

For Benefactors, Patrons and Friends of The Fed

M'LEV EL LEV

heart to
heart

Autumn 2022



DINNERS WITH A DIFFERENCE MEET OUR SPEAKERS

Speakers at our Dinners With A Difference made a profound impact on guests, as they spoke candidly of their struggles and The Fed's lifesaving support.

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THE REAL LIVING WAGE - THE FED LEADS THE WAY

The Fed puts its employees first by opting to pay the Real Living Wage and leads the way in encouraging other businesses to invest in their workforces

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GOING DEAF OVERNIGHT CHANGED MY LIFE

JDeaf has been training Heathlands Village staff to understand the needs of hard-of-hearing residents. We explore how its work grew from a co-founder's need to find a purpose.

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a word FROM RAPHI

The cost-of-living crisis. Heat or eat. People will die this winter. We are hearing these phrases increasingly often, yet at the time of writing, as we enjoy the relative warmth of early Autumn, most of us cannot relate to their meaning. But devastating change is round the corner and as energy prices rise, the reality will hit home for many people.

Our Manchester Jewish community is not immune to any social ill. We've said it before.

The Fed is already receiving increased requests for food support from families across the communal spectrum.

And now we are braced for a huge rise in demand for help - not just relating to fuel and food poverty and benefit claims - but for support with social isolation, anxiety, mental ill-health and domestic abuse, both of which rise exponentially during an economic crisis.

As the largest Jewish social care charity in Greater Manchester, we reach and support more Jewish people in our community than any other organisation.

We benefited one in seven Jewish homes - over 6,500 people in the last year.

We have the capability of helping more people in need than any other charity and hope that our donors' support will, by extension, reflect the scope and volume of our work.

We know no one is invulnerable to the storm that is coming. But as representatives of thousands of fellow Jewish Mancunians who cannot ask for help for themselves, we must do the asking for them: for people living in poverty - terrified of being unable to feed their children; for frail and elderly people petrified by the thought of starving or dying of cold; for others subjected to abuse by a partner or paralysed by overwhelming worry and stress.

We have to come to you, our most valued supporters, on their behalf.

The Fed is not a national London-based Jewish charity, offering satellite services in Manchester.

We do not have the luxury of funding from a vast pool of loyal capital-based donors - including a proportionately much larger cohort of high-net-worth individuals.

When we visit London and approach Jewish foundations and donors we are, mostly, told that 'London is their priority'. We must therefore rely, to a very large extent, on *you* - our homegrown *Manchester* supporters.

This financial year The Fed needs to raise £2 million - up from £1.5 million last year - if we are to continue to be able to provide our life-transforming, and even at times, lifesaving services. Such is the level of need.

You are our partners, and without you we could not provide these services.

I want to take this opportunity to thank all of you who have already supported The Fed this year.

And, as we approach Rosh Hashanah, I wish you all a "Shana Tovah U'Metukah" and a brighter, more secure, and prosperous year ahead for our entire community.

Sincerely,

Raphi



Raphi Bloom

Raphi Bloom
Director of Fundraising,
Marketing and
Communications



DINNERS WITH A DIFFERENCE

In a pivotal change to the traditional mega-sized fundraising dinner, in May we held seven *Dinners With A Difference* at venues either side of the city. The groundswell of feedback from our combined 500 or more guests was firmly in favour of the more intimate format, many confiding that they felt "intimidated by big dinners".

We took a calculated risk in trying something so different, but the results vindicated our decision. £600,000 of essential funding was raised, helping to launch us on our way to hitting this year's £2 million voluntary income target.

Alongside the usual mammoth-sized venue we also ditched the big celebrity speaker - key to the success of the evening was bringing guests right up close to some of the very people whose lives are transformed by The Fed. Guests at each event were introduced to a different combination of eight speakers - service-users and volunteers - who shared stories of their own or other people's struggles and moved many to tears.

Our service-users leapt at the opportunity to speak, greatly

appreciating the opportunity to give back to the charity from which they had received so much support over the years.

Their common theme was the tremendous challenge of parenting a neurodiverse child - or in some cases children. They spoke of the impact, on the entire family, of having a child whose behaviour can be disruptive and violent, and who demands the lion's share of parental time and energy. But alongside this, they were effusive in their praise of the support and understanding of The Fed's workers. Their intervention, we heard again and again, had been *life changing*.

Guests listened with rapt attention to Mindy Beenstock, Elayne Halpern, Ruth and Mark Jackson, Belinda Rich and Rabbi Benjy Rickman, with many later approaching our speakers to praise their courage and thank them for sharing their experiences.

You can listen to all of the speeches in full at *The Fed Manchester - YouTube* as well as those of the two volunteers who spoke - Howard Sternberg, a guest in recent months, on our podcast *Humans of The Fed* - and Michael

Goldman. These two humble men, both generous donors of their free time, described how their exposure to the lives of people in need has touched them deeply and served to further increase their admiration of The Fed's work across the board.

Volunteering provides them with a deep sense of satisfaction, and gratitude for the blessings they have in their own lives. Both issued a strong appeal for others to join them and sign up to The Fed's volunteering ranks.



Our Speakers

MINDY

Mindy brought the entire room to its feet two nights in a row in a standing ovation. She shockingly related how her fearless, 'beautiful blond toddler' neither slept nor appeared able to hear. The family believed he was deaf before he received a diagnosis of autism.

She referred to how he would 'trash his room', exposing the brickwork, pulling doors off their hinges, destroying every bit of furniture. At 25 he cannot live independently, suffers from anxiety, and still has major meltdowns. Change is devastating for him, and struggling to maintain her composure, she confided that she had yet to explain to him that his father was terminally ill. Despite this she expressed her gratitude that she had The Fed to support her in dealing with whatever lay ahead.*

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The love and attention that they gave our child was unquantifiable



Mindy Beenstock

*Since speaking at our events, it is with great sadness that we must report that Mindy's husband David passed away in July. We wish her and the entire family chayim aruchim.



Rabbi Benjy Rickman

Rabbi Benjy

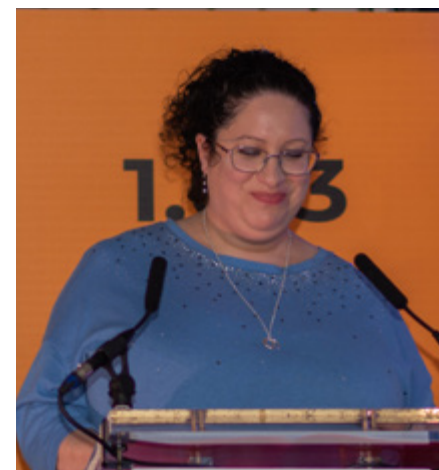
Rabbi Benjy described The Fed's Project Smile workers as 'little angels': "The Fed's wonderful, caring, skilled staff helped (our son) to learn to regulate his emotions and navigate the world – and that required enormous courage on his behalf – and still does – starting with just leaving the house...".

He spoke of having to throw out the rulebook, and the injustice, in the eyes of his other children, of his son being allowed regular takeaways whilst they had to eat home-cooked meals as, if he was not given specific food on specific days of the week, he would literally refuse to eat at all.

ELAYNE

Single-parent, Elayne related how, "Life has been a struggle for a long time. My oldest son, Yehuda, has severe autism and ADHD; and his younger brother, Mordechai, has very similar difficulties. Though not yet diagnosed, I don't need a doctor to tell me what the outcome of his eventual assessment will be."

Her relief at being supported by The Fed and no longer engulfed by her problems, was "unquantifiable". Project Smile, which offers twice weekly groups for children with additional needs, and play-schemes was, she said, "a complete lifesaver".



Elayne Halpern



Belinda Rich

Belinda

Belinda told guests, about her and her husband's, "four wonderful children: two sets of twins", but how they had been struggling with one son's behavioural problems since he was a toddler, his violence towards his twin, and repeated talk, from being aged about seven, of wanting to kill himself: "Imagine hearing your child say that."

"We tried to implement preventative strategies to help him cope with anxiety in school but reached the point where we were hitting a brick wall – school wasn't listening to us.

"The only time I have not had to battle has been when I have asked for help from The Fed. They were just there. They listened to us gave us what we wanted and needed – every time – whoever we dealt with." The support of The Fed has improved the family's quality of life and finances: "The outlook is no longer grey and bleak. We can feel hopeful."

RUTH & MARK

Ruth and Mark recalled how, as their daughter failed to meet expected developmental milestones, they came to recognise that she had special needs, adding that "the realisation ... that they will face challenges for the rest of their life is devastating and terrifying for parents.

Eventually a friend persuaded them to refer themselves to The Fed for support, emphatically telling them, "Eva deserves it." Eight years on, caring for their daughter is still tough with new challenges developing but "thankfully, the respite that we receive from The Fed helps greatly to alleviate the ongoing difficulties that we face".



Ruth & Mark Jackson

Scan me to listen to our speakers



ON THE Spectrum

HOW LIVING WITH AUTISM COMMONLY AFFECTS PEOPLE

A shared thread running through the stories of the five service-users who spoke at our Dinners With A Difference was the challenge of parenting a child diagnosed as 'autistic', 'on the autistic spectrum' or, 'having autistic spectrum disorder'. Whatever the label, theirs is lifelong developmental disability, and one that affects about 1% of the UK population or around 700,000 adults and children, as well as their families and caregivers.

Many autistic people develop a very intense focused interest, from a young age, in a specific topic or activity, which can be lifelong. The pleasure of pursuing their interests can be fundamental to their wellbeing and happiness. Some will become experts in their particular field of interest and passionate about sharing their knowledge. Take for example Chris Packham, National Autistic Society Ambassador, presenter of TV programmes such as Spring Watch. His fervour for wildlife and nature conservation earned him a CBE in the Queen's 2019 New Year's Honours List.



But sadly, living with autism impacts on how people communicate and interact with the world, affecting each person differently. They can struggle in a range of areas:

1. Interpreting verbal and non-verbal language such as gestures or tone of voice. They may take common phrases and idioms that others accept unquestioningly as part of everyday speech, literally. A typical example is a phrase like 'raining cats and dogs'. They can struggle to understand abstract concepts and may need more time to process information or answer questions.

2. Recognising or understanding other people's feelings and intentions, and to express their own emotions. For this reason, they may appear to be insensitive; find it hard to form friendships; seek time alone when overloaded by other people or behave in ways that appear 'strange' or socially inappropriate.

3. Navigating what seems an unpredictable and confusing world. They may use restrictive behaviour to cope - often preferring a routine so that they know what is going to happen – such as Rabbi Rickman's son's need for a strict weekly menu for evening meals; or repetitive behaviours such as hand flapping, rocking, or repeatedly opening and closing a door to help keep calm when stressed or anxious.

Changes in routine can trigger huge anxiety – even something as simple as a bus detour.

4. Experiencing over or under-sensitivity to sound, touch, taste, smell, light, colour, temperature, or pain e.g., being unable to block

out background music and finding the anxiety this induces unbearable. They may avoid everyday situations, such as visiting a shopping centre, due to sensory overload.

5. Becoming so overly engrossed in certain topics or activities that their interest in them may result in them neglecting other important aspects of their lives.

6. Coping with anxiety can be a major difficulty for many autistic people, especially in social situations or when facing change. Mindy described her son's intensely distressed reaction to his sister packing to fly back home after Pesach and her own pain at seeing him so upset.

An overload of anxiety can cause an extreme meltdown during which a person may lose behavioural control - shouting, screaming, crying or kicking, lashing out, biting or both.

People often misinterpret meltdowns in children as temper tantrums. Rabbi Rickman spoke, like many parents, of the hurtful comments and judgmental stares received when this occurs in public. ■

HEATHLANDS re-opens its doors



IN July, The Fed marked Care Home Open Week at Heathlands Village with visits from local schoolchildren and a range of intergenerational activities for Villagers and their visitors.

Butterstile Primary school pupils took part in arts and crafts sessions with residents, and the garden

provided the perfect setting for our young visitors to blow off some steam under the Manchester sun.

A visit by King David Primary School pupils offered Villagers a lovely opportunity to chat with the youngsters over a special joint lunch in the Village's Activity Centre, following which the school choir performed a delightful

concert for residents.

Nick Burgess, The Fed's Activity Manager, was delighted to see the children back on site for Care Home Open Week remarking on the pleasure it brought to residents and the "valuable opportunity to showcase what we do here at Heathlands Village to the children and their parents." ■

FUNDRAISING

Round up



Behind the scenes filming for our matched funding video campaign with Julie Besbrode

Matched funding

first for The Fed

Following the runaway success of our series of *Dinners With A Difference*, just days later we took on our next challenge - a 36-hour matched funding campaign. The battle commenced to further plug our £2 million operating deficit and secure ourselves as the community's safety net for the next 12 months.

More than 120 teams and over 1,300 donors succeeded in raising a

staggering **£460,000 in 36 hours**, boosting the £600,000 brought in by our previous month's fundraising dinners.

Raphi was thrilled with the outcome.

"We were delighted that our first ever matched funding campaign was such a success.

"We held off on undertaking this type of campaign until we could guarantee genuine new matched

money. Once we had secured that, our team champions led from the front in helping us raise this incredible amount.

"Coming hot on the heels of the dinners, we were blown away by the response from the wider community.

"We are extremely grateful to Beaverbrooks Charitable Trust for being the Charity Sponsor, and Quooker as the Corporate Sponsor." ■



Fed Up North

goes blingo for bingo

More than sixty young adults attended Fed Up North's Blingo Bingo night in May, raising over £3,500 towards essential services.

Natasha Sarak, Fundraiser and Events Coordinator at The Fed, was thrilled with the turnout.

"Fed Up North has provided a great new avenue to engage

younger people with The Fed.

"Their latest event was fantastic. I'm delighted with how it turned out.

"Everyone was on top form singing and dancing; the Blingo Bingo team were fabulous and played hours of the best nostalgic hip-hop music, and the bingo and raffle prizes were hilarious!" ■



Fed-Ex trekkers help

bridge our funding gap

Under a baking southern sun, 22 intrepid trekkers laced their boots and challenged themselves to the London Bridges Trek - a 25km hike over 16 of London's landmark bridges.

Organised by FedEx - our committee of born and bred young Mancunians now living in London - the event raised over £13,000.

Fed Fundraising Manager, Rochelle Broman, who also took part said:

"It was an amazing experience being able to take in so many famous London sights with a great group of people.

"The FedEx committee works really hard and pulled off yet another fantastic and highly successful event - reminding us of the great potential to engage with

donors and supporters even when they've left our city." ■



THE REAL LIVING WAGE

The Fed leads the way

At the beginning of April, The Fed celebrated a landmark change to its salary structure when it became the latest of just 20 Bury organisations to adopt the Real Living Wage.

The voluntary pay increase is intended to meet the true cost of living, exceeding both the Minimum Wage and National Living Wage.

Some 280 individuals of our approximately 350-person workforce are benefiting from its introduction which equates to an average annual salary increase of £1,602.

Councillor Eamonn O'Brien, Leader of Bury Council, was the guest of honour at a celebration at Heathlands Village on 4 April, of The Fed becoming a RLW employer.

"The pandemic has been the toughest time in people's lives and careers," he told a large gathering of representatives from each of The Fed's departments.

"The best way we can thank staff is by making sure you are paid the Real Living Wage, which the council committed to doing last year.

"... we've tried to push more money into the system to allow places like The Fed to pay [it].

"You wouldn't do this job if you didn't care. It's not a glamorous job, but you are the lifeblood of public

service.

"I give huge credit to The Fed's Chief Executive, Mark Cunningham, and the whole team, for taking this step. It is so challenging in this environment but is a real investment into the success that is Heathlands Village."

Members of The Fed's Porters, Catering, and Care teams cut a commemorative cake to mark The Fed's inclusion as a Real Living Wage employer.

A delighted Mark reflected on the difference this will make to staff and the organisation as a whole.

"We are one of around 20 employers in Bury now paying the RLW," he told the gathering.

"We're hoping to see that figure increase, but we're setting the example and leading the way.

"I'm really proud of the brave step we've taken today. The cost to The Fed of introducing the real living wage is around £300,000 each year ... this step is worth every penny."

Following the Real Living Wage event in July the spirit of The Fed was captured on film by the Greater Manchester Combined Authority when representatives of Andy Burnham's office – Ravi Badat

and James Monaghan – visited Heathlands Village with Sophie Little of the Real Living Wage Foundation.

They interviewed several of our care home employees on camera for a video which will petition more local employers to step up, alongside The Fed and other organisations, and become a Real Living Wage Employer.

Staff from our Hospitality and Residents' Activities teams at Heathlands Village praised our decision to pay the RLW, saying it made them feel appreciated and created "a lovely place to work".

Dennis who recently switched from working in our Dementia Care team to the Hospitality team, has been working at Heathlands Village for three years and is very happy to be a Fed employee: "I wish I'd come here 30 years ago,"

The Real Living Wage is predicated on the cost of living and will increase year on year to help those who need it most.

What better way to demonstrate to our workforce how much they are valued? ■



ROLLING ON AFTER

27.8 years



An interview
with Enid Band

The Fed's former Senior
Finance Officer

Ask someone working in payroll how long they have been at The Fed and don't expect their response to be based on a measure of time corresponding to the period of the moon's revolution!

Senior Finance Officer, Enid Band was first employed at Heathlands Village in 1995 and by the time she leaves us in September, she says she will have been with the charity for 27.8 years - precisely.

After 18 years as a payroll operator at British Gas, Enid ended her service working shifts in their Emergency Contact department for two years. Her role was not unlike that of a call handler for the ambulance service, juggling three screens simultaneously and prioritising calls from as far North as the Scottish Borders, right down to the Midlands, including plenty of hoax IRA bomb threats. Calls could be anything from an elderly person with no heating, to an imminent risk of explosion.

"The lads who'd attend were brilliant – they had a stack of heaters in the vans and wouldn't leave anyone without heating. I'm not sure that'd be the case these days."

When her team relocated to Stockport, Enid decided it was time for a change and a new job nearer her home in Harwood, Bolton. And so, she arrived at The Fed and was initially based on the ground floor of the recently-built Eventhall House where she shared a very small office – 'a

cupboard' as she describes it – with IT manager, Deborah Haberman, herself an employee of almost 40 years.

One of Enid's first memories is of the visit by Prince Philip for the official opening of the new building.

Asked what she recalls of his visit:

"He wasn't as tall as I expected; he only spoke to a couple of people including our Chief Executive of Heathlands at the time, Boyd Farrar.

"He was surrounded by bodyguards but still managed to make a beeline for the very lovely French girl working behind reception!"

Payroll in those days was based on a system known as Pegasus which printed out vast reports on huge swathes of paper. It could not be more different to the fast electronic system used today.

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*I don't think
there's another
place like it!*

Enid's fondest work memory is of 'The H Factor', a staff X-Factor style event held at Middleton Area and the Longfield Suite. She remembers a lot of fun being on the organising committee along with staff

representatives from all departments:

"People really loved it. It was very well attended and fantastic for morale. We also gave out the staff awards on the night, but after the financial crisis hit things changed; we had to tighten our budgets and that was the end of it."

On the subject of awards, Enid herself was singled out for special recognition in 2021 when she received the Employee of the Year award for her work during the height of the pandemic. Chief Executive, Mark Cunningham said at the time:

"Not only has Enid shown her dedication in working for the organisation for many years, but she also refused to let Covid-19 keep her away from the office, utterly determined month by month to make sure that staff salaries were processed in time."

The job of payroll administrator has a significant 'people-side' which is what has made it so enjoyable for Enid, and so hard to leave at the same time:

"Historically my job was very closely bound up with Human Resources and though the departments are separate these days, unofficially that part of my role has continued. Longer-term employees, but also a younger element, have continued to confide in me, knowing I can be trusted.

I've derived a lot of satisfaction from being able to support my colleagues

over the years."

And this aspect of her work clearly echoes one of The Fed's key values - caring for others and "showing kindness, understanding and compassion."

Although leaving The Fed is a wrench, she knows that the time is right. At 73, a close friend's recent illness has been something of a wake-up call for her to slow down. She plans to see more of her son and his partner, spend more time in Portugal with friends, plus volunteering at Bury Hospice, refreshing her golfing skills, helping out in a friend's business, and enjoying her latest creative project - making picture frames from fragments of glass.

Enid speaks highly of The Fed's record of maintaining staff benefits despite spending constraints following the financial crash. She quotes the recent introduction of the Real Living Wage, the fact that we still offer occupational sick leave while many companies have foregone this benefit, and the pay-out of two years' salary to families following the death in service of an employee.

For a charity, she says, "The Fed gives a lot."

And of Heathlands Village she adds, "It's amazing how it's progressed. I don't think there's another place like it." ■



A CULTURAL Conundrum

IN a further boost to The Fed's credentials as a trusted public health messenger, we were recently approached by the Greater Manchester Health & Social Care Partnership, together with Answer Cancer, to share their life-saving cancer screening advice within the Jewish community.

This expands on the commission in 2021 by Bury, Salford, and Manchester Local Authorities to spread their Covid-related public health messaging.

The new initiative aims to boost the take up of NHS screening opportunities for breast, bowel, and cervical cancer, especially amongst the most hard-to-reach sections of the population. For us this meant the more religious elements of the community.

Our brief involved more of a challenge than anticipated and took us on a steep learning curve; we quickly discovered that we could not employ the wording and imagery used for the wider community.

First and foremost, as with our rolling pandemic-related messaging, we needed to produce Yiddish versions of adverts and flyers. But even identifying the right translator had not been straight forward.

"Don't go to some Professor at the University," we had been warned when we first began our 'triborough' work. "Their Yiddish will be archaic, and the community

will just laugh at you! You must find someone who speaks 'modern' Yiddish which has lots of English words thrown in."

We followed that advice, but still managed to attract criticism; our translator's work, we were told, was "too literal; the language not fluent".

And it did not help our quest to ensure that vital messaging got through to our orthodox kin when our name, 'The Fed', was transliterated into the Hebrew characters used to write Yiddish and read back as "The Horse" or "The Donkey"!

Where to go next? Fortunately, the daughter of our Marketing and Communications Manager, Joyce Khan, lives in a small religious Israeli town with many Yiddish speaking Chassidic neighbours. She asked around and discovered that her neighbour's sister-in-law is an English-speaking Yiddish translator. Bingo! Within a day or two we were in contact with our new translator - who throws in cultural guidance at no extra charge. Phew!

While we had correctly realised that we could not include the supplied photograph of a half-naked lady (albeit taken from the back) undergoing a breast scan, our specially created modest icons were still beyond the pale. Body parts could not be alluded to, even vaguely or obliquely - whether visually or linguistically. The very words, *breast*, *bowel* and *cervix* were off-limits, along with any use of the word 'cancer'. In the circles

we wanted to reach, the term used is *yenneh machlah* (the disease) for fear it seems "of calling the disease to them by using its actual name".

We had no alternative but to rethink our design and dilute our messaging, hoping people would read between the lines and take in the key messages: Screening saves lives; If you are called for screening, please accept the offer; If it's unusual, go and see your GP.

Are we pandering to people's ignorance or foolishness? We don't think so. We believe we are here to support the entire Jewish population across the spectrum - from secular to charedi. If we employ the wrong terminology, we are the ones who will look ignorant, foolish, or even crass and insensitive. The people we aim to reach will simply switch off and not a single life will be saved.

Producing appropriate marketing assets is only part of the challenge. We need to make inroads into the community to be better heard. The task continues ... ■

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Don't go to some Professor at the University...their Yiddish will be archaic!

Jubilee JUBILATION

Jubilation was in the air as The Fed marked the Queen's Platinum Jubilee in the height of style, with celebrations at Heathlands Village and across the city for clients of our community services teams.

More than 130 Fed clients from north and south Manchester were treated to a high society tea party, with guests receiving a glass of prosecco on arrival and the chance to pose with a life-size Queen Elizabeth cutout for a photographic memento of the afternoon.

Traditional English delicacies of scones with cream, sandwiches, and a variety of teas were served on Union Jack crockery with matching napkins and music was played from the seven decades of Her Majesty's reign.

The Fed's South Manchester Volunteer Coordinator, Nadine Khanzadeh, was thrilled with the turnout at Wicker Lane shul:

"Many hours went into ensuring this event was a highlight of the year for our community clients. We decorated the room with bunting which looked wonderful and enjoyed fabulous entertainment by Debbie Hilton who had guests singing and dancing all afternoon. Over 20 volunteers helped with transport, as well as serving the food and chatting to guests.

"It was hard work but well worth it when we saw the smiles on client faces." ■



NADINE REDISCOVERS *her sense of purpose*



Mother of four sons, 49-year-old Nadine Khanzadeh, joined The Fed in September 2021 as our Volunteer Coordinator for the South Manchester community. Married to Iranian, Farry, Nadine had not worked since giving birth to her eldest, Josh, in 1999.

As her sons grew up and became more independent, she increasingly felt unfulfilled and that she was "looking for something, but didn't know what it was".

A chance meeting at a wedding about 12 months ago, with Dalia Kaufman, a deputy manager in our Volunteer Services Department, led to her finally discovering that 'something' she had been looking for.

Dalia, who oversees the recruitment and training of Fed volunteers, knew Nadine a little already and as they chatted Nadine's warmth, energy and interest in other people, made a strong impression on her:

"We've got a job going at the moment that I think you'd be really well suited for," Dalia told her, "The only problem is - the closing date

is tomorrow so if you're interested you'd better get your skates on!"

Encouraged by Dalia, Nadine decided there and then to give it a go, though privately she was not at all confident.

The next morning, she had to take her sons to see the dentist and sitting in her car outside the surgery, leaning on the steering wheel, she completed a job application on her phone and sent it off. The next day she received an offer of interview. "I'd never been so nervous in my life," she recalled. And when afterwards she received a call offering her the job, "I nearly fell off my chair".

"If I'm honest I wasn't sure what I'd be doing, or if I could even do the job but when I met the team I immediately thought, 'This is what I've been looking for', and I've never looked back!

"I'm doing something really important, and now I've got a sense of purpose apart from being a mum.

"But I was so naive about the level of need south of the city when I started in post. I thought, 'There

can't be any need for The Fed in south Manchester'.

"You don't think it happens on your own doorstep. I'd been living in cloud cuckoo land for years.

"Honestly, I was shocked at the way some people were living – the state of their homes, the poverty. I've met people who haven't got food; lovely old people who literally don't have a soul in the world – nobody. A visit from a volunteer once a week makes them so happy. And coming to our coffee stops, where they can meet a few people at a time means everything to them.

"There are people living close to the most affluent neighbourhoods living in poverty and others living in the most beautiful apartments who are devastatingly lonely. There are families who are struggling to care for a sick child or parents with dementia."

"My work is as much about giving direct support to people as it is about arranging for them to have volunteer support. One case I've been working on for a while involves a couple with three children including a four-year-old girl who has very serious health conditions and on top of this is registered blind.

"She cannot tolerate bright light and must wear sunglasses when she goes outside. A kind friend bought her a scooter but having broken her wraparound sunglasses she couldn't use it.

"The wraparounds give her eyes far better protection than the ones available from the hospital. Her parents simply couldn't afford to replace them.

I was really upset by this and at home one evening →

I began to google the cost of replacing them. My youngest son, Rafi, who had his barmitzvah in May asked me what I was looking at. When I explained he immediately offered to pay the £60 to buy the glasses from his barmitzvah money and we ordered them there and then.

A few days later I took the glasses to the little girl's home. Her parents were over the moon: 'You've no idea how much this

will mean to her. Whoever has donated them please thank them for us!'

If I had not worked at The Fed, my son would not be exposed to the kind of casework we deal with day to day. Of course, I have to take great care not to breach confidentiality but I'm proud to share my work with my kids and so glad that by working here I can influence their understanding of other people's needs.

Do you know a young person coming up to bar or batmitzvah age who you would like to understand more about supporting people in their community generally, and The Fed's work in particular? Our current year's course is fully booked – but keep an eye out for next year and register your interest early by calling Natasha Sarak on 0161 772 4800. ■

THE FED 2022-23 BAR-BAT MITZVAH PROGRAMME

All sessions in person!

Reg ch no: 1117126

Back with A BANG

The Fed's latest Bar and Bat Mitzvah programme kicks off at the start of October with a packed schedule of engaging, educational monthly activities throughout the school year, ending with a summertime graduation and party.

The programme aims to instil in its participants an awareness of, and sensitivity to, the difficulties faced by some people in their own community, how The Fed helps people in need, and how they can begin to make a difference.

Project lead, Natasha Sarak, is

excited that this year she will once again be able to host the project in person:

"Although the programme we ran during lockdown was a massive success, I'm delighted that I'll be meeting this year's intake in the flesh.

"We have some inspiring speakers lined up and great opportunities to get involved in The Fed's work.

"The programme offers a gateway for young people to gain a better understanding of charity and communal responsibility.

"They'll witness some of our work at Heathlands Village and across the community first-hand, but at the same time I'll be making sure they have loads of fun!" ■



The Fed's Bar-Bat Mitzvah programme starts this October, opening young minds in a fun, practical way to thinking about the importance of giving, caring for others and community responsibility.



GOING DEAF OVERNIGHT *changed my life*

“
*... that all changed
the morning I woke up
unable to hear at all.
I couldn't cope. I lost
everything.*

Andrew Goodwin is no stranger to the harrowing challenges of living with severe hearing impairment. “I was born with hearing loss,” he recalls, “but it was going completely deaf, overnight, at the age of 30 that absolutely changed the course of my life. To put it bluntly, it was hell.”

Andrew, the Hearing Matters in Care Services Manager at the Jewish Deaf Association (JDA), and Head of Hearing Matters in Care, Padraic Garret, spoke to Robert Marks - formerly of our Marketing and Communications team.

Andrew and Padraic are training partners who travel the country, advocating for hearing disability awareness, and offering practical support to improve access, independence, and equality for people with a hearing loss.

“I know what it's like to grow up without the assessment and support needed by people with hearing loss,” Andrew continues.

“When I was a child, a doctor shook a keyring behind my head to see if I could hear. That was the extent of it. It was just one of those things you accepted in the 1970s.

“Despite having profound hearing loss, my mother developed methods herself to teach me to communicate. Years later a speech therapist would tell me that the techniques she used were the same as those employed nowadays by professionals... but she had done it all herself.

“I had a relatively stable life. I was in work and lived independently, but that all changed the morning I woke up unable to hear at all. I couldn't

cope; I lost everything. I lost my job; I lost my flat and had to move in with friends. My life was extraordinarily difficult, and I didn't think I had much to live for. To be perfectly frank, I even contemplated the ‘S’ word.

“Yet that entire period made me reassess my life and what I wanted to achieve. I realised that I wanted to help other people and that my own experience made me the right person to do it.

“In the late 1990s I began to design and deliver deaf awareness courses to schools, businesses, and the healthcare professionals. In 2016 I started working for the JDA and providing my brand of support to care homes. My wife is a care home manager and so I've been firmly associated with the social care world for quite some time.”

Padraic's journey into the world of hearing loss and deaf advocacy was markedly different:

“I had worked in care for a long time, predominantly for Jewish Care in London, specialising in dementia and mental health.

“I ran a day centre for adults with mental health challenges and eventually became the registered manager of a care home in London, concentrating primarily on mental health.

“Around 2005 I began leading a small and highly motivated dementia care team working closely with the Alzheimer's Society. I was particularly passionate about introducing the concept of ‘person-centred care’.

“Two people joined us whose focus was on general disability and through their work I came across the JDA.



“Members of our team would go to the JDA for deaf awareness training and the education they received was excellent, but I began to realise that, in practice, it all became rather diluted. It was a struggle for staff to put what they had learned into practice and bring about real change.

“I struck up a close relationship with JDA and Andrew, and it made me begin to question what I wanted to do next. Where could I go? What progress could I make and could it be with JDA?

“In 2015, Jewish Care contacted JDA requesting an assessment to support deaf people living in care homes. This resulted in some useful suggestions, but ultimately, they weren't implemented fully.

“And so, the idea was born to create a team specifically to support and train people working with deaf people. In 2016 Hearing Matters in Care was born and since then, we've worked with over 30 care homes. “JDA presents a whole new model – going into care homes and working with one care team at a time, looking at specific care home policies, creating deaf awareness champions – infusing the culture of each organisation with an awareness of

“
*JDA presents a
whole new model...
infusing the culture of
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an awareness of deaf
people's needs*

people's' needs and working with care homes who share our sense of ambition.”

“A year ago, I moved to JDA, having grown increasingly close to the organisation's mission. I fit exactly what they were looking for – it was the right place and right time for me, just as I wanted a change.”

Andrew picks up the story: “I had been a team of one for some time and was struggling with a few things – project managing alone, engaging with care homes, working with senior staff, and speaking the professional language of care. Padraic was suggested as an addition and I immediately said “Yes! This will take

the project to the next level!”

“Andrew is a very dynamic trainer. He brings so much to our sessions,” Padraic interjects.

“His own experiences provide a unique perspective, and my own background adds a professional strength to the overall strategy. We make a great team.

“Care is a hard profession and I try to advocate what it's like. I understand staffing issues and care home management, and I can empathise with the organisation in their challenges. →

An estimated **1.2 million** people in the UK have hearing loss greater than **65db** - a level at which they cannot hold a conversation without a hearing aid or similar device.

The figures peak quickly for the older population, with around **80%** of people over the age of **80** requiring hearing aids, and **90%** of people over **90**.

Whilst on average more than **80%** of care home residents have moderate to severe hearing loss, typically less than **10%** have hearing aids, making hearing-loss advocacy a hot button issue.

“
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holistically.”

“When working with older people there can be a habit of doing things a certain way. We don’t question it: that’s the way it is because that’s the way it is. But we say ‘No, there is far more that we should be doing for these people!’”

So, what does Andrew and Padraic’s new partnership mean for care homes nationally, and in particular, Heathlands Village?

“The first thing is that we offer experiential training,” says Andrew.

“And, crucially, a service based around what the staff we are training, want. We begin each session by asking, ‘What do you want to achieve today?’, and we tailor the sessions to give them the tools to take back and work with their residents.”

“We offer a new approach to working with deaf people, thinking about their needs holistically.” says Padraic.

This is especially so in relation to cognitive impairment:

“There is a crossover between hearing loss and dementia which people don’t realise and educating care home staff on this is a critical part of what we do. People with hearing loss are often confused, depressed, anxious, and sometimes aggressive – and are often misdiagnosed as having dementia.

Their symptoms are so similar that the real solution can often be overlooked.

According to the British Society of Audiology, over 40% of residents may be misdiagnosed as having dementia, when in fact hearing loss is causing the confusion, and other emotions and behaviours.

“Once the issue is framed around hearing and we have educated people in what they can do to improve people’s lives – that’s where we come into our own.

“Simple things, like showing a carer how to correctly place a person’s hearing aid, can make the difference between them being able to hold a conversation and complete auditory isolation.

“We also introduce new equipment which improves the physical and mental wellbeing of individuals and supports them in continuing to enjoy more independent, full lives.

“Take for example the ‘Mino’, a small device which enables communication between two people, which has been an utter revelation for people with hearing loss.

Looking almost like an old Walkman cassette player, the Mino has a directional microphone at one end with headphones that allow the listener to have crystal clear conversations. Without it, they can be lost in a world of noise and confusion.

“When we let staff try it out, they are amazed at the profound improvement it offers to people’s hearing.”

“As of August 2022, the workshops we have delivered at The Fed have trained more than 150 staff from a range of fields - nursing, social work, support work and management.

“Over the past six years we have trained more than 1,000 care staff and the thousandth itself was at Heathlands Village!”

We have also introduced 13 Hearing Loss Champions who have been trained to take the lead on hearing loss advocacy throughout the Village.

“And we met the trainer who delivers The Fed’s dementia awareness training, who is now aware of our Hearing Matters in Care course.

“Our approaches dovetail beautifully to provide better all-round education for care staff.”

“In times past, people with dementia were often pushed to one side, but things have improved massively in recent decades.

“Buildings are becoming dementia-friendly; shops and businesses are offering dementia-aware services. It’s time for the care sector to step up too.

“Maintaining person-centred care is an ongoing process, but we are happy with the progress we’ve made.”

Andrew draws the conversation to an end: “After I lost my hearing, I had an active choice to make - to wallow and let circumstances pull me down or be positive and make a difference.

“I worked in retail before I lost my hearing and was quite good at it – but I wasn’t satisfied. Now I go home at the end of the day with the knowledge that I’ve helped people; that someone is better off because of me.

“It’s hard to get the message across all the time - but when it works - my goodness it works so well!”

“Our engagement with The Fed’s senior management has been brilliant. They are really listening to us and want to bring about change. It’s a real rarity to find managers as this level of an organisation who are so caring and willing to take feedback on board.

“The Fed has been fantastic.” ■

Working together JUST MAKES SENSE



At an open day on July 12 in our Community Centre at Heathlands Village, The Fed, working with JSENSE and Bury Council, hosted a range of local organisations who offer advice and support to families of children with special educational needs and disability (SEND).

The Fed’s Director of Community Services, Bernie Garner, remarked that it was “a great success and a brilliant opportunity for those services which support children with a special educational need, to engage face to face and offer support and guidance to families of Jewish children with learning and physical disabilities.

“Over 50 families attended throughout the day which is some

indication of the level of need in our local community.”

The event attracted both Jewish voluntary sector charities and public services departments.

Staff from The Fed’s own community services teams, which provide social work support to families and groups and play-schemes for children with additional needs, were on hand to provide information and advice.

Representatives from Bury Council: Isobel Booler, Director of Education and Skills, Michael Kemp, Strategic Lead for SEND and inclusion, and Kasia Taylor, SEND Parent Communications and Engagement Officer were available to talk to parents.

Representatives also attended

from: The Friendship Circle; T’mimei Lev School, Bury Together, Education Psychology Service; Bury Council Early Years’ Service; Bury SEND Information and Advice Service, and Bury SEND engagement team.

JSENSE’s Project Director, Caroline Wertheimer, was delighted that the event gave families “an invaluable opportunity to meet representatives from various services which they would otherwise find difficult to access.” ■

BLOOMIN' *Marvellous*

A new project which encourages Heathlands Village residents to get outdoors regularly and enjoy the fresh air has paid great dividends over the summer.

Heathlands in Bloom, the brainchild of Bernie Garner, our Director of Community Services, encourages residents to socialise and enjoy some light physical exercise while gardening together.

Their recent efforts have beautified

in the Activity team at Heathlands Village, has been heading up the project and is thrilled with the results:

"Residents and staff have worked hard to add more colour and variety to the garden. We've created somewhere to treasure even more! We are very proud of how green-fingered we've all become."

Since the start of the project Jenni Lea, Nature and Wellbeing Senior Project Officer at The Wildlife Trust for Lancashire and Manchester, has

mentored the group and become a familiar face at Heathlands Village.

"Getting outside and connecting with nature regularly is good for everyone's health regardless of age, gender, ethnicity, or physical abilities," she said.

"It is scientifically proven to lower the production of stress hormones, reduce blood pressure, increase self-esteem, reduce anxiety, improve one's sense of self-worth and mood. The list of benefits really goes on.

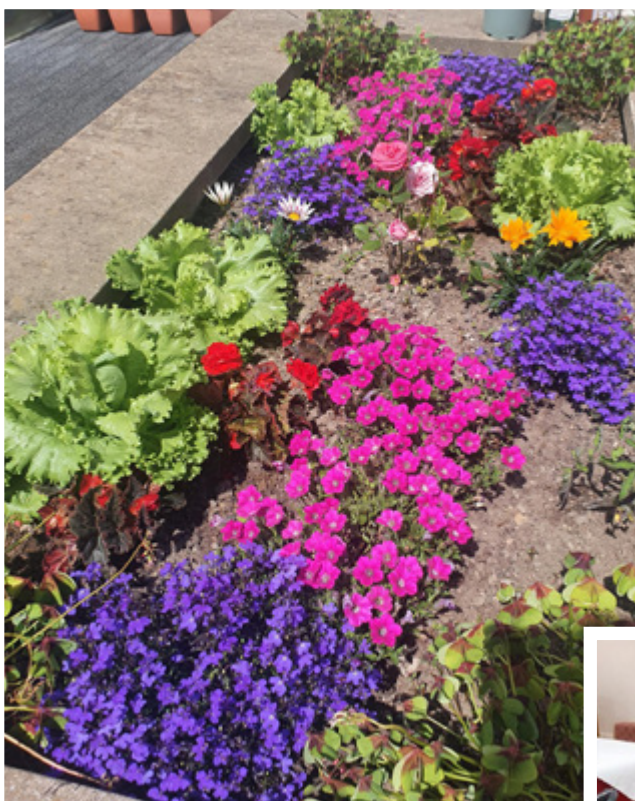
"However, as people get older, physical changes

often mean that accessing the outdoors becomes a challenge. "With statistics calculating that over 20% of people in the UK aged 55 and over struggle with their mental health, it is important that we look at different, effective ways of supporting them, such as through a connection to nature.

"Having the gardening group at Heathlands Village is giving people a purpose to get back outdoors. With staff support, the activities are all person-centred, so everyone's needs are met which enables them to feel safe and empowered getting back outside.

"And importantly, the sessions also bring people together to feel connected to nature, and each other."

"The garden looks absolutely amazing," Jenni continued. "The plants are stunning, and everyone is doing a fantastic job!" ■



the Village garden with vibrant floral displays and delectable edibles.

Sol Gicht, a tenant of Moorview House, (pictured to the right sampling freshly picked salad) has enjoyed the new experience greatly:

"It has been a lot of fun growing flowers outside and seeing the veggies we have planted grow to be eaten!"

Shoshi Black, a Lead Support Worker



“
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Honoured BY THE CHIEF

IN June our honorary patron, Chief Rabbi, Ephraim Mirvis, visited Heathlands Village. He mingled with residents - many of whom are regular devotees of his weekly online parsha shiur - and was later introduced by The Fed's chair, Bernie Yaffe, to a group of North Manchester based Holocaust Survivors. Ike Alterman, Werner Lachs, Ruth Lachs, Marianne Philipps and Gerda Rothberg are among 32 Survivors who have so far published their life stories through our My Voice project. Copies of their books were signed and presented by the authors to Rabbi Mirvis.

A further 12 books are currently in production, covering the entirety of their authors' lives, including their childhood and the rebuilding of their lives post-war in the UK. They are, as Bernie pointed out, stories of survival and hope.

My Voice is unique in that, being set within a social care project, The Fed can offer storytellers a 'wraparound' support service if needed.

Rabbi Mirvis expressed his happiness that at long last he was "able to get out and meet people face-to face."

He added, "When a gap came up in my diary I said, 'I want to visit The Fed!' I wanted to come and wish you all *yashar koach* - continued strength in your good work. You are my inspiration!" ■



At any time, over 2,200 people of all ages benefit directly, and 4,300 indirectly, from The Fed's social care and community services - whether living at Heathlands Village or in their own homes - equivalent to 1 in 7 Jewish households across Greater Manchester.

Our 350 social workers, support workers, case workers, nurses, social care workers, coordinators and behind-the-scenes staff, together with over 550 volunteers, provide care, advice and support through a range of projects and departments:

Bagels & Banter | Carers' Support Services | Community Advice and Support Team (CAST) | Dementia Care | Discharge to Assess Department (D2A) | End-of-life Care | Mental Wellbeing Group | Moorview Supported Independent Living | Mums 'n' Tots Sessions | My Voice Project | Nursing Care | Project Smile Play & Learn Service | Residential Care | Volunteer Support Services | Walk 'n' Talk

Together these make up one fantastic charity which is not replicated anywhere else in the UK.

Our Benefactors

donate £25,000 or more per annum

Our Gold Patrons

donate £10,000 or more per annum

Our Silver Patrons

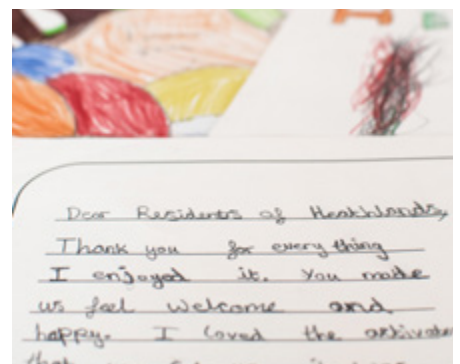
donate £7,500 or more per annum

Our Bronze Patrons

donate £5,000 or more per annum

Friends of The Fed

donate £1,500 or more per annum



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