

Staff and Volunteer NEWSLETTER

OCTOBER 2021

**THE
FED**

Caring for our
Community

MEET THE HUMANS OF THE FED

A new podcast is taking the digital world by storm! Humans of The Fed, a twice-monthly show brought to you by our Fundraising, Marketing and Communications Director, Raphi Bloom, and Communications and Digital Lead, Robert Marks, has clocked up more than 1,000 listeners since launching in September, and has become a must-listen for staff, relatives, volunteers, and anyone connected with our charity.



Ralph Marcus, a tenant of Moorview House



Stacey Friedman, a volunteer

The first four guests on the podcast represent four wide-ranging strands of the organisation - Ralph Marcus, a tenant of Moorview House; Sue Lenord, CAST's Advice Officer; Stacey Friedman, a volunteer; and Mark Adlestone OBE DL, former Fed chair and current honorary patron.

The unifying factor for all guests on the podcast is The Fed – which means something very different to each person – but the main focus of the conversation is on their individual life experiences, and the show's laid-back tête-à-têtes give rise to some hilarious stories, emotional memories, and the recalling of surprising real-life events that can shape and re-direct a person's life.

In the coming months, there's an incredible roster of episodes to be released, including Holocaust survivor Ike Alterman; Fed CEO, Mark Cunningham; and David Robinson, Music Therapist with Nordoff Robbins whose wonderful work is often witnessed around Heathlands Village.

If you're interested in people this show is definitely for you! It celebrates the diverse and fascinating community that exists within The Fed, and within the entire universe of social care. Humans of The Fed offers you a window into the lives of the people we help, those we work with, and those who support us – and everyone has an individual story to tell.



Subscribe wherever you get
your podcasts today!



Sue Lenord, CAST's Advice Officer



Mark Adlestone OBE DL, former Fed chair
and current Honorary Patron

Message from Mark

Nothing reminds me more just how quickly time flies, than getting a reminder that I need to write the introduction to this newsletter!

We produced the last one in June and suddenly find ourselves in October wondering where the summer went.

It has been such a busy time for everyone: children going back to school, the Jewish holidays, and all of The Fed's services under, what feels like, sustained pressure. Life has not returned to the 'normal' that we had hoped for; we are all learning to live with the difficulties created by the pandemic.

A huge thank you is due to everyone for their commitment and understanding regarding the vaccination programme and our regular testing regime. The Government has made it mandatory for everyone working in a care home to be double vaccinated - both staff and volunteers - as well as visiting workers and professionals. At the time of writing, 99% of our workforce have been vaccinated - an incredible reflection of everyone's dedication to

keeping each other safe!

I hope that the NHS and other social care settings enjoy the same level of response as they go through consultation procedures relating to mandatory vaccines. Hopefully care homes such as Heathlands Village have set a great example.

We have now launched the final phase of our refurbishment programme, transferring 'first floor' residents to other households, whilst we upgrade the lighting and flooring, and create a new lounge and breakout spaces. Change and disruption can be upsetting but we believe these improvements will be worth the effort and, importantly, will improve the quality of life of the people we care for. Thanks to everyone who helped the moves go as smoothly as possible.

The Furlough scheme has come to an end in England and with this, we hope to see a return to greater stability in the job market. Recruitment has been a big challenge throughout the summer. We are very much focused on attracting staff into care and other

vital roles - in catering, hospitality, housekeeping, community services and volunteer services. Please remember our incentives for helping to recruit new colleagues. Many hands make light work, and we need your help to add more great people to our teams.

We announced a step towards paying the Real Living Wage (RLW) in September with a 2% increase across the board - in addition to the April National Living Wage pay rise. It has long been our ambition to pay the RLW, because we believe that working in social care is a very skilled job that requires dedication, hard work and outstanding person-centred values. We will continue to strive towards providing pay, benefits and conditions that reflect the amazing work that you all do and the difference that you make to so many people's lives.

Thank you



Mark



Lucy's Update

Our Trusts, Foundations, and Bids Fundraiser, Lucy Edwards, ensures funding for our Fed projects keeps flowing in:

A grant of **£13k** from **Bury Council's 'Tackling Loneliness & Isolation' Fund**, awarded jointly to The Fed, Maccabi and MJCC, is being used to provide a range of group activities for people of all ages, including our own Mums 'n' Tots, Walk 'n' Talk and Coffee Stops groups, classes at the Maccabi Centre, and day care at 'The Nicky'.

Several donations came in for our My Voice project. **Prestwich**

Athletic Club gave us **£350, £3,360** from the **Greater Manchester High Sheriff's Police Trust** and **£2,000** from the **Manchester Guardian Society Charitable Trust**.



Trafford Crisis Fund - led by Trafford Housing Trust and Trafford Council - awarded us **£4,800**

towards the cost of staff to run our Volunteers' Project in Trafford to provide befriending for vulnerable people in that area. The **Arnold Clark Community Fund** also gave us **£1,000** towards this service.

Funding from **Salford CVS** and **Bury Council**, via their **Healthy Holiday Fund**, enabled us to run our Project Smile summer camps for local Jewish children with additional needs.

And lastly, **The Ecclesiastical Group** awarded us **£1,000** towards our general running costs, thanks to everyone who supported us in the public vote!

OUR CHEETHAM HILL ANGEL

35-year-old Natasha Sarak joined The Fed's Fundraising team in January 2020 as our Community Fundraiser and Events Planner. She recently spent two days in our Cheetham Hill charity shop - The Charity Box - learning about this important element of our fundraising strategy.

The shop, managed since December 2001 by the indomitable Karen Morse, nets an annual profit of around £50,000 and, crucially, helps fund posts in our Community Advice and Support Team.

Spending time with Karen and some of her fantastic volunteers was a massive eye-opener for Natasha. Here she describes why The Charity Box is much more than a shop - offering friendship to local people when no one else may care:

"If I could describe Karen as a food, I'd say she's like a chocolate fondant! You start off with a crispy outer layer and as you dig in it gets softer and softer. She's a Pitbull with the heart and soul of Mother Teresa!

My tour of the shop started upstairs. It was a total Aladdin's cave - piles and piles *and piles* of black bin-bags - aside from the two prosthetic arms hanging from one of the doors which was more 'Silence of the Lambs'!

We set about finding men's shirts and ladies' winter coats to put out in the shop. Everything was in pre-sorted, labelled bags and was being checked for stains. Anything badly marked went into 'the rag pile' to be sold for mattress filling. The stuff in good condition was being steamed ready for price-tagging, with an added code to identify which donor had given the item to the shop. (This means The Fed can claim gift aid on the sale - adding another 25% to what we get from the sale). I managed to tag my finger only once! An achievement!

My two days at the shop were supposedly 'quiet', with only about

five donations coming in, but there was absolutely loads of stuff to sort through - books, clothes, curtains etc. I soon understood why Karen kept saying that having me there, as an extra pair of hands, was brilliant.

There is no relaxing in Karen's shop; there's always a million things to be done and she has no use for lazy people, as she makes very clear!

A regular customer told me something about her which I want to share because it will give you an idea of the sort of person she is. Unfortunately, one of Karen's volunteers recently passed away and she was devastated. The customer had popped in to offer her sympathies and told me about the time she'd been in the shop and received a call to tell her that her father had passed away. She said she 'crumbled heartbroken and Karen dropped everything' to calm her down and look after her. 'I'd never have received that kind of care or friendship in any other shop - only Karen's.' Just one person with one story - but there's 20 years' worth of customers stories like it.

Karen knows most of the characters who go in the shop and how to deal with each one, but it's still quite shocking when you see her giving someone an evil look and shouting at them from one end of the shop to the other *'THAT'S NOT A BIN! THAT'S AN UMBRELLA STAND!'* The terrified looks on the faces of those teenage boys! Nobody crosses Karen! And on my stint at the till I was advised to: 'Watch everyone like a hawk because you get the ones that nick things and the ones that pull the labels off to try and get it cheaper'.

One gentleman came in wearing shoes which were too small and had their laces missing. He was dirty and smelt like he'd not had a shower for weeks. He wanted to buy trainers and joked that I wouldn't want to



see his feet as all his toenails were black and falling off! He asked for a pair of size 9's and I found him a pair, and he said they were too small, so I got him some a size up and he said they were so comfy and maybe he'd been wearing the wrong size shoes all this time! He was extremely polite and thankful for the shoes which were a fiver and said what a great job we were doing in the shop. He asked what type of charity it raised money for. Not consumed by his own difficulties, he was so happy to be buying shoes which in turn helped other people. What a lovely man!

I heard stories about Karen cleaning up homeless people who were 'in a right state' and I told her I didn't know how she did it because I'd found it difficult to stomach that gentleman's smell. Her response was, 'When you see these people, you just want to help them. You have to. You just do it'. She's an angel!

The job The Fed does: social care, community care; the words we associate with it: passion, care, love, empathy, Karen encompasses all of that in her role as shop manager: she's a carer, a counsellor, a fundraiser, a friend, and a *lifeline* for some.

This isn't just any ol' shop. This is Karen's shop - The Charity Box.

We love to hear the real voices of the people who work and volunteer for us! Would you consider writing for The Fed? A blog? Or a piece in this newsletter like Natasha? You don't need to be a writer; you don't need to spell well or have perfect grammar. The Marketing Team will sort out all of that! Give it a go!

Contact Robert on ext 4072 or email robert.marks@thefed.org.uk



When life's no 'walk in the park', The Fed offers what's needed

A sudden flash of inspiration for Community Advice and Support team (CAST) manager, Sara Ogden-Thomson, while working from home due to Covid-19, resulted in the creation of a popular new service which has been described as 'a lifeline'.

The Fed's Walk 'n' Talk group in Heaton Park offers service-users the opportunity to enjoy exercising in beautiful surroundings while chatting to other people. It's a crucial service particularly for those living on their own, who may be grappling with challenging circumstances, or simply be in need of a little company.

Sandra Yardley, a CAST service-user and regular attendee, was struggling with living on her own after her husband moved into full-time care:

"I began coming to The Fed's Purple Room Community Centre more than two years ago and loved the relaxed atmosphere and chatting to others in a similar position to myself. As well as the social, I enjoyed playing Rummikub with the 'girls'.

"Because the Wednesday Community Cafe closed due to Covid-19, I took advantage of the Walk 'n' Talk in Heaton Park.

"It not only gives me something to look forward to every week, but I feel better on a psychological level. I am getting exercise, keep meeting new people and making friends and can chat - all at the same time. All this is very important to me because I now live on my own."

The Walk 'n' Talk group is available to everyone. For more info contact advice@thefed.org.uk or call the CAST on 0161 772 4800.

A Great Match to help market Fed Job Opps

Our partnership with Salford City FC sees us teaming up with the club to market job opportunities at The Fed - both at Heathlands Village and in our Community Services Departments.

We have taken out regular advertising space in the team's home game matchday programmes and they are promoting our content on their website and social media channels.

As one of the club's closest neighbours, and one of the biggest employers in the area, we think it's a 'perfect match' for the crowds drawn to the Peninsula Stadium on Moor Lane, to watch their local team each week.

THE FED
Caring for our Community

WE'RE
LOOKING
FOR GREAT
PLAYERS
TO JOIN
OUR TEAM!

Call our HR dept on
0161 772 4800 or visit
the.fed.org.uk/work-with-us/

SALFORD SOCCER FOUNDATION HELPS RUN SUMMER FUN FOR PROJECT SMILE



This summer saw a further development of our partnership with Foundation92, the charity arm of Salford City Football Club. We joined up in providing some fantastic, fun sports activities for children who attended The Fed's Project Smile Summer Playscheme.

Specialist coaches ran weekly sessions at Albert Park, which culminated in participants receiving an exclusive tour of the club's stadium. The proud youngsters also got to take home Salford City FC scarves and souvenirs!

LIVEWELL with The Fed

EAT WELL. SLEEP WELL. WORK WELL.

Firstly, Happy Jewish New Year to all our staff – wishing you peace, happiness, good health and success in the coming year from all in HR!

Over the last few weeks, our Wellbeing Lead, Rebecca, has been touring the Village getting to know our services and workforce better, and listening to suggestions on how The Fed can improve support for staff. Rome wasn't built in a day, so please be patient, and rest assured that all your recommendations and her observations, will not be ignored.

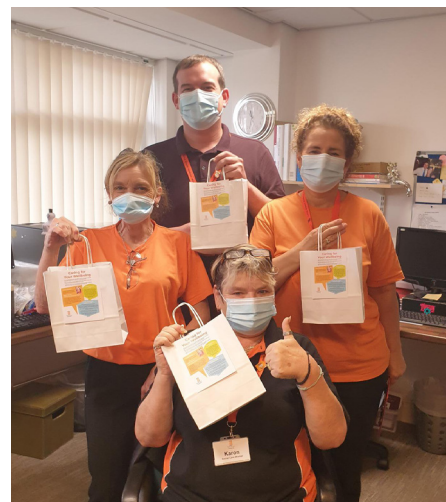
Rebecca updates the Wellbeing Forum on Workplace regularly - keep your eye on it - and you can always contact her over Workplace or pop

upstairs to see her. (We make a good brew in HR!)

Also dubbed our 'Trolley Dolly', Rebecca will be visiting every department over the next couple of months with lots of treats. In recognition of your continuing hard work she'll be bringing goodie bags as a token of The Fed's gratitude.

She's also planning lots of competitions with prizes to be won on Workplace.

And here she is looking great in a blue carer's tunic, ready to help out on Willow Tree! If your department want to hire her for the day, she's very happy to muck in, as staff on Willow can vouch!



Staff Awards

In recognition of their hard work and efforts above and beyond the call of duty, Employee of the Month Awards for May, June, July and August were presented to:

(Clockwise from top left)

Simon Gears, CAST; **Roy Lenord**, Customer Services; **Paulo Bumba**, Customer Services; **Natalie Martin**, Hospitality and Care.



Nominating a colleague for the award couldn't be easier. You can respond to the monthly Workplace survey, email your nomination to robert.marks@thefed.org.uk or pop it into one of the boxes around the site!

If you're a volunteer reading this, remember you too can vote by email explaining why you are nominating a particular member of staff.

Fed is Crucial Public Health Messenger for Local Councils

The Fed received a huge vote of confidence from Bury, Manchester and Salford Local Councils earlier this year, when they commissioned us to produce public health information regarding Covid-19 safety and vaccine take-up on their behalf, tailored specifically for the diverse Manchester Jewish community.

As part of the brief, our Fed volunteers have been out and about on the streets of Manchester over the last few months. You may have seen them handing out thousands of leaflets, explaining the most up-to-date Covid advice and changes to the rules as they come into force, and importantly, encouraging people to take up the offer of vaccination.

The Fed's Marketing & Comms team have produced material in Yiddish as well as English ensuring that every section of the community has access to this vital information.



First Fed Maccabi Coffee-Stop in 18 months!

The first Fed Coffee stop in eighteen months at Manchester Maccabi, was a joyous reunion of familiar faces - with several more making a first appearance. The reduced capacity, due to Covid, didn't dampen the excitement of finally being able to get together with friends old and new as well as Fed staff and volunteers.



Volunteers Help Boost Vaccine Take-up

Not content with spreading awareness on the streets, Fed volunteers have also been helping out at vaccine centres across the community.



FED FAMILY ANNOUNCEMENTS

Welcome to **Vanessa Kuhillow** from all the Fundraising team. We're so excited to have you on board!

Welcome to two new members of the Volunteer Services Team, **Julie Abramson**, our Volunteer Coordinator Community Champion, and **Nadine Khanzadeh**, our Volunteer Coordinator for South Manchester.

Congratulations to **Collette Parton**, who got married on 1st October! Wishing you and your new hubby a long and happy marriage!

Lance Jacobson hit the big '6-0' on 11th Sept – wishing you a very special Happy Birthday!

Cynthia Parker, a member of our Activity Team, has a new baby grandson – born in September. Teddy's mum, Jess – Cynthia's daughter – is a member of the residential care team at Heathlands Village. Congratulations to Jess, Cynthia, and all the family!



Kate Ryder from the Activity Team held her son AJ's Christening in September. Congratulations to Kate, Steve, and all the family!

"A massive thank you to everyone involved in the recent floor moves. You all did a fantastic job as usual!"

Julie Dixon

"An extra-special thank you to all my team for your hard work and flexibility during COVID, covering sickness and the holiday season when we have been left short-staffed. The team has helped out working extra shifts, covering other areas within their roles, or just being flexible and adapting to suit the needs of the business and residents. You are all amazing and I am so proud to be part of a great team. Keep being the best you can be. Well done everyone."

Julie Dixon

A very big thank you to Sara and the entire CAST team for all their hard work running our Fed summer playscheme programme. It was a challenge to coordinate all the activities and children but the sessions were well received by the children and their families. Thank you for all your hard work.

Bernie Garner

Thank you to all staff for your efforts and hard work during the recent mock CQC inspection on site. The inspectors said Heathlands was a lovely place with happy residents and staff were so friendly, kind and caring.

Karen Johnson

Compliments Corner

Training and Quality Assurance Manager, Alison Lightfoot, shares recent positive feedback:

"The work you are doing at The Fed is amazing and making a huge difference. Thank you so much for all your hard work on this, and all the hard work of your staff and volunteers". – *Volunteering*

"We spoke with Beryl yesterday at the Lavender Hills. She is quite remarkable. A lot of that is of course the service and treatment that she has received. We can only say thank you endlessly to you all". – *D2A*

"There is really nothing I can say that will adequately describe the enormity of my gratitude to you all. Your team really is the jewel in Heathlands crown." – *Activities*

"I would like to thank you all so much for your help, support and wonderful caring for Dad since he fell ill. It has been a very stressful time for me but made easier by the advice and help received. The warmth, love & care you show to Dad makes me so appreciative". – *First Floor Residential*



The recent scene in the Third Floor Training Room! Night of the Living Dummies, or a very bored training group?

UPCOMING FED EVENTS

- ** Business Breakfast with Beaverbrooks CEO, Anna Blackburn - 25 Nov
- ** My Voice Volunteers Celebration - Jan - date to be confirmed
- ** Ladies' Lunch with Nicola Schindler - 19 Jan
- ** Whisky Tasting - 20 Jan
- ** Fed Friday - 4 Feb



Pictured L to R: Julie, Raphi, Karen Morse - Charity Box Manager, Kinga Norman from Heathlands Village care team, Natasha Sarak and Rochelle from Fundraising, Avital Gilbey from Volunteer Services, Joanne from HR and Barbara Wolfstein from Fundraising, who volunteered on the day.

TeamFed treks4thefed

More than 50 intrepid trekkers rose to the challenge and scaled the heights of the Lake District's Ullswater Way in mid-June. With the pandemic again preventing a return to Israel, our second trek4thefed in the English countryside took place under blue skies and baking heat.

Setting off at 7am, the team split into six groups, according to ability and experience, before beginning the hike which involved an ascent of over 1,000m of elevation over the day and covered an arduous 35km.

Raphi Bloom, our Director of Fundraising, Marketing and Communications reflected: "It was a fantastic day - physically challenging but full of camaraderie and commitment to The Fed, and it raised more than £25,000. Just fantastic!"

As well as Raphi, a number of Fed staff took part in the Trek, all of them delighted with their achievements.

Julie Abramson, who coordinates our Covid-19 public health messaging for local councils, remembers the Trek as "...a great experience - a chance

to push yourself out of your comfort zone. Walking in a group gives you that extra motivation you need when your feet and body are tired and sore."

Jo Ingber, our HR Manager, said that "...despite losing five toenails, the experience was fun and challenging! All the teams kept each other motivated, our volunteers kept us hydrated and fed with plenty of carbs to tackle the mountains, and as the donations poured in our adrenaline increased, knowing that we were doing all this for The Fed. It made every hour of the 11-hour journey worthwhile!"

And finally, Rochelle Broman, The Fed's Fundraising Manager, summed up the day and spoke for many, saying: "Bloody awful...but an amazing sense of achievement at the end!"

Well done to all who took part, thanks to the volunteers and staff who helped out on the day, and congratulations for pushing yourselves to the limit by going 'over the top' for The Fed!



47

victims of domestic abuse and/or violence supported

1,906



essential food support parcels provided



1,284

cases involving mental health support



31,500+

hours of volunteer support provided

1 in 8

Jewish households in Greater Manchester supported



4,385

calls for help answered



£150,000

of benefits claimed for clients