

The hidden world of MATAN B SAYSER

Elul 5777
September 2017



Matan B'Sayser in Action

Since its inception in March, 1984 Matan B'Sayser's mission has been to ease the plight of Cleveland's Jews in need while preserving their dignity and self-esteem. Matan B'Sayser has always operated "under the radar," *b'sayser*, quietly and discreetly.

We are presented with the dilemma that our very essence, respecting the privacy of the recipients of our organization, has led us to function without publicizing the scope of our work. However, due to the current economic needs of our growing community, the number of Jewish families in financial distress in Cleveland is fast on the rise. Matan B'Sayser is receiving more calls than ever before. We respond to these calls on a 24/6 basis, fielding financial and social crisis that few people outside the families involved are aware.

The current situation has required us to publicize some of the services that Matan B'Sayser provides.

These services include:

- Financial assistance for needy families
- Readymade food for Shabbos and Yom Tov

- Help with crisis situations
- Subsidization of rent and utilities
- Purchases of clothing and shoes for children
- Contributions towards medical costs and health insurance expenses
- Assistance for families with children with special needs
- Help towards bar mitzvah expenses
- Assistance in job placements
- Monthly stipends to help family heads so they can maintain a dignified position in their families

Matan B'Sayser functions almost exclusively on a volunteer basis. There is very little administrative overhead. Most contributions to Matan B'Sayser go directly to the recipients of our care. Contributions are urgently needed to enable Matan B'Sayser to continue to be the vital lifeline for Cleveland's needy Jews. Please join us in this very noble endeavor and special mitzvah. Contributions can be made to our website, matanbsayser.org or by mail to 3528 Blanche Avenue, Cleveland Heights, Ohio 44118. ■

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Greetings from Matan B'Sayser

Thank You Dear Loyal Partner,

It is due to your kindness that Matan B'Sayser has been able to serve our Jewish Community for close to 34 years. Since its inception in 1984, *this small organization with the big heart* has grown and increased its support of needy families in financial stress, many times over.

From its small beginning with annual allocations in the hundreds, it has now grown into an organization which benefits thousands of people annually.

It remains our mission to serve the community with discretion and dignity.

With warmest wishes for a *kesiva v'chasima tova*, a happy and healthy year for you and yours. May you always be on the giving and never be on the receiving end.

On behalf of the Matan B'sayser family,

Shoshana Klahr

Shoshana Klahr

Noemi Landau

Noemi Landau

Neché Moerman

Neché Moerman

From the desk of

HARAV AHRON DOVID GOLDBERG

Rosh Yeshiva, Telshe Yeshiva

Matan B'sayser has been the organization that has done the most throughout the years to help the needy families in our community in the most discreet and beneficial ways possible. May they continue to go from strength to strength in their wonderful work on behalf of the community and Torah institutions."

From the desk of

RABBI SIMCHA DESSLER

Educational Director, Hebrew Academy of Cleveland

For a third of a century Matan B'sayser has been a source of remarkable comfort and support making a profound difference in the lives of scores of individuals and families. Commensurate with the dramatic growth in Cleveland's Jewish community has been increased needs and, fortunately, Matan B'sayser has continued to provide financial assistance, food, clothing, supplies and intervention.

Perhaps Matan B'sayser's greatest accomplishment is that it successfully provides outstanding services while preserving the dignity and self-esteem of its recipients. Our community owes an eternal debt of gratitude to Mrs. Neche Moerman, Mrs. Noemi Landau and Mrs. Shoshana Klahr for their vision and dedication to this worthy cause."

From the desk of

RABBI NAPHTALI BURNSTEIN

Rabbi of Young Israel of Greater Cleveland

In the first paragraph of the Shemoneh Esrei we refer to Hashem as Elokei Avraham, Elokei Yitzchok, v'Elokei Yaakov, the G-d of each of our three forefathers. However, in the conclusion of this paragraph we only mention Magen Avraham, the Shield of Avraham.

There is a famous Gemarah in Pesachim that tells us that Hashem said to Avraham Aveinu, "Bcha chosmim, with you I will sign off." The Bnei Yissoschor explains that these words are referring to an era in time. The exceptional characteristic of Avraham was his *chesed*; Avraham's outstanding kindness to all. It is our commitment to this characteristic that will be our "sign off," the ultimate characteristic that will cause the end of our Exile and bring about the Final Redemption.

Our community is blessed to have an organization in our midst such as Matan B'Sayser that gives us the opportunity to fulfill both goals of *chesed*; it lets us have the merit to give and allows those in need to benefit greatly – it is a win-win situation.

Matan B'Sayser is very vital to our community. It not only helps our fellow Jews "survive;" by preserving their dignity; it allows them to "thrive" and grow within while still feeling so much a part of this special community.

Let us hope that as the Bnei Yissoschor says, "In the merit of the characteristic of *chesed*, may we be zoche to see the *geulah sheleimah*, Final Redemption."



The Kemach Program

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any families can somehow cope during the year; but when it comes to yom tov, they cannot manage financially and cannot afford even basic yom tov foods and other necessities. Kemach, a division of Matan B'Sayser, fills that void by allowing food to be purchased at greatly discounted and subsidized prices before the High Holidays, Sukkos and Pesach in order to help families defray the huge cost of yom tov expenses. Cash and food distributions exceed \$500,000.

Kemach is staffed by over 120 volunteers who work hard to organize the program, prepare and distribute the food. We are grateful to its many volunteers from all over Cleveland, for enabling us to provide this special service. You can find businessmen, Rabbis, lawyers, physicians, students and young boys all working harmoniously side by side. They come from all segments of the community with the sole purpose to volunteer for KEMACH. They go about their assignments with enthusiasm and courtesy. An aura of camaraderie is in the air.

The numbers of goods involved in Kemach is quite mind-boggling.

Close to **15,000** cases of goods are processed and distributed to over 580 families from all walks of life. Among products included are:

- **40,000** pounds of meat and poultry
- **Over 27,000** pounds of dairy products
- Close to **12,000** cans of tuna
- **Over 40,000** pounds of fresh produce
- **11,000** pounds of frozen produce
- Close to **5,000** 1/2 gallons of grape juice
- **Over 7,000** pounds of fish
- **Over 184,000** aluminum pans
- **Over 10,000** cases of disposable tableware and cookware



Partners in Shabbos

Partners in Shabbos is a unique and wonderful program that helps our fellow Cleveland families enhance their Shabbos tables. This program provides tasty and lovingly prepared foods to anonymous families in the area. People bring homemade or store-bought foods in large or small quantities to drop-off points in Cleveland Heights and University Heights. More than seventy women currently participate in Partners in Shabbos, offering Shabbos delicacies in a most discreet fashion, enhancing the tables of those who are served.

Naomi Schwartz, coordinator of this program, remarks, "What a beautiful chinuch opportunity to teach our children the lessons of *chesed* and how to live as a *nosei b'ole im chaveiro*. We pray and thank Hashem to always be on the giving end. Erev Shabbos, along with the food, we send our *tefilos* to Hashem to ease the family's financial burdens so they too can rejoice in Shabbos Kodesh.

Partners in Shabbos is a gem that epitomizes the goals of Matan B'Sayser; it is discreet and practical, involving many on both ends and beneficial to all."

This program succeeds because of gracious and kind vendors - Davis Catering, Issi's, Jerusalem Grill, and The Bagel Shoppe - who donate food generously week in and week out. This program succeeds because of the participation of wonderful vendors - Boris, Chef Dave's, Contempo Cuisine, Tibor's, and Unger's - who prepare food with munificence and consistency for this program. ■

Purim with Matan B'Sayser

KUDOS TO THE DERECH HATORAH BOYS!

It has now been over ten years that the boys in grades two through five who attend Yeshivas Derech Hatorah have partnered with Matan B'Sayser to raise funds over the Purim holiday. Dressed in humorous and idiosyncratic costumes, *pushkas* in hand, these boys have approached fellow Clevelanders at a time when all give charity with cheer and goodwill. No Simchas Purim can surpass the great feeling of having partaken in *Matanos L'Evyonim* in such an incredible way.

This year, under the guidance of Rabbi Moshe Berger and Rabbi Sender Stoll, the boys collected more than \$14,000 for Matan B'Sayser. ■



A Matan B'Sayser Bat Mitzvah

By Tehilla Altose

The first time I learned about Matan B'Sayser, it was January of fifth grade for me. I had made a batch of cupcakes that I did not need, and we decided to give them to Mrs. Landau, one of the Matan B'Sayser heads. We drove to her house on about a 30-minute notice. She greeted us with a freshly baked cake. From then on our relationship bloomed.

I baked for her several more times, and Mrs. Landau gave me the idea to help make Shabbos for Matan B'Sayser at my bat mitzvah. So that's what I did. At first, it was all just a dream, fantasy. Slowly but surely my bat mitzvah plans began to take place.

The night of my bat mitzvah we had approximately 50 girls baking or cooking. Watching it was amazing. The girls made challah, salad, potatoes, cake balls, and candy bags. The next morning, we packaged everything. The girls had tons of fun drawing and shaping "Good Shabbos", "Be Happy" and smiley face cards. The results totaled in 19 packages, wrapped and gorgeous. The whole experience was thrilling and definitely something I would participate in again. Matan B'Sayser is special, and everyone working with them knows that. ■



Shavous Bake Sale

Kol Hakavod to the wonderful co-chairmen Sydney Harris, Esti Rokowsky and Bleemie Gold who pulled off a most beautiful bake sale on very short notice.

An array of many delicious baked goods was tastefully displayed, from challos, breads and rolls to desserts, soups, dips, side dishes and a large selection of various cheese cakes, babkas and other cakes and cookies all tastefully wrapped and presented. Gorgeous flower bouquets were personally designed by Milana Gofman. Thank you to Fariba Diamond, the "hostess with the mostest" for graciously offering her lovely home.

A very warm thank you to Alice Dickman, Batsheva Frankel, Esther Keller, Chani Zwick, Aliza Koval and to Bassi Goldstein, Racheli Harris, Rivky Robbins and Malka Schwartz for setting up. ■

Thank You Letters to Matan B'Sayser

This email will not be enough to express our gratitude to your holy organization and to the wonderful people behind it. The monthly check was easing our survival in the last few years.

Thank
You!

Thank you so much for all your kindness, snacks, meals, and especially your words of chizuk. I have been overwhelmed with the tremendous acts of chesed, pure of heart with no motive other than to help and relieve the pain of others. The emotional connection will last a lifetime. The lessons that I learned in Cleveland I will iY't continue and spread wherever I go.

We can only imagine and be inspired by the many hours of physical work and sensitivity that is invested in Kemach...the planning ahead of a myriad details and galvanizing a team of dedicated workers to carry out plans in a most organized, smooth, and seamless fashion. It is truly incredible! You have made yom tov much easier and more enjoyable for so many.

We couldn't manage without your help. Thank you for the time you took to speak to me. I needed it and appreciated your advice.

How can I sufficiently express the unbelievable surprise and happiness when I found your envelope in our mailbox? We did not know how we could possibly make ends meet and there came your most generous gift. My happiness knew no bounds and my family saw me literally dancing in the dining room with the envelope in hand! How can we ever thank you enough?!

The money you sent us for Shabbos was a huge blessing. You should know that the very next day I was able to get my youngest Shabbos treats that she had been asking me to get her for weeks. With the rest of the money I purchased meat and our weekly preparations and Shabbos meals were enhanced. Thank you....tons.

Words are inadequate in expressing our deepest hakoras hatov, appreciation, for providing assistance to make our yom tov beautiful and b'kovodik, respectful. Every year we get teary eyed when witnessing your incredible outpouring and the help you grant us. May Hashem bless all those involved in this incredible organization.

To those who partake of Kemach, those who contribute money and time to all aspects of the program - we realize you take into account the needs of the recipients and provide according to what is necessary for the yom tov. We realize the levels of chesed and generosity involved and appreciate that all is done with efficiency and a smile. We have heard of Jews who, in the merit of their involvement with chesed, have warranted entering under the wings of G-d's benevolent grace. May G-d reward you for all the good you have done for us.

Comments from the Community

Having had the *zechus*, merit of volunteering for Kemach for many years, I do not have enough words to express how impressed I am.

Kemach is for families who have tremendous expenses especially before *yomim tovim*. The organizers and the people behind the scenes work from dawn to dusk with a smile and make the recipients feel good; people's needs are met not only physically but also emotionally. Done in a modest and unassuming way necessities are provided on various levels.

The volume of the goods, especially before Pesach, is very impressive. Families do not have to ask for assistance; rather Kemach seeks them out and provides them with the ability to procure their needs for the holidays in a most dignified way.

— Dr. Michael Harris
MetroHealth

Matan B'sayser quietly serves some of the neediest and most deserving families in Cleveland. The volunteers who works with Matan B'sayser are modest, efficient and devoted to their calling. It is my sincere pleasure to support Matan B'sayser and encourage all of the Cleveland community to do so.

— Ari Jaffe, Esq.

Approximately one year ago, Mrs. Moerman asked me to join her and Mrs. Landau at Matan B'Sayser. Since then I have been amazed at the amount of *chesed* that these two women perform. The wide range of people that they help is truly impressive. Every situation is given much time and thought as to the best way to be of help. Although as the name says, everything is done B'Sayser - in a hidden manner- you, our supporters, should be informed of some of our many projects, as showcased in this newsletter. Without the generosity of the Cleveland Jewish community, Matan B'Sayser could not continue to help so many fellow Jews.

— Shoshana Klahr

Matan B'Sayser accomplishes the special mission represented by its name - anonymous support for those in need by those who wish to help. It assesses the needs in the most confidential and sensitive way and spares no effort to meet those needs. It represents one of the highest levels of *tzadaka* as explained by the Rambam."

— Harry M. Brown, Esq.

Tzorchei amcho merubin heim.... and this only continues to increase. It is a tremendous opportunity for the community, both to contribute and volunteer for Matan B'Sayser. For those who volunteer, it is such an amazing experience; immeasurable and cannot be taught in any lesson.

Matan B'Sayser is there for anyone, people are sheltered and Matan B'Sayser does a superb job in a quiet manner. Only they know who is being helped. Matan B'Sayser is a most beautiful organization; it is a prime way to observe and learn how one should perform *chesed*. They are there to help with dignity, compassion and sensitivity.

Matan B'Sayser is a model of *chesed*, it is something we should all try to emulate."

— Dr. Shlomo Koefman
Cleveland Clinic

There are many charities in Cleveland and around the world which all need our help. Matan B'Sayser is unique because it addresses an issue that is essential to me. In a personal and sensitive way, it provides local children with the essentials they need in order to succeed."

— Tehillah Stelzer



3528 Blanche Road
Cleveland Hts, Ohio 44118

Projects of Matan B'Sayser

PURIM CARDS, MATANOS L'EVYONIM

Available in Beachwood:

Mrs. Debby Senders

2489 Beachwood Boulevard • 216.381.9293

Mrs. Shana Goldberg

24214 Greenlawn Avenue • 216.291.0126

Available in University Heights:

Mrs. Michelle Roberts

4405 Churchill Boulevard • 216.297.0974

Available in Cleveland Heights:

Mrs. Sydney Harris

3587 Severn Road • 216.932.1364

MATCHING MILESTONES

As you celebrate your own simcha, please share your joy with others who cannot afford the expenses that a simcha incurs. For more information contact:

Batsheva Frankel: 216.292.4784

Shoshi Klein: 216.691.9918

Mariam Pollak: 216.932.8504

KEMACH

A bi-yearly distribution of yom tov foods and goods at reduced prices.

STORE PROJECT

Shoppers have the opportunity to donate \$1, \$3 or \$5 at checkout counters of local vendors.

MATAN B'SAYSER GREETING CARDS

To obtain greeting cards or have them sent to a friend, please call 443.301.6135 or email matanbsaysercleveland@gmail.com.

ANNUAL SHAVUOS BAKE SALE

For information or to volunteer please call:

Sydney Harris: 216.650.2701

Esti Rokowsky: 216.397.2954

Bleemie Gold: 216.932.0728

PARTNERS IN SHABBOS

For more information or to volunteer please contact Naomi Schwartz: 301.385.8946 or madebynaomi@gmail.com

PUSHKAS

Matan B'Sayser pushkas are available for your home. To have a pushka picked up or delivered, please contact:

Chantel Modes: 216.536.2481

CAR MAGNETS

Look out for our car magnets and attach them to your car to proclaim your support for the mission of Matan B'Sayser.



To learn more about Matan B'Sayser or to make a contribution please contact us:

by mail:

3528 Blanche Road
Cleveland Hts, Ohio 44118



by phone:

216.321.0803
216.321.2075



online:

matanbsayser.org
matanbsaysercleveland@gmail.com



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