

בעזה"ש

FROM SEP. 12, 2017 2PM
UNTIL SEP. 13, 2017 2PM



WORLD'S

SHORTEST

AUCTION

\$1M IN 24 HOURS

Refuah Helpline is partnering with Charidy.com to bring you
an auction like you've never seen before. Hurry before it's gone!

In one day,

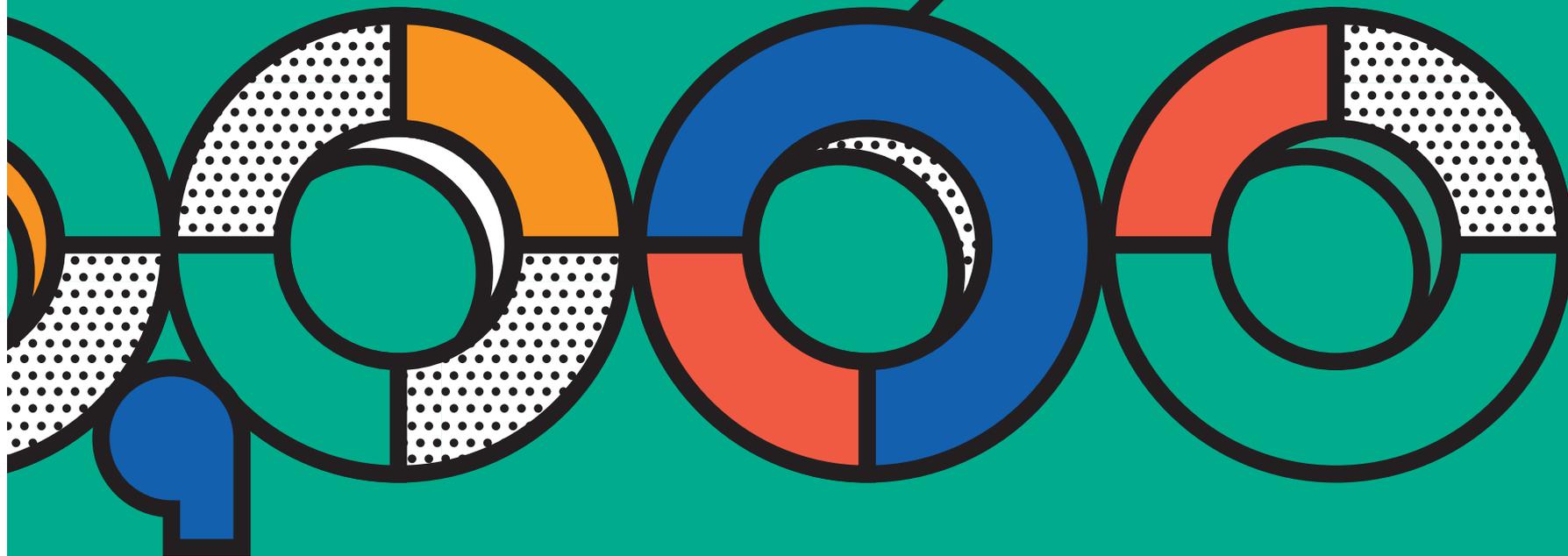
\$1,000,000

24

24 HOURS

Donate all month long until 9.13.17 at 2PM and see your donation listed on Charidy on the auction day! We have to reach our **\$1,000,000 MARK** before we run out of time. Every second counts, so spread the words so we'll make it!

y, we'll raise



4x THE POWER

Every dollar you donate will be **INSTANTLY QUADRUPLED** by our generous matchers. For every dollar you give, cholei Yisroel get 4! This is your chance to quadruple your impact and **MAKE A REAL DIFFERENCE.**

24 HOURS TO ERASE THE PAIN

Refuah Helpline does it every day: Taking life's **LONG, NEVER-ENDING** medical crises, and making them feel **SHORTER** and more tolerable.



On 9.12.17,
starting at 2:00 PM, we'll reach
Refuah Helpline's goal.

Let's tap into the power of Charidy.com/Refuah to
raise **HIGH, IMPOSSIBLE** amounts for cholei
Yisroel in a very **SHORT** time frame.

**ACCESS THE WORLD'S SHORTEST AUCTION
ALL MONTH ON CHARIDY.COM/REFUAH.**



Who is Refuah Helpline?

1996.

Chana Breindel Landau, a young working mother, puts her life on hold. A weak, middle-aged Yerushalmi Yid who only speaks Yiddish landed in Boston for cancer treatment, bewildered and alone. Mrs. Landau is there for him, translating medical communications, soothing worries, explaining treatment protocols, and advocating on his behalf.

2017.

One plea for help swelled into hundreds of cries for help each day. The phones ring off the hook, and the Refuah Helpline team work together, putting their lives on hold for others. Refuah Helpline caseworkers advise, comfort, research, soothe, and most importantly – keep hope alive.



For a patient, every painful moment feels like forever – until Refuah Helpline takes the reins. Suddenly, his journey through pain **SEEMS SHORTER**, and the dream of health doesn't seem so far away.

When life is on the line, they lean on Refuah Helpline.

“You were a heaven-sent shaliach from Hashem, guiding us in a time when we were so lost...”

“Early morning and late in the evening – Shabbos and yom tov – when your own child was in the hospital and during a family simcha – you were always there with a listening ear, guiding us in such a soothing and reassuring way through a nightmare of an illness. You never let us give up hope...”

This campaign is
in memory of

זכרון
לעין רחל בת ר' שלמה ע"ה
מתל



4x THE RELIEF

A 4-PRONGED APPROACH TO
LIGHTEN HEARTS AND ERASE PAIN:

Medical Referrals

Patient Advocacy

Case Management

Chazak Support Groups

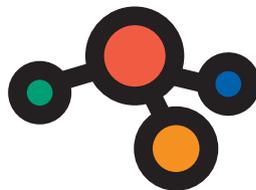
Long stor

MEDICAL REFERRALS + RESEARCH

Newly diagnosed cancer. Anxiety. Open-heart surgery. PTSD. Conditions ranging from physical ailments to mental health conditions all share a common thread: Refuah Helpline knows precisely which specialist can treat it and which treatment will be most effective.

The phones at Refuah Helpline never stop ringing. The phone conversations only end when the right doctor is identified or a promise for thorough research is made – no matter what it takes.

A second opinion is needed? Refuah Helpline finds another professional – and then another.



Hours of legwork needed to obtain medical records and transfer them to top doctors? Refuah Helpline walks the extra mile.

DOCTORS ADMIT DEFEAT? REFUAH HELPLINE NEVER DOES – just doubles the hours spent researching new medical breakthroughs to save the patient's life. Oceans of pain pour through the phone lines every day. With patience and sensitivity, every unspoken fear is addressed, every complication is simplified, and every problem is solved.

REFUAH HELPLINE



There's nothing like sharing a laugh or cry with someone who really knows. Chazak support groups provide patients and their family members with a safe haven of support,

acceptance and newfound strength.

Chazak consists of over 20 support groups for different conditions, where members come together to learn and rise above their challenges. Together, parents of children battling cancer and other complex medical disorders derive strength from their shared pain, and share resources to throw each other a helpline. Bereaved children express their grief and find solace, and spouses of patients gain advice and understanding from others who share their burden.

Chazak is the place where **HUNDREDS OF HEARTS FEEL LIGHTER, VOLUMES OF FEARS ARE LIFTED**, and loneliness disappears.

CHAZAK SUPPORT GROUPS

dry short:

RELIEF SERVICES

PATIENT ADVOCACY

A doctor is only available in 3 weeks. Suddenly, he can see the patient the next day.

A specialist declines to give second opinions to a patient who is not under his care. Suddenly, his expert opinion arrives and completely changes the patient's treatment plan.

137 patients applied to join a clinical trial, but only 10 patients can take part. Suddenly, Refuah Helpline's patient is selected.

THE MAGIC KEY THAT UNLOCKS ALL DOORS?

Years of expertly forged and carefully maintained connections. Appreciation gifts, thank you banquets, medical seminars hosted by Refuah Helpline and inside knowledge all play a role.

The seeds for patient advocacy are consciously planted during every interaction between the Refuah Helpline staff and health professionals.

Because when a patient's life is at stake, nothing in the world should stand in the way.



CASE MANAGEMENT

You can never predict what will come after a diagnosis. The only thing you can be sure of is: Refuah Helpline will leave no stone unturned. The moment patient's first call is answered, an unspoken



commitment is made: No matter where this takes you, we'll be at your side. It may involve hours of collecting medical records, emailing contacts across the global medical community, and corresponding with experts in the wee hours of the night. Days are spent connecting the patient to organizations who provide funding for his specific illness. Weeks and months are spent researching possible diagnoses, medical solutions and specialists. Oftentimes, it means simply listening with true empathy, addressing paralyzing fears, and gently guiding his focus to the light at the end of the tunnel. But at all times, it simply involves being available. It could be 3:00 am, Seder night or Yom Kippur at Kol Nidrei.

THE MOMENT A PATIENT CRIES OUT FOR HELP, REFUAH HELPLINE IS THERE.



6800

MONTHLY CALLS | 280 AVG DAILY CALLS

12,000+

PERSONAL PHONE NUMBERS OF DOCTORS

736

RESEARCH TRIALS COMPILED OVER 2016 YEAR



\$1.8M YEARLY BUDGET | 65K/WEEK



1300

CANCER PATIENTS REFUAH ASSISTED

85% cancer patients in remission

2300+

PATIENT FILES SENT TO DOCTORS WORLDWIDE

2016 IN N



25

REFUAH
HELPLINE
STAFF
INCLUDING
RESEARCH
DIVISION

162 interfacility transfers

0

0% GOVERNMENT FUNDING

73

HOSPITALS
WORKED WITH

362

worldwide cases

65 THOUSAND NEW REFUAH CASES



24 HOUR EMERGENCY PAGER SERVICE

NUMBERS

What is Charidy.com?

Charidy.com is a groundbreaking fundraising system that revolutionized the power of giving.

This unique online platform enables vital organizations to raise **UNPRECEDENTED AMOUNTS** of money in a **VERY SHORT TIMEFRAME**.

Most importantly, Charidy.com raises your dollars to record levels of impact.



HOW DOES IT WORK?



IT'S A RACE AGAINST THE CLOCK.

Donate all month long until 9.13.17 at 2PM!
We have to reach our goal before we run out of time.
Every second counts.



IT'S ALL OR NOTHING.

We must reach our \$1,000,000 goal, otherwise all donations will be refunded and cholei Yisroel will remain without a dime. Rally your friends and family to sprint to the finish line and make it happen! Help us reach our goal all month and win big via Charidy.com/Refuah.



4x THE CASH

THE SHORT ROUTE TO A LARGE IMPACT

Every dollar you donate will be instantly quadrupled by three generous matchers. For every dollar you give, struggling patients receive \$4.

WITH CHARIDY, YOUR DONATION IMPACT QUADRUPLES!

\$2,000  \$8,000

\$1,000  \$4,000

\$500  \$2,000

\$100  \$400

SEE YOUR POWER
IN REAL TIME ON
Charidy.com/Refuah

WIN FROM 4 EN

PRIZE



EPIC

IZE CHOICES.

SAVE CHOLEI YISROEL FROM DISTRESS.

Reap instant and
eternal returns.



4x THE REWARDS

WIN FROM 4 EPIC PRIZE CHOICES!
SHORT DECISION-MAKING.
LONG-LASTING VALUE.

REFER A FRIEND...

AND KEEP WINNING!

Here's how it works:

ONE



Buy tickets ASAP on
Charidy.com/Refuah

TWO



Check your inbox for a
confirmation email

THREE



Send your special
referral link to friends

FOUR



They donate via your
link – you get free tickets!



INFINITE REWARDS

For **EACH AND EVERY FRIEND** that donates
via your link, receive **ONE FREE TICKET** to
any prize of your choice!

Dear Friend,

HOPE FOR CHOLEI YISROEL IS IN YOUR HANDS.

Every day, the many phone lines in Refuah Helpline ring nonstop. 14 lines are not enough to accommodate the ever growing need. Each call answers the plea of a father, mother, spouse or child in desperate need of urgent medical guidance.

Refuah Helpline's caseworkers listen, advise, research, educate, guide, encourage, accompany, liaise, and support thousands of seriously ill patients and their families each year. They connect patients with leading doctors nationwide, opening doors to the best medical facilities and treatment centers. Our decades of experience and expertise ensure that patients struggling for their health and life can attain easy access to the most recent medical research and cutting edge treatment options. *But we need partners, we cannot do it without your help.*

Refuah Helpline's 2016 operating cost was approximately 1,8 million dollars. As the number of cases increase, our financial needs rise. **By joining the 2017 Refuah Helpline Auction, you ensure that no call from a Yid in need goes unanswered.**

In the name of our brothers and sisters battling illness, we thank you from the depth of our hearts for your support. This enables the vital link that allows desperately needed help to reach them and shine some light at the end of their painfully dark tunnel.

In merit of your generosity, may you and your family be blessed with good health, happiness, and prosperity.

WITH DEEP GRATITUDE,

Hanna Landau

Founder
& The Refuah Helpline Team



TICKET PACKAGES

KEEP ON WINNING!

YOUR DONATION	DONATION IMPACT Matched 3 times	REWARD TICKETS* Choose from any of 4 rewards	REWARD #1 WINNINGS See Page 19
\$50	 \$200	1	CASH PRIZE WINNINGS \$10,000
\$75	 \$300	2	CASH PRIZE WINNINGS \$10,000
\$100	 \$400	3	CASH PRIZE WINNINGS \$10,000
\$150	 \$600	4	CASH PRIZE WINNINGS \$12,000
\$180	 \$720	6	CASH PRIZE WINNINGS \$14,000
\$250	 \$1,000	9	CASH PRIZE WINNINGS \$16,000
\$500	 \$2,000	20	CASH PRIZE WINNINGS \$18,000
\$1,000	 \$4,000	42	CASH PRIZE WINNINGS \$20,000

*Reward ticket amount is based on your exact dollar donation.

HOW TO WIN

 **ORDER ONLINE**
Charidy.com/Refuah

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718.682.2017 | 845.637.3637

 **ORDER BY FAX**
845.215.0189

 **ORDER BY MAIL**
9 Meron Dr #104 | Monroe, NY 10950

 **ORDER BY EMAIL**
Donate@RefuahHelp.org

DISCLAIMER: Drawing will be held Thursday evening, September 14, 2017. Winners will be informed on the night of the auction drawing and will be listed on www.RefuahHelp.org/Charidy on September 14, 2017. All prizes must be picked up by Friday, September 15, 2017. Not responsible for items left unclaimed after deadline. Photo ID and Social Security card are required at time of pick-up. Prizes cannot be awarded to any person other than the actual winner. Pictures are for illustration purposes only. The winners will receive either the prize reflected by the book image or a purchase voucher for a similar item. Refuah Helpline reserves the right to give cash value instead of prize shown for a cash sum whose amount will be less any discounts Refuah Helpline has received according to an agreement made with the prize provider. Cash value shown indicates customary retail value and may not reflect discounts given to Refuah Helpline by prize providers. Refuah Helpline reserves the right, in addition to those other rights reserved herein, to modify any date(s) or deadline(s) of any prize shown. Some prizes may have blackout dates. Winners must consent to the use of his/her respective name, photograph, and/or likeness for advertising or publicity purposes for this and similar promotions without compensation. All prizes exceeding \$600 will receive a 1099 form. Refuah Helpline Auction Orders received after the raffle drawing will be processed as a donation. No purchase necessary. Additional restrictions may apply. Refuah Helpline is a 501(c)3 organization.

Auction Date

FROM 9.12.17, 2:00 PM
UNTIL 9.13.17, 2:00 PM



REWARD #1

\$20,000 Endless Cash!

SPEND MORE. WIN MORE.

SPONSORED BY

לע"נ הילד יוסף מאיר ע"ה בהר"ר יואל הי"ו בחי'ן
נפטר י"א תמוז תשע"ז לפ"ק - נתנדב ע"י משפחתו



**Winnings are based on
your prize package!**

SEE PAGE 17

DONATION	WINNINGS
\$100	\$10,000
\$150	\$12,000
\$180	\$14,000
\$250	\$16,000
\$500	\$18,000
\$1,000	\$20,000

Those “if only I had the money” dreams you’ve got? Let’s make them come true. Go the extra mile for cholei Yisroel, and watch your pile of cash grow up to \$20,000 cash! Donate more to win more!

REWARD #2

Longest Vacation Ever

12 AIRLINE TICKETS



SPONSORED

לרפואת הילדה שרה ריקל בת חנה לרפ"ש



Hop across the world and broaden your horizons with 12 airline tickets to the location of your choice. Explore a new exotic region a month, make that once-in-a-lifetime family vacation happen, or just keep those tickets handy for whenever the travel bug bites. Max value is \$10,000.

REWARD #3

Long for Diamonds

\$10,000 IN JEWELRY



www.Charity.com/Refuah

SPONSORED BY

the showroom
on13



Shorten the path to your dream jewelry piece. Enter the Showroom on 13 with \$10,000 and leave with a bigger, more luxurious jewelry piece than you ever dared wish for.

REWARD #4

Shortcut to Home

\$10,000 IN RENT OR MORTGAGE

SPONSORED BY



Desperate to escape the heat this summer?
Rent or mortgage due dates bogging you down?
Don't sweat it for long. Cut your worrying short
with \$10,000 toward your rent, mortgage, or
summer home, and breathe easy.

PAID



SPONSOR

A CASE

AT REFUAH

Refuah Helpline is there to take on each new case and journey, turning **PAIN** into **HOPE**.

Sponsor a caseload.

Take the zchus of **LIGHTENED BURDENS** and **LIGHTER HEARTS** with you forever.



Take a load off their shoulders.

Every case that reaches a Refuah Helpline caseworker's desk brims with **ANGUISH** and **FRAGILE HOPES**. Each case brings its own fears, struggles, and needs.

Who are the true heroes at Refuah?

Case workers are there at every step of each journey, advising, arranging, problem solving, and comforting with their care and concern.

When you sponsor a caseload, you take part in patients' **HOPE-FILLED JOURNEYS** with Refuah Helpline.



How it works:

JOIN OUR JOURNEY!

DONATION	YOUR ZECHUS	YOU RECEIVE
\$5,000	ONE DAY OF Case Management	<ol style="list-style-type: none"> 1. Your name + your loved one's name inscribed in the Refuah Helpline Zechusim Journal 2. A placard one our office wall in the zechus of a loved one through the duration of your sponsorship 3. Receive an image of the placard via email
\$4,000	ONE DAY OF Medical Referrals	<ol style="list-style-type: none"> 1. Your name + your loved one's name inscribed in the Refuah Helpline Zechusim Journal 2. A placard one our office wall in the zechus of a loved one through the duration of your sponsorship 3. Receive an image of the placard via email
\$3,000	SIX HOURS OF Global Medical Research	<ol style="list-style-type: none"> 1. Your name + your loved one's name inscribed in the Refuah Helpline Zechusim Journal 2. A placard one our office wall in the zechus of a loved one through the duration of your sponsorship
\$2,000	FIVE HOURS OF Mental Health Referrals	<ol style="list-style-type: none"> 1. Your name + your loved one's name inscribed in the Refuah Helpline Zechusim Journal 2. A placard one our office wall in the zechus of a loved one through the duration of your sponsorship
\$1,000	THREE HOURS OF Chazak Support Groups	Your name + your loved one's name inscribed in the Refuah Helpline Zechusim Journal
\$500	THREE HOURS OF Patient Advocacy and Connections	Your name + your loved one's name inscribed in the Refuah Helpline Zechusim Journal

1 hour of a Refuah caseworker.

What happens in one day? What happens in one hour. These **TRUE-LIFE SNIPPETS** from **A REAL CASEWORKER, YOSHI,** illustrate a tiny bit of what Refuah does in a single hour.

**WHEN LIVES ARE
IN YOUR HANDS,**

**an hour slips by in
the blink of an eye.**



The phone rings with a surgeon on the line. He is seeing a patient whose aggressive cancer was recently removed, and is trying to explain the next step in the treatment process. The doctor sighs, "Honestly, the patient and his wife don't seem to understand what I'm saying." He asks if Yossi can take the phone and explain the options and risks to the patient in layman's terms.

3:00 PM

Mr. & Mrs. T, whose young daughter was just diagnosed with a complex and rare diagnosis, are crying - they're desperate for reassurance that it's all one big mistake. Yossi's heart is breaking - he wishes he could make it all go away. But he does offer a listening ear, a healthy dose of hope, and the promise to help them find every new treatment for this rare illness.

3:12 PM

3:19 PM

Sam, an EMT, is driving a medical team to the airport to meet an unconscious Israeli patient with a liver emergency that flummoxed Israeli specialists. Yossi arranges for the ambulance to get immediate access to the gate where Flight #468 is scheduled to land, and paves the way for the patient to be transferred to the hospital, where a team of expert surgeons wait to perform emergency surgery.

3:28 PM

Yesterday, 9-year-old Aui complained about pain in his eye and blurry vision. Today, the results of the tests Yossi had recommended are in: this isn't a mere need for glasses – it's a brain tumor. After a minute in silent sadness, Yossi swings into action, sending the file out nationwide to find the best possible surgeon and treatment option. There's no time to stay stuck in grief; it's time to bring hope to life.

3:36 PM

A distraught Boruch had been slated for a foot amputation. Yossi referred him to a renowned specialist for a second opinion. The phone rings with an elated Boruch on the line; thanks to the second opinion, he was guided to a different course of treatment and is leaving the hospital today with two feet!

3:42 PM

Instead of donning his shtreimel and reveling in his son's milestone, Yanky will be spending the night of his son's bar mitzvah in the hospital, alone. Or so he thinks. Yossi is arranging for a live-stream and cake platter, which he will personally take over to the hospital tonight, all while advocating for Yanky's medical care.

3:47 PM

After Yossi's extensive research, top doctors in Texas have been located to treat Leah, who lives in Israel and was recently diagnosed with a sarcoma. Yossi calls Leah to relay the wonderful news: She will be able to stay close to the comforts of home, as her drug was approved to be given in Israel on a compassionate basis.

3:52 PM

Experts with experience removing a rare tumor from the jaw of an 8-month-old is urgently needed. Yossi already spent two days on this innocent infant's complex case, searching for a medical center that can perform this complex surgery for such a young patient. Today, Yossi finally locates a top-notch multidisciplinary pediatric team, including a head and neck surgeon, ENT, oral maxillofacial surgeon, plastic and reconstructive surgeon, and oncologist at a Boston hospital equipped to perform and care for this child.



Shulem's Story.

Chicago, several weeks to Shavuos. Shulem F. woke up in the middle of an unusually hot night in May, coughing uncontrollably. "Are you alright?" his wife asked. "I'm fine," Shulem replied, even though a sinking feeling told him he wasn't fine.

Thirteen years ago, as a young bochur of fourteen, Shulem found the first lump that started his and his family's three-year torturous battle against lymphoma. Three years of pain and suffering. Three years watching his mother weep into her Tehillim every erev Shabbos.

Three years of chemotherapy, nausea and endless tests. And then, right before Rosh Hashana, the tests finally came back clean. He got to start building his life again, catching up on the three years he'd missed, getting married, starting his family, and teaching boys at the local cheder. That dark, helpless chapter in his life was finally over.

Or so he thought. Now, thirteen years later, Shulem was brought back to those black times. What he had hoped was a chance coughing fit became a nightly occurrence, and then a daily one as well. In the stunningly short timespan of one week, Shulem's coughing and breathlessness worsened until he simply couldn't breathe anymore.

The doctor at the same hospital which had treated him years ago was sympathetic, but didn't mince words. "The treatments you were administered years ago are taking their toll on you. Honestly, people don't last very long without working lungs or a transplant. Your best bet? Pray."

All that Shulem had built up since his remission—his family, his life, his

happiness—felt like ash in his mouth. Hopelessness and despair, feelings he had buried long ago, came back to him like they'd never gone. He couldn't

bear to tell his parents that the battle never finished. Instead, he turned to his *ruv* for hope. But today, his *ruv* had practical advice as well: Refuah Helpline.

As soon as Shulem and his wife called Refuah Helpline, they felt a load lift off their shoulders as they heard the caseworker's reassuring hopes and promises. A mere few hours after calling, their caseworker called back with treatment options and a plan of action. As the caseworker explained what the road ahead would be and Shulem's wife diligently wrote

down the outline, Shulem didn't hear a thing—all he heard was the hope and promise of life in the caseworker's voice.

Five days before Shavuos, Refuah flew Shulem from Chicago to Manhattan's Columbian Presbyterian, where he would wait, together with a team of the best lung experts in the universe, for a set of lungs. His wife and children were home over Shavuos, davening and hoping. It was only on motzei Shavuos that they received the miraculous news: Shulem had gone into surgery and received a brand new set of working lungs, and was now safely recovering.

The next morning, the Refuah caseworkers had a surprise for Shulem: his wife, still in Yom Tov clothing, with their youngest child. As his child joyfully rushed up to hug him, Shulem began to feel breathless—but this time, with happiness, not pain.

Now, months later, Shulem is *baruch Hashem* fully

recovered from his surgery and back at his teaching job, preparing for Rosh Hashana. The Refuah Helpline caseworker's work

is not over—he still monitors Shulem monthly and maintains an open line of communication. **At Refuah Helpline, hope isn't just alive, it is flourishing.**

**THAT DARK, HELPLESS
CHAPTER IN HIS LIFE
WAS FINALLY OVER.
OR SO HE THOUGHT.**

**THE NEXT MORNING,
THE REFUAH
CASEWORKERS HAD A
SURPRISE FOR SHLOIMY.**



**Mount
Sinai**

Mount Sinai Health System

Salutes

Refuah Helpline

And acknowledges its great service to the community

Kenneth L. Davis, M.D.
President and CEO



Soliant Names
Orange Regional Medical Center

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HOSPITAL IN THE U.S.**



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CONGRATULATES

REFUAH HELPLINE

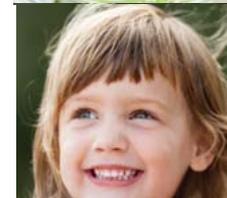
on their efforts to connect patients and families
with excellence in health care

NewYork-Presbyterian/Morgan Stanley Children's Hospital offers exceptional care for infants, children, and adolescents. Affiliated with Columbia University College of Physicians and Surgeons, the hospital attracts patients from across the country and around the world. The hospital is home to renowned programs in congenital heart disease, organ transplantation, pediatric surgery, pediatric cancer, sickle cell disease, neurology, urologic reconstruction, neuromuscular disorders, and trauma care, and also offers special healthcare programs for neighboring communities.

NewYork-Presbyterian/Morgan Stanley Children's Hospital

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