



Greensboro
JEWISH FEDERATION

YOU MATTER



2019
IMPACT REPORT



“

WHEN WE TREAT
OTHERS KINDLY,
FAIRLY, AND LOVINGLY,
WE ARE TRULY LIVING
TORAH.”



IT ALL STARTED WITH YOU

For nearly a century, the Greensboro Jewish Federation has been supporting, sustaining and revitalizing Jewish life. In 2019, we capitalized on our core strengths, while finding new opportunities to enhance Jewish life in Greensboro and around the world. From empowering our next generation and educating our local professionals to delivering essential social services to the Jewish community — our impact has been both broad and profound.



WHAT'S INSIDE

YOUTH AND YOUNG ADULT ENGAGEMENT	2 - 3
PURSUIT OF EDUCATION	4-5
SUPPORTIVE SERVICES	6-7
JEWISH LEGACIES	8-9
LOCAL AND GLOBAL DISTRIBUTIONS	10-11
2019 ROLL OF HONOR	12-15
BOARD OF TRUSTEES AND PROFESSIONAL STAFF	16



YOU ENGAGED THE NEXT GENERATION

When a child is brought into the world, it is said they should grow to *Torah*, to *chupah*, and to *ma'asim tovim*, good deeds. **Committed Jewish adults start as engaged Jewish children**, and Federation is dedicated to promoting Jewish identity and involvement in Greensboro's youngest community members through meaningful programming, scholarships and experiential education.



EVERY BLADE OF GRASS HAS AN ANGEL THAT BENDS OVER IT AND WHISPERS, 'GROW, GROW'

The Talmud



Above: G-FLI Fellow Ron Garcia posed with José Fuster's art in Fusterlandia, during the mission to Havana, Cuba.

JEWISH CAMP

Camp enables children to learn and grow while being immersed in a place devoted to Jewish values, traditions, and culture. The Greensboro Jewish Federation and Jewish Family Services are committed to helping provide this experience to as many young people as possible through scholarships and grants.

- **24 scholarships** awarded for a total of **\$25,500**
- **22 grants** awarded for a total of **\$27,500**
- First-year **One Happy Camper grants increased 40%**

PJ LIBRARY

Generously funded by Mimi Levin, engagement in PJ Library grew significantly. With six community-wide programs (August through March), there was an **average attendance of 28 children per event**.

Funding from The Leon Levine Foundation allowed for the addition of a PJ Parent Connector. The Connector helped develop deeper relationships among PJ Library families, grow new subscription totals and establish a PJ Baby program.

- **210 families engaged**
- **151 PJ Library** and **45 PJ Our Way subscriptions**

Below: Kara and Jason Davis enjoyed a PJ Havdalah with their sons, featuring glow-in-the-dark games and pillow decorating.

Below left: Children at B'nai Shalom became part of a vibrant Jewish community that learned and celebrated together in creative ways.

Below Right: The JTriad Hebrew Nationals won their first game of the season.



G-FLI

The Greensboro Federation Leadership Institute (G-FLI) engages the next generation of the Greensboro Jewish community by providing leadership development through a Jewish lens. Highlighted by immersive experiential education combined with active learning, this 18-month leadership course helps expose participants to leadership opportunities within the Greensboro Jewish Federation and its constituent agencies, and pairs fellows with highly experienced mentors who are the foundation of our community.

The first graduating cohort exceeded expectations by jumping into leadership roles with gusto. Examples include: Campaign Co-Chair, PJ Parent Committee, Foundation Strategic Planning Committee, Campaign Kickoff Co-Chair, and Marketing Committee.

G-FLI COHORT 1:
18 MONTHS, **16** SESSIONS
13 MENTORS, **11** GRADUATES
1 MISSION TO CUBA

6 GREENSBORO PARTICIPANTS
IN MILLENNIAL MOTL

5 BRENNER FELLOWS FOR
HOLOCAUST EDUCATION FROM
APPALACHIAN STATE UNIVERSITY

\$38,000 ALLOCATED
TO SUPPORT JEWISH STUDENTS
THROUGH NC HILLEL

FEDERATION FUNDS **37%**
OF B'NAI SHALOM DAY SCHOOL
TUITION ASSISTANCE

PLINER SCHOLARSHIP FOR
UNIVERSITY LEADERSHIP
AWARDED **\$5,000**

4 GRANTS FROM THE SAMET
ISRAEL SCHOLARSHIP FUND
AWARDED TOTALING **\$5,000**

27 JTRIAD EVENTS
WITH **358** ATTENDEES

2 STUDENTS AWARDED
A TOTAL OF **\$3,600** IN
ISRAEL EXPERIENCE GRANTS



YOU LEARNED WITHOUT LIMITS

Judaism stresses the pursuit of knowledge and continuous education in a number of different ways, stemming from the love and study of *Torah*. A sophisticated and comprehensive set of laws, the *Torah* provides governance for human development and ethics that drive curiosity and cultivate a thirst for knowledge. The Federation strives to provide opportunities that stimulate the mind, mobilize the body and melt the heart.



Above: G-FLI Fellows Laura and Ari Hausman and Kara Rothberg posed for a selfie during the Mission to Cuba.

Top Left: Shelly Weiner, Moldovan Ambassador Cristina Balan, Steve Mackler and Irene Cohen met during the Ambassador's visit to the Federation.

Above: Andy and Kris Aronson enjoyed the Opening Hearts and Minds Interfaith event organized by the Women's Philanthropy Collective.

Right: Raffi Simel, Corie Hampton, Marissa Milstein and Mark Bochkis traveled Tel Aviv for the JFNA General Assembly.





OUR FEDERATION BELIEVES THAT LEARNING ON-SITE IS THE BEST WAY TO UNDERSTAND A PLACE AND THE HISTORY OF THAT PLACE. ”

Marilyn Forman Chandler
Executive Director

MISSIONS

Engaged in the work of *tikkun olam*, Federation is committed to supporting Jewish individuals and communities around the globe with our hands and our dollars. Missions provide an exciting way to see, first-hand, the role every Jew can play in making the world a better place. Often, community members and donors attribute their high level of involvement to a transformative mission. **In 2019, The Greensboro Jewish Federation organized five missions to encourage relationships across cultures and build community.**

SHALOM GREENSBORO

In an effort to reach a broader demographic, *Shalom Greensboro* transformed from newspaper to magazine. Spearheaded by the Marketing Committee, along with volunteer writers, editors and photographers, the magazine is a publication of the Greensboro Jewish Federation and provides information and news about the Greensboro Jewish community. **By FYE 2019, over 4,500 publications were printed and distributed.**

TRIAD JEWISH FILM FESTIVAL

The Triad Jewish Film Festival hosts an eclectic group of movies that are made to challenge, provoke, inspire and expose viewers to new, captivating and often uncomfortable selections that center their theme around Jewish history and Jewish values. One of our most successful years to date, **2019 brought us 829 attendees and \$11,300 in sponsorships.**

5 MISSIONS WITH
119 TOTAL ATTENDEES:
MISSION TO NEW YORK CITY: **29**
JWRP MISSION TO ISRAEL: **18**
G-FLI MISSION TO CUBA: **17**
INTERFAITH STUDY MISSION
TO ISRAEL: **37**
MISSION TO RICHMOND: **18**

2 VISITING AUTHORS FROM
JEWISH BOOK COUNCIL

1 JFNA GENERAL ASSEMBLY
IN ISRAEL WITH **11**
GREENSBORO PARTICIPANTS

1 JFNA LION OF JUDAH
CONFERENCE IN FLORIDA WITH
5 GREENSBORO PARTICIPANTS

22 MET WITH MOLDOVAN
AMBASSADOR AND TEAM
AT FEDERATION

65 ATTENDED **2** EVENTS WITH
JFNA CEO JERRY SILVERMAN

24 LIONS OF JUDAH ATTENDED
FIDDLER ON THE ROOF IN DURHAM



YOU PROVIDED ESSENTIAL SUPPORT

Jewish Family Services of Greensboro* supports and empowers those in the Jewish community by providing a range of supportive and mental health services. The agency develops and promotes programs that contribute to vibrant Jewish life and to the well-being of the greater Greensboro community.



THE MANNER IN WHICH JEWISH FAMILY SERVICES STEPPED IN TO SHARE INFORMATION, OFFER SERVICES, AND PROVIDE SUPPORT HAS BEEN REMARKABLE. ”

Former American Hebrew Academy Employee



RELIEF FOR FORMER EMPLOYEES OF AHA

Jewish Family Services assumed responsibility as the lead agency for providing support and assistance to all former employees of the American Hebrew Academy and their families. A financial assistance fund began immediately, and over **\$70,000 was raised** to assist in the areas of counseling, employment coaching, housing assistance, health insurance consultation, and student placement. **Within three months, over 41 distributions were made to 53 families totaling \$58,728.**

FOOD PANTRY

- In FYE 2019, **132 Jewish and non-Jewish families** from across Greensboro **made 520 visits** to receive food.
- **15,668 pounds** of food were collected and **12,988 pounds were distributed.**
- **544 volunteer hours** were logged in by community members.
- The pantry presented “teachable moments” with programs for children designed to learn more about hunger in our community. The annual pre-K food pantry program teaches **“anyone at any age can make a difference.”**

**Jewish Family Services is a constituent agency of the Greensboro Jewish Federation.*

Menbere Hailu, former employee of the American Hebrew Academy, helped transfer food to the Jewish Family Services food pantry.



322 VOLUNTEERS
PROVIDED THEIR SERVICES TO
24 MITZVAH DAY PROJECTS

JFS VAN PROVIDED **2,534**
TRIPS TO **45** RIDERS

8-SESSION MATTER OF BALANCE
CLASS WITH **17** PARTICIPANTS

THE JELF FUND LOANED
A TOTAL OF **\$48,276**
TO **14** UNIVERSITY STUDENTS

SENIOR PROGRAMS:
2 FIELD TRIPS WITH **47** SENIORS,
266 ATTENDED **2** LUNCHEONS,
3 HOLIDAY GIFT BAG PROGRAMS
WITH **322** BAGS DELIVERED

14 CHILDREN AND FAMILY
PROGRAMS WITH **242** ATTENDEES
PLUS **5** SPECIAL NEEDS PROGRAMS

CLINICAL SERVICES

- The congregational nurse and social worker **served 153 clients**, had **30 case management cases** and **16 therapy clients**.*
- **The Chai Notes program** worked to foster connections and increased socialization for older adults in facilities. The program used the arts, particularly Jewish music, as a way to promote a sense of belonging. The Chai Notes program enabled extensive **outreach to 6 senior facilities** where **30 programs were conducted**.*
- **850 information and referral calls were answered**.
- **5 employment skill-building workshops** were held, and the jobs listserve reached nearly **500 people**.

* These programs were funded in part by a grant from the Carolina Foundation For Jewish Seniors.



YOU HELPED FUND THE FUTURE

Since its inception 23 years ago, the **Jewish Foundation of Greensboro*** has grown exponentially offering a lifetime plan of thoughtful philanthropy and impact. The Foundation offers donors and institutions the benefit of infrastructure, expert fund management, and Jewish values. Donors have a range of giving opportunities through permanent endowments, donor advised funds, and other planned gifts, to create their legacies for the future of institutions in the Greensboro Jewish community and beyond.



Above: Several visits were made to affiliate organizations including the Mt. Sinai Synagogue & Congregation in Cheyenne, Wyoming. Members Steve Borin and Jason Bloomberg are pictured in front of one of the magnificent stained glass windows.



Top: Rose Ackermann, Sylvia Samet and Kathy Manning attended a Foundation event.

Center: Tom Sloan, Investment Committee Chair and Freddy Robinson, Jewish Foundation of Greensboro Chair

Left: Jeri D'Lugin, Investment Committee member and Joyce Shuman, Immediate Past Chair and Chair of the Strategic Planning Committee

*The Jewish Foundation of Greensboro is a constituent agency of the Greensboro Jewish Federation.

A GIFT FOR THE FUTURE



Create a Jewish Legacy is a Foundation initiative for philanthropic legacy planning.

- A legacy gift is a way to **leave financial resources to organizations that are important to you and your family.**

- A lasting gift through Create a Jewish Legacy will help **secure and ensure the financial future of our Jewish community.**

The Foundation is re-engaging all affiliate Jewish organizations to engage donors and members by encouraging them to make permanent endowment gifts now and for the future. The **five-year goal is to engage 125 new legacy donors** among the **five local and fourteen statewide Jewish affiliate organizations.**

STATISTICAL HIGHLIGHTS

Assets

- December 1996: **\$2.4 Million**
- June 2019: **\$77.3 Million**

Distributions

- To the Greensboro Jewish Federation
July 1, 2018 – June 30, 2019: **\$969,617**
- To local Jewish organizations
July 1, 2018 – June 30, 2019: **\$2,167,563**
- Total Distributions through June 2019: **\$75,970,518**

GROWING OUR COMMUNITY: A STRATEGIC PLAN

The Jewish Foundation of Greensboro Strategic Planning Committee approved a new **five-year Strategic Plan** for growth and investment in the future of our vibrant Jewish community.

- Increase the Foundation Endowment assets to **\$150 Million**
- Increase Donor Advised Funds by **\$10 Million**
- Increase endowments of the Greensboro Jewish Federation from **\$6.9 Million to \$10.5 Million**
- Increase endowments of the Greensboro affiliate organizations from **\$10 Million to \$15 Million**
- Increase assets of other affiliates by **\$25 Million**



**I DID NOT FIND THE
WORLD DESOLATE
WHEN I ENTERED IT.
MY FATHERS PLANTED
FOR ME BEFORE I
ARRIVED, SO I PLANT
FOR THOSE WHO
COME AFTER ME.”**

TALMUD TA'ANIT 23A



YOU ACHIEVED MEANINGFUL RESULTS

With six digit matching funds available, **the 2019 campaign soared to \$1,625,015, 4% greater than last year.** This not only benefited regular campaign beneficiaries, but for the first time, it increased operating reserves, endowments for operations and emergency relief funds. This was possible because of YOU.

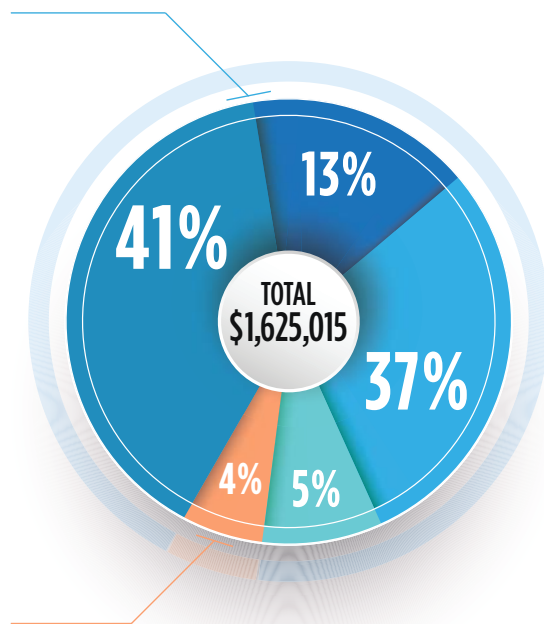
YOU MATTER. You matter to religious pluralism throughout Israel. You matter to the education of our youth through programs like PJ Library, March of the Living, Jewish camp and B'nai Shalom Day School. You matter to our local families struggling with food insecurity and mental health. You matter to a rich, vibrant, and small but mighty Jewish community in the heart of North Carolina.

Undesignated matching funds and all other contributions directly support the annual Campaign allocations for local, national, and international organizations and community activities.

2019 ANNUAL CAMPAIGN	AMOUNT	% OF TOTAL
2019 Men's Campaign	\$672,985	41%
2019 Women's Campaign	\$595,191	37%
Joint/Organizational Donors	\$209,434	13%
Matching Gifts/Additional Donors	\$78,583	5%

Thanks to generous local donors and The Leon Levine Foundation, supplemental donations were doubled, and contributors chose to allocate the increase into these funds:

FUND	AMOUNT	% OF TOTAL
GJF Unrestricted Endowment Fund	\$22,808	1%
Tobee W. And Leonard J. Kaplan		
JFS Client Assistance Fund	\$27,319	2%
GJF Global Emergency Fund	\$18,696	1%



877 UNIQUE DONORS GAVE TO THE **2019** CAMPAIGN

NEW FOR 2019: CHOOSE YOUR DESIGNATION

• The Unrestricted Endowment Fund

Created by a gift from the estate of Herman Cone, Sr., in 1981. For the past many years, it has been used to offset costs of the Federation, including personnel and infrastructure to serve our Jewish community.

• Tobee W. and Leonard J. Kaplan JFS Client Assistance Fund

Assists Jewish Family Services to serve its clients — in direct service costs (basic living needs of clients in need) or in costs of personnel to support those services.

• GJF Global Emergency Fund

This fund was established to distribute funds as needed to assist communities directly impacted by natural and other disasters.

PARTNERSHIP2GETHER



P2G is a program of the Jewish Agency for Israel, designed to cultivate people-to-people relationships, projects and professional programs.

- **\$20,000** allocated to join the Partnership2Gether Southeastern Consortium and Hadera-Eiron.
- Connections formed through our partnership with over **240,000** Jews throughout **11** communities in the Southeast U.S., as well as Prague and Israel.

AIDED WORLD JEWRY



\$112,500 was allocated to the Joint Distribution Committee, and **\$108,000** for the Jewish Agency for Israel. These partnerships helped subsidize:



- Lifesaving supplies for **3,478** Ukrainian Jews
- Assistance to **16,000+** at-risk youth in **104** communities
- **18,139,038** volunteer hours of home health-care for the elderly
- Resources for **270,950** Israelis
- Programs pertaining to religious pluralism for **600,000** Israelis

\$18,811 WAS GENERATED FROM **NEW** AND **RECOVERED** GIFTS

285 DONORS **INCREASED** THEIR **GIFT** AMOUNTS FROM THE PREVIOUS YEAR

1,044 TOTAL ATTENDEES PARTICIPATED IN **15** EVENTS

IGNITE WAS CREATED: A NEW **AFFINITY GROUP** FOR BUSINESS PROFESSIONALS

DEVELOPMENT OF A **CRISIS COMMUNICATION PLAN** TO PROMPTLY SHARE INFORMATION SHOULD AN EMERGENCY ARISE



YOU FUELED OUR COMMITMENT

The Greensboro Jewish Federation is run by a team of staff and community volunteers whose main goal is the engagement and preservation of our Jewish Community. Recognizing that each Jew is responsible, one for another, **the Federation promotes the welfare of the Jewish people in our community, in Israel and worldwide.**

Our professional and volunteer leaders bring a wealth of experience and expertise, reflecting the engaged, vibrant, and flourishing Greensboro Jewish community. The Greensboro Jewish Federation strives to serve the Jewish community - both here and in Israel, and to help secure an inclusive and active community for years to come.

LEADERSHIP AND TEAM MEMBERS

GREENSBORO JEWISH FEDERATION

- Marilyn Forman Chandler, *Executive Director*
- Emily Gray, *Director of Donor Engagement and Campaign Operations*
- Laura Berke Hausman, *Major Gifts Officer and Partnership2Gether Manager*
- Michele Perrell, *Director of Finance and Human Resources*
- Carly Hertz Dunno, *Outreach and Engagement Manager*
- Judi Rossabi, *Communications and Corporate Partnerships Manager*
- Christina Van Wagenen, *Office and CRM Manager*
- Dianne Hines, *Mission, Campaign and Program Associate*
- Dena Kovach, *Design Editor and Creative Visuals Coordinator*
- Empy Perez, *Accounting Assistant*
- Annie Karner, *Office Assistant*

JEWISH FAMILY SERVICES

- Betsy Gamburg, *Director*
- David Frazier, *Volunteer Coordinator*
- Marcia Hermelin, *Administrative Assistant*
- Marlene Baruch, *Congregational Nurse*
- Katy Claussen, *Chai Notes Coordinator*
- Jenny Shultz, *Program Specialist*
- Kevin Thurm, Johanna Bingham, Robert Hodgkin, Ernie McKenney, *Van Drivers*

JEWISH FOUNDATION OF GREENSBORO

- Susan Gutterman, *Endowment Director*
- Frandee Woolf, *Assistant Endowment Director*
- Maryann Kingsmill, *Donor Relations Manager*
- Cathy McLain, *Finance and Operations Manager*
- Empy Perez, *Financial Assistant*
- Shira Snyder, *Foundation Intern*

BOARD OF TRUSTEES 2019 – 2020

EXECUTIVE COMMITTEE

President	Sue Simmons
President Elect	Tom Cone
Vice President	Andrew Brod
Vice President	John Cohen
Vice President	Jenny Kaiser
Vice President	Erin Rosen
Secretary	Arthur Samet
Treasurer	David Rosenstein
Immediate Past President	Marc Isaacson
Women's Philanthropy Collective President	Dana Schleien
Campaign Co-Chair	Raffi Simel
Campaign Co-Chair	Jessica Wisniewski
Jewish Family Services Chair	Rachel Villalba
Jewish Foundation of Greensboro Chair	Freddy Robinson
Executive Director	Marilyn Forman Chandler

TRUSTEES

Caren Appel	Marissa Milstein
Gary Bargebuhr	Ron Milstein
Rabbi Joshua Ben-Gideon	Victoria Milstein
Michael Berkelhammer	David Moff
Peggy Bernstein	Mike Nichols
Andrew Bowen	Rabbi Yosef Plotkin
Lori Brody	Erica Procton
Steve Friedland	Susan Robinson
Jon Glazman	Keith Rosen
Rabbi Fred Guttman	Brian Ross
Corie Hampton	Sara Lee Saperstein
Arlene Henza	Steve Shavitz
Perri Hoyt	Vivian Sheidler
Scott Kaplan	Fred Siegel
Rabbi Andy Koren	Tom Sloan
Emily Kranz	Aaron Strasser
Joel Liebling	Amy Thompson
Kathy Manning	Tammi Thurm
Debby Miller	Ron Yardenay

“

IT IS NOT YOUR
RESPONSIBILITY TO
COMPLETE THE WORK
OF PERFECTING THE
WORLD, BUT NEITHER
ARE YOU FREE TO
ABANDON IT. ”

Pirkei Avot, 2:21



GREENSBORO JEWISH FEDERATION
5509-C West Friendly Avenue - Guilford Corporate Park
Greensboro, NC 27410-4211
(336) 852-5433

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A COMMUNITY WHERE **YOUR** JEWISH LIFE CAN THRIVE.

