

The Joy Project

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Never doubt the power of a Mother's Day card . . . especially when you send a tribute to Mom through The Joy Project in care of Jewish Family Service of Metro Detroit (JFS).

Celebrating its 10th year at JFS, The Joy Project has been a community-driven program that has raised more than \$300,000 for services and programs to support the needs of thousands of women, girls and families each year.

“The Joy Project was born because I was not only compelled to honor my mother, Joy Nachman, but also moved to help brighten Mother's Day for mothers in our community who may not have anyone to acknowledge or appreciate them.” As Elanah Hunger, Founder of The Joy Project, explains, “At the time, it didn't occur to me how much delight this seemingly simple gesture could bring to both donors and recipients alike. It's a good reminder that no matter what we do to reach out and help, no effort is too little, no gift of love is too small.”

This Mother's Day,
my gift to you is
helping others flourish.



For gifts of the heart, send this year's tribute to Mom from JFS

Women helping women helping women

"It's not about me," Joy insists. "I can't stress enough that we're in this together – women helping women take care of their families." A psychologist in practice in Birmingham, Joy Nachman considers it her good fortune to help support JFS and those the agency serves. "I'm ever grateful for everyone's efforts to make The Joy Project what it is today."

Elanah is quick to give credit where it's due. "Thinking back on that first year, we would never have gotten the project off the ground had it not been for Amy Haimann and Lindsay Leder at JFS. They immediately fell in love with the idea of sending small gifts of appreciation to brighten a Mother's Day for women in their client roster who might otherwise be forgotten. That first year we scrambled to fill 300 gift baskets with soaps and lotions – small luxury items collected from friends."

From friends to partnerships

From the start, Tapper's sponsorship seemed meant to be. As it happened, when Elanah ran into her friend, Marla Tapper Young – of Tapper's Diamonds and Fine Jewelry – and described the Project, Marla was thrilled with the concept. (Marla's middle name also happens to be Joy). And so, Marla and her family stepped up with the purchase and donation of beautiful bracelets from their store. "The Tapper family has been on board as a major sponsor ever since," observes Elanah, "And, without question, The Joy Project could not have grown to this extent each year without their passion and support."

How The Joy Project works

What can you do to spread a little joy of your own this Mother's Day? Easy. Go to JFS online and purchase a tribute card for Mom, your sister, your best friend – any one or all those special women in your life. Or become a sponsor and know that your generosity will go directly to help pay for the wide range of services provided every day at JFS.

“From our standpoint, The Joy Project adds an incredible boon to the entire range of services JFS now provides,” added Lindsay Leder, Senior Director of Community Engagement. “We're so fortunate to have supporters in our community adding their strength in numbers to showcase the great work that we do.”

“All proceeds from The Joy Project help us wrap our arms around families,” added Lindsay. “In countless individual ways, JFS provides help to those in need or in crisis. Our services range from mental health counseling, emergency financial assistance, older adult services, transportation to doctor appointments, Kosher Meals on Wheels, domestic abuse intervention, suicide prevention training, programs for Holocaust survivors, wellness programs and so much more.”

Where do the dollars go? Here are just a few examples of what the purchase of each tribute card can provide:

\$18 
(one tribute)

Joanne's medication for her stomach issues is too expensive for her limited budget. Your donation of a prescription will give her the relief she needs.

\$36 
(two tributes)

Sylvia's daughter is moving out of town for a new job and is worried about how she'll check on her. Your donation of a home visit by a social worker will ensure that Sylvia's basic needs are being met.

\$54 
(three tributes)

Mr. and Mrs. Greenwald are Holocaust survivors whose monthly benefits don't cover all their needs. Your donation of a food voucher will ensure that they have enough to eat this month.

\$72 
(four tributes)

Ally was a stay-at-home mom when her husband passed away and doesn't know how she'll support her kids. Your donation of one hour with a social worker will assist her in becoming self-sufficient.

\$88 
(five tributes)

Dorie is undergoing chemotherapy. But being new to the area, she doesn't know anyone who can give her a ride to her appointments. Your donation of transportation services will allow her to get the treatment she needs.

\$90 
(six tributes)

Sophie's parents are recently divorced and she's struggling in school as a result. Your donation of one counseling session will get her started in processing her feelings and developing critical coping skills.

\$105 
(seven tributes)

The Stein's daughter was just diagnosed with autism and the therapy bills have set them back on paying their utilities. Your donation of an electric bill payment will keep the lights on while their daughter gets the support she needs.

\$120 
(eight tributes)

Sarah is divorcing her husband and is now facing a custody battle. Your donation will provide some relief as she works through this challenging legal issue.

\$130 
(nine tributes)

Taryn has finally left her husband after years of abuse and she and her children now need a safe place to live. Your donation will provide emergency shelter for one night.

\$140 
(ten tributes)

Mrs. Brody wants to continue living in her home but her daughter is concerned for her safety. Your donation of home modifications will help Mrs. Brody avoid moving to a senior care facility.

Circle of Joy
\$360 
(Up to 18 tributes)

Join this special group of sponsors dedicated to addressing the most pressing needs of women and children in our community with services such as weekly counseling, basic needs assistance, and homecare for older adults.

Thanks to sponsors like Tapper's, here is an example of what recipients of gifts from JFS have to say:

5/17/18
dear: Tapper's Jewelry
The Joy Project and
Jewish Family Service (Kerem)

Wanted to Thank all
of you for your kindness,
caring and thoughtfulness
for the lovely bracelet
on Mother's Day.

What a wonderful
surprise to open my mail
box today and find it there.

Thank you for all you
do to make everyday
bearable — your love and
caring make all the
difference

Carly

A thank you to Tapper's Jewelry, The Joy Project and Jewish
Family Service from a grateful recipient

And now something special from Maa Beadwork in Kenya

How far-reaching can one simple act of kindness go? Just ask Elanah and Joy who recently extended the reach of The Joy Project across the world to the Maasai Mara in Kenya. On their recent visit, they were introduced to The Maa Trust, an organization committed to helping women earn their own living by facilitating the sales of the Maasai women's world-famous and extraordinary beadwork.

Sporting an intricately beaded bracelet on her wrist, Elanah explained, "Maa Beadwork is a community-based organization run entirely by Maasi women — women now working to take care of their families. When we saw their beautiful work, we thought why not connect with them on our project and spread the joy? Why not help them sell their bracelets to support their families in Kenya while taking care of families right here at

home? With that plan now in place, we're thrilled that Tapper's wholeheartedly has bought into the enterprise and agreed to collaborate with Maa Beadwork, by purchasing their bracelets and donating them as this year's special gift to The Joy Project."

Look out for an upcoming event when Sidecar in Birmingham hosts Elanah Hunger and Marla Tapper Young as guest bartenders for the night and a portion of proceeds will go to The Joy Project. Maa bracelets will be available for purchase as well.

To send your Mother's Day cards or to learn more about The Joy Project, please visit jfsjoyproject.org.

For immediate assistance navigating the network of social services and resources of the community: Go to jhelp.org or call 1-833-JHELP

- Agencies
- Family
- Philanthropy