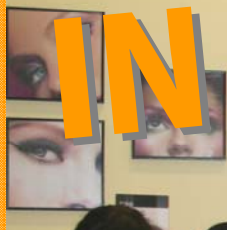


BROOKLYN BUREAU of  
COMMUNITY SERVICE

Beauty  
At Your Service

# IN THE COMMUNITY

July 2008



News  
and  
Outreach  
Initiatives

▲ Above: Ruthie Lee (background, fourth from left), Bloomingdale's Resident Makeup Artist, with her team and women from the Brooklyn Bureau's Transitional Living Community during Bloomingdale's 2nd Annual Beauty Day and Luncheon. ▼ Below: Bloomingdale's makeup artist unveil their makeover magic.

## Homeless, Mentally Ill Women Enjoy a Day of Makeovers and Pampering at the 2nd Annual Bloomingdale's Beauty Day and Luncheon

Bloomingdale's, one of New York City's most exclusive shopping destinations, recently hosted the 2nd Annual Bloomingdale's Beauty Day and Luncheon for eleven women served by the Brooklyn Bureau of Community Service's Transitional Living Community, a 40-bed section of the HELP Women's Center in East New York, Brooklyn, that provides homeless, mentally ill women with temporary shelter and assistance to secure permanent housing. Bloomingdale's team of cosmetic and fragrance specialists, from Chanel, Prescriptives, Lancôme and more, treated the women to a magical day of makeovers, facials and exclusive beauty products. Later, the women shared the day's experiences during a fabulous lunch at David Burkes at Bloomingdale's. The results: not only did the women look beautiful, they felt beautiful; which is invaluable.

### Our Mission

The Brooklyn Bureau of Community Service strives to empower its clients to achieve greater economic self-sufficiency and more rewarding participation in the community through programs that nurture and strengthen families, protect children, and enable individuals with disabilities to achieve their full potential. Through these services and advocacy, the Brooklyn Bureau works to build stronger and healthier individuals, families and communities.



# The Brooklyn Bureau of Community Service Celebrates its 142nd Anniversary and 96-year Partnership with The New York Times Neediest Cases Fund



More than 300 of New York City's leading corporate, community and civic leaders celebrated the 142 Anniversary of the Brooklyn Bureau of Community Service at its annual fundraising event on Wednesday, June 25, 2008 at Stage 6 at Steiner Studios in Brooklyn. The 142nd Anniversary event honored The New York Times Neediest Cases Fund and celebrated the Brooklyn Bureau's 96-year partnership with it. Jack Rosenthal, President, of the New York Times Company Foundation said, "In truth, all honor on this occasion should go to the Brooklyn Bureau of Community Service. For nearly a century and a half, it has worked continuously and effectively to ease the pain of thousands of families in distress. The Neediest Cases Fund has been proud, since it began in 1912, to be its supporter and partner." The 142nd Anniversary featured a live and silent auction, and a special music presentation by "Sing for Hope: A Brooklyn Bonanza, in partnership with The Five Boroughs Music Festival," a December 3, 2008 concert to benefit the work and mission of the Brooklyn Bureau. The 142nd Anniversary event received generous underwriting from Bank of New York-Mellon, Barclays Capital, Bear, Stearns Securities Corp., and Con Edison, and netted \$250,000 that will directly benefit the children, families and adults with disabilities served by the Brooklyn Bureau of Community Service.



▲ Above: "Sing for Hope" performers; guests enjoying the rooftop ambience.

▲ Above from left to right: Alan D. Goodman, Executive Director, Brooklyn Bureau; Jack Rosenthal, President, New York Times Company Foundation; Jerrold H. Mulder, Chairman, Brooklyn Bureau.



285 Schermerhorn Street  
Brooklyn, NY 11217

**Alan D. Goodman**  
Executive Director

Cheryl Todmann  
Director of Community Relations  
718-310-5761  
ctodmann@bbcs.org  
[www.bbcs.org](http://www.bbcs.org)