

Greensboro Jewish Federation

IMPACT REPORT

2024/2025



Greensboro
Jewish Federation

Together, we go *Forward*



“

We can face any future without fear, as long as we know we will not face it alone.

Rabbi Lord Jonathan Sacks zt"l



Together, we go Forward

Dear Friends,

On behalf of the Greensboro Jewish Federation, we want to thank you for your generosity, partnership, and support this year. You have shown, once again, how special the Greensboro Jewish community is and just how much we can do together when we are united behind a common purpose and fueled by shared values and goals.

This year was filled with several exciting accomplishments including hiring and onboarding our first Regional Security Advisor, completing a new strategic plan, and surpassing our 2025 Annual Campaign goal. Together, we have taken steps towards sustaining and strengthening our thriving and vibrant local Jewish community. We have also cared for and supported Jewish communities in Israel and throughout the world.

We hope you will enjoy reading about the many achievements of the past year and reminiscing about the programs, initiatives, and events we have experienced together. We also hope you will enjoy a first look at the strategic focus areas that will guide our work together over the next three years as we take steps to fulfill the mission and vision of the Greensboro Jewish Federation. We look forward to working with you to achieve the goals set by our Board of Trustees.

The Federation's work has never been more critical. The past year has demanded that we hold multiple truths and approach conversations and situations with nuance and great care. We have endeavored to listen for understanding and acknowledge the challenges that come when we strive for unity while appreciating the diversity of views that make our Jewish community beautiful and strong. In a time when so many external factors threaten to fracture our communal strength, we are inspired by the resilience of our community members, community partners, and beneficiary agencies.

We are so grateful for your involvement and engagement this year. You have truly made a difference. We are proud to lead the Greensboro Jewish community, and we thank you for putting your trust in us. Together, we have taken so many important steps forward...and we've only just begun to see the power of our collective impact locally and globally.

Am Yisrael Chai,

GLENDA BERNHARDT
Chief Executive Officer,
Greensboro Jewish Federation

JENNY KAISER
2024-2026 President,
Greensboro Jewish Federation

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L'dor V'dor

from generation to generation



Overnight Jewish Summer Camp

Last summer, the **Greensboro Jewish Federation helped send 27 campers to Jewish summer camps**, ensuring they could build lifelong friendships and strengthen their connection to Jewish life. Ellen and Gary Fischer and Phyllis and Steve Shavitz helped make these experiences possible through camp grants for families in need of financial assistance.

FIRST-YEAR ONE HAPPY CAMPER GRANTS

\$875  5 campers received \$875

\$1,250  2 campers received \$1,250

FIRST-YEAR FISCHER GRANTS

\$500  5 campers received \$500

FIRST-YEAR SHAVITZ FUND GRANTS

\$1,000  2 campers received \$1,000

JEWISH FAMILY SERVICES SCHOLARSHIPS

\$25,000  \$25,000 distributed to 20 campers



2025 Campaign



\$250K



2025-26 Distribution

B'nai Shalom Day School

B'nai Shalom Day School is an independent Jewish day school in Greensboro, serving children from eight weeks old through 8th grade. Small by design, the school offers an intimate, nurturing environment where academic excellence, Jewish values, and a strong sense of identity are woven into daily life.



PJ Library & PJ Our Way

The Greensboro Jewish Federation is proud to send free books that celebrate Jewish values, traditions, and culture to every child in our community who enrolls. PJ Library and PJ Our Way are programs of the Harold Grinspoon Foundation, made possible locally through a partnership with B'nai Shalom Day School. We are deeply grateful to Mimi Levin, z"l, whose generous gifts help sustain this beloved program.

180

FAMILIES ENROLLED IN PJ LIBRARY

41

FAMILIES ENROLLED IN PJ OUR WAY

140

FAMILIES ATTENDED EVENTS

\$43,000

NC HILLEL

Hillel North Carolina

NC Hillel engages nearly **1,200 students** across **eight campuses**. Hillel's more than **450 events** brought together Jewish students from multiple campuses, fostering camaraderie and cultural celebration.

The success of the 2025 campaign enabled us to allocate these 2025-26 distributions.

\$13,000

**TRIAD HILLELS
(ELON, WFU, AND HPU)**

\$1,000

HILLEL INTERNATIONAL



Jewish Experiences

We are committed to empowering young adults by equipping them with the skills to succeed, while maintaining a strong connection to their Jewish heritage. Thanks to Federation subsidies, **eight local Jewish teens were able to take part in BBYO Programs, and the L'Taken Social Justice Seminar.**



J Triad

J Triad is a vibrant community for Jewish young adults in Greensboro and the surrounding areas. Led by passionate volunteers, J Triad brings people together through engaging social gatherings, meaningful Tikkun Olam projects, and enriching educational programs. Over the past year, the group hosted **15 events that drew 100 participants.**

The Greensboro Jewish Federation creates meaningful experiences that inspire a lifelong passion for Jewish traditions, values, and culture.



Jewish Educational Loan Fund

The Jewish Educational Loan Fund grants interest-free loans to Jewish students from Florida, Georgia, North Carolina, South Carolina, and Virginia for post-secondary study at accredited institutions. These loans can be used for study at a college or university, graduate school or professional/vocational school that leads to a degree or certificate. **This year, 10 students from Greensboro were awarded \$47,248 with the average grant being \$4,724.80.**

Holocaust Education

The Greensboro Jewish Federation believes Holocaust education fosters critical thinking, empathy, and personal growth.

The Mark W. Lancberg Holocaust Education Scholarship Fund supports North Carolina middle, high school, and college educators in deepening their understanding of the Holocaust. In 2025, **two teachers received scholarships** to enhance their knowledge and confidence in teaching this vital subject.

The Miriam and Abe Brenner Holocaust Education Scholarship Fund enables North Carolina students and teachers to attend programs that promote understanding of Jewish history and the Holocaust. In 2025, **six students were awarded scholarships.**

K'lal Yisrael

together, we are one people



We come together through the Greensboro Jewish Federation to celebrate and honor our shared Jewish identity.

Triad Jewish Film Festival

The 2025 Triad Jewish Film Festival returned to Greensboro for its 24th year, bringing powerful stories of Jewish identity, hope, and resilience to the big screen. **More than 550 moviegoers** enjoyed thought-provoking films at the Virginia Somerville Sutton Theater at Well-Spring and Golden Ticket Cinemas.

The festival thanks its **10 committee members, 29 Friends of the Festival, and 12 generous sponsors**, including Andrew Bowen Studios, Well-Spring Retirement Community, and many others, whose support made this year's festival possible.



Connecting Greensboro's Jewish Community

Shalom Greensboro Magazine, a publication of the Greensboro Jewish Federation, is **published four times a year, reaching hundreds of readers both in print and online.** Each issue shares stories that connect us—highlighting the people and programs that strengthen Jewish life in Greensboro. The magazine bridges generations and congregations, reminding us that while each of us contributes in our own way, together we form one vibrant, interconnected community.

the **TRIAD JEWISH FILM FESTIVAL** hosted

550+ MOVIE-GOERS

at **2** THEATERS for **6** FILMS

- We are pleased to acknowledge the generosity of the 2025 TJFF FRIENDS OF THE FESTIVAL:
- | | |
|------------------|------------------|
| Donna Allred | Patricia Koval |
| Bill Ameen | Emily Kranz |
| Brian Bernhardt | Kathy Manning |
| Glenda Bernhardt | Caroline Panzer |
| Charles Bretan | Eleanor Procton |
| Gail Bretan | David Rosenstein |
| Irene Cohen | Ellen Samet |
| David Delman | Dabney Sanders |
| Joanna Delman | Immanuel Spira |
| Kay Fields | Lon Tytell |
| Marc Fields | Corky Segal |
| Melody Glick | Fred Waxman |
| Judith Hyman | Shelly Weiner |
| Sharon Kaiser | Myrna Zimmerman |
| Marlene Kopperud | |



Together,
we go Forward



Photo credit: Ivan Cutler

United in Remembrance

The Greensboro Jewish community gathered at Beth David Synagogue on the evening of April 23, 2025 to observe **Yom HaShoah**, Israel's Holocaust Remembrance Day. Official observances began after sundown with lighting of candles, followed by a solemn ceremony marking 80 years since the defeat of Nazi Germany and the liberation of its death camps.

A community **Yom Ha'Zikaron / Yom Ha'Atzmaut**, attended by 100 guests, honored Israel's fallen soldiers and victims of terrorism was held at Temple Emanuel.

On October 7th, 2024, 325 guests gathered at Temple Emanuel to mark one year since the horrific attacks on Israel. The event, entitled **One Year Later: A Memorial & Call for Hope**, was held to commemorate the lives lost, honor inspirational heroes, and pray for the hostages. Powerful remarks were made by keynote speaker Kathy Manning, Congresswoman and Co-Chair of the House Bipartisan Task Force for Combating Antisemitism.



Women's Joint Opening Lunch

Nearly 150 women gathered at Beth David Synagogue for the 2024 Women's Joint Opening Lunch. The

afternoon featured guest speaker June Hersh—renowned cookbook author and Jewish food archivist—who captivated the audience with readings from her book *Food, Hope & Resilience: Authentic Recipes and Remarkable Stories from Holocaust Survivors*. Through powerful stories, Hersh illuminated the resilience of the human spirit through food.



Mitzvah Day

Mitzvah Day 2025, held on Sunday, May 4, was a resounding success, uniting the Greensboro community in a shared mission of kindness and service. **Nearly 100 volunteers of all ages gathered at Temple Emanuel to participate in a day filled with meaningful activities and hands-on projects.**

Through small acts of kindness, the Greensboro Jewish community made a big impact, showing that open hearts and helping hands can create amazing results.

Kol Yisrael Arevim Zeh Bazeh

all Jews are responsible for one another

Through action and advocacy, the Federation leads the way in securing and supporting Jewish life in Greensboro.

Strengthening Jewish Life

The Greensboro Jewish Federation continues to ensure that our local voices are heard on the national stage. **In June, President Jenny Kaiser joined Jewish leaders from across the nation in Washington, D.C.,** responding to the growing threats facing Jewish communities in the United States. The Emergency Leadership Mission, organized by the Jewish Federations of North America and the Conference of Presidents of Major American Jewish Organizations, brought together leaders to advocate for immediate government action and increased federal support.

At the state level, **Federation representatives joined the North Carolina Jewish Coalition in Raleigh for NC Jewish Advocacy Day.** Jewish leaders from across the state met with lawmakers to discuss issues of shared concern, including antisemitism education, community safety, and social service support.

Closer to home, the Federation continues to foster connection in Greensboro. **Mayor Nancy Vaughan officially proclaimed May as Jewish American Heritage Month,** honoring the contributions and vitality of Greensboro's Jewish community. **In October, the Federation hosted a Community Relations Breakfast marking one year since October 7,** bringing together local faith leaders, elected officials, and community members for reflection and dialogue. The event reaffirmed a shared commitment to combating hate, supporting Israel, and building understanding across all communities.



Left: President Jenny Kaiser with Jewish Leaders in Washington D.C.



Right: Meredith Weisel, Regional Director of the ADL, Stuart Frisch, National Trainer for the Secure Community Network, and CEO Glenda Bernhardt



Above: Federation members joined in a Run for Their Lives event



Left: The Federation strengthened ties with local law enforcement through a security and antisemitism briefing



Together, we go Forward

Standing Together

Throughout the year, the impact of the events from October 7, 2023 remained a powerful presence within the Jewish community. The Greensboro Jewish Federation responded with solidarity, turning remembrance into action.

Members of the Federation joined participants in a Run for Their Lives event—a peaceful demonstration calling for the release of Israeli hostages still held by Hamas. The local walk was part of a coordinated international campaign to raise awareness and show support for families affected by the violent attacks.

The Federation participated in JFNA online briefings, keeping the community informed about developments in Israel and Gaza while providing a space for dialogue. The Federation also partnered with Temple Emanuel to host the film *October 8*, offering an opportunity to reflect on the impact of the events and engage conversation.

The balance of a \$100,000 grant from The Leon Levine Foundation was distributed to support Jewish agencies in covering critical expenses. These included costs for assisting displaced Israeli families, counseling and trauma services, increased security, community programming, and advocacy against antisemitism and anti-Israel activity.

Combating Antisemitism

Efforts to confront and prevent antisemitism took center stage this year, as the Federation strengthened its commitment to safety and education. **A new Incident Reporting Form was launched at shalomgreensboro.org**, providing a secure, confidential way to report antisemitic incidents, suspicious activities, or safety concerns—creating a stronger, more responsive network of protection.

In January, **an informative Security Briefing brought together law enforcement, educators, and Jewish leaders to address the rise in antisemitic incidents.** Presenters Meredith Weisel of the Anti-Defamation League and Stuart Frisch of the Secure Community Network shared strategies for awareness and prevention.

The spring program **STANDING STRONG: Combating Antisemitism, Empowering Leaders, featuring Shabbos Kestenbaum, highlighted the ongoing fight against antisemitism in academic settings.** His personal story of courage and advocacy inspired community members to continue standing up for Jewish students and institutions.

Keeping Our Community Safe and Secure



Bruce Gourlie

This year, the Greensboro Jewish Federation made major strides in ensuring the safety and security of Jewish life. Working in partnership with the Secure Community Network (SCN)—the official safety and security organization of the Jewish community in North America—**the Federation welcomed Bruce Gourlie as Regional Security Advisor for Central North Carolina.** From his office at the Greensboro Jewish Federation, Gourlie now oversees the

protection of approximately 36,500 Jewish residents and 36 organizations across the region. He leads Threat, Vulnerability, and Risk Assessments (TVRAs), training sessions, and emergency preparedness drills, while coordinating responses to incidents affecting synagogues, schools, daycares, camps, assisted living facilities, and other Jewish institutions.

These efforts were supported by the generosity of Temple Emanuel, Beth David Synagogue, Chabad of Greensboro, B'nai Shalom Day School, and Guardians of Greensboro, a group of dedicated donors committed to community security. **The Federation also put the second year of a \$140,605 LiveSecure Grant from the Jewish Federations of North America to work**, using the funds to enhance physical security, expand training programs, and implement proactive measures against rising antisemitic threats.

100%
OF GREENSBORO
SYNAGOGUES
HAVE TVRAs

100+
SECURITY
UPDATES
RECOMMENDED

100+
COMMUNITY
MEMBERS
TRAINED

Tikkun Olam

repairing the world



Global Emergency Fund

The Greensboro Jewish Federation Global Emergency Fund enables our community to respond swiftly and compassionately when disaster strikes—locally, nationally, or abroad. Following Hurricane Helene’s devastating impact on Western North Carolina, the Federation quickly mobilized relief efforts, and thanks to our community’s incredible support, **more than \$58,000 was raised from 144 donors.**

All funds—along with a supplemental contribution from the Global Emergency Fund—were distributed to Jewish Family Services of Western North Carolina, Camp Judaea, Second Harvest Food Bank, NECHAMA – Jewish Response to Disaster, and the Asheville JCC. The Federation also contributed **\$1,000 to the JFNA Relief Fund for California wildfire victims.**

The Greensboro Jewish Federation puts Jewish values into action—uplifting those in need and creating meaningful impact across the globe.

The Power of Community in Action



Greensboro Jewish Federation staff and volunteers traveled to Western North Carolina to partner with NECHAMA – Jewish Response to Disaster, providing hands-on support to a family rebuilding after

Hurricane Helene. Rolling up their sleeves to sand, paint, repair, and restore homes, volunteers turned hours of service into meaningful impact.

Back in Greensboro, **staff members volunteered at My Sister Susan’s House,** tending large raised gardens by weeding, planting vegetables, and sowing wildflowers. The effort transformed the outdoor spaces, giving residents a place to grow their own food and enjoy the beauty of nature. Through hands-on volunteering, Greensboro Jewish Federation staff contributed to the mission of nurturing independence and hope for the young mothers and their children who call it home.



Photo Credit: JAFI





Together,
we go *Forward*

American Jewish Joint Distribution Committee

\$98K
IN CORE
SUPPORT
+
\$18K
FOR BELTSY,
MOLDOVA

The American Jewish Joint Distribution Committee (JDC) is the leading global Jewish humanitarian organization, providing programs benefiting more than a million Jews in 69 countries.

Thanks to a successful 2025 Annual Campaign, the JDC will continue its essential work of aiding vulnerable Jews with next year's **Federation allocation of \$98,000 in core support**. An additional **\$18,000 is specifically designated for Beltsy, Moldova**.

Jewish Agency for Israel

The Jewish Agency for Israel (JAFI) has been working to secure a vibrant Jewish future for generations since 1929. **The Greensboro Jewish Federation has allocated \$96,000 in core support for 2025-26 distribution to JAFI**, supporting its mission to connect Jews worldwide with Israel, amplify Jewish voices, and safeguard Jewish lives.



Partnership2Gether

The Greensboro Jewish Federation proudly participates in Partnership2Gether (P2G), a program of the Jewish Agency for Israel that builds enduring connections between Greensboro, other Southeastern U.S. communities, Prague, and Israel's Hadera-Eiron region. **Greensboro Jewish Federation has budgeted \$20,000 for 2025-26 distribution** for peer-to-peer programs, cultural exchanges, home hospitality, teen leadership initiatives, and educational programming.

This year, the Federation welcomed guest speakers from Israel's Hadera-Eiron region, three P2G Shlichim, and six teens for the P2G Leadership Summer Program, while expanding engagement through virtual programs and the L2G Leadership Exchange.

2

**SPEAKERS
FROM ISRAEL**

3

**P2G
SHLICHIM**

6

**ISRAELI
TEENS**

National Young Leadership Cabinet



National Young Leadership Cabinet is JFNA's premier young leadership development program that educates and connects the next generation of global Jewish leaders and philanthropists. Cabinet trains and inspires the most promising young volunteers for positions of leadership in the Jewish community.

National Young Leadership Cabinet's focus is to provide tools for participants to better themselves and their capacity as leaders through continued learning, reflection, and action.

Israel Experiences

Israel experiences are among the most powerful ways to strengthen Jewish identity. The Greensboro Jewish Federation proudly provides financial support to applicants seeking to deepen their connection to Jewish life and the global Jewish community.

This year, grants from the Greensboro Jewish Federation were awarded to four young adults, and three recipients received scholarships from the Jacke W. and Lottie K. Samet Israel Scholarship Fund.





Jewish Family Services of Greensboro



Jewish Family Services hosted its first-ever **JFS Care Fair**—an event designed to make planning future care easier and more accessible.

The Fair brought together a wide

range of professionals and resources, giving attendees the opportunity to explore care options, ask questions, and make informed decisions for themselves or loved ones. Expert speakers offered valuable insights, making the day both educational and empowering for attendees. The JFS Care Fair is poised to become a trusted annual community resource.



**Mental Health
& Wellness**
AT JEWISH FAMILY SERVICES

The Mental Health and Wellness

Series was launched this year, and quickly became one of the most impactful, ongoing initiatives offered by Jewish Family Services. Designed

to address mental health across every stage of life, the series has sparked vital conversations and helped reduce stigma around mental health and wellness.

Jewish Family Services

Volunteers	461 volunteers; 1,619 hours served
David D. Frazier Food Pantry	collected 56,037 lbs. of food; 67,320 lbs. of food distributed
Jewish Community Blood Drive in Memory of Ruth and Morry Jacobs	31 units collected
Indigent Burial Fund	assisted with 2 funerals
Van Service & J-Drive	1,561 rides; 17 passengers
Mitzvah Day	94 participants
Congregational Nurse	139 clients served; 128 visits; 1,112 client contacts
Social Work Program	48 clients served; 270 home visits; 92 facility visits; 23 hospital visits; 1,085 client contacts
Holocaust / FSU Case Manager	16 clients
Camp Scholarships	\$25,000 distributed to 20 applicants; average grant \$1,250
JELF Loans	10 students awarded \$47,248; average loan \$4,724.80 per student
Jacke W. & Lottie K. Samet Israel Scholarship Fund	3 recipients
Rosalyn Saltz & Norman Seymour Pliner Scholarship Fund	2 recipients
Chai Notes	5 programs; 226 senior gift bags distributed
Senior Programs	17 programs; 141 participants at luncheons
Children & Family Programs	22 programs
Greensboro Jewish Library	1,600+ books available for loan
Information & Referral Service	1,020 calls

Jewish Foundation of Greensboro

Total Assets	\$108.5M
Fiscal Year Contributions	\$7.1M
Fiscal Year Distributions	\$6.8M
Create a Jewish Legacy	205 legacies
Total Funds	358
Perpetual Annual Campaign Endowments (PACE)	24
Lion of Judah Endowments (LOJE)	24
The Lawrence M. Cohen Scholarship	2 recipients



JEWISH FOUNDATION
of Greensboro

TOTAL CONTRIBUTIONS
\$154.1M
SINCE INCEPTION
(1997-JUNE 30, 2025)

TOTAL DISTRIBUTIONS
\$124.7M
SINCE INCEPTION
(1997-JUNE 30, 2025)

The Jewish Foundation of Greensboro proudly established the **Marilyn Forman Chandler Fund for Greensboro Jewish Federation Professional Staff Development and Continuing Education**, honoring Marilyn's 36 years of leadership of the Greensboro Jewish Federation.

2025 Annual Campaign



Together,
we go Forward

The strength of our community was reflected in the 2025 Annual Campaign, which achieved a **record total of \$1,804,655.**

Funds raised through the Annual Campaign make an impact in Greensboro, in Israel, and around the world—supporting vital programs, caring for those in need, and helping secure a vibrant Jewish future.

We extend our deepest appreciation to **Campaign Co-Chairs Gary and Laurie Bargebuhr** whose vision and dedication helped make this year's campaign a success.



2025 Annual Campaign Results

604 Individual or Household Donors **\$1,704,655**

Includes \$163,062 in PACE/LOJE Payouts from Endowments

Matching Funds for New and Increased Gifts **\$100,000**

Thanks to The Leon Levine Foundation and Sylvia Berkelhammer for matching donations.

2025 ANNUAL CAMPAIGN TOTAL **\$1,804,655**

2025 Annual Campaign Events

Major Gifts Dinner with David Heller
88 attendees

Campaign Kickoff Pre-event
60 attendees

The Joys and Oys 2025 Comedy Kickoff with Joel Chasnoff
156 attendees

Women's Campaign Sip & Paint
50 attendees

Telethons:
Super Sunday 35 volunteers
Spring Telethon 16 volunteers

Lion/Lion Of Judah Endowment:
Annual Spring Luncheon 45 attendees
International Lion of Judah Conference in Atlanta 6 attendees

Cardozo Society:
Confronting Antisemitism
12 participants
Managing Technology & Social Media
5 participants

2025 Annual Meeting 80 attendees

Leading with Pride

Since 1983, the Lions of Judah have been a cornerstone of Jewish life in Greensboro. This distinguished sisterhood of **89 philanthropic women** strengthens our community through their leadership and generosity.

This spring, **45 Lions** gathered for the Lion and LOJE Luncheon, celebrating the impact of philanthropy. Later in the year, **six local Lions joined more than 1,600 women leaders** at the Jewish Federations of North America's International Lion of Judah Conference in Atlanta.

B'yadayim Ne'emant

in trusted hands

A Five-Year Look at KEY ALLOCATION AREAS:



Tracking our Impact

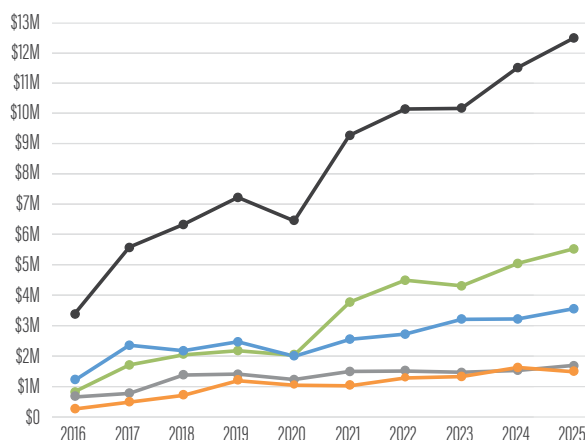
Over the past five years, Federation's funding has reflected steady growth and thoughtful stewardship across several key areas — domestic and overseas allocations, support for Jewish Family Services, and Federation's own programs and services.

Each year's allocations are powered by the generosity of the previous year's Annual Campaign, and demonstrate how community trust and collaboration drive lasting impact.

Greensboro Jewish Federation ENDOWMENT FUNDS

Held at Jewish Foundation of Greensboro

Designated Permanent	\$3,649,264
Designated Temporary	\$1,475,417
Unrestricted	\$1,739,558
PACE/LOJE	\$5,656,667
TOTAL FUNDS AS OF JUNE 30, 2025:	\$12,520,906



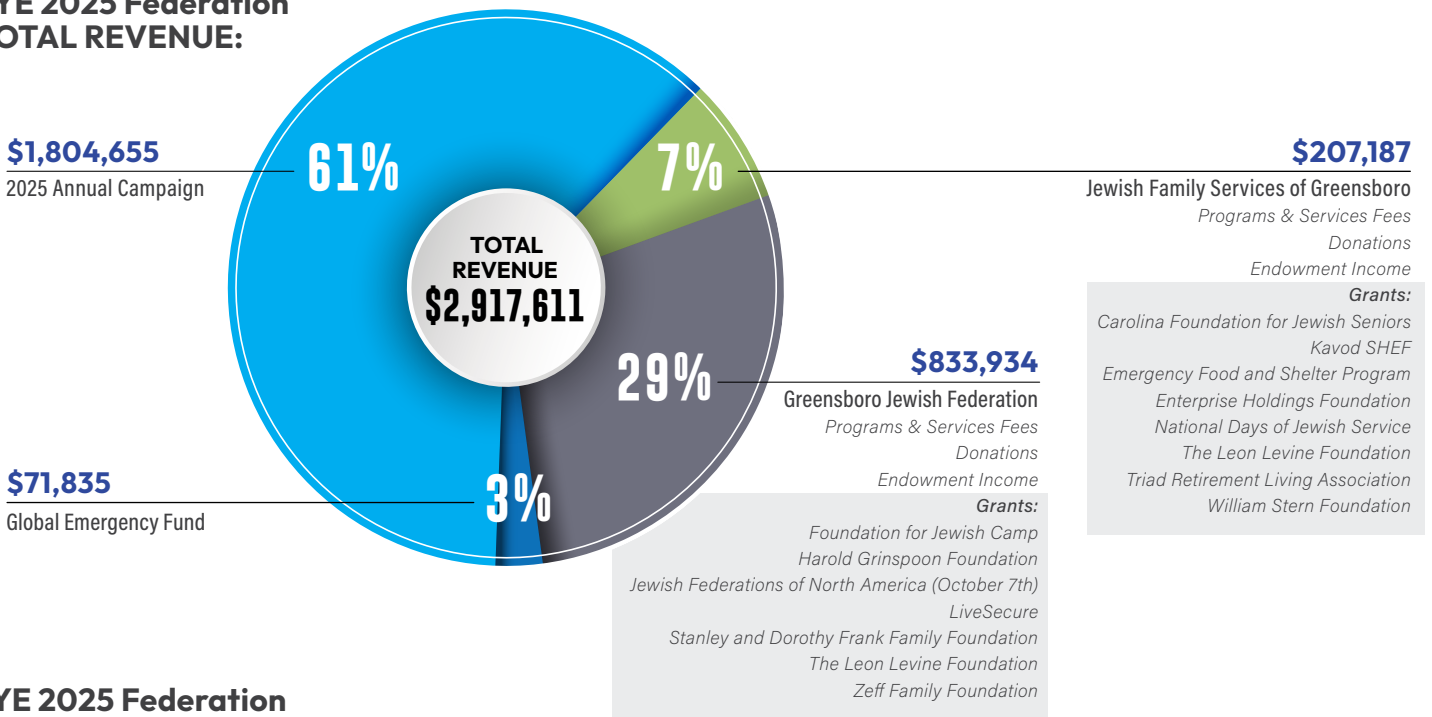


Together,
we go *Forward*

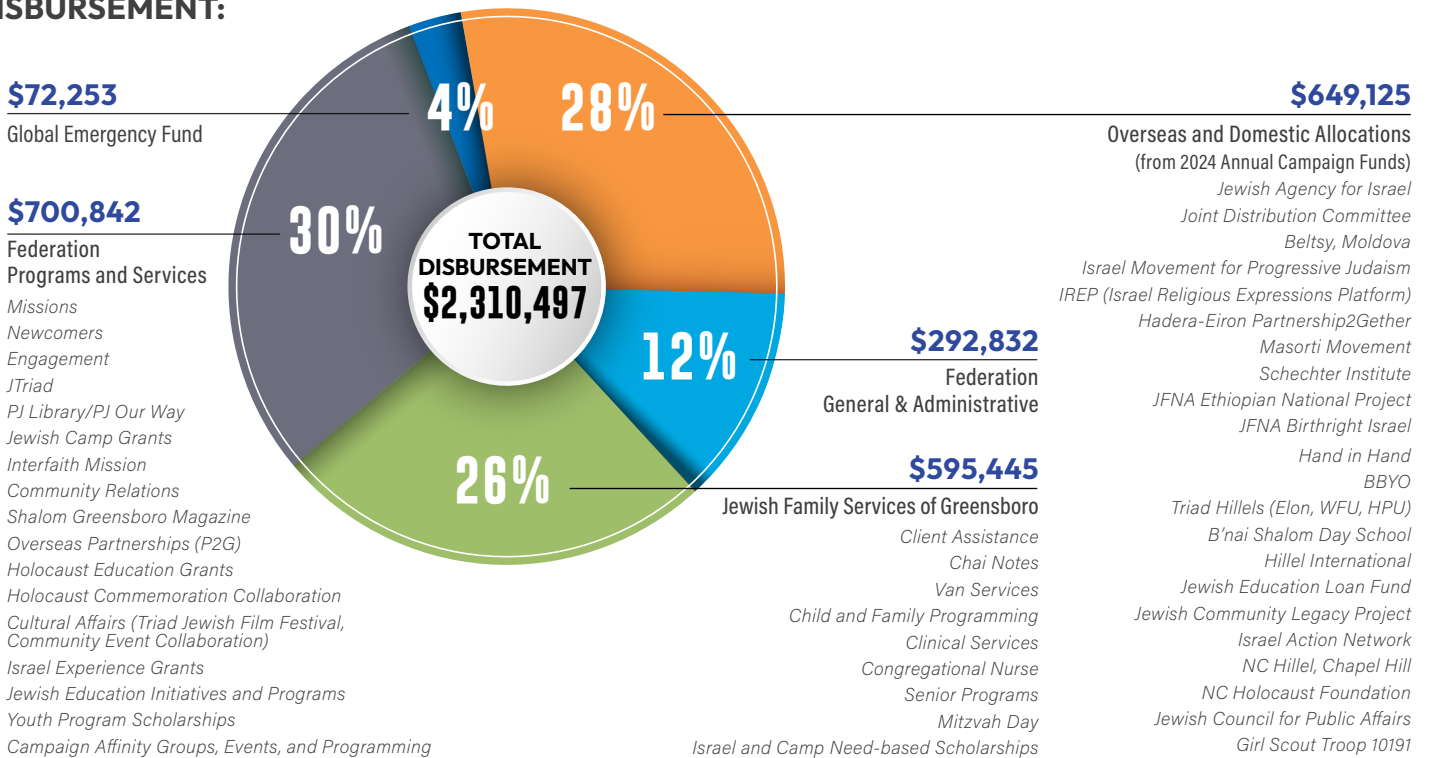
The Greensboro Jewish Federation achieved a total revenue of **\$2,917,611 in FY2025** — a true reflection of the strength, compassion, and commitment that define Greensboro’s Jewish community.

Our deepest appreciation goes to the Campaign Co-Chairs, volunteers, and donors who made this year’s achievements possible. Your partnership ensures that Together, we go Forward — sustaining Jewish life locally and globally.

**FYE 2025 Federation
TOTAL REVENUE:**



**FYE 2025 Federation
DISBURSEMENT:**



Building our Future Together

a strategic plan for Jewish Greensboro

It takes planning and vision to build any great community. But a strong Jewish community takes even more.

Advancing Our Mission

In 2024, the Greensboro Jewish Federation launched a **comprehensive strategic planning process** rooted in collaboration, leadership, and innovation. Guided by professional leadership, the Federation Board, and shaped by the voices of those who care deeply about our future, the process illuminated our path forward: **To empower and unite a thriving Jewish community across generations.**

STRATEGIC FOCUS AREAS

The 2025-2028 strategic plan outlines **five key goals** that reflect the Federation's mission, vision, and core values. Each goal is supported by a set of strategies to guide the work ahead, achieving meaningful progress and long-term impact.



1

CREATE
MEANINGFUL, CROSS-GENERATIONAL
OPPORTUNITIES
FOR **ENGAGEMENT AND**
LEADERSHIP

- Design and offer expanded opportunities for small group interactions and intentional relationship-building (Year One Priority)
- Redesign and relaunch Federation's next-generation leadership development programs
- Develop and grow a coordinated, structured mission travel program
- Expand investments in youth education, scholarships, and grants (camp, travel, etc.)

2

LEAD AND EMPOWER
OUR COMMUNITY TO
COMBAT ANTISEMITISM
AND
SECURE OUR SAFETY

- Strengthen community safety for Jewish facilities through security education, planning, funding, and training (Year One Priority)
- Equip parents and families to better address antisemitism
- Cultivate and expand Federation's civic and interfaith relationships beyond the Jewish community
- Secure funding for annual security costs after the 2026 funding reduction



Find the full plan and additional information at shalomgreensboro.org.



Together,
we go Forward

7

VALUES

THAT

GUIDE OUR WORK

Ahavat Yisrael *Love of Israel.*

K'lal Yisrael

The collective Jewish people.

Kol Yisrael Arevim Zehbazeh

All Jews are responsible for one another.

B'tzelem Elohim *Divine uniqueness.*

Tzedekah *Justice through giving.*

Tikkun Olam *Repairing the world.*

Gemilut Hasadim

Acts of loving kindness.

The Federation fulfills this mission by:

- Supporting Jews in Greensboro, the United States, Israel, and worldwide through financial resource development and volunteer mobilization
- Fostering relationships and cooperation among and between Jewish individuals and Jewish organizations in the Triad, as well as with the community-at-large
- Offering Jewish educational and cultural activities that celebrate our traditions and deepen our relationships with the people of Israel
- Promoting understanding within the Jewish community and with the community-at-large and advocating for the Jewish community's priorities and concerns at local, state, and national levels

MISSION STATEMENT

To empower and unite a thriving Jewish community across generations

VISION STATEMENT

A vibrant community, building a world no longer in need of repair

3

ELEVATE
OUR **COMMUNICATIONS**
AND **INCREASE**
THE FEDERATION'S COMMUNITY
VISIBILITY

- Review and align Federation's marketing, messaging, and publications with the goals and strategies of this strategic plan (Year One Priority)
- Strengthen and expand Federation's digital communications to be more strategic, customized, and industry-leading
- Invest in the collection and management of high-quality data on our community and programs

4

INVEST
IN THE **GROWTH**
AND **SKILL** OF OUR
VOLUNTEERS,
BOARD, AND STAFF

- Build a multi-year staffing and compensation plan to support this strategic plan (Year One Priority)
- Build a multi-year pipeline of potential board members through a rigorous governance/nominating committee practice (Year One Priority)
- Increase utilization of newly expanded staff professional development opportunities
- Create new volunteer opportunities that enable the widest possible range of participation
- Invest in the growth and education of Federation volunteers and board members

5

SECURE
OUR **LONG-TERM**
FINANCIAL
AND **INSTITUTIONAL**
SUSTAINABILITY

- Expand annual campaign revenue through new giving structures and new donors (Year One Priority)
- Expand Federation's endowment through unrestricted and perpetual campaign funds
- Modernize the Federation facility and its technology to create an exceptional workplace for our staff
- Increase engagement of board members and volunteers in gift solicitations

Gemilut Hasadim

acts of loving kindness



Together, we go *Forward*

Passionate Service

The Greensboro Jewish Federation, Jewish Family Services, and Jewish Foundation of Greensboro are led by experienced professionals dedicated to strengthening Jewish life throughout our community. Guiding this work is the Board of Trustees, whose leadership and vision help move us forward. **Together, they bring our values to life, and ensure that Greensboro's Jewish life flourishes for generations to come.**

2024 – 2025 Professional Staff

Greensboro Jewish Federation

Glenda Bernhardt	<i>Chief Executive Officer</i>
Michele Perrell	<i>Director of Finance and Human Resources</i>
Melissa Oliver	<i>Director of Finance and Administration</i>
Carly Gray-Adler	<i>Director of Campaign and Donor Relations</i>
Dena Kovach	<i>Director of Marketing and Design</i>
Alexa Horowitz	<i>Event and Corporate Sponsorship Manager</i>
Nichol Walters	<i>Outreach and Engagement Manager</i>
Kenneth Kellyman	<i>Accounting and Data Manager</i>
Kimberly Gleiser	<i>Campaign and Program Associate</i>
Karla Goodman	<i>Office Administrator</i>
Empy Perez	<i>Accounting Assistant</i>
Dan Alexander	<i>Facilities Maintenance Manager</i>

Jewish Family Services

Alicia Kaplan	<i>Director</i>
Marlene Baruch	<i>Congregational Nurse</i>
Sheilagh Harrington	<i>Clinical Social Worker</i>
Jamie Schleuning	<i>Volunteer and Program Coordinator</i>
Marsha Cross	<i>Administrative Assistant</i>
Thomas Gromko, Robert Foley, and Kevin Thurm	<i>Van Drivers</i>

Jewish Foundation of Greensboro

Susan Gutterman	<i>Endowment Director</i>
Shirley Lucky	<i>Director of Finance and Operations</i>
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Together, we go Forward in 2026 with the Greensboro Jewish Federation—uniting generations, creating meaningful opportunities for leadership and engagement, and strengthening Jewish life at every level.

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