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Fall 2009

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Our Programs

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

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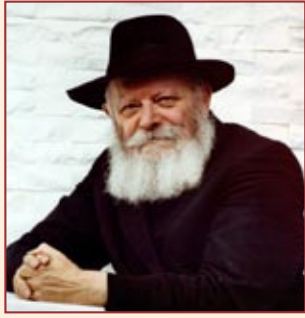
MADA Launches Two More Community Centers

No one is immune from hardship, as the economic crisis painfully revealed. For months we were besieged with requests for assistance – not only from people that statisticians consider “at or below the poverty line” but also from middle class families who lost their jobs, watched their businesses flounder and anguished as their savings vanished and their

loved ones went without the basic necessities of life. Despite fund-raising challenges we were determined to answer these cries for help and forge ahead with plans to expand MADA's outreach to more of our brothers and sisters in need – right in their own neighborhoods. Miraculously, our efforts bore fruit and we are overjoyed to announce the

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Together we can!



United we Stand!

**A Message from the
Lubavitcher Rebbe**

One of the fundamental themes of Rosh Hashana and Yom Kippur is the unity of the Jewish People. This is the result of the revelation of the Jewish spark found within every Jew, despite their different deeds and characteristics.

All of us stand as equals before G-d in prayer on Rosh Hashana, crowning Him King over us all. On Yom Kippur we are stirred to do teshuva (repentance) and return to G-d. On Sukkot, however, we reach an even higher level

of unity developing the theme of Rosh Hashana and Yom Kippur further.

One of the most important mitzvot of Sukkot is taking, binding and blessing the Arba Minim (“Four Kinds”). These four species of plants; the etrog (citron), lulav (palm branch), haddasim (myrtle twigs) and aravot (willows) symbolize the four different types and personalities who comprise the Jewish nation.

Our unity does not lie in ignoring the differences which divide us. Rather, we bind and include all types of Jews, despite our differences. This is the highest degree of unity. It is far easier to concentrate only on that which we have in common than to acknowledge that we differ as individuals, and yet be united.

On Sukkot we confirm the unity achieved during the High Holidays. This realization sustains us throughout the year and gives us the strength to live in harmony and solidarity with one another.

Message from Our Director:

Dear Friend,

As we prepare for the Jewish New Year we can look back upon our actions with pride. Over the past year we have taken major steps in unifying our Community, in expanding our services and in becoming a mainstream organization while maintaining the home-like atmosphere that makes MADA unique.

At Pesach, for example, there was an unprecedented turnout to MADA's Community-Wide Seder Drive. Over 1600 people from all walks of life attended our traditional, family-like Seders at eight locations throughout the city. This was a wonderful example of Hakhel (Unity) in reaching out to those in need. Countless volunteers throughout the city, Rabbis and other community leaders, Chabad houses and other Jewish centers worked tirelessly with us to make it a reality.

Throughout the year MADA stepped up distribution of food, clothing and home furnishings. We increased our support services; expanding them for people with special needs. And we accomplished the miraculous task of opening two more Community Centers where our services are needed the most.

I am so grateful to all of you: patrons, supporters, volunteers and staff. Your extraordinary commitment, even in difficult economic times, is making the “impossible” happen! May we celebrate the High Holidays together, always with consideration of the less fortunate in our hearts, minds and deeds. May Hashem favor us, His Children, with a good, blessed year and speedily grant us the Ultimate Redemption, when everyone's needs are met.

Shanah Tova Umetuka

Rabbi Chaim Shlomo Cohen, Director.

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opening of two additional MADA Community Centers, complete with Kosher Cafeterias and Food Banks.

One Center is located at **5499 Robert Burns**. It will replace the Mobile Cafeteria service at the border of N.D.G. and Cote St. Luc. Many thanks to Rabbi Sperlin of Chabad West, who is sharing his Chabad house in order to house our Center and let us help many more people in this area of town. The other Center is at **265 Alexis-Nihon** in Ville St. Laurent. It represents the first Jewish social service in this neighborhood and is sorely needed. Both Centers will feature the same warm, family atmosphere as our main Center in Plaza Cote des Neiges.

These astonishing developments prove that even in difficult times, our Community is united in action and profoundly committed to bettering the lives of our fellow Jews. May G-d bless our efforts, now and in the New Year!



New center in Côte Saint Luc

Food Drive Success

It was dubbed Eight Days of Giving but the food poured in well beyond the eight days of the campaign! Thanks to our hard-working committee, sponsors and volunteers the Spring 2009 Annual Food Drive was a great success. Thousands of food items were deposited at schools, synagogues and

shopping centers. Bins were filled to the brim and volunteers continuously emptied them for distribution at our Food Bank. We look forward to the next Annual Food Drive with great enthusiasm. Pass the word to your families, friends, colleagues and neighbors. Let's get everyone involved!





New Clothing Project

MADA recently rented a new location near our Cote des Neiges Center where new clothing and household goods are sold at low prices to the public. MADA's patrons can benefit from this project by acquiring special vouchers when needed. This will help many individuals, single parents and families to clothe themselves in a dignified manner. They will no longer have to suffer painful deprivation because of lack of funds. We thank our supporters and volunteers for making this a realistic venture of direct assistance to those in need while benefiting the public at large.

Ba'kehilah Bulletin

As many of you know, MADA is unique in Montreal largely because of our sense of family.

To emphasize this fundamental aspect of our operation we launched a new bi-monthly bulletin called Ba'kehilah (In The Community). The bulletin offers useful information for those in need and also informs everyone associated with MADA about available services and new resources. It serves to educate about financial, social and spiritual matters that are pertinent to everyone in the MADA family: patrons, supporters, volunteers and staff alike. Only through cooperation and this sense of belonging can we assist and uplift whoever is in need. This initiative was adopted as a joint project with FCJA and Agence Ometz as a tool to improve the quality of life for all in our Community.



Renovations at Cote des Neiges

As MADA opened its doors in two more areas of the city, our main Center in Plaza Cote des Neiges underwent a second phase of renovations. The Food Bank and Clothing Depot were enlarged and a comfortable waiting room added. A new office was built to accommodate an on-site social worker who will interact with patrons in an informal way and counsel them in an atmosphere of warmth and discretion.

When people come to us for food and clothing, they often have other critical needs. We are constantly working to help them regard MADA as a safe and friendly haven where they can receive social support and get back on their feet.

Our Volunteers

Marion Sohmer

Marion grew up in Montreal and spent much of her adult life teaching English at Chomedy High School. Her volunteering activities go back a long way, from involvement with YMHA membership to fund-raising for Mount Sinai Hospital and Camp B'nai Brith Program Book.



Now retired, Marion enjoys spending time with her five beautiful grandchildren. She learned of MADA through her children who are active in MADA fund-raising. Today, Marion volunteers her time and skills to such projects as Ski to Feed and our annual Food Drive. "I feel great satisfaction knowing that my work helps MADA purchase the basic supplies for the Food Bank and Kosher Cafeteria," she says. "I love the care and warmth – the family atmosphere at MADA. I'm looking forward to selling next year's Ski to Feed Mont Tremblant tickets on an even larger scale!"



Tony Croll

Tony Croll, a graduate of Herzliah High School and McGill University, works in real estate. Despite his busy schedule, he finds the time to visit MADA weekly and serve dinner in the Kosher Cafeteria. Tony first became involved through our annual Food Drive. "The staff at MADA is kind and helpful," he says, "The food is great and the social interaction is amazing. It's terrific to see how people who receive MADA's services actually take up responsibilities themselves to help out as much as they can. If you can give just an hour a week here, you'll feel terrific too. You can even make it to the Forum in time for the next hockey game!"

Kids Can Make a Difference

As busy as children appear with their clubs, sports and electronic devices, they are nevertheless eager to give of their time to help others. At first some are shocked when exposed to people in desperate need or poverty. Life's realities can be difficult to witness. However it doesn't take long for a child's natural curiosity and kindness to take over. Youngsters who help out enjoy a tremendous sense of fulfillment and accomplishment, knowing that their actions made a difference in someone's life. MADA encourages such youthful loving kindness in many ways. Here are some examples:

Bat and Bar Mitzvah gift donations. With this program, youngsters donate their gifts for MADA food purchases. In lieu of floral center pieces, their Bat and Bar Mitzvah tables are decorated with beautiful food baskets which are later distributed to the elderly and needy.

Food Preparation and Serving. Many of us have fond memories of helping our elders in the kitchen. In fact some of us learned to cook this way! We continue this tradition by welcoming youngsters to come in after school and on Sundays to help out. Older children may do cutting and peeling in the kitchen while younger kids serve patrons at the tables.

Fund Raising Activities have been organized in classrooms from Garderie level to High School. For example, one school staged a comedy show and donated the proceeds to MADA. Our Food Drive is especially popular among children. The kids bring non-perishables from home and help out with such tasks as decorating food baskets. If you have an idea in mind for a kid-friendly fundraiser or volunteer program, send us a detailed description by email, fax or mail.



Sharing & Caring

MADA To The Rescue

Keeping a Family Afloat

Michael, Dina and their two college-age daughters arrived in Montreal feeling optimistic. Michael had been hired by a multi-national company for an engineering position and the family's future looked secure. But the economic crisis hit Michael's employer badly. Production in the United States came to a halt and the firm was forced to lay off employees here. Dina and the girls desperately looked for work but few businesses were hiring. The family's funds dwindled to nothing and they had nowhere to turn.

Fortunately, they learned of MADA's services and their pantry was soon replenished. Through guidance and contacts from MADA volunteers Michael found work - albeit a little under his qualifications - and Dina is working part time in a pharmacy. Says Michael: "Hopefully, the future will get brighter and we're forever grateful to MADA for helping us get on with life."

Untangling Red Tape

Rachel, a young widow with five children, has been a familiar face at MADA for several years. When she remarried a caring and talented person we were thrilled for her. However new problems faced the couple due to the fact that he is a newcomer to Canada. All the red tape concerning immigration, conversion of degrees and job hunting had the couple overwhelmed. With MADA's help, Rachel and her new husband were guided through the correct channels so they could begin their new life on solid footing. "MADA has helped me so much, both materially and emotionally. They are truly a family to me," Rachel smiles.

Care for The Caregiver

Dave's wife has terminal cancer and the hospital cannot do anything more for her. At the beginning of her illness Dave spent most of their savings for her care, but now he is caring for her himself, with a few hours a week of service from the CLSC. Exhausted and emotionally drained, Dave has difficulty shopping for food and preparing their meals. When MADA learned of the couple's predicament, we arranged for them to receive food baskets with fresh and non-perishable items, plus freshly cooked food for Shabbat. Says Dave, "The food from MADA took a big load off my shoulders. My wife and I are very grateful. MADA is such a wonderful organization, full of compassion."



We were touched...

Dear Barak,
 Once again I'd like to thank you for the very generous supply of food and clothing for myself and my children. I must not forget to mention the warmth and compassion that your staff and volunteers express towards mine + others' needs. You have given me peace of mind for the next month which is very much appreciated. Wishing you and your family a happy Passover.

Jessica MacDonald



June 22, 2009

École secondaire
Bialik
 High School
 בית ספר ביאליק
 ביהמ"ד

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The grade 11 economics classes of Bialik H.S. 2008-2009 would like to present your organization with this donation to help you in the good work you do. This year we were able to raise money during our Economics course and believe that making a difference is an important component of our learning.

We wish you continued success in your activities and are grateful to be able to participate and help in this way.

Grade 11 Economics @ Bialik
 2008-2009
 Mr. Mordechai Antal, Economics Teacher

GRUPE
TOMAPURE
 Votre partenaire en sécurité alimentaire
 Your food safety partner

Izzy Serraf
 MADA Community Centre
 6700 Côte des Neiges #218
 Montréal, Qc. H3S 2B2

Dear Mr. Serraf,

We would like to thank you and Mr. Drihem for the time you took to show us your facilities and explain how it all works together.

It's truly amazing to see all the effort and preparation that has to be done everyday. Everything is well thought-out and we could see smiles on everyone's faces, even the volunteers.

We are very happy to help such an important charitable organization as yours.

Once again, thank you for everything.

May the All Mighty keep helping you extend all your good work to those in need.

Sincerely yours,

Lyne Helms

Lyne Helms
 Coordinator, Administrative Services

Jessica MacDonald

Jessica MacDonald
 Reception / Front desk

Jimena Mazzuca
 Jimena Mazzuca
 Administrative Assistant

הגדלה 5' 10" 3" 07

Dear Rabbi Cohen,

Just a little note to express my gratitude for having me as a guest to the "largest seder in Canada!" From the moment Susan gave me my tickets, to the most pleasant greeting at the door, and, of course to mention how special it was to see my old MADA friends, like you, Yossi, Itzi, Roni, etc. All of you made the seder lively, joyous and most of all, meaningful!

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