



e-Newsletter
SPECIAL EDITION!
November 2010

Dear Friends and Colleagues,

I am pleased to share with you this portion of an article from Israeli newspaper Ha'Aretz that will appear as a supplement on the occasion of the General Assembly of the Jewish Federations of North America taking place in New Orleans November 5th through November 9th. The article features Israel Elwyn's partnership with the Aroma Israel coffee chain.

THE POWER OF GIVING ■ GA/2010 >>

COFFEE FROM THE HEART

What started in 1994 as a local espresso bar on Jerusalem's Hillel Street has since become the well know **Aroma Israel** chain, consisting of 120 branches around the world with an exceptional commitment to social responsibility / Natalie Page



Aroma Israel currently runs 104 coffee shops in Israel, four in Europe, five in Canada and four in the US (three in New York and one in Florida), where it is known as Aroma Espresso Bar. And yes, more stores are on the way.

The secret to Aroma Israel's success is the chain's adherence to its core values: quality coffee, fresh and healthy food, reasonable prices, a pleasant atmosphere and good service. Another fundamental value, which naturally evolved with Aroma Israel's growth, is a firm commitment to social responsibility and community service.

"We have unofficially been involved in social responsibility from the get go," notes Noam Gdalyahu, Aroma Israel Corporate Social Responsibility Manager. "We started hiring disabled people when we were only one store in Jerusalem. Yariv Shefa, founder and owner of Aroma Israel, wasn't concerned with the future at the time; he simply thought that he could help these people, so he gave them a job. Since it was such a success, Aroma Israel also hired disabled people in new shops it opened."

Today, almost all the outlets have special needs staff members - approximately 150 disabled employees in total, 3-5% of all the workers. "As most of our cafés are in major commercial areas, it is a great way of integrating special needs people into society. They feel part of the community and the clients adore them, making their employment a huge success," remarks Gdalyahu.

Changing lives

Daphna Shahaar, owner of the Aroma Israel espresso bar at the Diamond Stock Exchange in Ramat Gan, is a great supporter, with three disabled people on her pay roll. The most experienced one, who oversees cleaning, has been working for her practically since the shop opened eight years ago.

"He is almost 60 years old, but mentally he is only eight or nine years old," says Shahar. "It has brought me great satisfaction to watch him grow through the job. For example, when he started

Now, he is much more focused, and it is the outcome of working at Aroma; the experience has definitely changed his life. At times we encounter difficult situations, but even these he has learned to handle better. I have grown to love him, and as far as I am concerned he will always have a job here. I consider it a privilege to have him as an employee."

Aroma Israel's search for a partner that would be able to provide it with the knowledge, coaching and support it needs to strengthen the employment of disabled people led to a partnership with Israel Elwyn, an organization that works to provide special needs people with the tools required to lead more independent lives within the community. "We have been working with Elwyn practically since we opened the first café," notes Gdalyahu.

In the beginning, the chain hired mostly people who were mentally challenged, and eventually expanded - and continues to expand - to include people with other types of disabilities, such as physically and emotionally impaired and autistic people. "We have now, for instance, started hiring people with hearing impairments. They cannot work at the register, but there is no problem for them to make sandwiches. It requires some adjustments, but since the orders are printed out in the kitchen, they are able to work quite independently," explains Gdalyahu.

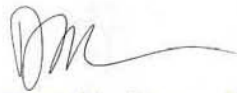
This year, the Aroma Israel-Israel Elwyn partnership has yielded additional cooperative efforts. The packaging of disposable cutlery offered at Aroma branches was transferred to Israel Elwyn's "Tomer Devora" social enterprise in Jerusalem, which employs women with physical disabilities or cognitive and sensory impairments. "The move was not a dramatic one, we just changed suppliers, but it has provided work for more than 40 disabled women," says Gdalyahu.

Please let me know if you have any questions or comments about the e-newsletter or any of Israel Elwyn's programs or activities by contacting me at marcu@IsraelElwyn.org.il or by phone at 972-2-641-5448.

You can also contact one of our North American offices: **United States:** (215) 830-9995 or **Canada:** (416) 787-1151 x 300

If you would like to make a contribution either online or by check, please see the details below.

Sincerely,



David B. Marcu, Chief Executive Officer

Israel Elwyn's mission is to provide the means to achieve independence, integration into the community, and dignity for persons with developmental disabilities.

Please support the tireless work of Israel Elwyn to provide state-of-the-art services in the areas of childhood early intervention, rehabilitation, residential living, vocational training and employment services for persons with special needs by making a gift:

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by **check payable to:**

American Friends of Israel Elwyn, PO Box 828284, Philadelphia, PA 19182

Canadian Friends of Israel Elwyn, 74 Tycos Drive, Toronto, Ontario M6B 1V9



e-Newsletter - November 2010

Dear Friends and Colleagues,

This month we are pleased to report on the formal recognition Israel Elwyn received from the Mayor of Jerusalem during a ceremony recognizing outstanding Aroma Espresso Bar Israel Ltd. employees with disabilities. We also share with you news about the wonderful celebration of long time Israel Elwyn leader Stuart Rudoler and his wife Shari in Philadelphia.

Mayor of Jerusalem Recognizes Supported Employees in Groundbreaking Public-Private Partnership (see below)

Israel Elwyn Pays Tribute to Shari and Stuart Rudoler in Philadelphia



Shari and Stuart Rudoler, IE Vice Chairman for Board Development

Nearly 100 people gathered on the evening of October 19, 2010 in Villanova, Pennsylvania to honor Shari and Stuart Rudoler for their service to Israel Elwyn and to the Jewish Community. Stuart has been an IE Board member for seven years, bringing a dedicated Jewish spirit and personal commitment to excellence and fiscal responsibility that has been part of IE's leadership in the field. We salute the Rudolers and look forward to Stuart's continued leadership with IE in the months and years to come.

David Marcu shared with those gathered about the long standing connection IE has to the Greater Philadelphia community and provided an update on Israel Elwyn's accomplishments as well as signature projects like the planned first-of-its-kind Seniors Center that will be a green building located in the Jerusalem neighborhood of Kiryat HaYovel.

Shari and Stuart live in Bala Cynwyd, Pennsylvania where Stuart is President of Lower Merion Synagogue. Shari is an attending physician and Assistant Professor in Radiation Oncology with Jefferson University Hospital. Stuart is Director of Business Development at American Flux & Metal, a specialty metal manufacturer, as well as the founding partner of Rudoler & DeRosa LLC.

Shari and Stuart have three children, Jeremy, Joey and Helen, who attend Perelman Jewish Day School and Barrack Hebrew Academy. Jeremy had the wonderful experience of volunteering this past summer at Israel Elwyn's Occupational and Vocational Training Center in Ra'anana.

Mayor of Jerusalem Recognizes Supported Employees in Groundbreaking Public-Private Partnership



Aroma employees with special needs maintain some 100 sports fields and recreation sites in Jerusalem.

In a ceremony hosted by the Mayor of Jerusalem on November 7th, the work of outstanding employees with disabilities who have made a major contribution to Jerusalem's sports fields as part of a three-way partnership among the City of Jerusalem, Aroma Espresso Bar Israel Ltd. and Israel Elwyn was recognized. Other attendees included senior Aroma executives, officials from the City of Jerusalem and the Ministry of Social Affairs and Social Services, families of the supported employees, and Israel Elwyn (IE) staff and management.

The unique public-private partnership, whose aim is to maintain and restore some 100 sports fields and recreation sites in Jerusalem, was initiated by Aroma, under the leadership of Yariv Shefa, the chain's Chairperson and Founder. Two teams of four Aroma employees with special needs and an IE team leader and job coach travel to sites throughout Jerusalem, where they clear away weeds and debris, repair and paint equipment and benches and replant gardens in parks, playgrounds and school athletic fields. In the process, the workers have learned to work with pruning shears and leaf blowers and know the 'ins and outs' of recycling paper and plastic.

The project's influence is widespread. The physical appearance of these sites has been upgraded and their use has grown and the supported workers are employed in jobs they enjoy. In addition, students at local schools have had what is for some their first exposure to people with disabilities and, in working side by side to improve the condition of school playing fields, have come to appreciate that we are all members of the same community.

Aroma employs the workers, who join the many dozens of other people with disabilities employed since 1996 at Aroma's more than 100 branches throughout Israel. Many of these determined individuals with disabilities have been placed and supported in their jobs by Israel Elwyn for many years, resulting last year in the fact that IE was chosen as Aroma's community partner.

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