

Battling leukemia

Volunteers raise funds with theater party

By LORRAINE McCLISH

Members of the Children's Leukemia Foundation are preparing for their annual winter theater party. This year's show will be "A Star is Born" with Barbara Streisand and Kris Kristofferson playing in Southfield's Americana Theater.

The date is Jan. 5. Show time is 8 p.m.

It is the fifth year that a theater party has been the major fund-raiser for the Southfield-based foundation, and the fifth year that it's been all pulled together by three couples: Dr. and Mrs. Alan Cornfield, of 3200 Old Timber Road, Farmington; Mr. and Mrs. Jack Goldberg, of 2245 Chatsford Circuit, Southfield; and Mr. and Mrs. F. Joseph Belanger, of Grosse Pointe.

The idea stemmed from Sharyn Cornfield who spends the better part of her December handling the 1,700 tickets that will be mailed out to fill up the theater.

"All seats are reserved," she said. "We've always had capacity, or near-capacity crowds for our party."

DONOR TICKETS sell for \$6.50, patron and sponsor ticket buyers have their names listed in the program book, are seated in the "Circle of Gold" for the movie showing, and are invited to an after-8 show in the Raleigh House.

TV personalities Joe Glover and Robbie Timmons will host the after-8 show this season.

Cornfield, who has been president of the foundation for the past three years, stressed that "our major goals are not fund-raising. We act to raise supplemental funds for our entire program of service and research," he said.

The "we" he speaks of is the crew of volunteers who sell cookies and Christmas cards, and work on the theater party to balance the foundation's \$300,000 annual budget. The Belangers' job at this time of the year is selling ads for the program book.

About one-half of the budget comes from United Way of Michigan.

Most of the volunteers have suffered a loss due to leukemia. Mrs. Cornfield joined the foundation when a friend's child died, and the Michael Stark Memorial Chapter of the group was formed.

The Goldbergs lost a daughter to leukemia seven years ago and found solace through the foundation's counseling service.



SHARYN CORNFELD



ALAN CORNFELD



SYLVIA BROWN



JACK GOLDBERG



HARRIET GOLDBERG

"WE ARE A UNIQUE organization in that respect," said Sylvia Brown, who with her husband Harry began the foundation. "I don't know of any other that gets involved as extensively as we do with our individual contacts."

"A great many of the people we see don't need financial help, really don't need anything other than just someone to talk to who understands what they are going through," she said. "We can take losing a parent because we expect to someday, but hard as that might be, it is much harder to lose a child."

Mrs. Brown serves on the foundation's speakers bureau and will talk to anybody who will listen, but stressed that she doesn't solicit people to come to the foundation.

"We just try to let everybody know we are here and what services we have to offer," she said.

The foundation, located at 1922 Ten Mile in Southfield, helps adults as well as children with any serious blood disease, despite the fact that it was founded only to aid those with leukemia. It was formed in 1963 and is the only blood disease organization in the state offering free services to patients.

IN ADDITION to the counseling service, blood donations to the American Red Cross and the Michigan Community Blood Center provide blood free of charge to all Michigan leukemia patients.

It also supplies hospital-type beds, tables, crutches and wheelchairs to make the patient more comfortable when after release from the hospital.

"Above and beyond all of the sympathy, care and services offered," said Mrs. Brown, "is the foundation's deep and abiding interest in research, with faith that, through research, an answer to this heart-breaking disease will be found."

A minimum of \$150,000 annually is given by the foundation to support research in hospitals and research centers throughout the state.

Cornfield said that there is a stipulation in the lease they hold for the foundation office which states the contract cannot be broken "until we go out of business. We'll be out of business as soon as a cure is found and I hope to live to see that lease broken," he said.



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INDIVIDUALS or groups can aid the foundation by giving blood through the American Red Cross, or the Michigan Community Blood Center, asking that it be allocated to the Children's Leukemia Foundation.

"Many persons have realized a profound sense of gratification in honoring the memory of a lost one by giving a contribution to the foundation in lieu of flowers," Mrs. Brown said. "And some remember us in their wills."

Since many of the foundation's patients are children, gifts of books and toys are always welcome. An extensive playroom is maintained at the foundation, stocked almost completely with toys and games donated by individuals, organizations and business firms.

Sharyn Cornfield is reserving seats now for the January theater party, and said, "The sooner I get your check, the better your seat will be."

Mrs. Cornfield will take phone calls at her home, 626-6001. Mrs. Brown will take inquiries at her office, 353-8222.

Seniors discount program needs a push

By LORRAINE McCLISH

The Farmington Area Recreation Commission is doing its best to help senior citizens find a new way to fight inflation, but Lorretta Conway says that right now, "it is a slow moving and dreary process."

Mrs. Conway, with her assistant Karen Ross, are senior adult coordinators for the commission. The two have been out knocking on doors to sell local merchants on the idea of giving discounts to seniors stemming from a program operated by the Oakland Farmington Human Service Agency (OLHSA).

In Farmington, 17 businesses have responded. Several restaurants, bakeries, a beauty salon, drug stores, an optometrist, a lumber yard, a hardware store, "even one grocery market—we were turned down with that," Ms. Conway said, have offered card-carrying seniors from 10 to 20 percent off on purchases or services.

THE PROGRAM in Farmington got under way last spring when identification cards, bearing pictures, were made in the senior's meeting hall, The Gathering Place.

But rounding out the program to make it significant to the seniors has been slow.

"First we're lucky to catch the owner when he has time to talk to us. Then, he might have a partner, or partners to confer with, or he wants to know more about OLHSA. All very understandable. And they've all been very courteous to us, but believe me, getting one to sign up with us has been a case of celebration."

Mrs. Conway says she has a "good product to sell" because it benefits both the seniors and the participating businesses.

"It is good public relations," she says. "People in the community respond positively to businesses who are involved."

"Further, participating in the program means more customers."

She explains by saying that Oakland County now has over 100,000 senior citizens and this represents a large amount of buying power, and the participants can expect a definite increase in business.

Each participating merchant receives an official decal which identifies him or her as offering seniors a discount, and receives added promotion by being listed in the Oakland County Senior Citizen Discount Directory, which will be distributed to senior citizens in the county.

IN TURN, discounts for the seniors, although seemingly small, can be significant in improving what, for most, is a meager existence.

Ms. Conway reflects on some societies which are known for the great respect they give to their seniors and says of this, "Older Americans who have given to the country also deserve to be honored."

Another indirect benefit to the seniors is the identification card itself. Many don't drive, and, without a driver's license, may have no official identification. The discount card can be used for official purposes of identification.

Each card, in addition to the picture, address and signature of the bearer, is laminated for protection.

More cards will be issued to those who visit one Feb. 14, in The Gathering Place, in the American Legion Hall on Grand River.

The seniors requesting the cards must be at least 60 years of age and a resident of the county. Proof of age is required. The cards are free of charge, and may be used throughout Oakland County wherever the official orange decal marked "Senior Discount Program" is displayed.

COUNTY-WIDE, more than 20,000 citizens are carrying cards now. In Farmington, a high of 4,000 persons in one month, have participated in activities in The Gathering Place.

OLHSA developed the discount program in conjunction with the Area Agency on Aging and Kiwanis Clubs in Oakland County.

Information on OLHSA and its soon-to-be-published directory is available by calling its headquarters at 858-5128.

Local merchants, or seniors, wishing to participate in the discount program in Farmington, are asked to call Ms. Conway in the Farmington Area Recreation Commission office, in city hall, at 31555 Eleven Mile, 474-4115.



LORRETTA CONWAY

SENIOR DISCOUNT PROGRAM  
OAKLAND COUNTY IDENTIFICATION CARD  
SENIORS REGISTER AND RECEIVE YOUR



With popcorn and cranberries

Ropes and ropes of popcorn and cranberries are strung around the American Pioneer tree produced by the Adventure group of Camp Fire Girls in Farmington. Lisa Pearce, one of the 9- and 10-year-old youngsters who make up the group, strung the popcorn

and cranberries, made gingerbread cookies, clove apples and yarn dolls to complete the tree's decorations. The girls meet every week in the home of their leader, Marilyn Doyle. (Staff photo by Harry Mauthe)