**Notes** – Challah Fund and Partners in Healing

Regional Cancer Care Associates – Central Jersey

* One piece on 2 large charities, both founded and run by Dr. Nissenblatt: Challah Fund, and Partners in Healing.
* Both have solid funding and have been active for many years.
* Make mention of this in their overall marketing efforts
* Put on website and Social Media? Or just Social Media?

**Challah Fund:**

* MISSION: To create a sense of spirit, human compassion, resilience and motivation.
* Anonymous gift of Challah – a symbol of life
* Challah is given by volunteers to cancer patients
* To acknowledge the preciousness of life.
* Formed to increase mutual respect between patients and volunteers, and to magnify the human spirit of both recipients and donors through the Challah – a resource for life and strength.
* Fund is dedicated to maintain the integrity of relationships between people of all faiths
* Acknowledges a common central bond so that cancer may become a fulcrum for healing.
* Created to allow pats, fams, donors, contributors and volunteers to communicate a sense of hope, restoration and resilience with one another.

**Partners in Healing Foundation:**

* Foundation created to sponsor the well-being of people dealing with the twin threats of cancer and financial crisis.
* Assist people with nourishment, rent or critical personal items

**Questions:**

* Do either of these organizations have any objectives of their own for this marketing? More money? Inform potential recipients?
* What is RCCA-CJD’s objective in marketing these organizations? Proof of commitment to community?

**Observations:**

* Challah Fund already has a FB presence.
* On FB, there are several Partners in Healings.

**Recommendations:**

* For the Website, I think we would be wise to add ONE page on “Community Involvement” and include paragraphs on both of these organizations. I would also recommend that said page include paragraphs on the other things they’re involved in or sponsor, such as Elijah’s promise, Wine-n-Roses, etc. Only as relevant/compelling, of course.
* For Social Media, I’m out of my depth on this one. Challah Fund already has a presence, but I don’t have enough expertise to evaluate its fitness or performance. For Partners in Healing, the presence of several other groups of the same name makes me wonder if that’s worthwhile. However, just on the most basic level, it does make sense for it to have some SM presence.
* My questions above ask about the organizations’ objectives for marketing. I’m assuming they have some objective, but we’ll need to know what they are in order to make a sound recommendation. But Partners has a brochure, so it must want to get its word out. I recommend a much more professional brochure. For Challah, they seem to depend on volunteers, and professional collateral seems wise for them, as well.

Hope this helps!

— G