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Our Programs

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



MADA's smile spreads to new location

Inside this issue

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- Rebbe's Message
- Director's Message
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- Food and Furniture Delivery
- Clothing Store
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- Proud to volunteer
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- We were touched

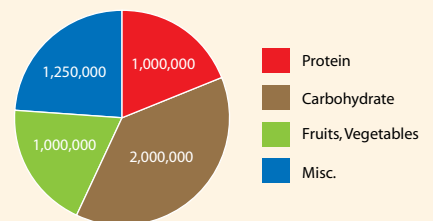
Creativity and Expansion in the Face of Hardship

Although the dust has settled from the massive economic turmoil of 2009, Montrealers are still reeling in the aftermath. Financial markets remain shaky. Businesses are slow to hire and the number of people turning to MADA for assistance continues to grow.

Since difficult times call for renewed creativity and commitment we culled the best ideas from our devoted volunteers and donors, expanded services that are needed

the most, recruited new helpers from our Community and developed new services.

Food Bank Distribution 2009 5,250,000 LBS.



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Together we can!



PASSOVER - A LINK TO ALL OUR CHILDREN

By Rabbi Menachem M. Schneerson, The Lubavitcher Rebbe

We commence the Passover Seder with the traditional reading of the Haggada, which relates the miraculous delivery of the Jewish nation from Egypt, since the celebration of the festival of freedom is connected with the commandment "You shall relate it to your son".

In the Haggada, we read about four different types of children, the *wise* and the *wicked* (temporarily), the *simple* and the one *who knows not what to ask*. Just as we cannot shirk our responsibility towards our child by the excuse that "my child is a wise one; he

will find his own way in life therefore no education is necessary for him"; so we must not despair by thinking "the child is a wicked one; no education will help him." For all Jewish children, boys and girls, are "G-D's children" and it is our sacred duty to see to it that they all live up to their above mentioned title; and this we can achieve only through a proper education, in full adherence to G-D's Torah. Then we all will merit the realization of our ardent hopes: "In the next year may we be free; in the next year may we be in Jerusalem!".

Message from Our Director

Dear Friend,

Pesach commemorates the unity and joy that the Jewish nation experienced at their redemption and freedom from ancient Egyptian slavery. Let us take this opportunity to strengthen our historical bond by attending the Seder together as the Four Sons and by ensuring that the Fifth Son is also welcome and not forgotten. Our concern for the lonely, abandoned and needy son should bear fruit! May we all merit the imminent redemption of Moshiach now! Next year in Jerusalem!

A kosher and happy Pesach

Rabbi Chaim Shlomo Cohen, Director.



New look of Food Bank pantry

Food Bank

By the end of 2009, our food pantry was enlarged to accommodate a bigger inventory. We also transformed the waiting room into a spacious and comfortable area, allowing patrons to relax and socialize while waiting for their food baskets.

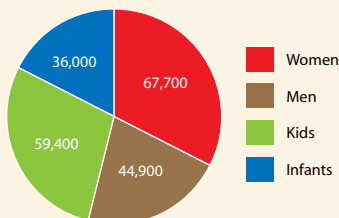


Relaxation in waiting room

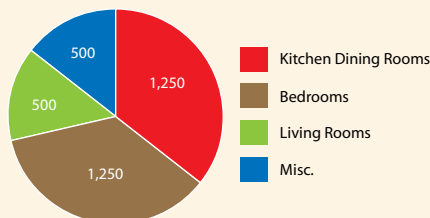
Food and Furniture Delivery

2009 saw an increase of double the food and furniture deliveries to elderly or disabled patrons. This program has been dubbed an “indispensible service” by recipients and brought many smiles.

Clothing Distribution 2009
208,000 Items

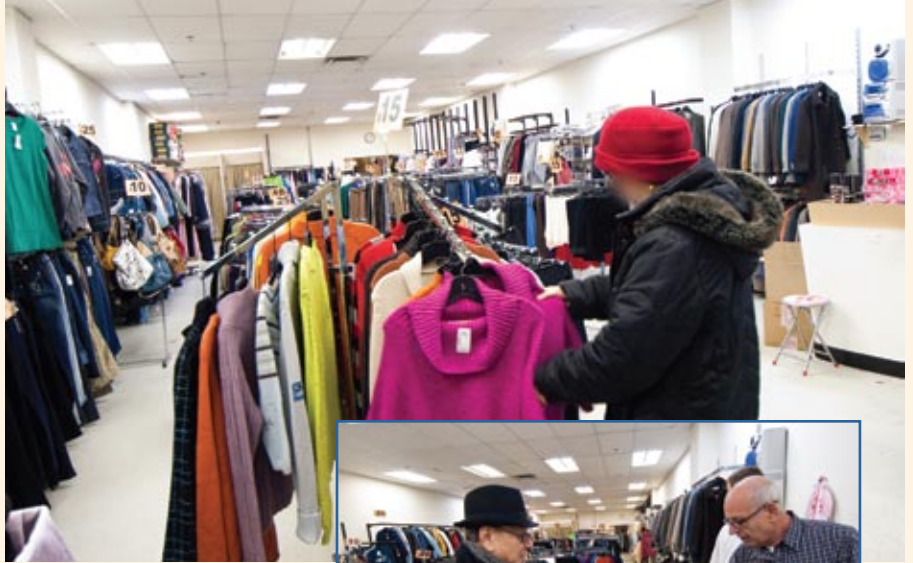


Furnishing Distribution 2009
3,500 Items



Clothing Store

MADA's Clothing Store Project has proven to be a win/win scenario for our patrons and the public. Eligible families and single patrons receive gift cards for new clothing, allowing them to dress with dignity. The public benefits from deeply discounted prices!



Shopping with dignity



2010 City-Wide Seders: Let's Make Them Bigger and Better!

Drawing from our Jewish tradition, MADA is steadfast in the belief that no one should be left behind, especially during Holidays. During hard times our Community needs to be embraced as a whole so that all who cannot afford to celebrate are included in the joy and rituals at no charge. This belief – and your help – resulted last year in city-wide Passover Seders which hosted 1600 people and Rosh Hashana dinners which drew 2300 people at ten locations. The response from our Community and the media was

overwhelmingly positive. We were hailed as “unique” in hosting such events. So much of the success was due to our volunteers and donors who became involved before, during and after these dinners. So please spread the word: we are determined to welcome even more people to our 2010 Passover Seders. We will need volunteers and donors to help out in various ways and the earlier that you contact us, the better! Please phone 514-342-4969 local 223 or online at www.madacenter.com.



Our Volunteers

David Sendel

David was born and raised in Montreal. He has worked for many years in the wholesale fresh produce industry and is a dedicated, energetic worker. After having survived a serious illness a few years ago, David is continuously thankful for his health and is committed to giving back to the community.

As a member of the Knights of Pythias, he arranges musical entertainment in elder care and convalescent homes. He organized the Chanukah party for the Kosher Cafeteria, sponsored by the Knights of Pythias. Additionally, David volunteers at MADA every Wednesday evening to serve supper and he is loved by all. "I urge everyone to get involved in volunteering and become part of the phenomenal MADA family!" is his advice.



David Sendel guides young bloom in art of volunteering



Our Volunteers



Doba Bitton

Doba was educated in Montreal and is a stay-at-home Mom. Now that her children are in school she has more time for volunteering and chose to do the mitzvah of providing and serving food at MADA's Kosher Cafeteria. "I feel the joy of those who eat here and I love this interaction," Doba says. "I also think this is the best example I can give my children in teaching them to care and share so I bring them to MADA to be my little helpers at suppertime!"



Left to right: Doba, Sigy, Doba's daughters Avigail & Sara bring smile to all.



Sigy Laredo

Sigy was raised in Montreal and educated in the United Talmud Torah and Herzlich schools. She is married and a full-time Mom to five boys. She still finds time to work part-time as a marketing and training manager for the Canadian Scholarship Trust Consultants and do volunteer work. Sigy has a long history of volunteering for Hadassa women's group to raise funds for shelters and orphanages in Israel. She also volunteers once a week at MADA. "I came in contact with MADA through my parents and strongly believe this is where I can volunteer in a hands-on way with my heart and soul," she says. "I love the fresh, healthy vegetarian meals that MADA serves and I recruited friends to join me in preparing and serving vegetarian meals on the premises. The clean, professional kitchen is great and the atmosphere at MADA is extremely friendly, accepting and inviting!"



Sharing & Caring

MADA To The Rescue

Rhonda dreamed that her marriage would produce a happy home and a well-balanced family. But unforeseen circumstances forced Rhonda to face a different situation; that of being a single mother to a child with emotional problems. MADA's volunteers guided Rhonda to seek counseling and support in order to begin reconstructing her life. Mother and daughter attended social and educational activities and Shabbat meals. They began to heal in the warm, caring atmosphere and made friends. "I feel so much more confident now, and can therefore relate much better to my daughter's emotions," Rhonda says. "I am so thankful for everything that MADA has given me."

Sara is as devoted to her elderly and ailing aunt as she would be to a beloved mother. She cares for her physical and medical needs with kindness and patience - and both women enjoyed meals at MADA's Kosher Cafeteria. Over time the aunt's condition deteriorated and she needed more help than Sara could provide. Sara turned to MADA's staff to help her find a protective and kosher live-in facility that would treat her aunt's needs with respect. Sara also needed the emotional support to go ahead with this difficult decision. "I have no other family and MADA was my only comfort. I'm forever indebted to MADA for helping out at such an important time," Sara says.

Ben tried to be optimistic after he was laid off from his job. He was eligible for unemployment benefits and thought that he would quickly find another job. But when the harsh reality of our economic times hit and no job was available he was hard pressed to put food on the table and pay the household bills. Ben had acquaintances who referred him to MADA. After assessing his difficult situation, MADA's staff considered him eligible to receive food baskets, new clothing and other essential items for his family. "MADA's encouraging smiles were also a big help," Ben recalls. "I am more relaxed now, so I can focus more on job hunting. I don't know how I could have survived without MADA."



We were touched...

MADA FOOD BANK
TO WHOM IT MAY CONCERN,

I just witnessed an amazing act of kindness which I would like to acknowledge. A Mada delivery truck delivered a Food Basket to my neighbor who is having some financial hardship at this time. They deposited the boxes at the door and left. My neighbor received this help so graciously and discreetly that I am beyond words. From now on, I would like to donate as much as I can to assist your organization in this wonderful work that you do. Wishing you all the best!

Sandra Goldberg

To: 'Ronnie'
Sent: Fri, 8 Jan 2010 12:26:55
Subject: Furniture / Diapers / Meals

Dear Ronnie:

On behalf of Caldwell Residences, I would like to thank and to compliment you and your organization for the community service efforts you have arranged for our tenants.

You have graciously provided our tenants with the availability of hot meals served daily in Cote St. Luc as well as monthly food baskets delivered to those residents in need.

You recently donated a variety of furniture to our Cote St. Luc building that was distributed to many tenants. This has given opportunity to many who required furniture as well as to decorate apartments that otherwise would be less attractive.

We are now awaiting a delivery of much needed furniture to our Caldwell buildings on Westbury and Lemieux. Furniture that we have selected in your presence at your storage place in Dorval.

I commend you and your organization for its sensitivity to individuals and your outstanding outreach to the community.

You have expressed to me that you would be starting the daily hot food service to residents on Lemieux and Westbury which would be an important program to those in need. We have many tenants who are on very low incomes and some who have difficulty cooking or going out to purchase these meals. This provision of a hot meal would certainly improve their diet.

You have also spoken of two pallets of diapers that would be accessible to our tenants. This would improve the quality of life for many.

With appreciation and thanks for all your generosity.

Sincerely,

Daniel Knafo
Executive Director
Caldwell Residences

To: 'MADA'
Sent: Monday, November 9, 2009 2:40 PM
Subject:

On behalf of the Theodor Herzl Chapter of Montreal Hadassah WIZO, please accept our thanks for the wonderful tour you gave us, of the huge premises with its many facets to help the needy and underprivileged. What an eye-opener and education on what the MADA organization is involved in.

We shall spread the word, and I am sure that many donations will be made to further contribute to your wonderful services in the community.

Thank you again.

Nina Spiegel
president