



**Aiding Needy  
Holocaust Survivors**

# The Blue Card - Year in Review

*2020 Highlights and Achievements*

December 3, 2020

# Note from the Executive Director – New Announcements and Happy Holidays



Dear Friends,

This year has been challenging for everyone. Nevertheless, The Blue Card is working hard to ensure it does not stay that way. Our team has been delivering vital Holocaust survivor assistance and services in new ways, providing emergency funding and supplies, virtual resources like webinars and teleconferences, and wellness and mental health enhancements for our clients.

We are proud to share with you, The Blue Card's 2020 Year in Review, and hope that you can help support this essential institution that serves over 3,000 needy Holocaust survivor households each year. The Blue Card is immensely grateful for your continued support and dedication to our time sensitive mission of aiding needy Holocaust survivors. This has allowed us to carry out our critical work in supporting vulnerable Holocaust survivors. The Blue Card continues to be honored by receiving designations such as One of the Best Jewish Charities by the Federal Times, accreditation by the Better Business Bureau, and Independent Charities of America Best in America Seal of Excellence, and most importantly, a four-star rating from Charity Navigator. Our achievements, successful programs, and ability to adapt in times of crisis would not be possible without your commitment. As survivors age, their needs become greater. Compounded by the current global health crisis, survivors are turning to The Blue Card more and more to help them financially, physically, and emotionally.

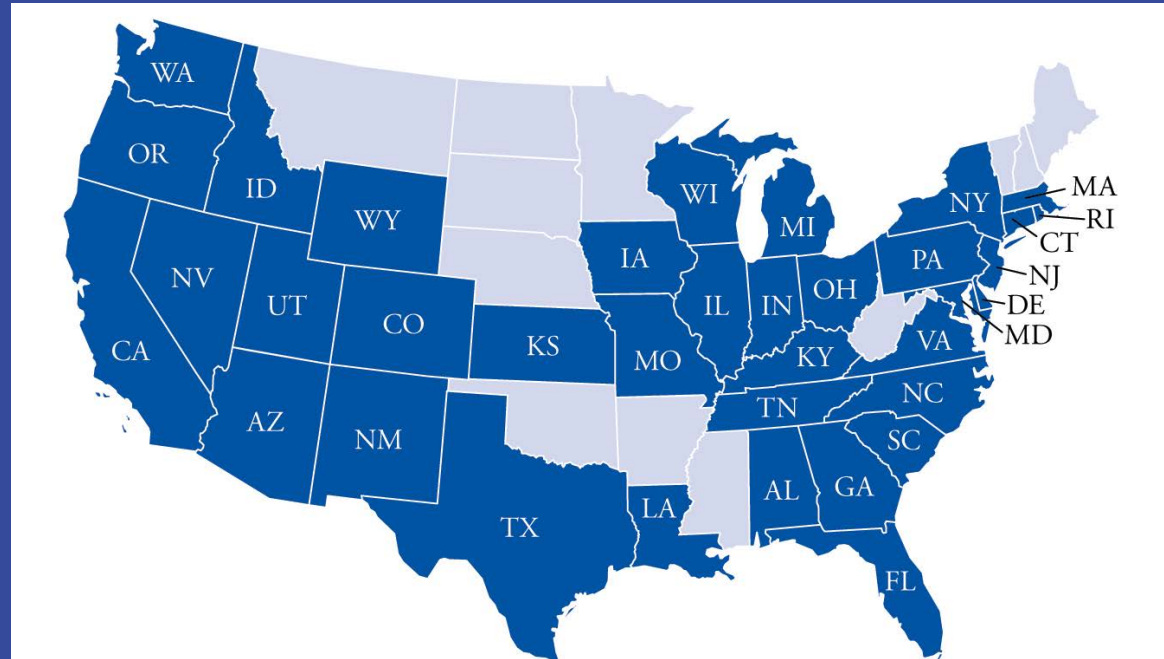
We thank you for all that you do for The Blue Card and look forward to continuing this critical partnership which helps thousands of Holocaust survivors nationwide.

With gratitude,

A handwritten signature in blue ink, appearing to read 'Mg', is positioned above the printed name and title.

Masha Pearl  
Executive Director

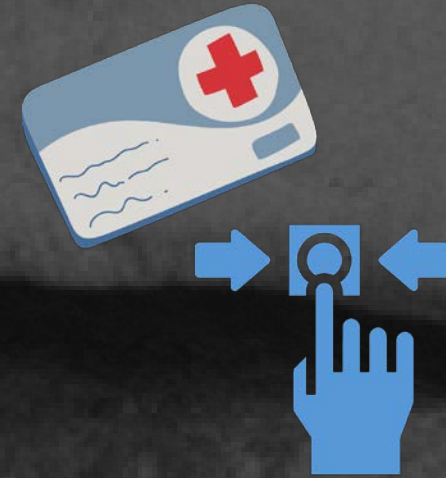
In 2020, The Blue Card provided vital support to over 3,000 Holocaust survivor households in 35 states.



Services provided were through The Blue Card's core programming, as well as through critical programs designed to better serve survivors and initiatives specifically to provide relief and aid during COVID-19.

EMERGENCY CASH ASSISTANCE PROGRAM

EMERGENCY PREVENTION PROGRAMS



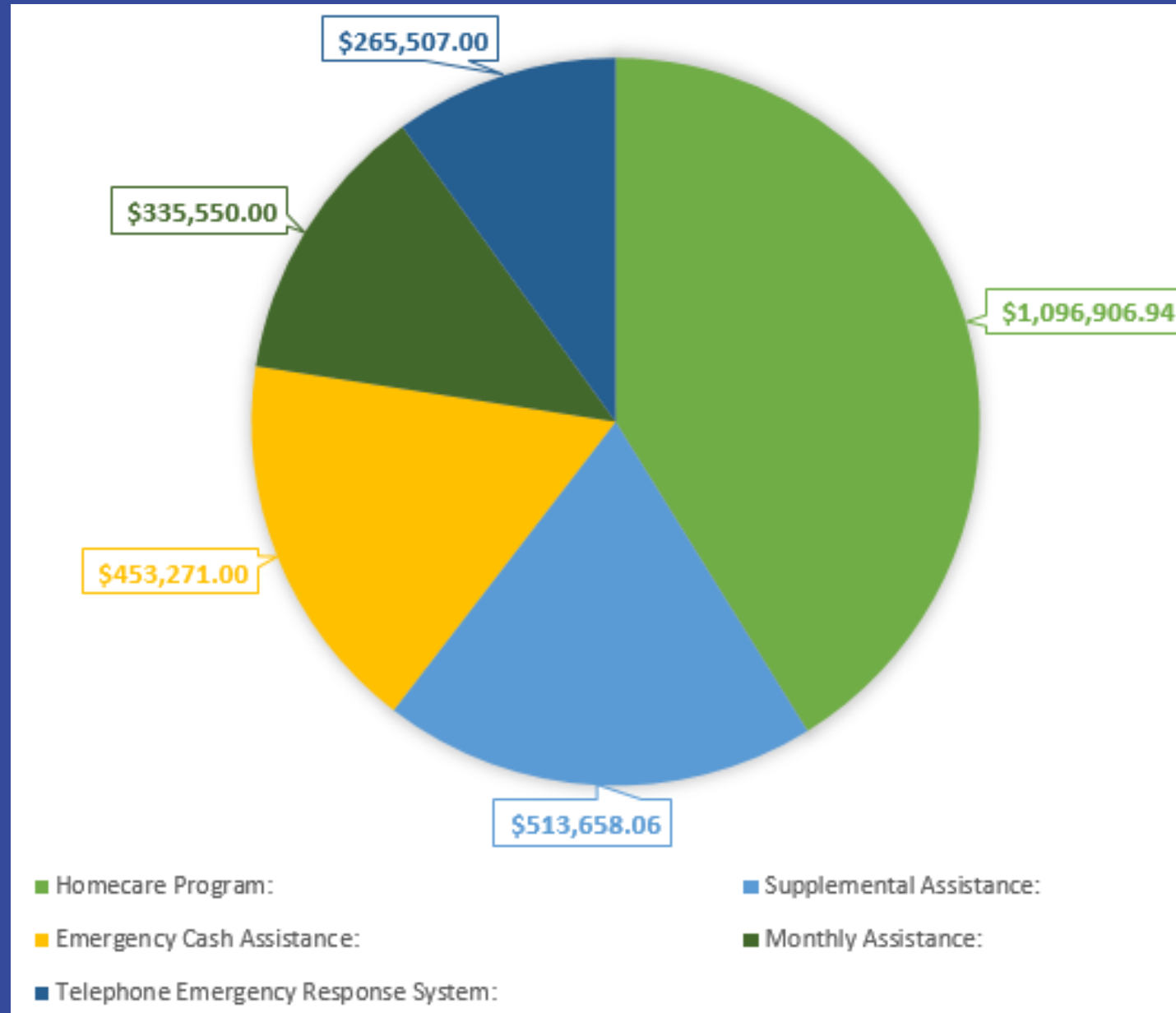
# THE BLUE CARD CORE PROGRAMS



HEALTH AND WELL-BEING PROGRAMS

EDUCATIONAL AND OUTREACH PROGRAMS

# THE BLUE CARD'S GRANTS AT A GLANCE



# Meet Eva C. – one of The Blue Card's recipients in NYC.

Eva was born in 1925 in Yugoslavia, to a middle-class Viennese family. In 1941 her father Arnold was arrested by the Ustashe, Yugoslav Nazis. He was later murdered in the gas chambers of the Treblinka concentration camp in Poland. The Ustashe came back and stole her family home at gunpoint, making Eva and the rest of her family homeless. The Ustashe also stole two of her family's businesses. Eva and her remaining family fled Zagreb in 1941 to the Adriatic Coast which was then occupied by the Italian army. During her time there, Eva was imprisoned in two Italian concentration camps, Kraljevica and Rab. Being in the Italian concentration camps actually saved Eva's life, as they did not murder the prisoners, but instead, protected them from the Croatia Ustashe and the Nazis. After the Italian capitulation in 1943, she joined the Yugoslav resistance against the Nazis as an army nurse, and later as a staff artist on a Yugoslav resistance newspaper in the mountains of Yugoslavia.



Today, Eva is ninety-three years old and lives alone in New York City. Eva depends on government aid, as well as on the assistance that she receives from The Blue Card. She has been a client of The Blue Card since 2006, receiving continuous support on a monthly basis, as well as Jewish holiday grants and birthday gifts. Additionally, The Blue Card purchases Ensure supplement drinks and provides her with a Telephone Emergency Response Unit System. The Blue Card makes sure that Eva is treated with dignity and has the comfort she deserves.

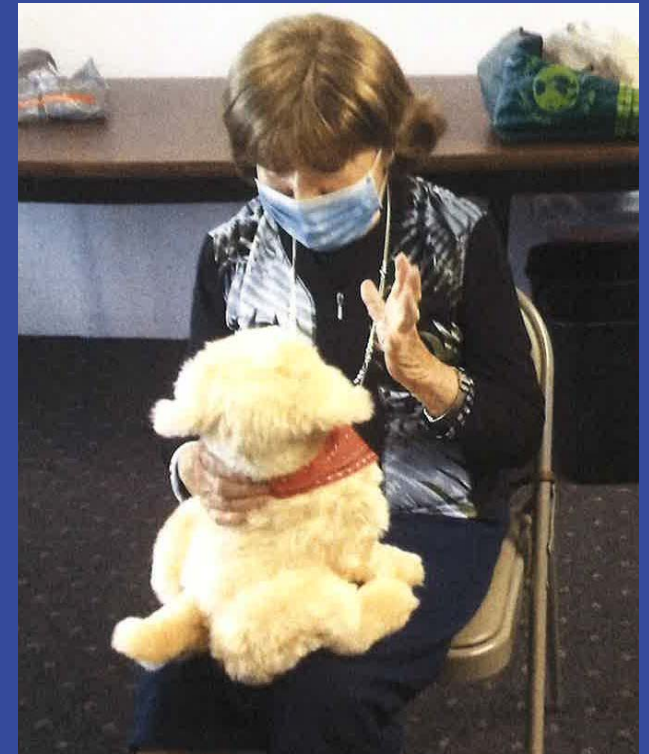
# Meet Goldie J. - one of The Blue Card's recipients in Palm Springs, CA

When Goldie's small town of Fryszak, Poland was invaded, she and her entire family of ten were forced into hiding in a pig barn. With no room to stand or lie down, the family was confined to their tiny quarters. They hid there for three years, having dug an emergency dugout hole under the pigs so they could hide when they heard the Nazis. Constantly hungry, thirsty, lice infested and not once changing their clothes, survival was a miracle for the family - their entire town was killed by the Nazis. The Blue Card has been assisting Goldie since 2002 through a number of different programs including: the Telephone Emergency Response System unit, Monthly Stipend and Jewish Holiday and Mazel Tov birthday grants. The Blue Card also assists Goldie with her property tax payments to ensure that she stays in her home for as long as possible.

The Blue Card staff is like family to Goldie and they cherish her very much and admire her immensely for her strength and courage to speak to both children and adults about her story. A natural and charming speaker, Goldie speaks often at schools, universities, temples and other events about her experience and the importance of remembering the Holocaust and the devastating impact that hate can have on humanity. Being the proactive and positive individual that Goldie is, she decided to take matters into her own hands and help out in any way that she can! Goldie is personally making masks that she sends to The Blue Card which are then distributed to our survivors nationally.



In 2020, The Blue Card proudly launched several new initiatives that serve the elderly population with today's cutting-edge technologies such as the *Companion Pets Program*. This program brings comfort and happiness to the older population with interactive cats and dogs that replicate the look, sounds and feel of real pets.



From R-L: Adela S., Dora K., Manya M. and Sura G. - Brooklyn, NY.



*Sam R. – Hartford, CT.*



*R-L: Rachel S., Chana B., and Eva C. – Brooklyn, NY.*

# THE BLUE CARD'S RESPONSE TO COVID-19

The Blue Card received urgent requests from 23 Jewish Family Service agencies nationwide for assistance with providing survivors with critical supplies and food. The Blue Card mobilized our resources and volunteer networks to mail over 2,300 survivors KN95 masks, tissues, toilet paper, gloves, bleach and sanitizing wipes, soap, cleaning supplies, water, water filters, and non-perishable foods.

*Stella R. – Clearwater, FL*

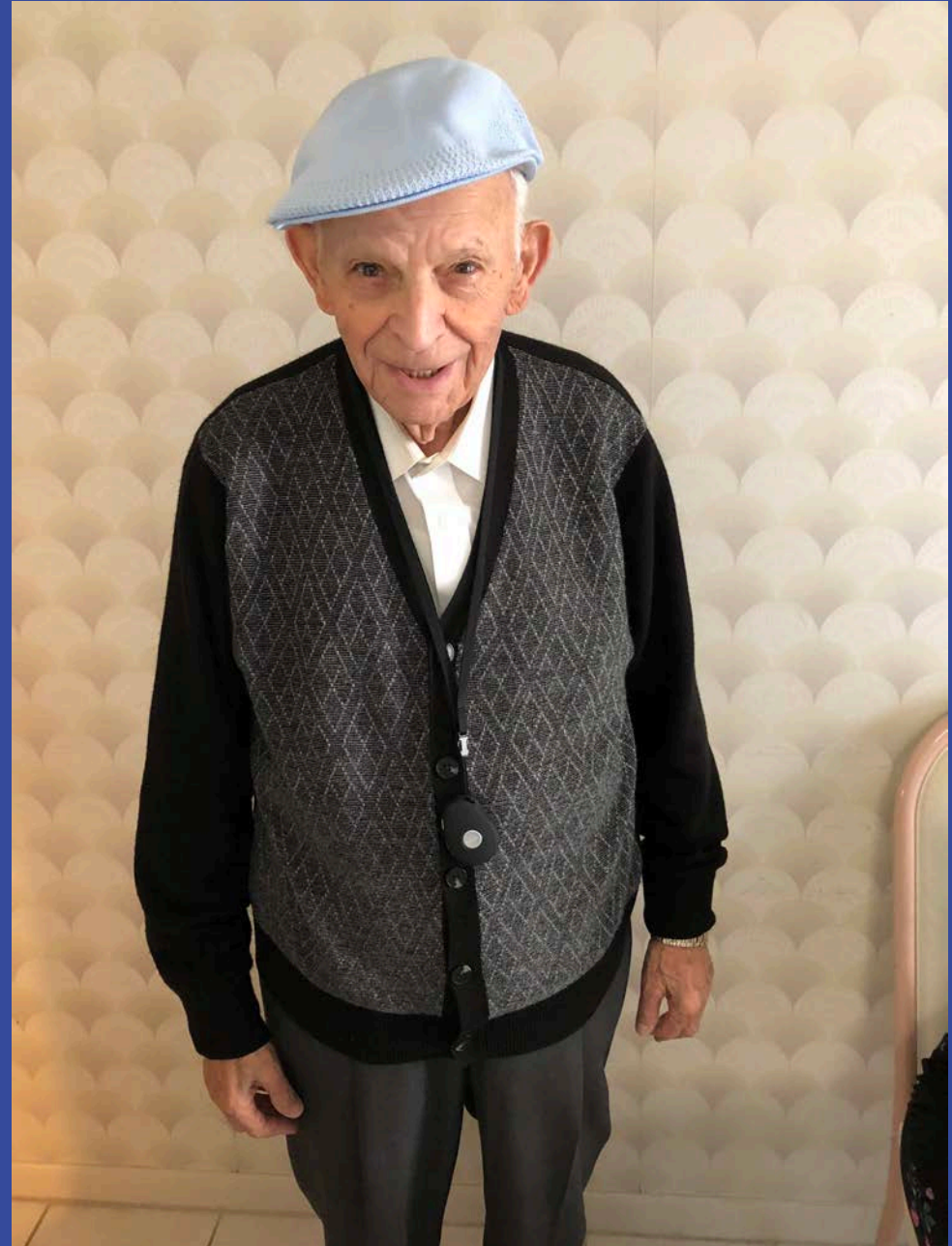




R-L: Joseph K., Yvonne K., and Sami S. – Clearwater, FL.

**Telephone Emergency Response Systems (TERS):**  
We have received a drastic increase in requests for The Blue Card's TERS units. Now more than ever, as survivors are homebound and are left alone without any family visits or homecare aides, they fear any falls or accidents and are reaching out to us to have them set up with a unit. The TERS providers who we have enlisted, have spent countless hours, calling our survivors, ensuring these individuals are not just safe, but have all that they need. For those in need of supplies and additional financial assistance, The Blue Card staff members reach out to survivors directly to understand what their need is and are able to quickly respond by delivering hot meals, other food items, water and supplies, as well as financial assistance.

Max L. - Waukesha, WI



Hannah D. - Walnut Creek, CA



Lea S. - Greensboro, NC



Mark D. - Louisville, KY

# THE BLUE CARD'S RESPONSE TO COVID-19



**Prescription Services:** To limit survivors' need to go to the pharmacy, The Blue Card is arranging medication drop-offs with local pharmacies, as well as paying co-pays to help free up funds.



**Mental Health Counseling:** The Blue Card is supporting survivors by providing culturally sensitive and language-friendly therapy sessions via telephone. These sessions and other opportunities for connection for our survivors is especially crucial at this time.

**Teleconference:** The Blue Card has hosted a series of national teleconference for Holocaust survivors, their families and caregivers, as well as social workers, case workers and those servicing Holocaust survivors in over 35 states on the current pandemic and ways to support survivors, mentally and emotionally.

Please Join The Blue Card for a Teleconference:

***Holocaust Survivors During COVID-19***

**MAY 21, 2020 AT 1:00PM – 2:00PM**

Hosted by Dr. Eva Fogelman and Dr. Annette Insdorf

Topics include:

- ❖ How COVID-19 has affected us physically and mentally
- ❖ How pandemics in general affect people with trauma
- ❖ Mental and physical symptoms of anxiety and grief
- ❖ Coping mechanisms to use during a pandemic
- ❖ Ways to improve well-being and state-of-mind
- ❖ The importance of healthy routines



***Eva Fogelman, PhD*** is a renowned psychologist based in New York City and has worked with many Holocaust survivors and their trauma. She has received multiple nominations and awards for her work on the Holocaust, including her documentary, *Breaking the Silence: The Generation After the Holocaust*.



***Annette Insdorf, PhD*** is an internationally renowned educator, and author of *Indelible Shadows: Film and the Holocaust*. Born to Polish Holocaust survivors, she received her PhD from Yale University, is a Professor at Columbia's School of the Arts, and Moderator of 92Y's *Reel Pieces*.

**Tribute Videos:** To combat isolation, The Blue Card is supporting survivors by undertaking a tribute video message program, where anyone can submit a brief video to survivors:

<https://www.tribute.co/thebluecard/>

# Virtual Volunteer

Send a cheerful video to a Holocaust survivor!



Social distancing is the key to flattening the curve, but it can take a toll on mental health!



We extend special thanks to Temple Har Shalom of Warren, New Jersey for these beautiful Hanukkah packages!



Many thanks to all our amazing volunteers for their commitment and dedication!

*Welcome Simchat Torah with a virtual*

# *Wine Tasting Event*

with Israeli Wine Direct

***Hosted by The Blue Card and 3GNY***

THURSDAY, OCTOBER 8, 2020, 7PM-8PM EST

RSVP TODAY!

Wine orders end October 1st

**Special Guest! Bill Ritter**

American Emmy Award-winning reporter, TV news anchor, and incredible advocate for Holocaust survivors

*~Drink wine to raise money for needy Holocaust survivors~*

*Profits will be donated to Blue Card and 3GNY*



# 2020 Virtual Wine Tasting Event

*Statement from Acting Consul General of Israel:*

Greetings to all present this evening for The Blue Card and 3GNY virtual wine tasting event to benefit Holocaust survivors in need. I regret that I am unable to be here with you tonight and I extend my deep appreciation to Arie Hochberg of Israeli Wine Direct for providing the wines for the wine tasting and promoting Israeli-made wine in the United States.

I would also like to thank The Blue Card for its long-standing work on behalf of Holocaust survivors. Lastly, I salute 3GNY, represented by its President, David Wachs, for its dedication to educating the next generation about the Holocaust.

And of course, I want to thank our special guest, Bill Ritter, an incredible person and advocate on behalf of Holocaust survivors.

Thank you all and have a great night!

Sincerely,  
Acting Consul General, Israel Nitzan

# 2020 Holiday Reading Event

A special holiday reading event hosted by Alexandra Kamp - a celebrity and a well-respected television, film and theater actress, who is known for her activism against Nazi groups.

Join us for a virtual

## *Holiday Reading Event*

with well known English and Germany literature excerpts!

**Alexandra Kamp**, famous German actress, is lending her voice and support to Holocaust survivors served by The Blue Card, and invites us to her home for an exclusive Blue Card event!

Join her and fellow actor **Victor Scheffe** for a **Virtual Holiday Reading Event!**

**December 17, 2020 at 5:00PM EST.**

Streamed live from Berlin, Germany.



**Alexandra Kamp**

Film and TV Star. Critically acclaimed for her Henry Miller readings stage tour and her performance at the world-renowned Nibelung festival.



**Victor Scheffe**

German & international actor known for his appearances in movies like the Tom Hanks Film, Bridge Of Spies, and the James Bond film Spectre.

**[Link to Register in Bio!!](#)**

# Welcome to the 2020 Blue Card Honorary Board of Directors!



Rita Cosby is a television news anchor and correspondent, radio host, and best-selling author. Rita is the daughter of Richard Cosby, a Polish resistance fighter during World War II who escaped a Nazi prison camp. Rita co-hosted the 2015 Annual Benefit Dinner alongside Bill Ritter.



Sam Dubbin - Sam Dubbin is an American lawyer, currently a principal in the law firm *Dubbin & Kravetz, L.L.P.* and Holocaust Survivors' rights advocate. Sam fights for Holocaust survivors to help them gain a small measure of justice.



Laura Goldman - Laura Goldman is a Wharton School graduate, who was a successful broker for Merrill Lynch and Paine Webber. After returning from working in Israel as a journalist, she is now freelancing for ABC News, Metro, Jewish Exponent, and Chutzpah magazine.

# Welcome to the 2020 Blue Card Honorary Board of Directors!



Shoshanna Gruss - Shoshanna Lonstein Gruss is an American fashion designer and the founder and creative director of the fashion label Shoshanna. Shoshanna, as well as her parents, Betty and Zach Lonstein, have been Blue Card supporters for over a decade, dedicating their time and efforts ensuring Holocaust survivors live with dignity and respect.



Bill Ritter - Bill Ritter is an American television news anchor and journalist. Bill Ritter is the current co-anchor of WABC-TV New York's Eyewitness News at 6PM. Bill co-hosted the 2015 Annual Benefit Dinner alongside Rita Cosby.



Marion Wiesel - A Holocaust survivor herself, Marion Wiesel is a tireless activist, and has worked with her husband, *Nobel Peace Prize* winner *Elie Wiesel*, on many humanitarian projects and publications throughout their marriage. We had the privilege of meeting Professor and Mrs. Wiesel at our 2015 Gala when Professor Wiesel was presented the Richard C. Holbrooke Award for Social Justice.

May 26, 2020

Dear

Words can't adequately  
express the gratitude I  
feel on a daily basis  
for the support you and  
The Blue Card have given  
me during these challenging  
times.

Every time I make use

of your gift, I realize  
how lucky I am to have  
people in my life who  
care so much.

Thank you!!!

## Messages from our Survivors

There are NO words ADEQUATE  
ENOUGH TO EXPRESS MY THANKS  
to you and "The Blue Card"  
ORGANIZATION FOR YOUR KINDNESS  
and GENEROSITY towards ME in  
HELPING me with the bus  
SITUATION RECENTLY. IT IS A  
SITUATION I DID NOT CREATE BUT  
YOU AND YOUR UNBELIEVABLE,  
WONDERFUL ORGANIZATION  
WAIVED A MAGIC WAND AND  
WERE THERE FOR ME.

Dear Blue Card,

Thank you! Thank you! Thank you -  
so much for sending Ruth to visit my  
mother with all the wonderful thankah  
gifts. My mother was so happy. Her  
spirit soared.

Dear Blue Card,

Thank you very much for the  
Buckcard + check - I'm using it  
to purchase groceries - I was  
out of food - it's very much  
appreciated. Thank you -

Dear Blue Card,

I want to thank you for your help  
for me to get away a little bit in  
the summer. I greatly appreciate it  
I wish you all best in all your  
endeavors.

A close-up photograph of two hands clasped together in a supportive grip. The hands are positioned centrally, with fingers interlaced. The background is a soft, out-of-focus blue and green gradient. The text 'VISION 2021' is overlaid in the center in a white, serif font.

VISION 2021



The Blue Card will extend its services to Holocaust survivors in nursing homes, as well as provide support to those survivors who are at home in isolation.



As survivors are encouraged to stay in their homes and engage in social distancing, thousands of them have not been able to visit their doctors and especially dentists. At the end of the Pandemic and upon reopening, we anticipate a great influx of requests for dental assistance.



Intelligent Light Therapy: A special, compact and portable, UV free unit provides much needed light therapy to Holocaust survivors. In addition to effectively treating Season Affective Disorders (SAD), the Mood Restore Light Box, improves visual clarity and color rendering, as well as offset season weather and climate changes, and helps support the circadian rhythm regulation.



Holocaust Education: With the rise in Anti-Semitism, it is of utmost importance for The Blue Card to educate the youth and the world on the Holocaust and the devastating effects of bigotry and hate. We will be implementing a special Holocaust Education Program which will include prominent speakers and of course, firsthand testimonials from Holocaust survivors.



The FreeStyle Libre Flash Glucose Monitoring system is a continuous glucose monitoring (CGM) device indicated for replacing blood glucose testing and detecting trends and tracking patterns aiding in the detection of episodes of hyperglycemia and hypoglycemia.



## Support The Blue Card

As the only national organization in the United States whose sole mission is to help needy Holocaust survivors, increased funding will enable The Blue Card to provide a higher level of assistance to an expanded group of survivors in United States.

Your support provides hope and comfort for survivors who need it most. Having direct access to financial, emotional and health services significantly improves survivors' quality of life. With the proper funding, Holocaust survivors can remain safely in their homes for as long as possible, receive needed medical care, be assured that they will continue to have healthy meals, and much more.

# How You Can Help:

\$50,000	Provides medical expenses for a survivor being treated for cancer
\$36,000	Affords healthy meals for 10 survivors for a year
\$25,000	Provides an all-inclusive, week-long summer getaway to 15 survivors
\$10,000	Subsidizes rent for a year, providing peace of mind and avoiding the fear of being evicted or institutionalized
\$7,200	Supports additional homecare hours as well as out of pocket prescription and co-pay costs
\$5,400	Ensures that someone can afford two hearing aids
\$3,600	Supplements an inadequate food stamp benefit
\$1,800	Covers rising heating costs in the winter and electricity in the summer
\$540	Provides a Telephone Emergency Response System for a year

# Support The Blue Card with Amazon Smile and eBay Giving Works!

The Blue Card was accepted as an approved charitable organization of both Amazon Smile and eBay Giving Works.



# Team Blue Card

Since 2009, The Blue Card has been an Official Charity Partner of the New York City Marathon, the organization joined the TD 5 Borough Bike Tour in New York City in 2011 and we have participated at the Panasonic Lifetime Triathlon since 2015.

Our endurance team participants come from around the world, including Argentina, Austria, France, Israel, Italy, Mexico and South Africa. Our team has received press coverage in the New York Times, The Jewish Week, New Jersey Jewish News and the Patch.

Thanks to their commitment and dedication, members of Team Blue Card raised over \$1,000,000 since 2009. As a team member, you will have the opportunity to not only test yourself in this world-class race, you will be raising funds to make life easier for needy Holocaust survivors, honoring them, as well as the six million who did not survive. As survivors age, now, more than ever, they rely on The Blue Card to provide for their most basic needs.

It is only thanks to your support that we can ensure survivors remain safely and independently in their homes.

# DONATE

The Jewish tradition of *tikkun olam*, healing the world, requires each of us to give in a way that makes an impact.

Because our overhead expenses are covered by legacy revenues and investment income, you can rest assured that 100% of your donation will be directed to helping those who most need your support.

You can make a donation online or contact us to arrange for a bequest to The Blue Card, perhaps in memory of a loved one.

**Donate Now**

CLICK HERE!

# ACCREDITATIONS



The New York Times

**NEW YORK POST**

THE JERUSALEM POST

New York  
The Jewish Week  
Connecting the World to Jewish News, Culture, and Opinion

**NEWSmaxTV**



THE TIMES OF ISRAEL

**Bloomberg**



AS SEEN IN THE PRESS



THE WALL STREET JOURNAL.  
**WSJ**

**TIME**

The Miami Herald   
MiamiHerald.com

Canarsie Courier

**Tablet**

Chesnut Post

**MSM**  
MIAMI SHOOT MAGAZINE





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