming need out there? Let us all gain strength from one another through our combined efforts to make sure that no one be left out! We are family after all!

In this merit, may we all be blessed by the Almighty with health, success and abundance leading us to the ultimate redemption!

With best wishes for a Shana Tova!

**Rabbi Chaim Shlomo Cohen, Director.**

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Shabbat-to-Shareis designed not only to provide food, but also to address the social and cultural isolation that often accompanies poverty and draw our Community together as one family. MADA volunteers deliver uplifting Shabbat meals (with all the trimmings) directly to recipients' homes and visit with them as a caring friend, family member or neighbour would. Through these visits, recipients no

longer feel forgotten or alone and the input from our volunteers helps us ensure that people are getting the right assistance for their needs.

We are currently serving 200 households through this program and 300 more are on a wait list. Our goal is to reach 1000 households by the end of 2011. To donate or volunteer, please contact 514-342-4969 ex. 227 or 228.



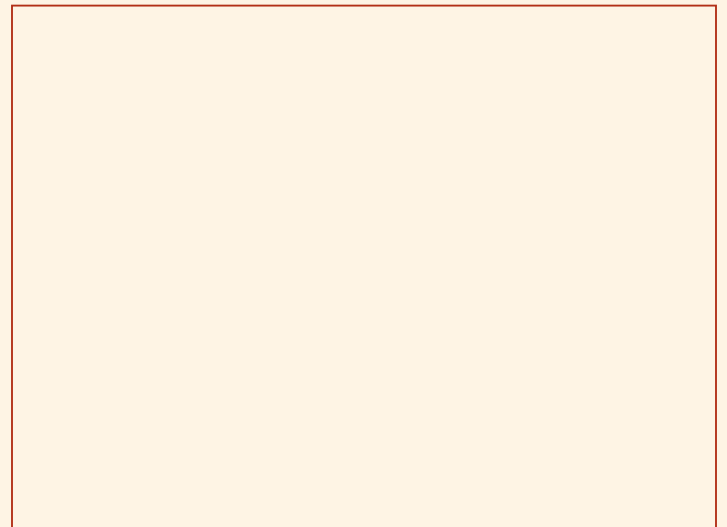
## New MADA Central Warehouse at Moisson Montreal



In 2010 MADA distributed 43,500 food baskets, an increase of 44% since 2009 and 82% since 2008. As a result, our food bank has felt the constraints of insufficient storage space; placing a burden on our already-limited financial and human

bank products; to overstock and to solicit and receive large donations from significant corporations. We look forward to forging new frontiers by working together with our new neighbour and improving the quality and value of food bank service to those in need.

resources. We therefore took the initiative this year to open a new warehouse on the premises of Moisson Montreal. The facility is 20,000 square feet and contains 1900 pallet spaces. It improves our ability to meet the growing demand for food

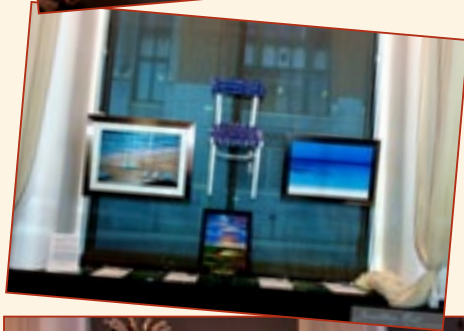


# Uniting Guests and Celebrities at Masterpieces 4 MADA Gala and Auction

Over 500 members of our Community joined with CJAD radio's Tommy Schnurmacher and actor Josh Sussman (from the TV program Glee) to take a stand against hunger, loneliness and poverty at the second annual Masterpiece 4 MADA Gala and Auction on June 15th. Held at Montreal's popular Time Supper Club, it was an evening of art, fun and purpose as the event raised over \$130,000 of support for MADA's cafeteria. This year's theme, "There Will Always

Be a Seat At Our Table", was showcased by a collection of exquisitely decorated chairs created by local artists, decorators and students. This unique ensemble, together with a collection of original paintings, is depicted in a beautiful art book. Drop by and pick one up! A special thank-you goes out to our Gala Committee, generous sponsors, donors and guests of the evening.

**Together, we can!**



# Our Volunteers

## Maria Fanaberia

Born in Budapest, Hungary, Maria immigrated to Canada with her parents after WWII. She received her education in Montreal and worked hard in the travel business until she was able to open her own agency. After retiring, Maria was looking to use her time for a worthwhile purpose. After hearing about MADA's city-wide holiday celebrations and about her friends' positive experiences as MADA volunteers, Maria made her choice. Every Tuesday Maria volunteers for the Shabbat to Share program, helping to prepare the special Shabbat delicacies for fellow Jews in need. "At MADA, I feel the warmth and positive energy – and a sense of giving back to the Community," she says.



## Stacie Wiener

Within minutes, Stacie Wiener answered an email sent to her by an old acquaintance who asked her to volunteer at MADA. Stacie had always felt the need to find a worthwhile organization where she could give back to the community by volunteering.

A mother of three children, ranging from six months to five years, Stacie is also committed to her career in interior design. Still, she finds pleasure in spending three hours once a week to help out with food preparation at the Shabbat-to-Share program and in serving at MADA's cafeteria.

"The volunteers and staff at MADA are friendly and hard-working. Everyone contributes to a cause that is vital in our community. My interactions with the less fortunate have been a real awakening in my life," Stacie says.



# Our Volunteers

## The Etingin Family

Greg, Milene and their children, Rebecca, Amanda and Albert are familiar figures at MADA, with their cheerfulness and enthusiasm. Milene, born in Lebanon, was raised and educated in Montreal and works as a dentist. Greg, a native Montrealer, is the son of a holocaust survivor and works in the family business. Together with their children, they make the time to help with such MADA projects as our city-wide holiday celebrations (Passover at the Gelber Center) and delivering Shabbat to Share meal boxes every Thursday. "Shabbat-to-Share is another amazing MADA program that fills an important need," says Greg. "We feel grateful to interact with the less fortunate and bring them joy and cheer."



# MADA to the Rescue

## Shabbat-to-Share and more

Rachel is a widowed Montrealer with a middle-aged son who lives with her. Unfortunately, the son has a mental illness and isn't able to hold onto a job or live on his own. During the summer heat wave Rachel's fridge broke, "and MADA delivered a good working fridge to us," she recalls. "The day after, there was a knock on the door and who is there but two people from MADA with beautiful Shabbat meals for me and my son." Rachel also visits MADA from time to time because "when I come here I feel better and more encouraged. The staff is so friendly and nice; the Rabbi so understanding. I have real friends here."



## A prayer on our lips

After months of weakness and endless testing, Sam was diagnosed with kidney failure. His whole world turned upside down in one hour. Did he have a future? Who would care for his family, and who would be at his side during this bleak time? MADA received his request for help with love and care. The family was referred to our food bank to make sure that food, household goods and supplies would never be lacking. The words of encouragement from our volunteers boosted him to keep on fighting for his health. At the moment, we are all praying that his wait for a kidney transplant be as short as possible!

## Overcoming chaos

Debbie was in her ninth month, expecting her third child. The pregnancy had been difficult and she required considerable bed rest. The family was finally looking forward to the birth when chaos walked through the door. On the same day that Debbie went into labor, her husband fell and hurt his back. While he was laid up and Debbie was giving birth, MADA went into full swing to help restore order and peace of mind. Volunteers were quickly recruited to babysit, clean house and provide meals for this family, ever mindful of the emotional stress they were experiencing. The Brit was celebrated a week later at MADA, thanks to the hard work of the staff and volunteers. Slowly the family is recuperating from this ordeal. We wish them Mazel Tov!



# We were touched...

Dear Rabbi Cohen,

I am writing you this letter in order to thank you from the deepest part of my heart for all the help my family and i are receiving from the mada community center.

Keeping kosher is very expensive and since i and my husband have been out of work it has been impossible to afford food. If it were not for mada we would not be able to keep a kosher diet.

The quality of the food at the mada food bank is so good and healthy, i feel happy to share it with my children and guests. The service at the food bank is excellent and the staff is friendly and helpful. So thanks again and may Hashem bless you, your family, friends and staff.

Sincerely, Erika Fisher and family.



ÉCOLE ST-GEORGES DE MONTRÉAL  
ST. GEORGE'S SCHOOL OF MONTREAL

Dear Kelly,

June '10

Please accept this donation to MADA in the names of Cynthia Adam and Karen Cohen as a token of our appreciation for your connection with our students. The students literally GLOW when they talk about their experiences at MADA - they are changed by their time there. Thank you so much for your welcome, enthusiasm, and care for our students.

Yours,  
Myan Webster

Hi Robert,

It is with joy that I'm informing you my husband and I got a great job in the U.S. and will no longer need MADA's services. You can remove us from your distribution list. We want to thank you and your staff so very much for all you have done for us - we will forever be grateful. May H-shem bless you and your organization with continued success, health, simcha and may you always be able to help those in need. Have a wonderful week!

Yehuda and Shelley Fowler



Rabbi Chaim Shlomo Cohen  
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Dear Rabbi Cohen,

The members of Congregation Shaar Hashomayim participate each year in a Mishloach Manot project which fulfills the mitzvah of evoking warmth, friendship and unity amongst our membership.

It is therefore our pleasure to forward to you on behalf of the Mishloach Manot Committee of Sisterhood Shaar Hashomayim, our cheque in the amount of \$1000.00.

We hope this helps to facilitate your work in providing for those in need in our community.

2011 Mishloach Manot Committee



Dear Willy,

Thank you so much for hosting the Junior Round Square delegates at Mada. They had a great morning and loved their experience. We look forward to working with you again.

Sincerely,  
Melissa