



HOTEL ASSOCIATION OF NEW YORK CITY, INC.

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To: General Managers – Member Hotels

From: Joseph E. Spinnato

Re: Hospitality for Family and Friends

Date: February 1, 2016

Hospitality for Family and Friends (HFFF) is a 501©3 not-for-profit organization, founded in 1999, which works to secure short stay complimentary hotel rooms for cancer patients and their families who travel to New York City, from across the country, for doctor appointments, treatments and surgeries. Request for complimentary rooms are no more than two nights at a time and only unsold rooms are solicited. This organization, along with participating hotels, play an important role in the fight against cancer, and the elevation of the quality of life of its victims. HFFF cares about the health and wellbeing of family and friends of cancer patients because the support of loved ones during cancer treatment is crucial during the patient's recovery process.

If you are interested in becoming involved with this most worthwhile charitable organization, please contact:

Ms. Suzanne Maltz
President
Hospitality for Family and Friends
Tele: (917) 757-4804
Email: smaltz@hfff
Website: www.hfff.org

Best regards.

JES/lef
Attachment



Hospitality for Family & Friends

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Dedicated
to lifting
the human spirit
of those facing
the crisis of cancer.

HOSPITALITY for FAMILY & FRIENDS (HFFF) works with a network of hotels and New York City cancer centers to provide short-stay, complimentary hotel rooms to the family and friends of pediatric cancer patients who travel to New York City from across the country and the world for urgent and unexpected doctor appointments, evaluations, treatments and surgeries.

CONTACT US

For information,
please contact
Suzanne Maltz
at smaltz@hfff.org.



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Background



HFFF'S COLORS OF HOPE AND HEALING
photo by Martha Maltz

"HFFF is making wonderful things happen for kids and adults going through what is probably the most difficult struggle they will ever face." —
Social Worker, Beth Israel Medical Center

Virtually every American family has been affected by cancer. One out of three people in the United States will get cancer, and in certain areas the statistics are even higher. Cancer does not discriminate by social standing, ethnicity or sex, and sadly many children are affected as well.

"Your assistance has reduced the stress experienced by our patients and their families, and has eased their financial burden." —Social Worker, Memorial Sloan-Kettering Cancer Center

The HFFF program is designed to help families of pediatric cancer patients come to NYC to obtain the best possible care. We help to alleviate one part of the cancer-care ordeal by providing a complimentary, New York City hotel room where family and friends may rest, relax and have a good night's sleep.

HFFF cares about the health and well-being of the family and friends of pediatric cancer patients, as well as about the patients themselves. We know that decreased stress and the support of loved ones greatly increases a patient's chances of recovery. And when children must remain in the city for prolonged treatment, visits from family and friends bring great joy, promote well-being, and speed the psychological as well as the physical healing process.

"...you made us feel like there are people in this world that give a helping hand to others." — Mother of Cancer Patient

HFFF was founded as a not-for-profit organization in 1999 by Herman Kotler, a New York entrepreneur who survived an arduous bout with cancer. While undergoing treatment, Mr. Kotler encountered many patients who could not afford to have loved ones with them in New York City. As a longtime veteran of the hospitality industry, Mr. Kotler decided to create HFFF and change this painful predicament. More than 25 years later, he remains actively involved as Chairman of the Board.

Since its founding, HFFF has worked with grateful patients and families and dozens of NYC

hotels. The Hotel Association of New York City (HANYC) is among our enthusiastic supporters. Our hotel partners, who generously furnish unused rooms, are never operationally inconvenienced or burdened. We also work with cancer center social workers, who determine financial need and connect patients and families with our services. We now seek to expand our successful model to help many more families.

"When you see a child looking frail from chemotherapy and wearing a wig, it has a big impact," said the VP of a major NYC hotel. "Helping to ease the weight of the family's ordeal, if only for a night or two, is such a good feeling."

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How It Works

Welcome!

HFFF offers help to family members or close friends of a pediatric cancer patient, who need to come to NYC to support the young patient during a critical cancer-related medical evaluation, treatment or surgery, but cannot afford the cost of a one- or two-night stay at a hotel. Here is HFFF's procedure for providing hotel accommodations to qualified visitors at no charge:

- **Social Worker Contact.** The visitor contacts the social worker at the cancer center or hospital where the patient is being treated. Your doctor can provide contact information for the social worker, if you don't already have it.
- **Case Evaluation.** The social worker gives HFFF a confirmation of the patient's medical appointment and date(s), and evaluates and confirms the visitor's financial need for complimentary hotel accommodations.
- **Contacting HFFF.** The social worker tells the visitor how to contact HFFF. HFFF explains its procedure for reserving the hotel room and requests a major credit card to cover any expenses the visitor may incur at the hotel, other than the room charge.
- **Room Availability.** HFFF seeks to secure a room via its hotel network and to provide the visitor with a room reservation number a few days prior to check-in. If no room is available, the visitor will be notified. *Regrettably, it is not possible to guarantee that a room will be available to all who wish to come at a given time.*
- **Room Reservation.** If a room has been secured, HFFF notifies the visitor of the name, address and phone number of the hotel, reservation number, confirmed dates, and check-in and check-out times. The visitor can call the hotel to re-confirm just prior to arrival.
- **Follow-up.** When the stay is completed, HFFF calls the hotel to evaluate the stay and also provides an acknowledgement letter to the hotel. *HFFF strongly suggests that the visitor send the hotel a letter of thanks.*

Ready for the next visitor!!

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About Us

Herman Kotler, Founder and Chairman of the Board

Mr. Kotler is a seasoned entrepreneurial innovator in sales and marketing. Among other ventures, he owned and operated a large commercial laundry business serving the hospitality industry in the tri-state area. A number of years ago, during a year-long treatment for non-Hodgkins lymphoma, Mr. Kotler became aware of the many out-of-town children and their families who come to New York City for medical advice and/or treatment. He witnessed numerous family members sleeping in hospital lobbies and waiting rooms, and it became apparent to him that many families could not afford hotel stays while here in New York. Mr. Kotler called upon his colleagues in the hospitality industry to donate unsold rooms—an asset that vanishes unless used—to families from out of town, thereby founding Hospitality for Family & Friends. HFFF rapidly became a win/win program for patients and families and for participating hotels.

Avery Kotler, General Counsel and Board Member

Mr. Kotler started his career in law in 1998 as an Associate at Winthrop, Stimson, Putnam & Roberts, where he helped to found a new department dedicated to supporting emerging companies and technologies. He went on to hold in-house positions, first as Vice President of Business & Legal Affairs at Napster and then at Best Buy, where he led the legal support team for the Entertainment Division. Mr. Kotler currently manages a legal consulting practice that supports start-up and later-stage ventures, acting as a virtual general counsel for his clients. Mr. Kotler worked with his father, Herman, to found HFFF in 1999 and is committed to expanding its message and reach.

Suzanne Maltz, President and Board Member

Ms. Maltz recently joined the HFFF team as President. She has spent most of her career as a development professional, holding senior positions at a number of prestigious non-profit organizations in New York City including the Museum of Jewish Heritage—A Living Memorial to the Holocaust, the Educational Alliance, the Center for Jewish History, Learning Leaders, and the Alliance for Young Artists & Writers. Ms. Maltz lives in New York City with her husband and daughter, and is also a volunteer tutor for ESL students. She has personally experienced the anguish that families and friends of cancer patients suffer and feels passionately about helping people ease this emotional burden.

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