

For Benefactors, Patrons and Friends of The Fed

M'LEV EL LEV

heart to
heart

Summer 2020

THE
FED

Caring for our
Community



PROFESSIONALS ADAPT

An in-depth look at the affect of lockdown on the professional practice of our Community Advice and Support Team; the extra challenges faced by parents and how the team addresses these issues. | Pg 4

CHANGE IS IN THE AIR

The joy of witnessing residents reunite with loved ones and a return to some degree of normality at Heathlands Village, as described by Lead Activity Coordinator, Shoshi Black. | Pg 11

A LIFETIME OF GIVING

David Eventhall, The Fed's Vice Chairman, inherited his parents' sense of responsibility & generosity: "Exhibiting this importance to the next generation of donors has never been more vital." | Pg 16

welcome

FROM MARK AND BERNIE

We wish a very warm welcome to you, the Benefactors, Patrons and Friends of The Fed, to this first ever M'Lev El Lev newsletter.

At the best of times - whether we are caring for older members of our community at Heathlands Village or supporting others of all ages across the community - our services are indispensable in providing the highest quality care and support to people in their time of greatest need.

But statutory funding alone covers only a part of the cost of running our services. The Fed must rely on the loyalty and generosity of its donors to fund the difference and guarantee the maintenance of our essential support.

COVID-19 has exacerbated our financial situation bringing huge challenges relating to the tragic loss of a number of residents and consequent reduced occupancy levels; the increased costs of supporting a depleted workforce through illness and self-isolation; the costs of procuring the necessary levels of PPE for our staff and an economic downturn which will potentially result in the loss of a material part of our donor base.

The Fed is thankful for every single donation, no matter what size, now more than ever. This support enables us to make a positive impact on the lives of the most vulnerable in our community.

But it is YOU, the Benefactors, Patrons and Friends of The Fed to whom we owe a very special thanks because you have prioritised The Fed; you have made yourselves our key partners; you have chosen to underpin our critical services.

Your commitment and loyalty are hugely appreciated. We absolutely could not do it without you. ■



Mark Cunningham
Chief Executive

Bernie Yaffe
Chairman

a word FROM RAPHI

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*You are our lifeblood.
Our heart could not
function without you*



Raphi Bloom
Director of Fundraising
and Marketing

Welcome to the very first edition of M'Lev El Lev - heart to heart.

This is a publication tailored exclusively for you as a member of The Fed's Benefactors, Patrons and Friends Programme. Within these pages you will learn how

the services we provide, with the help of your generosity, benefit the lives of the most vulnerable in our community.

In choosing its title, we sought a name that would reflect our proud Jewish identity, our activities within, and relationship to our community. The word 'lev' in Hebrew means heart, and we believe it perfectly encapsulates our essence.

The Fed functions at the heart of the community and represents the beating of our communal heart - our care of one for another. The Fed is the vehicle through which you, as our stakeholders, are able to open your hearts to people in need - connecting yours to theirs.

And finally, 'heart to heart' represents our ongoing conversation with you, our most loyal and committed supporters, to keep you regularly updated on the work you have chosen to invest in.

In the 15 months, since I joined The Fed, I have accompanied our social workers to people's homes and witnessed first-hand how crucial our work is to the many individuals and families whom we support.

A staggering 1-in-10 Jewish

families across Greater Manchester were benefiting from our support at the beginning of 2020. The onset of the COVID-19 pandemic saw that figure rise to 1-in-8 households - an astonishing statistic. Many people would have simply fallen through the cracks were it not for The Fed.

Our Heathlands Village residents - our family - have also been forced to adapt to a very different reality. But they have shown incredible resilience, stoicism and positivity. Together with our heroic care staff they have amazed us on a daily basis.

The partnership that you entered into with The Fed ensures that the most vulnerable people in our community receive the life-enhancing - and in many cases life-saving - help they need from our Community Services teams. Likewise, at Heathlands Village, you have helped us keep both our residents and staff as safe as possible. Without you, this too would have been unimaginable.

Many of you who know me will be aware that I am incredibly passionate about my role at The Fed. Yet I must confess that I now realise that when I started working here, I had little idea of the true level of the need that exists in the community, and the scale on which The Fed's support is required. It simply has to be seen to be believed.

I hope you really enjoy reading M'Lev El Lev and will share it with your families. More than that, I hope it gives you an even better understanding of our work and your own essential role in supporting our community.

You are our lifeblood.

Our heart could not function without you.

Thank you! ■

professionals adapt AND PROVIDE 'DISTANT' SUPPORT

Marketing and Communications Manager, Joyce Khan, recently caught up with colleagues from The Fed's Community Advice and Support Team (CAST) - Manager, Sara Ogden-Thomson and Community Support Worker, Zoe Guerrier.

She asked how lockdown has affected their professional practice. What new difficulties has the pandemic brought up for those in need of our support and for the team in responding to their requests for help?

"I worry that people might be struggling with things that we are missing," voices a concerned Zoe who joined CAST 9 years ago after more than a decade as a sessional worker for Project Smile.

"We are a very practical, 'hands on' team," explains Sara. "We're trained

and experienced in face to face contact with people. This is how we quickly establish the trusting relationships needed to enable us to help people. It's fundamental to social work. But COVID-19 has forced us to work in a more detached way. It's a frustration and worry for all the team."

Zoe elaborates: "When we go and see a new client in their home, we can observe how they live. We pick up on cues and body language which tell us if they are struggling. What state is the home in? Does it look chaotic? Are there signs of there not being enough food in the house? Of inappropriate spending? Issues with the children's diet? Any indication of neglect or physical abuse? We pay attention to so much that helps us detect if something's amiss, and if there is, we gently coax a client to open up. We may need to challenge them, but that is only so that we can then offer them the support and strategies that help them make positive choices."

The pandemic has forced the team to work quite differently, with home visits limited to doorstep calls to drop off toys, books and activity sets to keep the kids occupied and have a chat. It can delay the building of trust and take longer for the full picture to emerge. Despite the ban on home visiting Sara, Zoe and fellow team members have been delivering regular support during lockdown with greater emphasis on providing help and advice over the phone, which is backed up by email, texting and ZOOM calls.

Lockdown has created a surge



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I worry that people might
be struggling with things that
we are missing



This photo is for illustration only and there is absolutely no suggestion that the family depicted is struggling with any of the issues covered by this article.

in referrals to CAST, many with a common theme as Sara explains, "We've had a lot of requests for help in dealing with children's very difficult behaviour especially from lone parents who've been really struggling to cope and larger families who have a child with a learning need."

Zoe continues, "I think a lot of the problem stems from parents and children having no respite from each other, and this has increased stress levels all round. Parental anxiety about the pandemic also impacts on their ability to manage their children's behaviour. We've been supporting parents who are already known to our team due to problems with their children's challenging behaviour, or their own mental health issues, as well as new clients who have had no previous identified issues or contact with us."

"One family has young children who have been physically abusing the mother, throwing things, being destructive and verbally abusive. Others have young teenagers who have been absconding at night and ignoring lockdown restrictions."

"We help parents set boundaries and put routines in place at a time when homelife has often become extremely disorganised with no 'shape' to the day or week.

"We talk to people about 'taking a step back' and walking away from the situation to let go of their own anger. This can feel totally counterintuitive when they may want to react forcefully. We encourage them to give their child space; to offer rewards for positive behaviour; we suggest activities to do together."

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"We motivate them to write to the child – maybe pushing a note under the bedroom door or texting them to reassure them of their love; that the parent is still 'there for them' and letting the child know, 'I'm here when you're ready.' It's difficult for a child to come back from an angry place but this allows the parent to open the door."

Sara adds, "As well as the rise in cases of parents struggling with their children's behaviour, the →

The Fed's CAST team support people struggling to cope in terribly difficult, painful situations - providing advice, hope and the chance of a safer, healthier, happier future.

Samples of the type of children and family cases CAST deals with include:

- ▶ teenagers who are self-harming or involved in drug abuse
- ▶ children being groomed for sex with drugs and alcohol
- ▶ children suffering from neglect
- ▶ parents dealing with a child's violent behaviour
- ▶ parents forced to relocate due to a partner's abusive or violent behaviour
- ▶ families living in food poverty needing school meal vouchers
- ▶ families struggling to manage a child's or children's complex learning difficulties



team has been very busy with a range of other family casework – this could be anything from issues of financial and food poverty; grooming or drug abuse – and it's challenging work requiring a great deal of experience and skill.

“At the same time, they have been keeping in regular phone contact with the parents of children who would usually attend our twice weekly Project Smile Play and Learn groups and play-schemes, for children with disabilities and additional needs. They have really missed the break from caring and

the chance to recharge their batteries or spend quality time with their other children. At the same time the

youngsters who normally come to our children's centre have lost out on a lot of fun and contact with their friends.

“Before Shavuot we sent each Project Smile family a toy specific to the needs of the child, a game to play with siblings, information leaflets about mental wellbeing and Covid restrictions, where to get support, books from PJ Library and an individualised activity pack tailored to the child's specific needs. These gifts were sponsored by a group of wonderful donors. We've also lent toys and specialist

equipment out to families or helped them obtain charitable funding for this.

“And all of this work has been achieved despite our team being separated and working from their kitchens and dining-rooms, in some cases balancing this with childcare. I'm very proud of all of them. In spite of the limitations they've done a tremendous job and served the community so well. But that's only what I'd expect. They are a brilliant committed, truly professional bunch of people.” ■

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bunch of people

More about CAST

As well as supporting children and families, CAST also works with many adults, older people and carers.

The COVID-19 crisis has raised its concerns about this category of client too, fearing people may be self-neglecting or living in extremely poor conditions, with little way of assessing this.

Throughout the crisis the team has been working with adults and older people who are shielding, self-isolating or highly anxious, providing emotional and practical advice and support such as essential shopping.

This part of their role has been complemented by support from the Volunteer Team who work closely with their CAST colleagues. ■

COMMUNITY SERVICES IN NUMBERS

The Fed is providing vital support to
over 300 people aged 70+
over 100 people aged 90+



1 in 8
Manchester Jewish households
have benefited from The Fed's support during COVID-19

58% increase
from Feb to March
in requests for help via our advice line



Of **29 Holocaust Survivors and Refugees** currently participating in our 'My Voice' project, **20 also benefit from our social care services** to alleviate issues including social isolation, poor physical or mental health or, in many cases, a combination of these



10,750 hours
of phone support



provided by our volunteers in April, May and June

thank you TO OUR WONDERFUL FED STAFF

We commissioned local artist, Dave Matthews, to create this lovely, contemporary image of The Fed's home at Heathlands Village, which he based around our stunning Seaside Garden. The design formed the cover of a thank you card from our Board of Trustees to every member of staff, commending them for their outstanding dedication and care in the face of such terrible recent adversity.

The card read:

Words are not enough to say thank you for everything you have done for The Fed over recent weeks.

During the most testing times you have continued to deliver outstanding care to our residents and service users, in spite of all the challenges you have faced.

You have shown unending compassion putting others first, and we realise how many personal sacrifices you must have made throughout this time. We are so grateful to you for your dedication and commitment to everyone at The Fed.

Through your amazing teamwork, you have pulled together and shown incredible strength, resilience, and immense emotional support, for everyone around you.

We all understand that this situation is not over and may well continue for some time. Although we are no longer clapping for you every Thursday, we applaud your continued efforts and thank you daily for the invaluable life-saving, life-enabling and life-enriching work you are doing every day.

Thank you from The Fed's Board of Trustees. ■



MESSAGES of thanks

Throughout the last few difficult months, we've received numerous heart-warming messages from relatives of people we look after at Heathlands Village and from people we support in the community. We want to share a small sample of their appreciation with you.

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“You are all heroes and heroines and should be sung loudly.”

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“It is hard to express how grateful I am for the amazing love and care you and every member of your staff, at every level, continue to give even during these unprecedented times.”

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“I have always said there is an ethos at Heathlands Village which permeates everywhere, and I know this comes from the top. I want you and your staff to know how thankful I am and the extent to which relatives and friends benefit from this.”

“

“This volunteer support is such a bracha (blessing) for us. I can't tell you how this is going to help us, thank you so much for thinking of us.”

“

“It is a relief to know you are not on your own - sometimes it feels like you are, so it's so good to know I can call you.” ■



FUNDRAISING

Round up

We were delighted that two members of staff - Joyce Khan from the Fundraising and Marketing Team, and Sarah Holland from the Customer Services and Admissions Team - took it upon themselves to do a spot of fundraising, with some very successful results.

For many people, being furloughed from work is a time of great anxiety and uncertainty.

Not so for The Fed's Marketing and Communications Manager, Joyce Khan, who decided to turn it into a huge positive. Speaking before her break from work began, of the difficulties being faced by colleagues, she said:

"Times simply couldn't be harder for us, financially and emotionally. So, I want to turn my leave of absence into an opportunity.

"High up amongst our many challenges is the daily struggle to equip our Heathlands Village staff with enough PPE - personal protective equipment.

"At one point in April we were using 12,250 pairs of gloves a week, the same number of aprons, 5,000 masks and 1,050 full gowns.

"The expense is phenomenal - £5,000 per week! It is draining the pot dry.

"My own mum, Marlene, who has just turned 87, has been a resident at the Village since March last year and is currently recovering, thank

G-d, from COVID-19, in the loving care of the fantastic team on the Wolfson Unit."

Setting herself a challenge of raising £5,000 for The Fed's PPE fund, Joyce aimed to lose 14lbs during her three-week furlough - admitting she'd never before lost so much in such a short space of time.

Afterwards she said, "I set myself a very ambitious target. In the end I lost just under ten pounds in 21 days, but I've kept going and am almost at my stone target - and I'm not stopping there!

"I was overwhelmed by the fantastic support I received! I smashed my £5,000 target and am currently approaching £7,000 once all the gift aid is added. I'm so happy with that outcome!"

Along her journey, Joyce enlisted friends and family members to help her make some hilarious videos sending herself up with apparent ruses to get her hands on cheese, chocolate and cake - her own supplies having been locked away by her husband in a fridge safe.

"The videos were great fun to do and people's responses to them were amazing," she continued.

"They kept asking me to make more and telling me they'd really cheered them up; a couple of people said they'd sponsor me purely because I'd made them laugh so much!"

Sarah Holland, Deputy Manager of the Customer Services and Admissions Team at Heathlands Village, and her partner Nicole, a Macmillan Specialist Palliative Care Nurse, are a very competitive couple who usually participate in lots of team sports.

"Due to the COVID-19 pandemic we have not been able to take part in any of those and we really miss it, so we wanted something to challenge us."

They set themselves the goal of clocking up 50km on foot in the month of May in aid of the charities they both work for, using their daily one-hour exercise allowance.

"We are both incredibly proud of the charities we work for so thought we would make it more fun - and more worthwhile - by raising money jointly for them at the same time.

"By 19 May, we'd already walked 72km - with a further 65km cycled on our exercise bikes which we aren't including!"

By the end of the month Sarah and Nicole had completed an incredible 125km on foot and raised in excess of £1,000! ■

Joyce's, Sarah's and Monty's campaigns are still live, and you can sponsor them and any of our other fundraising heroes by visiting: www.thefed.org.uk/get-involved/the-fed-fundraisers/

Virtual fundraising innovations

Our supporters are nothing if not innovative. Through the recent testing and often frightening times, we've been inspired and impressed by their ingenious ideas for raising funds for The Fed, and we managed to hold virtual fundraising events in each of the first three months of lockdown.

These cyber-fundraisers began on 29 March when almost 100 households battled it out at our Zoom Sofa Quiz, compered by international quizmaster, Carl Peters, and crucially raising £1,000 in the process.

In April, a poker tournament was arranged by two of our supporters, Lewis Harris and Aaron Lowe, which

brought in over £1,000 towards the National Emergency Jewish Care Homes Appeal, which was run by The Fed in partnership with London charities, Jewish Care and Nightingale Hammerson.

On 31 May, Ashley Blaker, the UK's best-known Jewish comedian, performed 'The Comedy Co-op' - a one-off, newly written set for supporters of The Fed and four other Manchester charities - L'Chaim, The Friendship Circle, GIFT and Langdon. An audience of more than 100 families logged in to support the sterling work carried out by the city's frontline Jewish social care charities. ■

Monty's seeking your supPAWT

We don't know many Fed supporters who beg for scratches behind the ears, but this particular supporter is no regular fundraiser: Monty Cunningham - Fed CEO, Mark's, much-loved Shih Tzu and regular Heathlands Village visitor - has set himself a PPE Challenge - Pets Provide Entertainment - to raise money for post-lockdown celebrations for residents.

Mark commented, "As Heathlands Village's unofficial Therapy and Security Dog, Monty is perfectly at home on site, visiting residents, eating their biscuits, chasing tennis balls and barking a lot!"

As we go to press, Monty has already raised £440. He's so grateful for all the supPAWT! ■



“Times simply couldn't have been harder for us, so I wanted to turn my leave of absence into a positive opportunity



JOYFUL reunions

With the reduction in new Coronavirus cases nationally and locally, we were delighted to cautiously welcome relatives back to Heathlands Village after an absence of three months.

As we go to press, we have begun to allow safety-first indoor visiting, but here we share the reactions of family members on being reunited with residents for the first time, albeit through a window!

Liz Reuben, daughter of Myra Maurer told us, "Mum's taken everything in her stride but that's because the people caring for her are so amazing and because I've been able to skype her regularly with the help of Elaine from the Activity Team. And if we run out of conversation we sing together!"

"Mum often tells me, 'You mustn't worry about me. I'm well looked after.' She was thrilled to see me. It was a really joyous, exciting reunion and we had a lovely hug through the window!"

Suzy Showman, daughter of Murray Fink described, "...feeling very emotional on the way there but I didn't cry when I saw him – it was gorgeous and as though we'd seen each other only last week. He was very smiley and happy!"

Marcelle Kuhillow also described her happiness at seeing her mother, Leila Berens, "I was very, very relieved. She'd been very poorly. I'm full of admiration for the staff. They are amazing. I can't be more pleased with how Heathlands Village reacted to the whole thing and how they looked after her and kept me informed.

"There's nothing they've not done that they could have done.

"Mum looked fantastic. It was fabulous to be able to actually see her!"

And it was not only sons and daughters who were relieved to see our residents. Opposite, finally seeing Grandma Gogi after 13 long weeks, is toddler Moishe Younger. His mother, Mimi Younger, wrote of the, "wonderful moment witnessing the recognition and love at seeing her face-to-face." ■

CHANGE IS in the air

Residents at Heathlands Village have been cared for by the most dedicated, unwavering individuals throughout the pandemic. One such is Shoshi Black - Lead Activity Coordinator - who penned her thoughts as restrictions are being lifted somewhat, reflecting on the changes all around and in life at the home where she loves to work.

"Change is in the air

I can feel it when I wake up and wonder what today will bring; when I drop my daughter off at school and see familiar faces at the gate; when I see the traffic filling the streets again and when I walk up the hill and into Heathlands Village.

Change is in the air

We're still wearing masks; keeping two metres apart; being tested. These things haven't changed - but now there is hope. Hope that the worst is over; that we have the continued strength to get through whatever the next stage will be and that things could return to 'normal' someday.

Change is in the air

I cried when I came home from work today, but this time it was tears of joy and relief. I'd helped Maureen put her lipstick on and get her outfit ready for her visit from Leslie, her husband.

Her husband who she hasn't seen for 14 weeks. Imagine - three months of not being able to see each other - being without the one person closest to you – the person meant to be by your side through the good and the bad.

Three months cloaked in fear, anxiety, confusion and disbelief when the world changed in the most dramatic way; when family members were lost, and people had to mourn alone.

I cried for the time lost, the pain endured but mostly with the relief that loved ones could be back together again - even if only through a pane of glass.

Change is in the air

"Families who eat together, stay together." As I walked into Balcombe Hall - our main dining room at Heathlands Village - filled with smiles and chatter, this quote kept repeating in my head. For 100 days the doors were closed, and the hall was silent. Our Moorview tenants weathered the storm, eating every meal alone in the confinement of their flats. To see them finally together as a family again, sharing a meal and breaking down the loneliness brought tears to many eyes.

there was an invisible, impenetrable barrier between us and we didn't know how long we would wait until we saw them again.

Today we were given the news we could go back. They may not be our blood, we may not have known them all our lives, but these residents are our family. Such relief. Such sadness thinking of those who are no longer with us. Such joy in reuniting with those we saw. Smiles and dancing filled the lounge as we made our way around, cherishing every precious moment.

Change is in the air

No one knows what's around the corner. I've learnt to expect the unexpected. There will be teething issues as we go through all these changes.



Change is in the air

One of the very first measures put in place way back in March was the closure of the bridge linking our main building to Eventhall House. Where once we would be constantly back and forth, bringing residents to the bustling Activity Centre or taking activities to them, suddenly

But one thing that hasn't changed – will never change - is the incredible team we have at The Fed - the support, the love and the care. We will all support one another, and we will get through this time of change together.

Change is in the air" ■

ACTS OF *Kindness*

Throughout the Coronavirus pandemic, we have been supported by individuals, families and organisations from every quarter of the community. We cannot thank them all enough.

Since the beginning of lockdown, stories have been reported up and down the country, of people going out of their way to help others.

In Manchester, and specifically here at The Fed, we have been deluged with offers to help us in whatever way needed - whether through giving time to support people in need, knitting ear-protectors, making hand-crafted cards or donating PPE and goodies for staff.

“anxiety and stress counterbalanced by an outpouring of chesed

Whilst, anxiety and stress levels reached unimaginable levels at times, this has been counterbalanced by the outpouring of chesed (kindness).

Volunteer Boost

Our Volunteer Team Deputy Manager, Tammi Wise, elaborates: “We have had an amazing response from the community since March. “So many people have called us, saying that they have time on

their hands and want to make a contribution. In total, over the last ten weeks, we have welcomed over 100 new volunteers on board.

“They underwent phone interviews with Dalia Kaufman, our Recruitment and Training Officer, and were sent an Induction Pack welcoming them and providing all our usual volunteer training and induction guidelines”

With one in eight homes, over 1,800 people directly and 3,600 indirectly, benefiting from support by our community teams, this welcome influx to the ranks of our existing army of volunteers has been crucial.

“These new recruits have displayed such incredible willingness to engage in our work,” Tammi continued.

“Because of their dedication, The Fed is able to deliver many thousands of hours of phone support, helping people to feel connected to the community at a time when isolation and loneliness is causing them real anguish.

“Volunteers also help us with shopping for people who are either self-isolating due to the pandemic or have absolutely no family nearby to help them.

“On top of this, quite a few of our long-standing volunteers have themselves had to self-isolate and haven’t been able to carry out their usual tasks. The introduction of

new volunteers means we haven’t been stuck to find someone able to support a client in need.

“100+ new volunteers over 10 weeks

“We really hope they will stay with us for the long-term. They’ve formed real and meaningful connections with vulnerable and lonely people and made tangible differences to countless people’s lives. We’d hate to lose them.”

PPE Rapid Response by Local Businesses

The same generosity of spirit has been demonstrated by many local individuals and businesses who rapidly responded to the SOS we put out for PPE- personal protective equipment - and other essential equipment for Heathlands Village.

They delivered literally thousands of items to us - face masks, gloves, aprons, visors, body suits, hand sanitisers, toilet rolls, antibacterial wipes and other cleaning materials, hand-knitted mask adapters and gifts for staff. They boosted moral and filled a vital gap. We have been bowled over. →





LOFT 25 - Interfaith Support

It was not just our own community who answered our call. In an example of the heart-warming care shown

nationwide for friends, neighbours and even total strangers LOFT 25, a Birmingham-based furnishings manufacturer, owned by Zhagum Arshad, launched a campaign to donate thousands of items of PPE to healthcare organisations - NHS hospitals, GP Practices and care homes.

In partnership with Green Lane Masjid (Mosque), Birmingham, their venture has been helping to keep people in caring roles, and those they care for, protected from COVID-19. The Fed was delighted

to be offered their help at the suggestion their close associate, local businessman, Ruben Smith.

After donating a large consignment of PPE to our own Fed heroes at Heathlands Village, we welcomed a delegation from the initiative to our home, together with a team from Pixeleyed Pictures, a British film company, who are creating a documentary about cross-community support generated by the campaign.

The team interviewed and filmed our Fundraising and Marketing Director, Raphi Bloom, to find out more about The Fed's work, and met Moorview tenant, Ralph Marcus, who shared his memories of living through World War II and his thoughts on how that experience compares with the current crisis.

The interviews will be included in a film to be presented later this year.

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It was not just our own community who answered our call

127,200

pieces of PPE used every month

25,000
surgical masks



4,200
full gowns



49,000
pairs of gloves

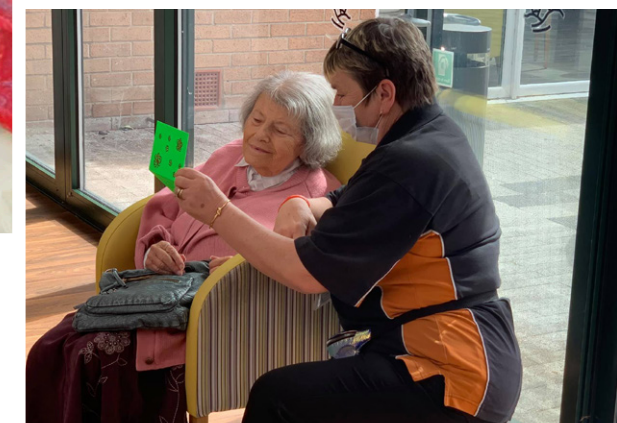


49,000
aprons



“

I'm so happy that we were able to send a little bit of hope out into the world



Pens & Crayons - Spreading Cheer

Pens & Crayons, is a home-grown Fed initiative which we launched in April, asking local schoolchildren to write to our residents and remind them that they were far from forgotten even though visits to our Heathlands Village had been stopped.

The response from the local Jewish and wider community was tremendous. Cards, pictures and letters arrived by the sackful from St Monica's and Parrenthorn High Schools and three Jewish primary schools - Bury and Whitefield, North Cheshire and King David. And on top of this St Monica's and Philips High Schools made and donated visors at the height of the pandemic.

The post continues to bring lovely missives even as lockdown eases spreading cheer and strengthening resolve amongst residents and staff.

One mother, Shayna, decided to teach her 18-month-old daughter, Lottie, how to make cards and reach out to strangers – to the delight of Oakwood residents, Sybille, Renee and Gloria. Shayna and Lottie's involvement came via Debbie Ifield of north London who explains how she learnt about the project:

“At the very start of lockdown,

I spotted a post from Heathlands Village on the Jewish Volunteering Network's website: 'We need you to send our care home residents messages to keep their spirits up and show them they are not alone.'

“For someone like me, suddenly isolated from family and friends, it was really nice to have a project that enabled me to reach out to others.

“I wanted to make the cards personal, and so I got in touch with The Fed and spoke to Joyce Khan, the Marketing and Communications Manager and we discussed the idea. Very soon, I had a list of residents' first names – more than 180 of them!

“I decided to try and get other people involved and posted photos of a few of the cards I'd already made on Facebook and asked people to get in touch with me. The response was terrific! People of every age produced gorgeous, unique pieces of artwork and made the project their own - toddlers painted rainbows; primary school children wrote messages; teenagers and local artists got involved.

“Everyone has endured their own struggles throughout the last few months. I'm so happy that we were able to send a little bit of hope out into the world.” ■

Thinking of Volunteering?

Why not drop our Volunteer Recruitment and Training Officer, Dalia Kaufman a line? You can email her at dalia.kaufman@thefed.org.uk or call her on **0161 772 4800** You can find out more with no pressure to commit until you are ready.

A LIFETIME OF giving



Fed Vice Chairman
David Eventhall

Introduced at an early age to Heathlands Village by his father, a tremendous supporter of the organisation for more than 40 years, Fed Vice Chairman, David Eventhall, has himself maintained a constant involvement for over four decades.

Here, he describes the importance of supporting “one of the pillars of the community” - both the satisfaction and responsibility that come with being a major stakeholder of crucial charities - and why finding the next generation of donors is crucial:

I was pretty much weaned on a regular diet of Heathlands Village as a child. Both my late grandmother and late father were involved with the organisation from the 1960's onwards, and so it's really a part of my DNA.

Of real significance to my life today is the fact that my parents were immensely beneficent, and did their best to instil in me their generosity of spirit. They lived lives of devotion to worthy causes, believing it was so important for them to give both financially and of their time – and this is something that greatly influences me. A sense of involvement and participation in the charities we support is one of my greatest pleasures and sources of pride.

I have always viewed myself as being incredibly lucky in that I am in a position to give. Quite simply, giving is good for the soul – but more than that, it is a responsibility. I am a big believer that with wealth comes a responsibility to others and to the community. If those who are in a position to give choose not to, there will be a huge hole in the facilities and support networks which are so vital to our community.

To me, giving comes instinctively – it's a part of who I am, but presenting that message to new donors isn't always so simple.

One of the most worthwhile things my father did was to set up a Charitable Trust in our family name. This enabled my parents to have a framework to manage the support they pledged to a wide range of causes – and had the added benefit of educating me as a child in the importance of being charitable.

I would urge anyone who may be considering a lifelong commitment to supporting our institutions – whatever they may be – to look into the benefits of doing the same. Individuals would be doing themselves and the community a huge favour by setting up a Foundation or Trust; going through life and putting away a regular sum of money – tax free – is a very easy way of giving.

The single greatest satisfaction that comes from this giving is being exposed to the incredible work that charities and organisations carry out with your support. Whether it's visiting Outward Bound centres and seeing children thrive, being made welcome at projects in Israel which safeguard at-risk children and mould them into exceptional young adults, or being enveloped by the all-consuming work that The Fed carries out - having your eyes opened to the often indescribable work being carried out is what delivers the greatest satisfaction. That's the motivation – you know you are making a difference.

You walk into Heathlands Village and are immediately encased by an atmosphere of caring – it's a job, of course, but more than that - it's a calling. I derive a huge sense of

fulfilment from being a part of this community; everyone – the carers, the office staff, the directors and trustees – every individual is hard working, dedicated and selfless.

The changes that Heathlands Village has undergone in the last 15 years reflect the changing attitudes towards caring for our older community members as well. People are living significantly longer, and the type of care we provide for them has drastically changed, too. Rather than simply 'living' in a care home setting, our residents thrive – they enjoy an exceptional quality of life, where every day is vibrant and meaningful.

“
*giving is good for the
soul – but more than that,
it is a responsibility*”

It was in precisely that area of service provision that The Fed and Heathlands Village enjoyed such a perfect marriage when the two organisations merged in 2009. Bringing a fresh approach and a boundless understanding of social care, the staff from The Fed infused Heathlands Village with a new lease of life and sense of purpose – building on a remarkable facility that had long-since proved its critical importance to the community.

Exhibiting this importance to the next generation of donors has never been more vital, and it's why I'm particularly delighted with the creation of The Fed's Bar and Bat Mitzvah Programme. Launched in 2019, annual groups

of coming-of-age Jewish boys and girls will work through a year-long schedule, becoming familiar guests at Heathlands Village, joining our Community Services teams in their efforts to combat loneliness and improve mental health among our clients, as well as gaining an insight into the impact that they themselves can have on the people we care for.

It's a self-fulfilling prophecy: in spending time with some of our most vulnerable clients in the community and our residents at Heathlands Village, the children are bringing smiles to faces and boosting the wellbeing of those we care for – whilst at the same time learning all about the services we provide for these people. They absorb what The Fed means; it becomes a part of them at a young age.

Money cannot buy that experience.

The Fed's reach is so incredibly broad in terms of the people we help that I can say with certainty that donors get a phenomenal 'bang for their buck'. From babies of less than a year old, through to children with learning difficulties; vulnerable adults who need guidance and support, to older people who would be completely isolated without us; and of course, the jewel in our crown - Heathlands Village. On a daily basis, we impact the lives of thousands of people.

The organisation is brilliant. We wring the most out of every single penny that we are gifted to ensure the best provisions for those we care for. Without question we are one of the pillars of the community, and I am excited to see who will join us in sustaining and securing a Fed future for us all. ■

DOING IT *differently*

Throughout the challenges and uncertainty of the last few months, Fed staff, across the board, have adopted new roles and responsibilities, some lending their skills to help out teams who are short-staffed due to sickness or the need to self-isolate; others stepping up to the plate to temporarily assume team leader

around balcony in Eventhall House into a Chelsea Flower Show-worthy display!

"We have been making an outdoor space, complete with vegetable patches, plants, a bird-bath and solar lights. This came about after chatting to our residents and seeing what they would most enjoy as an addition to SJNU. They are helping us to plant and seed fruit trees and flowers on the balcony, too.

"This all began after I brought a bird-feeder in and saw how much that one simple thing enhanced the lives of everyone on the unit. We loved seeing the different birds that visit daily, and it rolled along from there.

"As an indoor attraction, we are compiling a memory-board of old photographs which we found and are going to arrange it as a feature in the lounge.

"As an added extra, I've been singing my heart out on the unit, taking requests and going



roles. That willingness to work flexibly contributes to the strength of our staff body and fulfils one of our key organisational values - 'working together'.

And then there were those who revealed hidden talents to uplift the people we care for: Joanne Hodson, who manages our Simon Jenkins Nursing Unit, rediscovered her horticultural gifts, turning the wrap-



through all the old favourites – My Yiddishe Mamma comes up rather a lot!" ■

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That willingness to work flexibly contributes to the strength of our staff body and fulfils one of our key organisational values - 'working together'



Above, hospitality worker, Charlotte Johnson, delights residents with a dance display and opposite left, with colleague Molly Cunningham, prepares to carry out staff COVID-19 tests.



BENJY'S A SINGING SENSATION

Hearthlands Village has been blessed with its own singing superstar - eleven-year-old Benjy Salomon. Since the start of lockdown he has visited no less than three times, to entertain residents, tenants and staff with his beautiful voice.

His outdoor visits were suggested by his mum, Chani, and our Activity Centre's Shoshi Black, who were keen to help create a yomtov atmosphere in preparation for Pesach, following news that our Balcombe Hall Residents' Seder would be cancelled.

Accompanied by keyboardist Yissi Shadmi, Benjy sang traditional Seder melodies to an appreciative audience in the Seaside Garden, while other residents and staff enjoyed his performance from open doors and windows.

His second visit celebrated Yom Ha'Atzmaut on 29 April, accompanied by Buchy Gluck and his singers, followed by his return a few weeks later to lead a pre-Shabbat singalong. Fast becoming a Fed favourite, we are immensely grateful to him and look forward to his future visits. ■

THE FED
Caring for our Community

The Fed trek is ON!
Join us this year for a more local challenge!

TREK4THEFED
4LADS'N'LASSES

Yorkshire 3 Peaks Challenge
24 miles | 23 August 2020

Min sponsorship
£200 per household

£40 pp

www.thefed.org.uk/event/trek4thefed2020/
Call Raphi or Rochelle on 0161 772 4800
or email trek4thefed@thefed.org.uk
Min age 16 (under 18's must be accompanied by an adult) | Reg ch no:1117126

Caring FOR THE CARERS

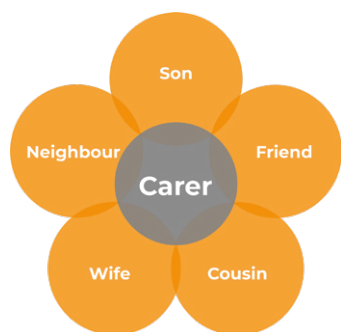
National Carers' Week was marked across the UK from 8 to 14 June with The Fed taking part in helping to promote awareness of services available to support this category of people.

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But who is a 'carer'?

The title 'carer' is confusing. Carers are not social care workers, many of whom are employed in the care sector, but unpaid carers who look after a family member or friend who has a disability, mental or physical illness or who needs extra help as they grow older.

The 2020 theme of Carers' Week, 'Make Caring Visible' recognised that this year, carers face new challenges due to COVID-19 with many taking on extra caring responsibilities and experiencing greater difficulties.



Sadly, this year, due to COVID-19, The Fed's community

teams were unable to hold our usual Carers' Week pampering sessions and lunch. However, we reminded carers that The Fed is here to help and acknowledged the tremendous contribution they make, by sending each a thoughtful card, small gift and daily tips on looking after their own wellbeing.

The Fed Helps Carer Helen Cope with Lockdown

*Names and identifying details other than that of Zoe Guerrier have been changed to protect client confidentiality.

'Helen' and husband 'Anthony' are retired professionals in their early 70's. They live with 'Leonie', their unmarried daughter who is in her mid-40's.

We recently interviewed Helen who cares for her husband and daughter who both have autism and other health issues. Caring for them in a time of COVID-19 is taking a toll on her own mental health, but fortunately, she is well supported by Zoe Guerrier - from our Community Advice and Support Team (CAST).

"Anthony has always been liable to get upset and fly off the handle irrationally, but ... his mood issues got appreciably worse after he lost a parent and one of his closest friends within a few weeks of each other in 2003.

"Since then he's suffered from depression ... which has got worse over the years and has drastically affected relationships within the wider family ... and ... ended up depriving me of regular contact with certain loved ones, or opportunities to build new relationships. If he didn't like someone - whether family or friends - he would make it clear that they were not welcome in our home and I would have to find other ways of seeing them."

Leonie's autism makes her hypersensitive to light and sound and an associated physical condition leaves her almost constantly weak and tired. Both husband and daughter rely on Helen heavily for their physical needs, and Anthony for his psychological and emotional needs as well.

"He needs me for almost everything. It's as if he's lost his motivation or initiative for even the simplest practical task. He used to cook. Now he can't boil an egg.

"He clings to me emotionally. He has lost much of his self-belief. It's so sad for him. I have to bolster him constantly."

His autism manifests especially through his obsession with particular topics. "He follows me from room to room talking at me incessantly about his interests. Sometimes I want to run away because I just need some peace. The only time I'm sure to get that is



when he is asleep."

Life in a time of COVID-19 has, for many, magnified relationship difficulties. For carers, particularly of those suffering from long-term mental health issues, being cooped up together 24 hours a day, potentially causes tension levels to hit the roof.

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The only time I get any peace is when he is asleep

"When lockdown was announced I was in total shock that my liberty was being so restricted, but I didn't realise the impact it would have on me at first. I was hopeful that it would just be for three weeks. But the impact grows the longer this goes on. Now after two months I'm feeling more desperate and I'm getting headaches and feeling weak and tired which I'm recognising as symptoms of depression.

"I used to be able to get the bus to Costa and take my computer for a couple of hours. I'd get my balance back and go back home refreshed.

"When my husband got a letter from his GP saying he mustn't go out at all, I thought he'd be like a caged animal and I would →

“

It's as if I've got a strong pair of arms around me



How The Fed Supports Carers

Our Community Advice and Support Team (CAST) provides a range of 'carer support' services - one-to-one advice and support for adults who are caring for a loved one over the age of 18 and group support.

Individual support is largely provided by our Senior Practitioner and Carers' Lead, Shelley Lewis, though other team members also work with carers. They screen people and assist them in applying for benefits; undergoing a formal assessment via their local council to, for example, obtain a personal budget. They advise about their rights and help in arranging respite care.

The Volunteer Team supports carers too by setting up regular arrangements for someone to stay with or take out the person being cared for, enabling the carer to have a break.

45 carers are currently supported by CAST and 95 by our Volunteer Team. CAST also support 19 'former' carers. We offer this support for 18 months after a person's caring role ceases due to bereavement or the cared for person moving into a care setting. Support for former carers is via our carers' groups.

CAST facilitates three groups

for carers which are temporarily on hold due to the pandemic. These are a monthly: Carers' Wellbeing Group, Carers' Café and Male Carers' Group. The Carers' Wellbeing Group holds activities to promote health and wellbeing such as Pilates, Mindfulness and Arts and Crafts. The Café allows carers to meet for a chat and mutual emotional support. The Male Carers' Group offers men who are caring for a loved one to meet up, socialise and gain mutual support in an exclusively male setting.

In addition, there is an opportunity once a month, for anyone needing one-to-one advice and support, to meet with Shelley at our Community Café.

During COVID-19 restrictions, The Fed's community teams have been a lifeline to carers and their family members, who have needed to shield or self-isolate or have become unwell, providing regular telephone support and a variety of practical support, such as shopping for essentials. Workers making drop-offs at people's homes have been told "You are the only person I have seen or spoken to all week."

One carer recently described The Fed's support as, "Like having a big strong pair of arms around me."

For more information about our carers' services call 0161 772 4800 or email advice@thefed.org.uk.

crack up completely. I emailed Zoe at 4.00am one time. She called me later that morning and calmed me down. She gave me very practical tips about going out in the car just for a change of scenery and taking a daily walk because of my husband's mental health needs. She offered to explain my situation to anyone who challenged us for being out of the house.

"It may sound silly, especially for a woman who had a responsible career over many years – but the stress of caring means I can't always think clearly. Having someone kind and wise on the outside of my

situation to give objective advice is absolutely invaluable.

"Zoe has helped me in countless

“

*I don't know where I
would be without Zoe!*

other ways ... providing advice about coping with Anthony's behaviour ... listening to me when I've needed to vent my feelings ... She also knows an enormous amount about autism and has sent me a lot of information to increase my understanding.

"She intervened when I heard nothing about my application for a carer's personal budget and I got a decision within 24 hours of her contacting the authorities. She is helping us apply for attendance allowance for Anthony. She's diplomatic and discreet but she also lifts my spirits with a laugh and a joke.

"In short, she's keeping me going through this crisis – well, her and Skyping my grand-kids! I don't know where I'd be without her!" ■



By saying, "I WILL" and leaving a legacy to The Fed, you can help shape the future of Manchester's leading social care charity for generations to come.

Your legacy will ensure that the most vulnerable in our community will feel safe, valued and cared for; that anyone in need of support will be able to turn to The Fed and that people who are desperate for help will not be forgotten.

FOR MORE INFORMATION

Contact Raphi Bloom
Director of Fundraising and Marketing
raphi.bloom@thefed.org.uk
0161 772 4789
www.thefed.org.uk

The Fed can recommend a choice of solicitors offering **FREE** help in preparing your will.



FED - FEINMANN PARTNERSHIP *focuses on south Manchester*

A new partnership between The Fed and The Feinmann Trust will bring about an enhancement to existing social care support for the Jewish communities of south Manchester.

The proposal for a combined force came in response to a significant escalation in demand for help in the area. The Feinmann Trust will provide funding to enable The Fed to recruit an additional registered social worker to its Community Advice and Support Team (CAST), their role focusing specifically on supporting people living south of the city.

The new appointment will build on the foundations laid by the exceptional work carried out by our south Manchester Volunteer Coordinator, Avital Gilbey. Over the last two years, she has coordinated the provision of a range of support by a team of locally recruited volunteers. The post will establish a joint and continuous presence in south Manchester for two of the city's leading Jewish social care charities.

Our delighted Chairman, Bernie Yaffe, comments:

"This ground-breaking and exciting partnership finally brings together the two primary Manchester Jewish social care organisations and will provide a unified approach for the benefit of the whole community.

"We are confident that the welfare of the Jewish community of south Manchester will be vastly improved with the professional input The Fed will provide."

Based for two days a week at the Belong Morris Feinmann care home in Didsbury, the partnership will also offer a new advice, assessment, and support system – currently in its development phase.

Working closely with Avital, the new social worker will continue to strengthen the relationships she has fostered between The Fed and local synagogue leaders and their care groups across Didsbury, Hale, Wilmslow, Stockport, Wythenshawe, Cheadle and Gatley.

The new arrangement will ensure that members have access to a professional social work service, whilst continuing to offer practical support for those experiencing

issues of loneliness, financial concerns, poor mental health or who need support in planning their care in later life.

The Fed's extensive network of contacts and clients in south Manchester has increased at great pace in recent years, with more than 100 clients currently being supported by almost 90 volunteers. Overseen by Avital, 'coffee-stops' and seasonal parties – such as at Chanukah and Purim – offer social opportunities to isolated people, whilst individual volunteer befrienders provide companionship and assist with essential tasks such as shopping and transport to hospital appointments.

"In common with the rest of the country the Manchester community is living in unprecedented and frightening times," said Ian Paul, Chair of Trustees of The Feinmann Trust.

"It is only right that the two major communal care organisations work together for the good of the entire community. Demand for support is rising and between us we aim to meet that demand." ■

At any time, over 1,800 people of all ages benefit from The Fed's social care and community services - whether living at Heathlands Village or in their own homes - equivalent to 1 in 8 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:

Carers' Support Services |
Community Advice and Support Team (CAST) | Day Care | Dementia Care | Drop In Mental Health Services | End-of-life Care |
Moorview Supported Independent Living | Mums 'n' Tots Sessions | My Voice Project | Nursing Care | Project Smile Play and Learn Service | The Purple Café (Community Café) | Residential Care | Volunteer Support Services

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

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donate £25,000 or more per annum

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donate £10,000 or more per annum

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