



### **Mission Statement**

Project Chicken Soup is a non-profit organization that prepares and delivers free, nutritious, kosher meals to people in the greater Los Angeles area living with HIV/AIDS, cancer and other serious illnesses. These services are provided with love and compassion to all persons regardless of faith or religious belief.

### **Vision Statement**

Project Chicken Soup provides nutritious food and comfort to make a difference in the lives of people in need, serving them with dignity and respect in a nurturing environment. We do this out of an abiding sense of love and justice, seeking to heal the world through service to humankind by providing nourishment and empowerment to those we serve.

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## **Project Chicken Soup Set for Growth**

Now that we have completed our transition to a new fully equipped kitchen, the PCS Board of Directors has turned its focus to the broadening of our mission and the growth of our services to our valued clients. And by growth, we're referring to our current plan to expand our services from bi-monthly to weekly, and to double our client base from 125 to 250.

Several critical steps have now been completed to ensure PCS can embark on responsible growth. The PCS board hired veteran non-profit consultant John Gile to engage in a recently completed 6 month strategic planning process. Through this process John and the strategic planning committee identified PCS' strengths, weaknesses and opportunities as well as the risks associated with our services. During this process, several subcommittees functioning with the support and supervision of the board have been formed. The newly formed committees, Operations, Finance, Development and Communications have attracted some additional talented volunteers to PCS and have resulted in some great work and positive results.

As you can imagine, the fund raising piece of this growth is crucial. This financial growth comes from some additional grants, but is always reliant on personal donations. Please be on the lookout for news on our new fundraiser

underway now, a tile wall that can commemorate and celebrate a loved one. And don't hesitate to seek out any board member with comments or questions on the Strategic Planning process that is now underway and how you might contribute to the successful expansion of services PCS provides. You can always find several of us at the kitchen, where we hope to see you too!



Shannon Sheffield and Larry Epstein

## **Spotlight on Volunteers**

I had been looking for a charity to contribute to on a regular basis for some time. Over the last few years, I've floated from organization to organization volunteering when needed but nothing stuck. Late last year a co-worker suggested Project Chicken Soup so to kick off the New Year, my fiancé sponsored a cooking in my honor. I gathered 8 friends and at 8:00 AM on a Sunday we were at the PCS kitchen in Culver City to cook. It was a great experience! Everyone left asking when we could do it again. I remembered hearing while we were there that finding people to cook was the easy part but volunteers to deliver were hard to come by. My fiancé was especially interested in delivering so to celebrate my birthday – that's what we did. It was just as fun as cooking! I'm now proud to say we are officially Project Chicken 'Soupers'. We enjoy delivering for several reasons: we get to spend a couple of hours together, many times we find ourselves exploring places of Los Angeles that we haven't seen before and most importantly we are doing good and helping others. We both look forward to many years delivering food to people living with HIV/AIDS around Los Angeles on behalf of Project Chicken Soup.

### In Memorium Sherry Elkin



Project Chicken Soup founding board member Sherry Elkin passed away this July after a long struggle with various health problems. Sherry first started as a regular volunteer for PCS when the organization cooked in a tiny temple kitchen which felt very crowded with only 10 volunteers. She soon became a team captain; and, when PCS became independent from Jewish Family Services, she became a charter member of the PCS board, as well as its treasurer. As the financial manager responsible for maintaining PCS accounts and watching PCS money, she used to describe herself as our financial “witch.”

In the kitchen, Sherry was the chief taster, too. She inspired a generation of volunteers, taking special care to train young people in safe kitchen practices. She approved all the recipes and her taste buds set the high standards of flavor and presentation Project Chicken Soup is known for.

PCS wasn't the only volunteer work Sherry did. She actively supported her son's fundraising marathons for The Leukemia Society and had been a fundraiser herself for the National Asthma Center in Denver, as well as numerous other organizations. But it's safe to say, for many years her focus was on PCS.

One of the best aspects of being in PCS, Sherry said in an interview for the newsletter several years ago, was the people she used to meet. “I've made friends and bonded with many of the other volunteers,” she said. “It's a wonderful experience as well as a mitzvah.”

Without Sherry, there probably wouldn't be a Project Chicken Soup today, so we honor and remember her every time we cook.

### *Project Chicken Soup Board of Directors 2011-2012*

Jody Zucker, President  
Kim Cascio, Vice President  
Robert R. Johnson, Secretary  
Arthur Zweig, Treasurer  
Paul Chitlik, Immediate Past President  
Rod Bran  
Susan Higgins  
Mollie Pier

Cathryn Friedman, Executive Director  
Mark Katz, Medical Advisor

### *Project Chicken Soup Founders Board*

Rod Bran  
Martin Bernstein  
Sherry Elkin  
Carole Lazarus  
Mollie Pier  
Myra Shapiro

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### **Cooking Dates 2011**

September 11 and September 25  
October 2 and October 23  
November 6 and November 20  
December 4 and December 18

Check [www.projectchickensoup.org](http://www.projectchickensoup.org) for 2012 dates!

Please call 310-836-5402 or send an email to [projectchickensoup@sbcglobal.net](mailto:projectchickensoup@sbcglobal.net) to reserve your space on the volunteer list!



Editor's Note: Last month, PCS supporters met for the second annual Night at the Bowl, a new annual event inaugurated last year when 40 people picnicked and enjoyed *RENT*. Our own Mollie Pier, who also celebrated her 91st birthday at this year's event, reports below on *HAIRSPRAY*.

Sunday, August 7<sup>th</sup> became a day of joy and magic for our supporters that will not be forgotten. Several of our dedicated volunteers arrived at our kitchen at 6 AM to begin preparing and cooking our meals for our clients plus sixty additional ones for our picnic dinner at the Hollywood Bowl.

This delicious meal was followed by viewing the performance of *HAIRSPRAY* that lent hours of joy to the evening. The music, the dancing, the happy atmosphere was indescribable and we felt it in the air.

This was a most successful fund raiser event which we hope to repeat each summer. An additional bonus for me was that everyone participated in celebrating my 91<sup>st</sup> birthday with a beautiful cake and warm best wishes. I could not have wished for anything better for my special day and I attribute my love for Project Chicken Soup a tremendous element in keeping me alive and well at this age.

Special thanks to the PCS staff and volunteer early risers. To the other dedicated volunteers who worked so diligently to cook and get our client meals delivered and to all our supporters who purchased tickets, our heartfelt gratitude and blessings are extended.

L'Shana Tova with love,

Mollie



Celebrating Mollie's 91<sup>st</sup> Birthday



Lovely PCS picnic area at Hollywood Bowl



PCS Volunteers

## PCS Donor Wall Campaign

A meaningful way to commemorate your support of PCS is through the purchase of a tile for our Donor Wall. These beautiful tiles will be inscribed as you choose, and will be prominently mounted in the PCS kitchen on a dedicated Donor Wall- a fantastic way to not only support PCS and honor someone close to you, but also to become an actual part of our kitchen, a place so full of love and good deeds that one can be nothing less than filled with pride at being inscribed on our walls.

Funds will support our expanded mission to serve people with HIV/AIDS, cancer and other serious illnesses. Please visit [www.projectchickensoup.org](http://www.projectchickensoup.org) today and print out an order form, and thanks again for your continued support!

### Do you shop at Ralphs? Do you have a Ralphs Rewards Card?

Ralphs will donate a % of your purchase receipt total to Project Chicken Soup. Please join us in this fundraising effort, at no cost to you.

**Annual renewal began on 9/1/11** for the current Ralphs Community Contribution Term (9/1/11-8/31/12). Everyone needs to re-register and we are not able to register for you. You may register yourself online at [www.ralphs.com](http://www.ralphs.com) (please enter 82145 for Los Angeles Jewish AIDS Services "NPO" number), or you can follow the simple steps below:

Take this form with you the next time you go shopping at Ralphs. Hand it to the cashier to scan the barcode with your order IN ADDITION to either your Ralphs Rewards Card or the phone number entry that is linked to your Rewards Card.

You only have to scan this form ONCE to create the link between our organization's bar code and your Rewards Card. You must continue to scan your card/ enter your phone number during all purchases for Project Chicken Soup to receive credit.

Thank you for your continued support!



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### Join Team PCS (#1312) for AIDS Walk LA

Project Chicken Soup (PCS) has been a member of AIDS Project Los Angeles' (APLA) Community Coalition Initiative (CCI) for the past 2 years. Through the CCI, APLA generously makes available – at no cost to participating organizations– the highly successful fundraising infrastructure of AIDS Walk Los Angeles to raise funds for their own organizations.

Through its CCI participation, PCS is fortunate to be an AIDS Walk beneficiary organization for the 3rd year! Please join us! If you are not able to walk, please sponsor a member of our team. Your help will literally put nutritious food on the table for additional PCS clients. To join Team Project Chicken Soup:

<http://www.aidswalk.net/losangeles/>

Click on the "Team Info" link on the left side of page

Click the Join a Team NOW link

Search the "Please select a team" for Project Chicken Soup (#1312)

Select Project Chicken Soup and click "Continue"

You will be on a page with the heading, "you are joining Team Project Chicken Soup-1312"

To sponsor a walker, follow steps 1 and 2 above. Then click on the link "2011 registered teams," scroll down to Project Chicken Soup – 1312, click on our link and you will be on our Team page. Click on the name of the walker you would like to support!

**THANKS FOR YOUR CONTINUED SUPPORT!**