

APHASIA ADVOCATE

ADLER APHASIA CENTER | Summer 2021

Leaving a LEGACY WORTH ASPIRING to



At a time when most people who had rewarding and busy careers might have chosen to simply relax in retirement, Chrysa Golashesky had another idea - helping people with aphasia in a meaningful way.

A long time Center staff member, Chrysa recalls the first time she and her dad, John, a stroke survivor with aphasia walked into the Maywood Center in summer 2003. Chrysa was about to begin a volunteer position in the computer lab for the Center's August grand opening. Her dad, a physically fit man in his 80's, wanted to see the Center himself and joined her. A retired tool and die maker who worked on precision parts for NASA and pacemakers, John was fascinated with the electrical closet housing the computer's hardware and software. While Chrysa prepped the computer lab for its first

members, her dad spent hours checking the utility connections to ensure that everything met his own high standards for the August opening.

When the Center opened a few weeks later with John's special seal of approval, he became the first member to sign up at Adler, staying on until 2009. Here he watched his daughter make a profound impact on the lives of fellow members. Elaine Adler also took note of her impact and urged her to join the Adler staff in 2004. In addition to building the Center's highly successful technology program as its first Technology Coach, Chrysa became the Program Director for *Something Special*, a new venture for the Center. "It was an opportunity to share my marketing background. I wanted to help the founding members of our store program actualize their dream of starting a small business to advocate for aphasia while raising funds for the Center," Chrysa said.

Something Special was born out of the members' desire to find an avenue for them to teach others about aphasia while giving back to the very place that helped them transform their lives. A retired telecom marketing executive with an extensive corporate resume, Chrysa found the ideal opportunity to help Center members practice their communication skills while designing and making gifts and jewelry. Going beyond simply overseeing the *Something Special* program, she leaned on her professional expertise in sales and marketing and taught members how to develop the business through branding, forecasting, building profit margins, creating distribution channels and forging relationships with corporate partners, all while they reinvented themselves as productive members of the community. Together, Chrysa and participating members created a Scholarship Fund from their proceeds as their way of giving back, which has provided 170 full Center scholarships to members to date.

Over the years, Chrysa often looks back at how her dad gained so much as a member; how members have blossomed by becoming volunteers themselves; and how she has personally connected and grown with the Center. For her, this was incentive enough to making a lasting contribution to its long-term growth. She adds, "By providing for the Center in my will as a percentage of my estate, I hope to leave a legacy that will make a difference in this community so that others with aphasia can benefit as much as my dad and other members have."

John passed away in 2013 a month before his 98th birthday, keeping up with his exercise routine until 6 weeks before his passing. Chrysa adds, "Now that's another legacy I aspire to!"

SOMETHING SPECIAL IS STILL OPEN FOR BUSINESS DURING COVID!

- Our business team is delivering bead kits to and retrieving finished gift items from our member crafters working from home.
- Our reps are taking orders from our frequent shoppers who can make appointments by calling 201.368.8585 and leaving contact information.
- We are staying connected to our corporate partners via:
 - Virtual Snack and Learns: We are hosting employees virtually to learn about aphasia through our members', caregivers' and volunteers' aphasia journey, while providing training and communication tips.
 - Virtual Beading Buddies: Employees are learning to craft jewelry/gift items as members demonstrate their techniques while sharing their stories. Corporate partners cover the cost of materials and are delivering bead kits to employees.

Shop online at
www.somethingspecialaphasia.org

THE ADLER APHASIA CENTER LEGACY SOCIETY

Please consider a future gift to the Adler Aphasia Center to enrich the lives of people with aphasia, their families and communities. Your gift can create a legacy of care by continuing to support those living with aphasia and their caregivers.

Contact Naomi Gewirtz,
Adler Aphasia Center CEO, at
201.368.8585 or email
ngewirtz@adleraphasiacenter.org
to get started.

LEGAL NAME:
The Adler Aphasia Center

ADDRESS: 60 West Hunter
Avenue, Maywood, NJ 07607

FEDERAL TAX ID: 02-0687863

ADLER APHASIA CENTER

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**in memory 2003-2015*

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MESSAGE FROM OUR PRESIDENT AND CEO

I hope this message finds you well. Although these past months have posed enormous challenges for everyone, the gratitude from our members and caregivers, our volunteers and our staff, knows no bounds. Personally, I have been blessed to have an opportunity to work with and for such a proud community of people who brighten the lives of everyone they touch. Our staff has continued to be creative and engaging and our members have continued to not only show up each week, but offer their own skills, interests and talents as ways of diversifying our virtual groups. It continues to impress me to see our program's participation rate by our members and caregivers and to proudly say we have even gained new members during this time.

Looking forward, we recently completed the extensive process of upgrading our technology which will benefit all virtual programming as well as our in-person program when we return to the Center. In addition, the Bergen County Sheriff's office provided a generous donation to the Center and built a handicap accessible ramp at our Maywood location. And we are thrilled to announce a new designated space for our West Orange program, when we open our doors once again.

Facing life disruptions during the pandemic provided us all with strength in our experiences and the opportunity to face them with a newfound positivity. I'm hopeful that when this newsletter reaches your mailbox that those who are members, caregivers and volunteers will be hearing from me and our clinical staff about our re-opening in the fall. Life has already changed for the better, providing so many of us with opportunities to visit and embrace with those missed most.

To those of you who participated on some level in our recent Gala, we thank you. With the commitment of our leadership and staff and most importantly, your generosity, we felt everyone's support. Mostly, we are grateful that you continue to see the value of the services we are providing to the aphasia community.

I look forward to welcoming you back in just a few months. Until then, be safe and be well,



MESSAGE FROM OUR FOUNDER

In the grip of this pandemic, our members and caregivers tell us that we are

providing a lifeline to them. A lifeline that is allowing them to stay connected to their Center friends, to practice their speaking, and to simply maintain a routine. Our extraordinary staff and volunteers have made this their priority during these difficult times and we are all so very grateful to them. I encourage you all to throw them a lifeline too and express your appreciation when you can. They are truly our heroes!

My best to you and your family,

Your SUPPORT Means the WORLD TO US!

With appreciation, we acknowledge the following foundations and funders for their grant support during the pandemic, as of this publication date:

- | | |
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OUR WEST ORANGE PROGRAM IS MOVING TO A NEW LOCATION!

When we can open our doors again, our West Orange members will be meeting in a new location:

B'nai Shalom • 300 Pleasant Valley Way • West Orange, NJ 07052

For more information, contact Sharon Glaser, M.S, CCC-SLP at

sglaser@adleraphasiacenter.org or call 551-287-2237.

Caregiving in times of COVID

Adler's formal caregiver support groups, now a signature program of the Center, focus on the challenges faced by caring for a person who cannot communicate the way they once did. When the pandemic hit, the Center rapidly reconfigured its priorities and pivoted to a telehealth format to stay engaged with both members and their caregivers.

Adler's Life Coach, Tamara Heimlich, Ph.D., the architect behind the Center's robust caregiver program since 2017, facilitates ten caregiver support groups a month for Maywood, West Orange and Aphasia Communication Group caregivers. Her groups continue to be a lifeline as evidenced by the words of a few of our caregivers below.

Rosemary, a longtime caregiver to her son with aphasia, was one of the first to sign on to Maywood's virtual caregiver groups. She has found the virtual groups even more relaxing when talking from her own home than in-person. "These meetings are even more important now, since I am at home all the time. The groups are a highlight of my week. It's comforting to see them on Zoom. They often add ideas or resources I hadn't thought about. At one meeting, the importance of exercising and getting fresh air was discussed. That's when I started my morning walks. This makes me feel motivated and proud of myself. I would have never put this simple act on my radar without hearing it at a meeting. I feel so fortunate to have other caregivers in my life."

Initially, Karen, a newer Maywood caregiver, was uncertain whether the Zoom groups would provide the same kind of support as the in-person groups. But everyone quickly adapted. "The pandemic cut off a lot of socialization, so the weekly meeting is really important to me. It is a time to connect with those who are living with similar circumstances and don't judge." She adds, "Tamara keeps us updated by emailing a plethora of weekly articles on a variety of topics. She provides us with speakers who share best practices in monitoring meds, yoga, and guided meditation. If I didn't participate in this group, I'd be struggling more with my journey as the wife of a recent stroke survivor. Aphasia alone can cripple the desire to talk with others and that, coupled with the pandemic, makes it even harder to navigate joy."

For the male caregiver, however, longstanding stereotypes can make the experience even more challenging. As the majority of the Center's caregivers are female, the support groups tend to have a female perspective. Although slowly changing now, men in previous generations were also not often socialized to be caregivers; rather it was a role many of them learned in a crisis.

For Paul, whose wife Jackie suffered a stroke and aphasia 10 years ago, his early caregiver role was a bumpy one. As the family's breadwinner, he was suddenly tasked with not only being the family provider but caring for his 2 young children. Paul had no time to take care of himself, much less attend caregiver groups. But he felt a strong obligation to give back to the Center, where Jackie has benefitted enormously from the program. Paul was asked to serve on the Center's Board of Directors several years ago and has not looked back. When West Orange caregiver groups were offered virtually during Covid, Paul was eager to participate. Ironically, some of these groups now include men - a welcome sight to him. Here, he has felt a true kindred spirit with the other men, all of whom are new to the caregiver role. As a seasoned caregiver now, Paul has found another unique way to give back - to his male counterparts. "We talk differently in these groups with just men present. We're all trying to balance work while being the best caregiver we can for our spouses." Paul adds, "Like nearly everything in life, I find that you get what you give and I'm thrilled to be able to participate in this capacity."

Since the pandemic, the Center has provided more than 1,500 service hours to the Caregiver Support Group program. Additionally, the Center is grateful to the Robert & Joan Dircks Foundation as the recent recipient of a \$15,000 grant supporting this vital program.



Paul Koury and Family



On June 9th, our annual Gala was held virtually as a live stream event to raise awareness and funding for Adler Aphasia Center's Scholarship Fund, highlighting the stories of many of our members and caregivers as they navigate their lives with aphasia. One of the night's exclusive events included Emmy Award-winning anchor, Steve Adubato, Ph.D., and NJ Senator Loretta Weinberg engaging in a lively conversation about the impact the Center has made on the aphasia community both locally and around the world.

Close to 200 people viewed this very special event. And thanks to the support of so many, we raised \$190,000 for scholarships, enabling members to participate in our innovative programming whether virtually or in person when we open our doors again.

Our sincere appreciation to the following 2021 Ad Journal Sponsors for their support:

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You can still watch the event via this link: <https://adleraphasiacenter.org/voice-of-inspiration-gala/>

COMMITTED to doing GOOD

During the pandemic, each day can bring significant challenges and pressures on the operations of a nonprofit organization and on its leadership. But our Board and CEO have risen to the occasion with compassion, integrity, resilience and ingenuity. When the pandemic broke out in March 2020, the Center immediately pivoted to its Telehealth program, providing programming to members and caregivers virtually, understanding that continuity of therapy was vital to all.

Since March, the Center has provided more than 25,000 service hours, while offering a reduced tuition fee or no fee at all. Close to 70% of our members and caregivers are actively participating in weekly groups. Our virtual program now offers 15 weekly online therapeutic group activities and 10 monthly caregiver support groups. Programming includes discussion groups on topics of interest; arts programs; life-cycle celebrations; and live-streamed fitness classes. Additionally, Adler clinical staff is calling each registered member periodically to check in.

The Center's Telehealth program will continue until the Center's doors can open once again with confidence for the safety and health of our members, caregivers, staff and volunteers.

WAYS TO



There are a variety of ways you can make your contribution to the Adler Aphasias Center, one of the few community-based, long-term rehabilitation centers in the country dedicated to providing a therapeutic environment of innovative programming for people with aphasia and their caregivers.

GIFTS OF CASH: Make an immediate impact upon our mission and receive a charitable income tax deduction. For 2021:

- Taxpayers who take the standard deduction are eligible for a **\$300 charitable deduction (\$600 for joint filers)** for gifts of cash to the Adler Aphasias Center.
- **100% Charitable Deduction Limit:** Taxpayers who itemize deductions are eligible to deduct cash gifts to the Adler Aphasias Center up to 100% of their Adjusted Gross Income.

GIFTS OF SECURITIES: Gifts of stock are an easy and tax effective way for you to make a gift which permits you to avoid paying capital gains tax on the sale of long term appreciated stock while potentially receiving a charitable income tax deduction. Contact Naomi Gewirtz at 201.368.8585 for instructions on how you can transfer securities from your brokerage account to the Adler Aphasias Center.

IRA CHARITABLE ROLLOVER: Qualified charitable distributions are available to those 70 ½ or older. The distribution must be transferred directly from your IRA to the Adler Aphasias Center. Contact your IRA plan administrator to make a gift from your IRA and notify Naomi Gewirtz.

CHARITABLE BEQUEST: You can make a gift through your will or trust or by using a beneficiary designation form on your life insurance policy, retirement account, donor-advised fund or bank or brokerage account. If you make us a beneficiary, please let us know! All planned gift donors are inducted into our Legacy Society.

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PRIVATE FOUNDATION: Consider supporting the Adler Aphasias Center through your private foundation to provide immediate impact for those living with aphasia and their caregivers.

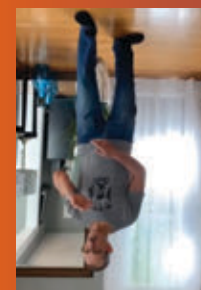
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Full service Centers located in Maywood, Toms River and West Orange, NJ.
Aphasias Communication Groups located in Bridgewater, Haddonfield, Hammon, Maywood, Monroe, Morristown, North Bergen, Scotch Plains and Toms River, NJ.



members participate in this popular group. painting, meditation and travel. More than 20 drawing, karate, how to bartend, collectables, have included nutrition & exercise, dancing, groups that have been introduced to members groups in this ancient practice. Other Teach In practicing Tai Chi for 35 years and led one of our Teach In group. Member, Paul P., has been the pandemic is a Member



Telehealth program during participate in as part of our that our members can one of the 15 Zoom groups

Connecting Communities AND Interests Virtually



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