

PROFILE PERSPECTIVES

EMERGENCY CHARITY RESPONSE

A single, middle-aged woman, who had spent her life caring for her infirm parents and disabled sister, now faced her own health crisis when she developed a disfiguring skin condition. Becoming grotesque in her own eyes, this new setback was more than she could handle. The medical treatment, estimated to cost thousands of dollars, was far higher than her basic secretarial salary. A small circle of neighbors and community members knew her plight. It was clear that her case was a priority, and a generous donor approached PFO to handle the situation. PFO investigated the story and confirmed its authenticity and urgency. Within three days, the woman received funding to begin the necessary medical procedures.

Two children, aged 3 and 6, were alone in the kitchen of their small home for only a brief moment when a hot urn crashed down on them, dousing them with scalding water. Both children suffered second-degree burns to 60 per cent of their bodies and spent time in critical condition at Hadassah Hospital's Burn Trauma Unit. The doctors recommended a specially designed "burn suit" made in the United States for severe burn victims, which needed to be worn at all times during the healing process. The treatment required two suits per victim to facilitate the cleaning of one while the other was being used. Each suit cost \$1,000, and the social workers at the hospital raised the funds to buy one suit for each child. The father – a dishwasher at a school – did not have the means to buy the two burn suits. A family foundation heard of the crisis and contacted PFO to act on its behalf to ensure that the second set of burn suits would be purchased and sent to the boys.

The disengagement from Gaza uprooted nearly two thousand Jewish families in the summer of 2005. Families found refuge in hotels, hostels, trailers and tents. The living conditions were very poor, with many people suffering with social, family and employment problems. A benefactor was moved by the images she viewed on

television and resolved to help those who were the most needy. She instructed her financial advisor to liquidate a portion of her investments and asked PFO to act on her behalf to give cash gifts to 150 families from the former settlements of the Gush Katif bloc. While clothes and toys were always appreciated, this woman felt that cash was the most needed gift, and so each recipient received an envelope of 18 two hundred shekel bills totaling NIS 3,600 - "Double Chai" - from a totally anonymous donor. The project took several days to complete and was performed with professional accountability and discretion.

The three scenarios described above are vivid examples of Profile Family Office's crisis response program, which is comprised of three basic components:

- i. **Rescue** – Basic necessities, including medicine, food, clothing, and cash.
- ii. **Stabilization** – Stabilizing the turbulence caused by the crisis by helping the victims return to work or finding them new employment to support their families, and helping reconnect friends and family.
- iii. **Rebuilding** – Rebuilding the victims' psychological confidence and motivation to move on with their lives, perhaps even more profoundly than before the crisis.

When a crisis strikes, the urge to help is natural, and the understandable reaction is to donate selflessly and generously. The problem is that the loudest, biggest and best-packaged non-profits professing to help the most are not always the best solution. In many cases, two issues become apparent once the flames die down: do the emergency funds actually reach the most needy, and what about the often-neglected follow-up work for those worst hit? PFO's team helps maximize charitable gifts in times of emergency, and assures donors that their generosity makes an impact that is both caring and bold.

The ultimate measure of man is not where he stands in moments of comfort, but where he stands in times of challenge and controversy.

- Martin Luther King, Jr.

CONTACT

The Profile Family Office is a division of Profile Investment Services, LTD. With a presence in Jerusalem, Tel Aviv, Florida, and New York, Profile Investments helps an international clientele with both their investment and philanthropic portfolios. For more information, please contact PFO@profile-financial.com, or go to www.profile-financial.com.

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