

For Benefactors, Patrons and Friends of The Fed

M'LEV EL LEV

heart to
heart

Winter 2020



**THE
FED**

Caring for our
Community

DEMYSIFYING THE ROLE

The role of The Fed's volunteer coordinators is hidden behind a job title which tells only half the story. We pull back the curtains and disclose the full picture. | Pg 8

AN INTERVIEW WITH LEO NOÉ

One of the UK and Israel's foremost philanthropists, Leo Noé, reveals why giving is in his blood and why engaging the next generation is crucial. | Pg 12

FROM TOUCHLINE TO FRONTLINE

You wouldn't expect The Fed to have a professional footballer on its books. Mark Lillis reveals how much he learned about teamwork in his role at Heathlands Village. | Pg 20

a word FROM RAPHI

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without the passion and
support of you – our
donors – none of our
work would be possible



Welcome to the second edition of M'lev El Lev. It seems only a few weeks since we sent you our inaugural edition in July. The fact that time has flown by so quickly is indicative of just how busy we have been at The Fed. It sometimes feels like we are on a treadmill that we cannot get off. But truth be told, even if we wanted to get off, we dare not. Why? Because we see first-hand how the demand for our services grows week by week, at the same time as our financial pressures grow ever greater. To step off now would cause suffering to the very people in our community who are most vulnerable and in need. To step off now would mean that the vital innovations we are seeking to introduce to support the mental and physical health of our Heathlands Village residents – to keep them connected to their families – would not happen. And that is simply inconceivable.

When you work for an organisation like The Fed, being passionate is a crucial characteristic. We are blessed to have many staff who have passion in spades. Whether it is our dynamic and creative Fundraising and Marketing team, our caring Community Services teams or our loving and skilled Heathlands Village care team – all our colleagues understand what it is we do and why we do it. And we are led by engaged, involved trustees who give up hours of their free time for The Fed.

However, without the passion and support of you - our donors - none of our work would be possible.

If I was asked to use one word to describe the reaction of our community to the events of the last eight months I would say “humbling”. The outpouring of generosity you have shown to The Fed, when we called upon you for financial support, has been nothing short of amazing.

Your tremendous kindness and loyalty helps us keep pounding the treadmill, ensuring that The Fed continues to be the community's safety-net.

Thank you so very much. ■

Raphi Bloom

Raphi Bloom
Director of Fundraising
and Marketing

sobering thoughts FROM THE CHIEF EXECUTIVE'S DESK

The Fed faces its greatest financial challenge in more than 150 years and an uncertain future. Chief Executive, Mark Cunningham frankly shares the impact of Covid-19 on life at Heathlands Village and for our Community Services teams - the heartbreak and the hanging on to dreams.

The impact of the Covid-19 virus finds Heathlands Village with a population size nearly 25% less than this time last year. Despite being ahead of the curve back in March and putting in place stringent measures to reduce the risk of infection amongst residents, over a 13-week period we lost approximately twice the number of people we would expect in this timespan. It was heart-breaking.

Since then, other than a handful of admissions during the spring, we have sadly welcomed very few new 'Villagers'. Where normally we add one or two people a week to the Village's numbers, this has reduced to one or two a month.

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Heathlands Village
population size is
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Why the reluctance to move in? One very obvious reason. Prior to the second lockdown, we were placed under Tier 3 measures, restricting visitors, other than to those at the very end of life. We could no longer allow residents and relatives to meet inside - even at a distance,

in a sanitised zone, with all the requisite PPE; even window visiting - with loved-ones standing outside the building - was forbidden. The second national lockdown regulations similarly put paid to any chance of visiting.

I hesitate to use the word again - but this too has been heart-breaking: the impact on the wellbeing of residents worries us enormously - not to mention that of their close relatives longing to see husbands, wives, mums and dads. Yes, our wonderful care and activity teams are working daily, with a passion, to keep people's spirits up but that doesn't change the fact that some people haven't seen their loved ones for five months or more. It's unthinkable.

But we've not been taking this situation lying down. Plans began back in September to install six visitor pods around the Village to allow safe face-to-face visiting. Other initiatives are in the pipeline - placing Facebook Portals in each resident's room to enable them to see and chat to their loved-ones and give them a virtual hug - in total privacy. The devices will be attached to their TV's and can be voice-operated. Moreover, they will enable us to live-stream activities to people's rooms, so that if they are confined there for any reason, they will be able to take part in exercise and craft-making sessions, bingo



and music appreciation.

However, our 'Keeping Families (Virtually) Connected' initiative relies on a major upgrade to our WIFI systems and the project will cost £50,000 overall. On top of that the visiting pods are coming in at £6,000 a piece but we are optimistic about getting these sponsored by local businesses. Funds raised from a recent bridge tournament, organised by Heather Kandel, Heather Baron and Fiona Radnor, will contribute to the cost of one pod.

So, it's all very well having these wonderful ideas which will dramatically enhance the lives of our residents but at a time when



Tesco branding used for illustrative purpose only.

our income has seen a mighty decline due to our lower occupancy rates, the only way our aspirations are affordable is with community support.

Just how has our income been affected? The overall impact of reduced occupancy translates into a loss of close to £18,000 every week from a combination of local authority (public funding) and private fees.

What has largely saved us till now is the fantastic communal response to the national Emergency Homes Appeal and a Fundraising Team who have gone into overdrive.

But despite this it became blatantly clear in October that we cannot continue to run indefinitely at 70% occupancy. Some serious thinking had to be done to find ways to reduce our costs by £250,000 to the end of our financial year - without impacting on the level of service we provide and the quality of care.

And tough decisions had to be made involving closing some care households from the beginning of October onwards, to enable us to consolidate our workforce, at the same time pausing the replacement of staff leaving our employment.

We hate disrupting the lives of the people we care for by moving them from one household to another -

especially with families unable to come along and support them - but we simply had no choice.

Some statisticians say that the occupancy levels in care homes is not likely to recover till 2022 - with the survival of the Village at stake, our sustainability requires us to be innovative, proactive, prudent and resourceful. We are very lucky to have trustees and staff who have these qualities in depth.

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Some serious thinking had to be done to find ways to reduce our costs by £250,000

But Village life is only part of The Fed landscape: for every one person we look after in our care home, we are supporting and benefiting the lives of another seven in the community. Our commitment to this area of our work is unwavering - as resolute as our pledge to the older people in our round-the-clock care.

Indeed, as fear of losing physical contact with loved ones, discourages even the most

vulnerable, older people from moving into full-time care (unless the situation is utterly desperate - such as the illness of a family caregiver) - the pressure on families caring for someone in their own homes has grown exponentially - resulting in an ever-greater demand for community support services.

Moreover, the anticipated rise in job losses, business failure, post-Covid health-related issues; the negative impact of the pandemic on people's mental health - even those never previously affected - increased alcohol dependency, drug use and domestic abuse - all of this will place a greater strain than ever on the services offered by our Community Advice and Support Team (CAST) and Volunteer Services Department.

And who can anticipate the long-term effects of 'long-Covid' on those who, months after infection, suffer debilitating breathlessness and fatigue. Will they need our help prematurely? Will we see a wave of younger people needing care and support? People in their 60s and 70s who are ageing like 80- and 90-year olds?

The 'second wave' is likely to take a colossal emotional toll - we learned all we could the first time round but now people are weary. It doesn't present a pretty picture and it's why it's imperative that we maintain our level of investment in our community work. ■

To find out more about sponsoring a pod, or supporting our 'Keeping Families (Virtually) Connected' campaign, please contact Raphi Bloom on 0161 772 4789 or raphi.bloom@thefed.org.uk



FED & SALFORD CITY FC *charity partnership*

The Fed has announced the formation of a joint project with Foundation 92 - Salford City Football Club's charity which focuses on improving people's lives through sport. The partnership aims to provide additional support to Jewish individuals and families across North Manchester who are already receiving Fed services.

Its first activity was the delivery of 50 food support packages to homes in Salford and Bury in November, to be followed up by the distribution of Chanukah packs to over 500 homes this month.

Future collaboration will provide support for Jewish people in Greater Manchester who are most in need and vulnerable including, when Covid restrictions permit, the possibility of football activities for younger members of the community.

Discussions have also taken place about Heathlands Village residents attending Salford City matches when local football-lovers are able to return to the club's Moor Lane, Salford Peninsula Stadium.

Raphi Bloom, Director of Fundraising and Marketing at The Fed said,

"Working with Salford City and Foundation 92 is something we

have been planning for a while and we are really excited about it.

"Both charities operate in the heart of the north Manchester Jewish community and together

we can make even more impact on people's lives.

Salford FC and Foundation 92's commitment to our community is fantastic."



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.

delivering

ROSH HASHANAH SWEETNESS

As the pandemic was reaching the six month mark and taking its toll on service users, ensuring people knew they weren't alone - with the chaggim looming - stirred us into urgent action.

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It was really quite eye opening and made a real impact on my understanding of how The Fed gives support. We all need to do more

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.

The week leading up to Rosh Hashanah, saw intense operations underway in our Community Centre. This involved a dozen members of The Fed's Volunteer Services Department and Community Advice & Support Team (CAST), busy assembling 450 Fed Rosh Hashanah gift bags, for clients living in and around Greater Manchester.

These were delivered by a team of over 50 enthusiastic volunteers, all delighted to have been called on for the task.

Though a small gesture, the gifts clearly demonstrated to our many community clients that The Fed remains by their side, and were received with much grateful emotion, evident from comments such as:

"I am so overwhelmed by the Rosh Hashanah gift I could cry ... I don't know where I would be without The Fed."

A recent recruit to our army of volunteers is long standing Fed supporter, Jonny Manson, pictured on the opposite page, bottom left, who made several deliveries for us. Reflecting on the experience he told us,

"As a regular supporter of The Fed, I was happy to volunteer recently with regard to their Rosh Hashanah distribution – delivering Yom Tov gift packs to service users living in the Manchester area. Quite a revealing experience.

"Three of the deliveries were to individuals living in mental health hostels and care facilities, so I had no personal contact. But the others were deliveries to people some of whom were experiencing very difficult circumstances and isolated from Jewish communities.

"Most of us have demanding personal circumstances from time to time but, on the whole, enjoy life in a gilded cage – it was really quite eye opening and made a real impact on my understanding of how The Fed gives support.

"We all need to do more." ■



volunteer coordinators – DEMYSTIFYING THE ROLE

The term 'volunteer coordinator' referring to the role of four members of The Fed's Volunteer Services Team is, in fact, wide of the mark in capturing all that their job entails.

No doubt a key aspect of their responsibilities is 'coordination' – the matching and managing of volunteers; the assessment of a client's needs; the identification of a suitable, available volunteer and placement with a client to carry out a specific function, either as a 'one-off' or on a regular basis.

That pretty much has the 'coordinator' bit covered.

But a huge chunk of the coordinators' time and duties are taken up with monitoring the ongoing welfare of more than 500 clients currently on their books, and directly providing hours and hours of individual support each week.

Team Manager, Juliette Pearce, explains,

"If you talk in terms of the number of cases alone the picture is incomplete - it doesn't reflect the complexity and level of need. Granted, some cases are straightforward: 'Mrs Cohen', a 90-year-old lady living alone, is suffering from low mood due to social isolation exacerbated by lockdown. We arrange for her to receive weekly phone-calls from three different volunteers. Problem solved.

"By contrast, 'Michael' is a 50-year-old single man, with no family or friends, and a long history of serious mental health difficulties including bipolar disorder, anxiety and self-harming. His case needs considerable professional input by the team, on top of the support we have arranged for him from volunteers. His coordinator may regularly need to spend an hour a day on the phone to him - listening, reassuring, encouraging. We are the one constant in his life, and his only anchor to the Jewish community.

"While we work to the highest professional standards, what we give people is the time, respect and attention you would hope for from a loyal, caring relative. We're with people for the long haul. We have cases that have been open to the team for 15 or 16 years - supporting people emotionally and psychologically who have literally no-one but us.

"Imagine when we send a client a birthday card and receive an emotional thank-you call and are

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We are the one constant in his life, and his only anchor to the Jewish community”



Avital Gilbey, south Manchester Volunteer Coordinator, chats to a client.



Juliette top right, Tammi top middle and Tsipi front middle. Names and roles of the full Volunteer Services Team are overleaf.

told, 'Yours was the only card I got.'"

Tammi Wise, Juliette's deputy, who herself carries a caseload of 76 explains how the coordinator role must follow the protocols expected of a professional social care agency – strict record-keeping, confidentiality, no response guidelines and so on.

"There are times when we believe someone may be in danger and we have to put certain procedures into action - for example if a volunteer calls to say that 'Mr Stone' isn't answering his phone or doorbell. There's a step by step process, checking with the next-of-kin if there is one, the GP and local hospitals and in the final eventuality going in with the police to break the door down - though thankfully it's rare that there is no key holder."

She continues,

"I remember one occasion when we had a coffee-stop get-together arranged in the afternoon where a big group of clients and volunteers meet up to socialise. The volunteer arrived to collect one lady at 3.00pm as arranged earlier that day. She rings on. No answer. She wasn't picking up the phone either. She called the office, and we went round with a family member and found the lady on the floor stuck between her bed and closet where she had

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We went round with a family member and found the lady on the floor stuck between her bed and closet where she had been for four hours”

been for four hours, unable to summon help."

Tsipi Khan is one of two coordinators with specific responsibility for working with carers. Pre-Covid, this very often entailed finding a volunteer who could sit with someone who was at risk if they were left alone, to enable their carer to go out and have a break.

"Frequently, you're talking about an elderly couple, with a wife looking after a husband who is very vulnerable. Introducing a volunteer into such a situation can be tricky. There can be a lot of resistance," says Tsipi.

"Mrs Levy' may be caring for her husband who has vascular dementia and no insight into his condition. They're both in their 80s;

she's exhausted; lonely; very low – desperate to get out of the house and get her hair done or go and see a friend but he won't let her out of his sight.

"Our role becomes a kind of mediator, working with the couple slowly over time, first getting 'Mr Levy' to accept me going into the home as a visitor from The Fed. As I get to know him and find out about his background and hobbies, I can eventually suggest someone I know who has similar interests to him, who might enjoy coming to meet him to chat or play a game like chess or backgammon. It's about building trust, being patient and creative."

For many 'remote' carers - family members living out of town or even abroad - The Fed's volunteer coordinators are a godsend.

Juliette picks up:

"The gratitude expressed to the team by families who live out of town or abroad is overwhelming. People make choices in their younger years to move away from their hometown – for love, career or wanderlust - not contemplating that one day their parents will become old and frail. That's understandable and we are absolutely not attributing blame. But 40 years later their parents are in their 80s →



Prevention Team, meal-on-wheels service, Fire Service and so on.”

Listening to the team, and hearing how they take on other people’s worries, throws up the question of the emotional impact of the job on the

or 90s, increasingly frail, declining in health. The Fed becomes the one continuous presence in their lives, regularly monitoring their wellbeing. It gives families incredible peace of mind.

“They know that our coordinators will spot if their parents need more support and will refer them to our own social workers in CAST (Community Advice and Support Team) if they need, for example, a benefit check or a carer’s assessment.

“They know we will liaise with and refer them to any number of other services to keep them safe and supported - the Local Authority Falls

coordinators.

Tsipi shares a recent experience of supporting a carer during the pandemic.

“She was looking after her dying husband at home in sheltered accommodation and no visitors were allowed. She had no one supporting her. I was calling her regularly – I spoke to her an hour before he eventually died. You can’t imagine the desperation of someone who feels so totally helpless.”

The coordinators’ strength and emotional resilience is inspiring but Tammi largely attributes this to how

the team is run:

“If we weren’t managed as well as we are, we probably would feel overwhelmed but there is never a time when we feel we can’t share our feelings with each other or our manager. We have the safety valve of each other.”

Do they ever put the phone down and cry?

“In truth, yes,” she says.

“More than anything it’s the realisation that some people are completely alone. We make them feel valued – that they actually exist.

“They have nothing and we’re giving them something.” ■

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Some people are completely alone. We make them feel valued – that they actually exist. They have nothing and we’re giving them something

CHILDREN’S VOICES

return to village



Over Sukkot, we were delighted to open our Children’s Centre for a few days, offering Covid-secure ‘Play Pods’ for children whose wellbeing often relies on the services we provide.

We went above and beyond to ensure that both they and our staff were completely safe, including using a separate entrance for the children away from any other staff or residents in Eventhall House, a deep cleaning of the centre before and after each session, temperature checks for all on arrival, and staff having weekly swabs and wearing full PPE.

For the kids and their families, these brief sessions were an oasis of calm in an otherwise topsy-turvy world - something not lost on our Chief Executive, Mark Cunningham, who commented:

“I can hear the joyous sounds of young voices in the Children’s Centre for the first time in six months. It is incredibly emotional. Groups of three children at a time - all with additional needs - are being looked after by our Project Smile staff while their parents have a much-needed break.” ■



Volunteer Services

Team Members

- Juliette Pearce Manager
- Tammi Wise Deputy Manager
- Dalia Kaufman Volunteer Training and Recruitment Officer
- Debra Foster Volunteer Coordinator
- Avital Gilbey Volunteer Coordinator (South Manchester)
- Tsipi Khan Volunteer Coordinator
- Debbie Verber Volunteer Coordinator

My Voice

A stand-alone project supporting Holocaust Survivors and Refugees in producing their life-story books

- Louise Senderowich Project Leader
- Jocelyne Elton Communications and Development Officer

COMMUNITY SERVICES IN NUMBERS



781 cases supporting people with a mental health issue from March to September



In September CAST were supporting

33 victims of domestic abuse or violence

139 carers supported



We helped clients successfully claim state benefits and private grants from March to August



worth over **£75,000** per annum

19,000 hours of phone support



provided by our volunteers from April to September

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I missed The Fed so much, and all my firends. When The Fed was closed I was so emotional

“

(When I couldn't come) I was really sad, because I get to see people here and I get to play



DONATE

THE DNA OF giving



An interview with Leo Noé

A member of David Cameron's Holocaust Commission, Head of the Jewish Leadership Council's Commission on Jewish Schools, and an international businessman ranked 43rd in the 2019 Sunday Times Giving List - Leo Noé generously gave his time recently to sit down (virtually!) with The Fed's Robert Marks to share his philosophy on giving.

"I would go to the market to buy tomatoes late on a Friday; I could save tuppence that way."

As the Founder and Executive Chairman of the Noé Group, and Non-Executive Chairman of BMO Real Estate Partners - to name just two of his most high-profile positions - this intimate memory from Leo Noé is as unexpected as it is moving; it stands at odds with what many might assume was the background of a man who has built an international business empire.

Yet between that memory and the man Leo Noé is today lies a story covering continents, creativity in business, commitment to community, and an unshakeable desire to help others.

Leo is better placed than almost anyone to give advice and pass judgement on many aspects of the business world. He has spent decades working in the British and European property markets, made business acquisitions across the world, and was the recipient of the 2018 UK-Israel Business Lifetime Achievement Award.

As both a proud Jew and a proud Englishman born in the 1950s, his childhood greatly shaped the man he would become, giving root to his desire 'to do his bit':

"I grew up in a time when you could feel that you were helping Jews around the world," Leo recalls.

"Looking at Israel, there was a genuine, existential threat to our people; towards the Soviets and

you had Jews in incredible peril. That feeling - of wanting to make a difference - was a huge driving force for us back then to get involved with whatever we could."

As a Jewish teenager in 1960s Britain, Leo was exposed to a vast array of social and political upheaval which focused on international Jewry.

"When I was 14, the Six Day War broke out, and with it came an outpouring of fear for our brothers in Israel - coupled with a deep desire to help them," he said.

"At the same time, the *Refuseniks* in the Soviet Union became a real concern for Jews in the West; these were two huge issues that required support.

"Two of my earliest mentors - Eric Graus and Cyril Stein - were instrumental in fighting for these causes, and their leadership and drive had a profound effect on me.

"Eric, who founded Herut UK, was a warrior in the defence of Soviet Jewry; he was the first true influence on my teenage self, whilst Cyril - Vice-President of the UJIA - was an indomitable force in fundraising for Israel in those dark days.

"Cyril raised £6 million for Israel during the Six Day War - an almost impossible sum of money in those days; he got me involved in Israel advocacy and community work, and mentored me for many years both in community work and business.

"The war marked a watershed moment in my development as a young adult. Both of my parents were survivors of the camps, and they tried to shield me and my three siblings from everything that might cause us anxiety or upset.

"When the war broke out, it was the first time I had known anything of such a terrible nature. In a very real way, it was the first time I can remember a feeling of wanting to

'do something' and being able to help.

"In Eric and Cyril, I had two men who taught me the importance of 'getting involved' and doing your bit for others, and I took that mantra very seriously.

"In 1977, at the age of just 24 and with a new baby, I went to the USSR and was the first person to bring photos of Natan Sharansky out of the Soviet Union after he was arrested - hidden in the lining of my jacket and inside my shoes."

This early introduction to community activism was the beginning of a lifetime dedicated to helping others, which Leo believes is instinctive to Jewish people.

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We are rachmanim bnei rachmanim - compassionate children of compassionate parents. It's part of our social DNA.

"We were always taught to help others - it's a reflex. We are rachmanim bnei rachmanim - compassionate children of compassionate parents. Wanting to help others, to nurture them, is a natural inclination."

The reason behind this inclination is obvious, he continues:

"We come from a long line of people who have been persecuted. There was always someone in need, and there was always someone who wanted to give. It's part of our social DNA. The generation I grew up in were not vacuous - they appreciated everything that they had and understood the imperative to support others.

"The test of a person's Judaism

throughout history was poverty, and by that, I mean if you were lucky enough to find work, you knew you might lose that job if you didn't show up for work on Shabbat. Nowadays in many cases the reverse is true: people have plenty but lack the understanding of how it came to them or what to do with it."

For Leo, this awareness of material wealth, and the acceptance of the privilege it confers on people, is crucial to his attitude towards charity.

"As a child, I was very involved with so much in my community - Israel, UJIA, the Soviet Union, and more. I had no money, but I gave my time, always.

"This is the fundamental point, and something so important for our current generation of young adults to absorb. As a young man I was scraping a living - I was barely getting by and used to go to the markets on Friday afternoons - but I always gave my time.

"When we instil in our young people the desire to give time, once they have money, they will give that also."

One of Leo's passions is his support for special needs education. In the UK and abroad, for organisations in the Jewish and wider communities, his contributions - both financially and in terms of his knowledge - are legendary. Nowhere is this more evident than as a Trustee of London-based special needs charity, Kisharon, where Leo is now in his fourth decade of involvement.

"Our former Chief Rabbi, the late Rabbi Lord Jakobovitz, once said that we are judged by how we look after those less fortunate.

"When I received The Specialist Schools and Academies Trust 'Sponsor of the Year Award' in 2008 from Ed Balls, he asked me why I had been so involved in special →



needs education for so many years. My answer to him was that I, thank G-d, am grateful that we don't have these problems - so we need to help others who are in that situation.

"There was absolutely nothing like Kisharon when we started. It began with just two kids and has grown exponentially into the incredible charity we have today.

"We have just opened a new school in London, in honour of the memory of my parents. My father, who passed away only in 2017, gave me everything – his ethics, his ambition, his drive – he taught me everything in business that I know."

Discussing Kisharon, a clear source of great pride and accomplishment, prompts Leo to express another guiding principle:

"It is crucial to get the next generation involved, which is why I will be standing down as a Trustee of Kisharon in the near future," he said.

"We have to show them the way – and then, to put it simply, clear out and let them get on with it.

"It's time for a fresh perspective and someone with new ideas."

When asked about the possibility of a generation growing up without the same inclination for giving as he had, Leo is resolute.

"Our institutions would suffer enormously. The Jewish community as we know it would disappear.

"Take Kisharon, as an example. If you don't consider how these young people need to be cared for and need our help, you make yourself a lesser person. It really is that simple.

"But – once you decide to contribute and give something back – helping out our institutions achieves two magnificent results. Firstly, it strengthens us as a people, and gives us pride in our community – the knowledge that we are caring for our elderly, our young, those with mental health

conditions, the CST, our schools; secondly the act itself - of giving to these organisations - actually helps our community – not only for others but for ourselves, too.

"If we lose that, it all goes."

For Leo, there is a stark difference between the backdrop to his childhood and that of today's young adults – a difference he muses may account for a generational disparity in attitudes to giving:

"In my generation, you knew that your help was needed. Whether it was Israel and its fight to exist; whether it was one individual Russian Jew who couldn't help himself – you knew that your input was vital. It was almost tangible. Today, the Soviet Jewry crisis has largely been solved, and Israel is one of the strongest countries in the world.

"The lack of urgency makes it harder to find that same connection toward our great communal bodies, and it's something we must face.

"Rabbis try to keep their congregations together by making them feel a sense of belonging; we need people to feel the same way about their wider responsibilities. That sense of belonging – literally being one of the Tribe, a proud Jew – is what drives our successes as a community. The same is true for our responsibility to our great country, which gave my parents a home after the horrors of the Holocaust."

And what does Leo think of youngsters who show no interest in communal activity – who may even 'act out' in their formative years? He allows himself a smile.

"Young, rebellious kids often go on to be great people if they can harness that rebelliousness," he chuckles.

"That streak shouldn't be a hindrance to being involved in community - but they have to find

their own way there. I was involved in hugely important community work as a young man, with Eric, that my parents would certainly not have approved of - had they known: our work for Soviet Jewry and publicising their problems, for example by going on stage in the middle of a Bolshoi Ballet performance and disrupting it, or making our presence known by demonstrating in the House of Commons gallery, which sometimes bordered on the unacceptable!"

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Young, rebellious kids often go on to be great people if they can harness that rebelliousness

Reflecting on his many achievements, Leo considers for a moment what makes him most proud.

"There are things we do in life that can help an individual, and there are much rarer things we can do that help a whole group of individuals.

"Rarer still – and almost unattainable – are the things we can do that benefit the entire Jewish people. Whilst I am proud of everything that I am, thank G-d, still fortunate to be able to do, there are two things which stand out to me.

"The first must be Kemach, a charitable organisation in Israel which I started in about 2007, which aims for every Charedi family to be able to make a living, whilst preserving their traditional Orthodox Jewish identity.

"When I first travelled to Israel, I felt an enormous disconnect between the religious and non-

religious communities. There was a definite lack of respect and understanding in both directions. We created Kemach as a vehicle to increase the income and welfare of the Charedi society through education, career guidance, job placements and development opportunities.

"Fast forward to today, and we have an annual budget of in excess of \$25 million, having helped more than 30,000 individuals. This knock-on effect benefits their families and wider communities, and our impact on the whole of Israel, both at a macro and micro level, is increasing year on year. We are solving one of the great crises of Israeli society – that of poverty in the Charedi world.

"The second thing that immediately comes to mind is the Noé Edition Koren Talmud Bavli - the beautiful, innovative new version of the ancient texts of our Gemara, printed by Koren Publishers in Jerusalem.

"It has turned what were traditionally complex and impenetrable texts, closed-off to all but the scholars, into something accessible to every single person in a way that makes the text both interesting and understandable.

"These two things lock together my belief in Israel as a country of modern lifestyles, bound together by millennia of years of history.

"With the Noé Talmud, we are part of a thousands-year-old tradition that is alive to this very day. When I'm at an event in Israel, often is the time that a young man with a beard and black hat approaches to tell me that 'I got a job because of you and Kemach', or 'For the first time, I was able to buy my wife a new dress'. That is a very special thing to be a part of.

"I have owned property in Israel since 1991, and my view of the country is simple. Israel is like a

house of refuge. Any Jew who is persecuted now has somewhere to go.

"I never knew a single one of my grandparents. They had nowhere to go. Since 1948, for the first time in thousands of years, Jews the world over had somewhere to go.

"This intrinsic belief has always guided my goal of aiming to achieve whatever will benefit the entire Jewish nation.

"Why do something small and impact a few people, when you can do something much bigger and benefit so many more? This is a principle I have always followed – and I am fortunate that I can do so."

For Leo, there is a huge difference between charity and philanthropy, and one which he is eager to delineate.

"To me, 'charity' is about helping your fellow man. Giving to schools, caring for the elderly, donating to a cause that will impact an individual or a community's life.

"Philanthropy is different. 'Philanthropy' is giving to museums, to theatres. It's about donating to the arts. It's a valuable endeavour, but I prefer the immediacy of charity. I want to help someone now.

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Why do something small and impact a few people, when you can do something much bigger and benefit so many more?

"That's why after Covid is a distant memory, I believe that charitable giving will remain constant. People are worried that it will experience a significant drop-off, as people look to save

their money and donate only to the most local of causes – but I don't think so.

"Emergency Covid measures are being supported today, as indeed they should be. For the first time in the lives of many, we find ourselves feeling almost at war and living with a wartime mentality, and that fight requires an immediacy in its response.

"But afterwards, the long-term planning which has sustained us for so long will return. We have only survived as a people because we look ahead - and we will continue to do so."

Looking ahead, and maintaining that sense of giving for future generations, are two principles which underpin The Fed's unique Philanthropy and Leadership Programme, launched earlier in 2020. The programme, created by Director of Fundraising and Marketing, Raphi Bloom, aims at securing the future of the Manchester Jewish community's social and welfare care, by developing and empowering the next generation of trustees and donors for The Fed.

Combining networking sessions and presentations from some of the most successful and charitable figures in British Jewry – including Leo who addressed the group on 12th November – the programme aims to inculcate an ethos of philanthropy - or rather, according to Leo's earlier definition - charitable giving, in business.

So how does this charitable giant sum up his attitude to charity? Ask a multi-millionaire property investor for his motivation to give, and you might cynically expect a meandering answer regarding investment, tax sheltering and strategizing. Not so with Leo - it's straight from the heart:

"Helping others," he says. "It's really that simple." ■



WHY MALE CARERS NEED SUPPORT -

and shouldn't be afraid

Seven million carers in the UK; 42% are male. Why do so few adult males looking after a partner, parent or other, access the social care support available to them? What difference are platforms like Zoom making during the pandemic?

We considered these and other questions with Kevin Goodman, a member of The Fed's male-only carers' 'Purple Group'.

One notoriously hard-to-reach service-user group are 'carers', or 'care-givers' as they are sometimes known - the seven million people in the UK alone - who care for a loved one who could not manage life without their support - due to illness or disability, whether mental, physical or both.

Often, they do not realise they are carers, seeing what they do as just part and parcel of the relationship of husband and wife, son and mother and so on - with the knock-on effect of missing out on exclusive benefits, rights and services for carers - including individual and group support offered by The Fed's community teams.

One of the hardest categories of carers to reach are men. Whilst according to Carers UK, 42% of carers are male, they are far less likely than their female counterparts to attend carers' support groups. Why so? Because groups are predominantly made of up of females.

Recognising this fact, in 2015, David Clyne, zt"l, approached The Fed in his role of ambassador for the national carers' charity, Carers UK. David was a carer for his adult daughter who has spina bifida. He wanted to discuss the idea of setting

up a Jewish male only carers group.

Acknowledging the gap in services, the Purple Group, as its members named it, was established in October of that year and has been running ever since, facilitated by Fed sessional worker, Tom Griffiths.

Sadly, David passed away in recent years but the group continues to benefit local Jewish men from an array of backgrounds, caring for people with wide-ranging needs.

But getting people, who are currently caring for someone, to turn up to this and other support groups is as much of a hurdle as helping them realise in the first place that they are 'carers'.

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Why do relatively few current carers attend groups? For one simple reason: they are too busy.

Groups have a habit of ending up being disproportionately overrepresented by former carers who, it is acknowledged, bring valued experience, knowledge and emotional support to others, while themselves being helped to make the often-painful adjustment from a life focused full-time on another's needs, to one where they feel bereft and redundant.

Why do relatively few current carers attend groups? For one simple reason: they are too busy. The demands of looking after another person - especially if you are on call round-the-clock - mean

that making time for yourself, and planning ahead, is almost impossible.

Going along to a group to meet people in a similar situation for mutual emotional support, the exchange of practical tips and advice and even a few laughs - however desirable and however beneficial - often relies on finding someone to stay with the person you look after (assuming they are happy about this) and affording to pay for that care.

Whitefield resident Kevin knows this more than anyone. He and his wife, Mandy, are both retired 'operational researchers'. He carried out 'mathematical modelling', a term few of us had heard of in pre-Covid times but have become well acquainted with in recent months.

At 63, Kevin is a full-time carer for Mandy who turned 60 in November. She has two life-threatening lung diseases - pulmonary hypertension affecting the right side of her heart, coupled with another condition which results in pulmonary fibrosis. She is on oxygen more or less continuously and can do very little for herself or around the home.

With Mandy classed as 'extremely vulnerable', the couple have spent the last nine months shielding - but Mandy remains as bright as ever.

During the interview she was sound asleep - worn out by a session of knitting a shawl for 'The Big Knit', a knitting circle which makes items for hospital A&E departments, baby units and care homes - including Heathlands Village.

She was first diagnosed in 2008 and eventually had to give up work in 2013. After gradually reducing his own working hours, as Mandy

needed more and more of his help, Kevin too eventually retired fully three or four years ago. 'I couldn't concentrate on work and her,' he says.

Looking after her involves all aspects of her personal care for example helping her shower, wash her hair, get dressed and undressed - everything exhausts her.

Alongside this he sees to the running of the house: the cleaning, tidying, shopping and cooking, the last of which he really enjoys, having once taken a nine-month sabbatical when he taught himself to cook, never realising how important this would one day become. He does it all willingly and with love - but that doesn't make it easy.

Kevin joined The Fed's monthly male carers group not long after it was set up and managed to attend a few times but gradually, as Mandy needed him around even more, it became too difficult for him to make it to the groups.

"It's the nature of being a carer. You're on call 24/7. It's a known thing among carers - it's hard to plan; to get out."

Why does he think a group specifically for men is needed? We know that classically carers' groups are dominated by females. Does that matter? Kevin thinks it does:

"I'm not being sexist. It's about comfort. I couldn't imagine myself attending a group with mostly or only women. I just wouldn't be comfortable."

"I have male friends. I don't have female friends. There are women I am friendly with, but this is always through Mandy."

In this he reflects a view expressed by many male carers, but based on Kevin's observations, few men are prepared to accept even male-only group support. Is this because they are too busy, or is there an additional reason?

In his opinion, "It's not because men don't do it (caring) - but they don't seem to be as free with their feelings. Perhaps they don't feel the same need to share. But it's a worry. Mentally it's a problem because they are not letting go."

"I think it is essential that more men know that groups like this exist."

"I think men are maybe afraid to

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The emotional support is there but it's not on the surface. They feel for you but they're not going to cry for you

come. They imagine it's something that it's not: we don't get teary - it's about camaraderie; being among people that understand your life and its difficulties and helping each other to find practical solutions.

"The emotional support is there but it's not on the surface. It's a very male approach. You just know people understand what you're saying: they feel for you but they're not going to cry for you."

"My life is centred around my wife's needs. I'm not complaining about that. But it's why I need to share and discuss things with others who understand what it is like, rather than getting misguided advice from well-meaning friends and colleagues."

"People say 'You need a break, a change of scene. Why don't you get on the train and come down to London and stay with us?'

"They have no idea of the amount of equipment that would entail - bringing apart from luggage: oxygen tanks, wheelchair, rollator, scooter - it's impossible!"

For Kevin the pandemic has surprisingly created a break in the clouds in terms of carer support. With most of The Fed's community groups suspended due to pandemic restrictions, the Purple Group has taken itself online and increased

its frequency, from once to twice monthly or more.

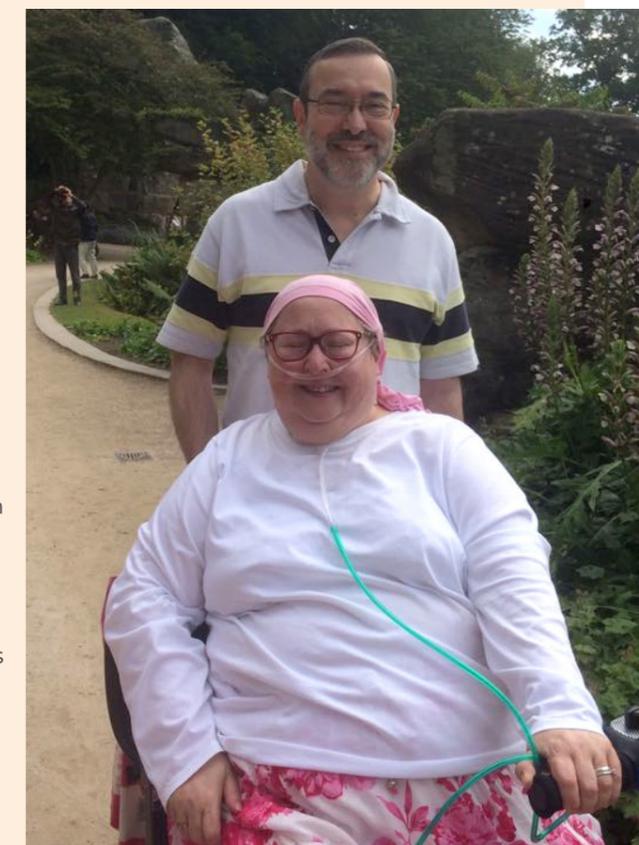
Zoom meetings have given Kevin greater access to the support he finds so beneficial, without stepping out of the house:

"I'm right here if Mandy needs me - just in another room - we both have the peace of mind of knowing she is safe, while I get the support I need - in fact more now than I have had in years!"

"Once life returns to normal I, for one, will be advocating that we keep our virtual group going alongside the monthly meetings at The Fed. It just makes sense - for all carers' groups - nothing to do with gender."

"The very nature of our role means we are often housebound, and our time is very restricted. I think staying online will mean so many more carers will be able to access support and advice."

"Zoom has helped to open up my world again. I hope it will for others too." ■



FUNDRAISING

ROUND UP



Triple Trekkers

go over the top for The Fed!

On 23 August, 58 intrepid adventurers set out to conquer the famous Yorkshire Three Peaks in aid of The Fed. Taking the place of our second women's Israel #trek4thefed – cancelled due to the pandemic – our majorly successful 2020 trek raised over £50,000 in voluntary income.

Director of Fundraising and Marketing, Raphi Bloom, said:

“Despite horrendous wet conditions, our inspiring trekkers put in maximum effort into the challenge and the money that they raised has absolutely blown us away.”

Despite poor visibility due to low lying cloud and torrential rain, the brave challengers soldiered on up, managing to take photos at each summit with a giant Fed flag! ■

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Our majorly successful 2020 trek raised over £50k in voluntary income



New Records

set by Rosh Hashanah Appeal

We were delighted by the level of generosity displayed by our supporters in the lead up to and weeks following Rosh Hashanah. As in previous years, we launched an appeal to raise funds for our essential services, highlighting how vital every penny was to ensure their sustainability.

We included a big thank you to the thousands of people who had donated to the national Jewish Care

Homes Emergency Appeal, which we had partnered and benefited from, as well as our own stand-alone fundraising efforts over the last nine months. So close on the coat-tails of those appeals, we could never have anticipated how generously people would respond, helping us exceed our totals for the previous nine years and raising to date over £50,000.

What else can we say but - thank you. ■

A Cut

above the rest

Two kind and creative Manchester sisters, Sophia and Amalia aged eight and six respectively, recently went to great lengths to help others by donating their long, lockdown hair to Zichron Menachem. This wonderful Israeli charity specialises in services for children going through cancer treatment, including custom-making real-hair wigs for those suffering hair loss.

In addition to this already wonderful gesture, the siblings

decided that at the same time they wanted to raise money to support people nearer to home. They chose to benefit The Fed, as the community's leading social care organisation, by having their haircut sponsored.

Together they raised over £1,000 – a superb achievement - and were paid a surprise visit by The Fed's Fundraising and Marketing Director, Raphi Bloom, who presented them each with a certificate to thank them for their support. ■





FROM THE TOUCHLINE *to the frontline*

There are few men in professional football who find their way back to the training ground at the age of 60, after years in the sporting wilderness, and fewer still who make that journey having been on the frontlines of the fight against Covid. Mark Lillis, former Manchester City, Huddersfield Town and Derby County striker, is such a man.

He returned as Assistant Manager in August 2020 to his beloved Scunthorpe United, where he had been player-coach in the 80s and 90s. This followed nine months working as a porter and driver at Heathlands Village, the last few coincided with the very worst of the Covid-19 pandemic.

"We almost didn't believe it at first," he says casting his mind back.

"When we were first given our PPE, we realised that this was now what we had to deal with; we had to

get on with it and not let it beat us. People depended on us."

Mark joined The Fed initially as a 'bank' staff member, filling in when there was a gap and doing what was needed, before quickly being taken on as a full-time porter and driver.

"After visiting Broughton House, a Salford care home for veterans of the British armed forces, in hopes of finding work but not finding anything that was a good fit, I got a call from their CEO who told me Heathlands Village was looking for workers.

"I started in December 2019, and the first thing that hit me was how warm everyone was. It really is like a family.

"It was the team spirit that I loved – that sense that we were right in the thick of it and making a real difference to people's lives.

"As a porter I could be called on for all manner of work from emptying

sluices and keeping the place safe and clean, to moving furniture from a van into a new resident's room. As a driver, I had the pleasure of picking up older clients in the community and taking them shopping, and ferrying the children to and from The Fed Children's Centre, as well as other errands like picking up prescriptions from pharmacies for Heathlands Village residents."

"It was the team spirit that I loved – that sense that we were right in the thick of it and making a real difference to people's lives"

Mark waxes lyrical about his driving duties which he 'absolutely loved', with one particular responsibility standing out:

"It was seeing the kids. I loved them," he said.

"I'd often drive them from Heathlands Village out for day trips or pick them up and bring them to the Play & Learn sessions at the Children's Centre. I felt such pride at being responsible for their safety and helping them get out and about.

"I used to regularly see many children from the community - all benefiting from The Fed's services. Some had learning difficulties, others physical disabilities and some came from families with difficult personal circumstances. We offered them a chance to relax and enjoy themselves for a few hours.

"My job was as much about building up relationships, as it was being a porter or driver. When I used to clip in the seatbelt for one little boy, he would give me a gentle slap on my head, and I would pretend to tell him off. He would laugh and laugh every time. Another time we were stuck on the M62 for over an hour and I told the two children sat at the front that they had to help me - I called them my 'co-pilots'. It was such a joy to be around them."

For a man who made his name playing for some of the most famous English football clubs, Mark found his way into social care almost by accident.

"My job was as much about building up relationships. When I used to clip in the seatbelt for one little boy, he would give me a gentle slap on my head, and I would pretend to tell him off"

"I joined Huddersfield Town in 1977; they gave me my first contract as an apprentice at 17," he reminisces.

"From there, I had spells at Manchester City, Derby County, Aston Villa and more, including captaining Huddersfield Town and scoring on my home debut for Manchester City. I played at Wembley Stadium against Chelsea in the 1986 Full Members Cup final and scored twice in a 5-4 thriller. It was a great life.

"After moving into coaching and managing in the 90s and 2000s, I came back from India in 2018 after a spell at Chennaiyin FC, where we won the Indian Super League, and suddenly found myself out of work.

"I kept looking for jobs and getting in contact with various people, but I heard nothing. Looking back, it was quite a hard time. Your mental health can suffer with that kind of thing. I went to the gym often and became a regular grandpa day-carer for my granddaughter Peggy which

was wonderful, but there were times when it was a bit dark.

"I was happy to try anything new and give my all, and finally I got the call about The Fed. It was like nothing I'd ever done before and I'm so thankful that I was given the chance. I've always been about making a difference and putting a smile on people's faces and that's what The Fed is all about."

Despite only being at The Fed for a short time, Mark's memories of his time could not be fonder.

"Everyone helps everyone else; I was learning new things every day and being supported by all my colleagues, and from the Chief Executive on down, the place has a family atmosphere. Everyone trusted you, and so you trusted everyone else.

"I've told people that coming into work felt like getting a hug. It was somewhere you were excited to be and felt a responsibility to your colleagues and to the people who depended on you.

"I've told people that coming into work felt like getting a hug"

"It was a constant source of happiness to me to be doing something I enjoyed and to be →

working with a great group of lads.

"I loved seeing the residents around Heathlands Village, too. I've had people in my own family affected by dementia and other illnesses, so I wanted to get right into the thick of it and do what I could.

"I've said all my life that it's about the relationships you build up and whether it was helping someone get back to their room, or walking past the bedroom door of someone who was bed-bound and giving them a thumbs up or a cheery 'good morning,' I always did what I could.

"The place is full of characters. They brightened up everyone's day. I'll never forget one lady who I'm sure must have been in business in her younger days. Whenever she saw us bringing in boxes of supplies, she would shout 'now don't go selling those boxes for less than they're worth!'"

With the onset of the pandemic, Mark's day to day routine changed dramatically:

"We couldn't go out into the community to pick up clients anymore, or have the youngsters coming to the Children's Centre. Our work based on site became even more important, keeping things clean and tidy and ensuring everything was in-line with the new rules.

"At its height I was responsible with others, for organising the transport of those who had passed away into the mortuary at Heathlands Village. I learned things about the Jewish laws of dealing with death. It was the proudest and most meaningful part of my job. We made sure that everyone was treated with dignity and that their families were well looked-after and comfortable."

As a leader on the pitch, and now on the sidelines, Mark knows he will take much of what he learned during his time with The Fed and apply it at Scunthorpe.

"I learned so much at The Fed that I wouldn't have done from the football world," he said.

"The young players coming through won't have seen half of what I did during those few

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I learned things about the Jewish laws of dealing with death. It was the proudest and most meaningful part of my job.

months - the togetherness and supportiveness that everyone at The Fed shares. It's my job to mould them into better people, not just better players, and with the experience I gained I'm better armed to do that than ever before."

Admittedly a stranger to the Jewish community before coming to work at Heathlands Village, Mark soon found himself immersed in a world that he found 'fascinating.'

"I didn't really know much about the community in all honesty," he continued,

"but once I'd started, I just wanted to embrace it and learn whatever I could. I was intrigued to see a whole different world to the one I'm used to, learning about Jewish history and the important festivals. It was a very special learning curve for me to be on at this time of life."

And then just as he thought that his football days were over, he received a call out of the blue from Scunthorpe Manager, Neil Cox, asking him to become his 'Number Two'.

"It was such a hard decision - I told him I needed some time to think it over," he said.

"I had got used to the routine: in at about 7am, get together for a chat and a brew, and then as soon as the clock hit 8am we were all at action stations. Just being a part of it all was so rewarding.

"Ultimately, it was the support I got from my manager at work that gave me the confidence to go for it. I said to her that I don't want to have any regrets looking back and she said 'Well, if you don't want any regrets and you think you should go for it, go for it!'"

"I'd spent my life in football and at

the age of 60 I thought those days were all behind me. The chance to lace my boots back up and join up with a manager I know so well, was one I might never get again. Working with football players is in my blood; it's like being a dad again to 20 young men."

For a man whose career in football has taken him to the very top of the English game, how does Mark's time at The Fed rival his time on the pitch?

"I grew up and lived my life in professional football but being at The Fed has shown me another meaning to the term 'teamwork'. Sharing each other's' problems, acting as a mentor to my colleagues, seeing first-hand the beauty of people being cared for. The Fed will never leave my mind.

"Before I left, I was presented with a 'Special Recognition Award' for my efforts during the pandemic, handed to me personally by the Chief Executive together with a letter of thanks. They're both displayed proudly in my house as a reminder of my time with such a great organisation.

"With all the trophies I've won in my career that one means the most." ■

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I grew up and lived my life in professional football but being at The Fed has shown me another meaning to the term 'teamwork'.

With all the trophies I've won in my career that one means the most.

YOU'LL NEVER

walk alone



A new community group, born out of the restrictions on socialising, is proving popular with our community clients.

With the global pandemic restricting social activity for everyone, some segments of society have found isolation a great deal more challenging than others. For those living with mental health problems, and individuals who rely on our volunteers to help them navigate through life, Covid-19 has proved especially difficult.

The Fed's Community Advice and Support Team (CAST) Senior Practitioner, Shelley Lewis, explains:

"We've kept in regular contact with many clients throughout lockdown, and the common feedback has been how much they missed our regular groups, and how they wanted to see their old friends.

"For some, these can offer their sole interaction with other people; it is impossible to put a price on the importance of these regular

get together.

"We saw that, with certain lockdown criteria beginning to be removed, a safe and healthy way to meet up was to hold a 'Walk 'n' Talk' in a local park. We suggested this to some clients, and they were delighted.

"Luckily, the morning of our first session dawned hot and sunny and we had a wonderful walk round Heaton Park with clients able to socialise at a safe distance."

'Walk 'n' Talk' groups have continued to head out every Wednesday morning and afternoon, staffed by members of The Fed's community services team and volunteers.

"It's been brilliant," Shelley enthuses. "Clients are so excited to see each other again - being able to see some friendly faces. It's precisely what we wanted to achieve." ■

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It is impossible to put a price on the importance of these regular get togethers

Find out more

Contact CAST on **0161 772 4800** to request more information.

At any time, over 1,800 people of all ages benefit directly, and 3,600 indirectly, 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.

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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Registered Charity Number: 1117126 | Written and designed by The Fed's Marketing and Communications Team.