

SHALOM

GREENSBORO

INSPIRED PHILANTHROPY

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transportation for
our local seniors p4



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



UNC
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Jewish Studies Program and
Religious Studies Department



Join us for The Annual Henry Samuel Levinson Lecture

WOMEN IN ISRAELI SOCIETY: THE ARMY, THE RABBIS, AND ME



LINDA GRADSTEIN

Wednesday, March 25 | 7:30 p.m.
UNC Greensboro Music Building
Tew Recital Hall | 100 Mclver Street
Free Parking in the Mclver Deck

ABOUT THE LECTURE: While Israel is widely admired for including women in army service and for being among the first countries to elect a female Prime Minister, Israeli women face many of the same challenges as females worldwide as well as issues unique to Israel. In this talk, Gradstein addresses the issues as she has seen and lived them: from her own experiences with rabbinic courts to her daughter's army service and beyond.

ABOUT GRADSTEIN: Linda Gradstein is a professor of journalism at NYU-Tel Aviv and Hebrew University as well as a freelance journalist. For 20 years she was the NPR correspondent based in Jerusalem. She has covered every major story in Israel for the past 30 years and won several awards for her coverage. She lives with her family in Jerusalem.

This event is free and open to the public. Registration required at:

lindagradstein.eventbrite.com

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the Henry Samuel Levinson Program Endowment for Jewish Studies, the Barbara Colchamiro
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A PATH FOR A BETTER TOMORROW

Welcome to the March/April issue of *Shalom Greensboro* magazine.

The focus for this edition is philanthropy and inside you will find many fascinating stories of philanthropy in our community. The feature article, *Philanthropy - Building a Bright Future*, shares the philosophy behind the work of two of our community members, Randall Kaplan and Jerry Pinsker.

Also, we take a look at the newly established Global Emergency Fund. The fund was set up last year and is designed to assist those directly impacted by natural and other disasters.

In the *From the Campaign Trail* column, Raffi Simel, Campaign Co-Chair, introduces us to the concept of "Achieving our Community" through shared social hope.

Learn more about the women's night out 'party with a purpose'. Each year, this multi-generational women's event is well-attended, and proceeds benefit the JFS van, which provides transportation for older adults to attend Shabbat services at no cost.

Spring is right around the corner and we hope to see you soon making our Greensboro Jewish community a place where YOUR Jewish life can thrive.

Sue Simmons, President
Greensboro Jewish Federation

REPORT TO THE COMMUNITY: Impact of the GJF Global Emergency Fund

The Greensboro Jewish Federation Global Emergency Fund was established to distribute funds as needed to assist communities directly impacted by natural (hurricanes, tsunamis, tornadoes, floods, etc.) and other disasters (acts of violence, etc.).

The Global Emergency Fund received \$18,696 in 2019 in designated and matching gifts.

The following are distributions to date:

- JDC - relief in South America
- Jewish Federation of Greater Los Angeles - wildfire relief
- Jewish Federation of Greater Pittsburgh - Tree of Life relief
- JDC - Bahamas Hurricane Dorian relief
- Outer Banks Hurricane Dorian relief
- Food Bank of Central and Eastern NC
- Faith Action Network - Border Crisis Immigrant Aid/Relief
- HIAS Border Crisis Immigrant Aid/Relief

Learn more on page 15.

ON MY MIND: Securing the Strength of Our Community for Future Generations

By Marilyn Forman Chandler, *Executive Director*



Marilyn Forman Chandler

We have launched exciting new ways to thank our generous donors, from handwritten cards to events recognizing their philanthropy. We have listened closely to your philanthropic priorities and taken additional steps to enhance our giving options based on your interests and needs. We have developed innovative donor tributes, from setting up photo installations at the Federation building to producing interactive video that is featured on social media. We focus on this because we are Powered by You.

Our total financial resource development efforts have grown tremendously, and we now offer more ways for you to support our community. In addition to our annual campaign for individual givers and joint family givers, there are opportunities for special designated contributions, matching gifts generously provided by The Leon Levine Foundation and local generous donors, as well as our Foundation's renewed 'Create a Jewish Legacy' campaign to perpetuate our Jewish communal institutions.

We have multiplied our efforts in "friendraising" as well as fundraising with face-to-face donor meetings, social events and educational programs. Emphasis has been placed on securing the strength of our community for future generations with endowed campaign contributions known as "PACE" or Perpetual Annual Campaign Endowments and "LOJE" or Lion of Judah Endowments. A PACE endows your gift in perpetuity to the Greensboro Jewish Federation Annual Campaign, which will carry on your acts of *tzedakah*. The LOJE option allows any woman currently making an annual gift of \$5,000 or more to endow her gift to the Federation Annual Campaign in perpetuity; setting a powerful example for women today and in the future.

We just published our first Impact Report to highlight how we've made a difference in our Jewish community and throughout the Jewish world. Every donor household will receive a copy which includes a listing of all campaign donors to the General and Women's Philanthropy campaigns.

The 2020 annual campaign ends May 31 to make deliberations and decision-making more productive and accurate for our Allocations Committee volunteers. Please help reach our goals of \$1,625,000 for the Annual Campaign and \$10M in endowed permanent funds. Your gift makes Greensboro a place where YOUR Jewish life can thrive.

As a special way to thank you, our community of supporters, all campaign donors are invited to an end-of-year breakfast on March 19 with special guest, Nachman Shai, a visiting professor at Emory University who currently serves as a Deputy Speaker and member of the Knesset.

“Your gift makes Greensboro a place where YOUR Jewish life can thrive.”



336.852.5433

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Cover photography featuring Randall Kaplan,
courtesy of Andrew Bowen Photography.

Shalom Greensboro is a publication of the Greensboro Jewish Federation, 5509-C West Friendly Avenue, Greensboro, NC 27410-4211. The publication provides information and news about the Greensboro Jewish community. Please submit articles to magazine@shalomgreensboro.org. *Shalom Greensboro* is published in print and online. The online version can be found at www.shalomgreensboro.org.

FROM THE CAMPAIGN TRAIL: “Achieving our Community” through Shared Social Hope



Raffi Simel

As the upcoming elections in the United States continue to intensify, I've been re-reading a book from an American Pragmatism class in college, *Achieving Our Country*, by Richard Rorty. In it, he argues that we must have a 'shared social hope' to achieve our country, as it remains - perhaps perpetually - unachieved.

The author begins by discussing pride in one's country:

National Pride is to countries what self-respect is to individuals: a necessary condition for self-improvement. Too much national pride can produce bellicosity and imperialism, just as excessive self-respect can produce arrogance. But just as too little self-respect makes it difficult for a person to display moral courage, so insufficient national pride makes energetic and effective debate about national policy unlikely. Emotional involvement with one's country — feelings of intense shame or of glowing pride aroused by various parts of its history, and by various present-day national policies — is necessary if political deliberation is to be imaginative and productive. Such deliberation will probably not occur unless pride outweighs shame.

Rorty goes on to say that at least in the sphere of public action, insufficient pride may lead us to suspicion that our country cannot be achieved, and we therefore become spectators instead of agents. In essence, we sit on the sidelines and look-on from afar.

I'm so fortunate to feel pride in my Judaism and for our Greensboro Jewish Community. One reason for this great pride is that the Greensboro Jewish Federation and all its affiliated agencies, partners and beneficiaries continue to see our community as not yet achieved. Together, we have a shared social hope to repair the world.

The theme of this edition of *Shalom Greensboro* is philanthropy. What's so special about philanthropy is that when we give to good causes, like our Federation's Annual Campaign, we inherently become agents. For 80 years now, you keep stepping off the sidelines and into the game. Because of you, Jess and I, and our entire Campaign team, don't lack any pride for what we can achieve together.

Please help us achieve our Community by giving to the Annual Campaign!

“Together, we have a shared social hope to repair the world.”

Rorty, Richard (1998). *Achieving Our Country*. Cambridge, MA; London, England: Harvard University Press.

SAVE THE DATE

THE JEWISH COMMUNITY OF GUILFORD COUNTY IS INVITED TO ATTEND THE
GREENSBORO JEWISH FEDERATION ANNUAL MEETING



MONDAY, JUNE 1 • 7 - 8:30 p.m.
at THE FEDERATION BUILDING



FEATURING:

- Accomplishments of the Corporation
- Election and Installation of New Board Members
- Membership Updates



Reception to Follow Meeting

Jewish Moments
POWERED by YOU

PHILANTHROPY Makes the Van Go ‘Round

“In the past five years, JFS has provided over 13,000 rides.”

A well-known sight around town is the Jewish Family Services (JFS) van. The bright white van with the JFS logo emblazoned on the side in blue is a welcome means of transportation for people in the Jewish community who are not able to drive.

According to Betsy Gamburg, JFS Director, the van service, which provides transportation for older adults and those with disabilities in the Greensboro Jewish

community is one of the most important services offered by JFS.

Gamburg said, “There is well documented evidence on the benefits of accessible and affordable transportation, but one of the most important aspects of providing van service is sending the message that every individual in our community matters and is valued.”

The van service makes it possible for individuals to get to doctor’s appointments, religious services, educational and cultural programs, as well as other important activities like getting to the hairdresser or a mah jongg game. Gifts, large and small, have come in over the years from many people to keep the van running. Over 100,000 miles have been logged on the current van since its purchase in 2015. In the past five years, JFS has provided over 13,000 rides.

It takes a village, and the support of donors throughout the years has resulted in van service being a priority offering for the Greensboro Jewish community. Thank

you to everyone who has generously donated to make affordable van service available, including the Strasser family’s early involvement and purchase of the first van, Gene Baruch, who made it possible for the agency to provide free transportation for religious services, and Caroline Panzer, who has generously underwritten the cost of a van ride, greatly reducing the fare for riders.

Most recently, the Women’s Philanthropy Collective hosted a women’s night out at GIA: Drink. Eat. Listen, which raised \$500 in support of the JFS Van through the annual Latke, Vodka & Tzedakah event. Thank you to all who came out to have fun and supported the JFS van!



Caroline Panzer



Friendly van drivers



Doris Kaye, Ernie McKenney,
Ruth Silfen



**JOIN US FOR
MITZVAH DAY
SUNDAY, APRIL 26**

By participating in acts of social responsibility and kindness on Mitzvah Day, we fulfill our shared Jewish obligation of *Tikkun Olam* – repairing the world. Mitzvah Day is a wonderful opportunity to join in social justice activities in our local community. Volunteers choose from projects that cater to diverse interests, capabilities, and ages.

Sign up online at www.shalomgreensboro.org or contact JFS Volunteer Coordinator David Frazier at 336-852-4829 ext. 227.

TODAH RABAH

Thank you to the following people for contributions to Jewish Family Services. All contributions to JFS are used to support JFS programs and services and those in the Greensboro community unless otherwise specified by the donor.

JEWISH FAMILY SERVICES

Ellen Berlin
Pnina Fogel
Jen and Steven Friedland
Bernice and Zev Harel
Paula Justice
The Weisberger Family Designated Fund

In Honor:

Of: Gail and Gene LeBauer
From: Adele and Robert Weinstein
Of: Tom Cone
From: Carol Cone Douglas

In Memory:

Of: Aron Katz
From: Natalie Mapou
Of: Pyotr (Peter) Gerlovin
From: Susan and Freddy Robinson
Of: Joanne Bluethenthal
From: Sylvia and Michael Berkelhammer

CHANUKAH FUND

Ellen Berlin
Triad Retirement Living Association

FOOD PANTRY

Nancy and Frank Brenner
The Fireball Bridge Group:
Elaine Abrams, Peggy Bernstein,
Janice Hyman, Susan Nehmen,
Sara Lee Saperstein, Joyce Shuman,
Adele Weinstein
Pat and Peter Levitin
Ellenor Llewellyn
Carin Obad, Inc.
Patsy Morgan

In Honor:

Of: Zora Bunin's 86th birthday
From: Patsy Morgan
Of: Sara Lee and Paul Saperstein
From: Peggy and Nat Bernstein

In Memory:

Of: Liz Cohen's mother
From: Elaine Abrams
Of: Kalman Stein
From: Maddie Reed
Of: Betsy Gamburg's aunt
From: Maddie Reed

VAN FUND

Jane Rosen-Grandon
Vivian Rosen

In Memory:

Of: Halina Ozarow
From: Linda and Jerry Wearb

We apologize if we have missed anyone's contribution. Please call Jewish Family Services (336) 852-4829 x222 if we missed you, and we will include you in the next issue. The minimum donation for each submission is \$10.00. Thank you.



JFS SENIOR PROGRAMS: Joyful Brunch Brightens up Sundays



Sundays can be long days. After an older adult mentioned that she had nothing generally to do on Sunday, JFS initiated a Senior Sunday Brunch with an entertainment program. The brunch will be held quarterly.

"Our goal is to bring people together to enjoy and socialize," said Marlene Baruch, Congregational Nurse. The first program was held Sunday, January 12, and featured a lox and bagel brunch and a program by Leslie Sanders, a certified laughter leader. Leslie has led over 200 laughter workshops and offers the opportunity for people to break through social barriers and have a good time together. "We had more than fifty participants and the feedback was enthusiastic and positive," said Betsy Gamburg, JFS Director.

The next Senior Sunday Brunch will be held on April 5, at 11 a.m. at JFS and will feature a cello performance.

JELF By the Numbers



In partnership with Jewish Family Services of Greensboro, Jewish Educational Loan Fund (JELF) funded 296 Jewish students at 124 different college and universities with a total of \$1,278,194 in interest-free loans. In 2019, ten of those students were from the Greensboro area.

JELF is proud that the 100% interest-free loans for higher education (college, graduate school and vocational programs) helped more Jewish students with more loans and larger average loans than ever before. The spring application period to apply for a JELF loan is March 1 – April 30. Visit www.jelf.org to learn more and apply.

To qualify for a JELF loan, a student applicant must be:

- A permanent resident of FL, GA, SC, NC, and VA (excluding the greater DC area)—but can go to any U.S. accredited school
- Enrolled full time in a program leading to a degree or certificate and in good academic standing
- A U.S. citizen or have lawful immigration status
- Able to provide a designated co-signer
- Able to demonstrate financial need (2019 FAFSA application required)

ON THE COVER

Photo courtesy of Andrew Bowen Photography



INSPIRED PHILANTHROPY with Randall Kaplan

Randall Kaplan will receive the 2020 Leadership Legacy Award at the Greensboro Jewish Foundation's brunch on April 19 in the new Steven Tanger Center for the Performing Arts.

"From a young age, I was inspired by the philanthropy of my parents, Tobee, z"l and Leonard, z"l and their commitment to the Jewish community," Randall said.

Randall is the CEO of Capsule Group, LLC and Listingbook, LLC, both headquartered in Greensboro. He graduated from Brown University with a degree in Economics and Political Science, and from the University of Michigan Law School.

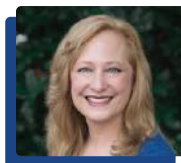
Randall has served as Chair of the Jewish Foundation of Greensboro, and currently serves on the Foundation Board, Investment Committee, and Strategic Planning Committee. He has served as Chair, International Board of Governors for Hillel International; Chair, Board of Trustees, Hillel International; Board Member of Foundation for Jewish Camps; Board Member of Leading Edge; Board member of JDC; Board Member of Camp Ramah Darom; Board of Directors, AIPAC; Board of Trustees, Campaign Chair, Greensboro Jewish Federation; Board member of B'nai Shalom Day School; Board member of Beth David Synagogue; as well as Chairman of the Board of UNC-Greensboro, and Board member of the Greensboro Partnership and Opportunity Greensboro.

Randall lives in Greensboro with his wife, Kathy Manning. They are the parents of three grown children, Liz, Jenny and Robert.



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BUILDING A BRIGHT FUTURE

From the outside, the Jewish community in Greensboro can seem relatively small. That's especially true when compared to the better-known centers of Jewish American life in cities like New York, Los Angeles, Philadelphia or Chicago. Even compared to these larger communities, Greensboro stands out as a model of enthusiasm and philanthropic spirit.

It's evident in the size of the annual campaign — one of, if not the largest in the shtetl-size category. It's evident in the strength and vitality of religious and educational institutions. And it's evident in the many visible marks Jews make on the Greensboro community at large — from the annual Mitzvah Day to the civic effort that succeeded in bringing a performing arts center to our downtown.

"Philanthropy is a means of fulfilling a life mission," said Randall Kaplan. "I'm very proud of our ability to continue to support institutions in this community, like the Federation, the synagogues and B'nai Shalom. I think it really enables us to remain a strong, warm and welcoming Jewish environment to live in."

Randall's family has been visionary and generous supporters for generations. His father, Leonard Kaplan, z"l, was the founding Chair of the Jewish Foundation of Greensboro. His mother, Tobee Kaplan, z"l, was one of the founders of Jewish Family Services of Greensboro.

"My philanthropic role models were absolutely my parents. My father was a real leader in thinking how philanthropy should be a driving portion of your life," recalls Randall. "And my mother was very committed to using their resources to make a difference."

Jerry Pinsker also learned the importance of philanthropy as a child in Greensboro. He grew up with the spirit of giving, watching his father serve as President of Beth David multiple times. "I learned from my father. He was always doing what was needed for the Jewish community." According to Jerry, his father was a visionary, who endeared himself to everyone.

Jerry's guiding philosophy when making a contribution is, "What is good for the Jewish community?" As President of Temple Emanuel's Board when the decision was made to build a new building, Jerry remembers thinking "It's about building pathways for each individual to G-d and the physical location is secondary."

The strength of Greensboro's Jewish community stems from its historic emphasis on philanthropy and taking care of each other; and, on its extraordinary leadership. These leaders exemplify the power of philanthropy.

Philanthropy — the giving of money, passion, personal skills and time — helps to keep Jewish life in Greensboro vibrant. That, in turn, ensures a bright future for the community. The Jewish Foundation of Greensboro ensures continuity of this community through the creation and growth of endowment funds. The great philanthropic traditions that have guided the Greensboro Jewish community in years past serve as a strong example for the next generation of Jewish leaders.

"To me, a successful Jewish community in Greensboro 15 or 20 years from now would be a community that stays as strong, and warm, and caring as the community we have today," offers Randall as he considers the future.



Kathy Manning and Randall Kaplan

“Philanthropy is a means of fulfilling a life mission.”



Susan and Jerry Pinsker

“It's about building pathways for each individual to G-d”

NextGen Giving AT FOUNDATION

One of the greatest challenges facing the Jewish community is to continue to engage the next generation. As philanthropy evolves in the 21st century, the Jewish Foundation of Greensboro (JFG) is working with families to help ensure that their giving reflects their values in order to engage multiple generations of donors.

Donor Advised Funds (DAFs) can be established with the Foundation for those under the age of 40 for \$2,500. Recently, several families have established DAFs to help facilitate ‘next gen’ philanthropy. JFG handles administration, stewardship and grant distribution. The fund holders determine philanthropic priorities.

“By establishing funds for each child, we felt it would create a greater sense of ownership and responsibility, while providing Emilie and I the opportunity for dialogue and mentoring with them as it relates to philanthropy,” reflected Arthur Samet, who added, “we thought it was important to get our kids’ input on what they see as relevant causes through their lens.”

Research indicates that the next generation of Jewish donors learned about giving and “Jewish philanthropy” from their parents and grandparents, and many wish to be more involved in family decisions on philanthropy. DAFs are a way for families to engage in meaningful discussions.

Leslye and Marshall Tuck added, “We believe in giving back to the community and supporting organizations that help people who are less fortunate. Creating Donor Advised Funds for each of our children is a great way to perpetuate this family value. We want them to understand the importance of supporting Jewish causes, and having a fund held at the Foundation seems like the perfect way to start them off. We hope these funds will be the beginning of many acts of *tikkun olam* by our children.”



Jack, Abby, Emilie, Arthur and Owen Samet

“Research indicates that the next generation of Jewish donors learned about giving and ‘Jewish philanthropy’ from their parents and grandparents”



Leslye, Lindsay, Michael, Harrison and Marshall Tuck



Please join us
Sunday, April 19, 2020
Brunch at 11a.m.

Avraham Infeld
Keynote Speaker, President Emeritus of Hillel International

Steven Tanger Center for the Performing Arts
 Greensboro, North Carolina



Randall Kaplan
Recipient of the 2020 Leadership Legacy Award



Jerrold Pinsker
Recipient of the 2020 Exemplary Professional Advisor Award

To purchase tickets, contact Maryann Kingsmill (336) 294-0846 or www.jewishfoundationnc.org • RSVP by Friday, April 3



CELEBRATING the Power of Philanthropy



Jerry Pinsker

“I learned from my father, always do what is good for the Jewish community,” Jerry Pinsker reflected. “I grew up with a spirit of philanthropy. My parents always gave money to Jewish institutions,” he added.

On April 19, Jerry will receive the 2020 Exemplary Professional Advisor Award from the Jewish Foundation of Greensboro.

Jerry has served as Chair of the Jewish Foundation of Greensboro Board of Directors, Chair of BJH Foundation (now Carolina Foundation for Jewish Seniors), President of Temple Emanuel, Allocations Chair for the Greensboro Jewish Federation, Vice-President of The Arc of Greensboro, and Board of Directors and Vice-President of Noble Academy. He is the son of Irving, z”l and Estelle, z”l Pinsker.

“I grew up with a spirit of philanthropy.”

“The Greensboro Jewish community has highly developed institutions that are also great at collaborating with each other. That’s a major strength that you don’t often find in other communities,” Jerry concluded.

Jerry is the founder and Principal of Pinsker Wealth Management, Inc, an independent wealth and tax planning firm headquartered in Greensboro. He graduated from Duke University with honors in Economics and is a graduate of the University of North Carolina Law School. He lives in Greensboro with his wife, Susan. Together, they have three grown children, Daniel, Preston and his wife Anna, and Marlee; as well as a grandchild, Kaitlyn.



*Best availability remains for Wed. & Sun. evening.

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ON THE TOWN



LATKE VODKA & TZEDAKAH PARTY WITH A PURPOSE IN SUPPORT OF THE JFS VAN



What happens when you take a fabulous event for women in the Greensboro Jewish community and combine it with a mission to make a difference? You get the annual Latke Vodka & *Tzedakah* Women's Night Out event that celebrates a theme of 'party with a purpose'.

"This year's event raised more than \$500 to fund Shabbat rides on the JFS van. Our 'party with a purpose' is as much about building community as it is about supporting a cause we all care about," said Dana Schleien, President, Women's Philanthropy Collective.

"Thank you to everyone who joined in to support the van and enjoy a fun night out. We are truly powered by you and are grateful for your generosity," Schleien added.



Jessica Wisniewski, Rima Kleiner, Danielle Swick



Melody Glick, Lina Carvajal



Michelle Lunney, Paula Katz



Kara Davis, Beth Monosoff, Ashley Garcia



Ricki Gray, Emily Kranz



Janie Silver, Marian Stein, Judith Cushman Hammer, Deborah Kintzing



Jen Strasser, Marsha Glazman



Erin Rosen, Donna Pulitzer, Erica Procton



Samantha Ruben, Dana Publicover



Lisa Shapiro, Amy Renshaw, Gabrielle Renshaw



Marissa Milstein, Emily Gray, Jessica Wisniewski, Alison Masters, Beth Mannella



Jill Masters, Ellen Berlin, Dana Schleien



Nancy Hoffman, Miriam Kaftal



Avi Fernandez, Jessica Wisniewski, Rebecca Levy, Kara Rothberg, Olivia Kniseley

ON THE TOWN

YOU ANSWERED THE CALL



Super Sunday Telethon is a tradition in the Greensboro Jewish community. Each year, dozens of folks gather for a morning of raising funds to make a difference.

It was a morning of success on February 2. Sixty-seven members of our community came together to participate in raising \$44,490 to make a difference for our Greensboro Jewish community.

Thank you to everyone who pitched in by making calls and writing thank you notes!

Most of all thank you to those who answered the call — our Jewish community is truly Powered by YOU!

Special thanks to Ari Hausman and Eva Turner, Telethon Co-Chairs, and Raffi Simel and Jessica Wisniewski, 2020 Campaign Co-Chairs.



Eva Turner, Jessica Wisniewski and Ari Hausman with a gift from the B'nai Shalom Preschool tzedakah.



Ashley Garcia, Austin and Ryder



Andrew Mbuvi and Rachel



Michele Haber, Martin Friedman, Cheryl Greenberg



Mindy Andrews, Dana Publicover, Raffi Simel



Robert Chandler, Steven Friedland, David Levine



Ron Milstein, Susan Gutterman



Brian Kaiser, Linda Wearb, Jenny Kaiser



Marissa Milstein, Kara Rothberg



Amy Kane, Marlene Davis, Maddie Reed



Edna Rubenstein, Margaret Borrego, Jason Cathcart

P2G DELEGATION Learns from Educators in Israel



Experiencing Israel through the eyes of educators was a meaningful journey for three Greensboro residents during a trip this past December.

Jason Cathcart, Director of Education for Beth David Synagogue, Margaret Borrego, Educational Technology Coordinator and Edna Rubenstein, Hebrew and Jewish Studies Teacher (both from B'nai Shalom Day School) joined in the Partnership2Gether (P2G) Educator's Delegation to Israel, along with 20 other people from all over the southeast.

"It was a unique trip that provided us a lot to think about as we returned. We visited schools and got to know teachers and educators from our partnership region. Continuing the people-to-people connections will ensure a better understanding of Jewish identity for both American and Israeli educators," noted Jason.

The first few days of the trip were during Chanukah and each American educator was matched with a local Israeli educator for home hospitality. American and Israeli educators spent time together discovering Jerusalem, and Shabbat was experienced through the eyes of local families.

As Chanukah ended, the focus of the trip turned to local schools in the Hadera-Eiron region. Teachers from Haklai High School in Pardes Hanna presented methods of project-based learning that they implement every day in class. Students at Katzir Elementary School showed off their organic projects, including an amazing caterpillar farm. At Hadera High School, students from robotics, design lab and entrepreneur classes explained how their education is impacted by the amazing resources provided by the school.

Most trips to Israel include the sights, sounds and tastes of the Jewish state. Through the P2G experience, the group of early childhood educators, administrators, Jewish day school teachers, synagogue educators, and college professors traveled throughout the Hadera-Eiron region.

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Andrew on location in downtown Greensboro with Randall Kaplan



Andrew with Ashley Garcia on location at B'nai Shalom Day School

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PHILANTHROPY IN ACTION
with Andrew Bowen



Greensboro photographer Andrew Bowen is well-known for his compelling dance, senior and family photography, including a series of ballet images currently on display at the Piedmont Triad International Airport. Members of the Jewish community often come to him for Bar and Bat Mitzvah portraits and other family and individual photos that commemorate special events and milestones.

What you may not know is that Andrew generously gives of his time and talent each issue of *Shalom Greensboro* magazine to produce a professional, cutting edge image that provides readers with a distinct experience as they open their magazine. The images are created in conjunction with a cover story and evoke a feeling of community through the integration of people and places. Most images are shot 'on location' and the background adds a subtle texture.

Shalom Greensboro editorial board says a big thank you to Andrew Bowen Photography! To learn more about Andrew and his journey as a photographer, visit www.abowenphoto.com.

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Powering Life-Changing Moments Across Town and Across Oceans



When a global emergency happens, the Greensboro Jewish Federation is ready with support.

“Unfortunately, we see way too much tragedy in our world today, which is why our Board approved creating the Global Emergency Fund in 2018. Establishing the Global Emergency Fund enables the Federation to act quickly to help those in need,” according to Keith Rosen.

“Prior to creating this fund, the Federation would decide if they felt donors were moved enough to open a collection mailbox for donations, wait to see if people donated, then forward the funds collected. Cognizant of donor fatigue, we loved the idea of a fund in place to quickly and efficiently help those in need. Ask the Federation how you can support the Global Emergency Fund,” Keith added.

Thank you to The Leon Levine Foundation and Bank of America Charitable Foundation for matching gifts.

Campaign gifts with a \$100 or more increase designated to the Global Emergency Fund will be matched.

Thank you to the following contributors for the GJF GLOBAL EMERGENCY FUND

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B'NAI SHALOM DAY SCHOOL Students Practice Tzedakah



From the youngest students to the oldest, learning to give *tzedakah* is incorporated into many different aspects of school life at B'nai Shalom.

In preschool each week during Kabbalat Shabbat, students are encouraged to bring *tzedakah*; then everyone

sings a song while passing the *tzedakah* box, “nickels, dimes, and quarters, too, even dollar bills will do”. The song helps emphasize that any amount is appreciated. B'nai hopes to instill in the children the importance of helping others from a young age.

The Preschool *tzedakah* supports two organizations throughout the year:

- **Greensboro Jewish Federation's Annual Campaign:**

The Federation gives back to B'nai Shalom, and the community as a whole, in countless ways, and this is a small way for the school to say, “Todah Rabah.”

- **St. Jude Children's Hospital:**

The *tzedakah* is added to the money raised during the annual Trike-A-Thon in the spring to support the efforts at St. Jude to treat childhood cancer.

B'nai middle school students celebrated Dr. Martin Luther King, Jr. Day this year by selling products they designed and made in the Scott D. Kaplan Fab Lab (maker space). Parents and students were invited to shop the Marketplace. Students chose which organizations would receive the proceeds. The ASPCA, Arc Barks and Red Cross of the Bahamas were among those chosen.

“Giving *tzedakah* is a mitzvah (commandment that we know as a “good deed”). As Jews, we see it not as a choice, but as an obligation, to help those in need,” according to Ashley Garcia, Director of Admissions and Marketing.

CFJS: New Decade Brings a Fresh New Look



Carolina Foundation for Jewish Seniors (CFJS) is committed to its history of enriching the lives of Jewish seniors living in North and

South Carolina by awarding grants to nonprofit organizations working directly with this beloved population. Following the recent name change of the Foundation in 2019, CFJS now has a new logo which showcases the Foundation's mission.

“Over the years, Carolina Foundation for Jewish Seniors has evolved and expanded the process of helping the Jewish senior population in the most effective way with the grant

“We are always looking for new and innovative programs to consider for potential grants.”

funds available. Now is the perfect time to refresh the name and appearance of the foundation.” notes CFJS President, Ron Manheimer.

The new name, Carolina Foundation for Jewish Seniors, reflects the group of people served by the grants, which are awarded to local agencies working directly with the target population in specific communities.

CFJS is proud to note that 2020 is the 14th grant funding cycle. The majority of the grant awards will still focus on Health and Wellness programs including Case Management, Congregational Nurse, Dementia and Memory Impairment, Group Day Care and Respite programs as examples. The Socialization programs receive grants for Community Building, Education along with Furtherance of Jewish Values, Food Distribution and Transportation.

“We are always looking for new and innovative programs to consider for potential grants,” according to Wendee Cutler, Executive Director, who added, “The Board of CFJS is interested in all communities with Jewish seniors in North and South Carolina. If you have information about a community's needs, please contact us.”

The deadline to apply for a grant in 2020 is March 9. For more information on CFJS or to apply for a grant, email Wendee at wcutler@carolinajewishseniors.org or call (336) 854-8400.

PHILANTHROPIC BEQUESTS for Those of Modest Means

By Rabbi Fred Guttman



In Genesis 33, Jacob tries to make peace with his brother Esau, from whom he had stolen his birthright twenty years earlier. He does so by trying to buy him off with “flocks and herds.”

The response of Esau is “I already have (רַב) (Rav) a lot my brother. Keep what you have for yourself.” The word “rav” in Hebrew means that he has “a lot,” “plenty,” i.e., more than he needs.

Jacob answers him: “Please accept the present that was brought to you, for God has been gracious to me and I have (כֹּל) (kol) all I need.”

Many of you know that my mother, of blessed memory, recently passed away. My mother was not a wealthy woman. In the last year of her life, she lived in a nursing home and towards the end, we needed to provide her with 24-hour care. She was worried about running out of money were she to live longer than she did.

Nevertheless, she wrote into her will certain charitable donations which were contingent upon her not outliving her money. These charitable donations were meant to reflect her values. She loved being Jewish. She loved Israel and she loved Reform Judaism.

In her will she made donations to her local Temple and to the Temple or synagogues of each of her three children. She also donated to her local Federation. *But that was not all!*

My mother also set up a fund with the Nashville Jewish Foundation, which was to be distributed to Jewish charities by her children after her death. The caveats were that the distributions had to be to Jewish charities and could not be used to pay Temple or Synagogue dues. The distributions were to reflect our values (not necessarily hers!) and each of her three children were given the right to distribute one third of the fund.

All too often, we think of charitable bequests as something that only wealthy people should do. My mother, z”l was not wealthy in terms of money. She had “enough,” but not “a lot.” She was wealthy in terms of wisdom, and she set an example for all of us, no matter what our means, as to how to make a difference.

There is a great difference between having “plenty” and having “enough” and even in death my mother continues to teach me.

I am so proud to be her son!

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COMMUNITY

BETH DAVID 75th Anniversary Endowment Campaign



Beth David has been a vibrant and strong community for 75 years. To mark the occasion, the synagogue is running an endowment campaign.

“We need to ensure continued success for another 75 years, and the endowment campaign is aimed at doing just that. Creating a strong endowment is a way for each of us to help make that future possible.” said Mike Nichols, President of Beth David.

Mike believes the campaign will give people a chance to celebrate, commemorate, and contribute to Beth David’s past and future. The chairs of the celebration feel endowments are a way to ensure the synagogue’s longevity.

“The focus is not only looking back, but also looking ahead — and looking ahead means doing what we can to secure our future through endowed funds,” said Joyce Shuman.

The goal is to raise current endowments to cover a third of the operating budget and ensure a strong synagogue for future generations. The campaign culminates with celebrations on March 28th. The entire community is invited to a special Shabbat service followed by a kiddush luncheon and dessert later in the evening. [see ad on page 19]

According to Mike, “Creating a strong endowment is a way to help make a strong future possible.”

PHILANTHROPY

Comes in All Sizes from All Ages



The word “philanthropy” generally conjures up associations of well-heeled benefactors, large foundations, and hefty

endowments, often from middle-aged or senior donors. But that’s not always the case.

Each December, Chabad of Greensboro holds an annual year-end matching campaign, in which it raises \$54,000 by receiving \$27,000 (half of the sum) in online donations from a wide pool of donors, including young

professionals or students. Many of the younger donors are participants in Chabad programs or former Friendship Circle volunteers, who personally identify with the cause and who are also adept at using social media to spread the word.

“This truly shows a bright future for Jewish Philanthropy”

“I am impressed with how quickly Chabad was able to raise the matching funds and from how many young donors,” said Norman Samet, who provided some of the matching funds for the campaign. “This truly shows a bright future for Jewish philanthropy.”

“Of course larger gifts and endowments form a very significant chunk of our funding, without which our organization would never be able to function,” explained Chabad Rabbi Yosef Plotkin. “At the same time, these smaller donations from across the community tell us that people value what we bring to the community and want to be a part of it.”

The rabbi points out that this is nothing new to Jewish tradition. In ancient times, every Jew would donate a half shekel annually to the coffers of the Holy Temple, so that the service held there was literally done on behalf of every adult in the nation.

“Today, when we see so many people, especially young people, giving their half shekel,” he says, “we are encouraged to do even more, to provide more programs, more learning opportunities, and more services.”



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JTRIAD is Grateful for Philanthropy



JTriad is a thriving group of Jewish young professionals that provides opportunities for members to engage as a community, thanks to the philanthropy of other organizations in the Triad.

While some Jewish community organizations are focused on philanthropic giving and mobilizing community members to give, JTriad is the grateful recipient of the philanthropy of other organizations in the Triad. The sponsors of JTriad are Beth David Synagogue, the Greensboro Jewish Federation, Temple Emanuel of Greensboro, and Temple Emanuel of Winston-Salem, without whom JTriad could not operate.

As co-chair Beth Mannella explains: "JTriad would not exist without the philanthropy of other Jewish organizations, for which we are grateful."

And more than that, JTriad flexes its philanthropic muscles in support of the kickball team, the Hebrew Nationals, which plays in a local co-ed league, and by mobilizing its membership in support of Greensboro Federation events, such as the Telethon.

Recently, JTriad recently received an anonymous donation from a community member, which can have a great impact on the group's programming.

According to Beth, "This unexpected (and much appreciated) contribution will have a large impact on our organization moving forward, as our events have yielded much higher attendance over the past six months. These additional funds will allow our future programming to accommodate the increase in attendance of Jewish young professionals at our various events, which include networking, social, active, and service."

Through community events such as potluck Shabbat dinners, bowling events, and the famous HeBrew Happy Hour, JTriad brings the young Jewish professionals of the Triad together with their Jewish peers. This vibrant community, supported by the generosity of other local Jewish organizations, is the future of Jewish Greensboro.

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Beth David's 75th Anniversary Endowment Campaign

MARCH 28, 2020

**75TH ANNIVERSARY SHABBAT SERVICES
FOLLOWED BY KIDDUSH LUNCHEON**

**HAVDALAH AND DESSERTS FEATURING
CANTORIAL SOLOIST, JASON MCKINNEY**

\$36.00 per adult for the Havdalah celebration (please, no children)

RSVP Required for daytime & evening events

Please call Beth David Synagogue

At 336-294-0007 by March 12

Seating is limited



Chairmen:

Debbie Barry, Marsha Glazman, Susan Robinson

HAPPENINGS: UPCOMING COMMUNITY EVENTS

TUESDAY, MARCH 3

Elon Lecture: David Makovsky on Leadership in Israel and America
5:30 - 7 p.m. McBride Gathering Space, Elon
David Makovsky draws lessons from leaders of Israel discussed in his new book, co-authored with Ambassador Dennis Ross, *Be Strong and of Good Courage: How Israel's Most Important Leaders Shaped Its Destiny*.

THURSDAY, MARCH 5

TJFF Presents "The Chosen"
7:30 - 9:30 p.m. Well-Spring Theatre
Based on Chaim Potok's acclaimed novel about fathers and sons, tradition and modernity, faith and doubt set in 1940s Brooklyn. Discussion immediately following the film, led by Rabbi Phil Cohen.

SATURDAY, MARCH 7

TJFF Presents "The Keeper"
7:30 - 9 p.m. Well-Spring Theatre
"Inspirational... epic and elegant." - Randy Myers, *San Jose Mercury News*. The Keeper tells the incredible true story of Bert Trautmann, a German soldier and prisoner of war who, against a backdrop of British post-war protest and prejudice, secures the position of Goalkeeper at Manchester City, and in doing so becomes a footballing icon.

SUNDAY, MARCH 8

TJFF Presents "Golda's Balcony, The Film"
4:30 - 6:30 p.m. Well-Spring Theatre
The rise of Golda Meir from Russian schoolgirl to Prime Minister of Israel is one of the most thrilling and amazing stories of the 20th Century. In *Golda's Balcony, The Film* (2019), her life has been transformed into a cinematic event of overwhelming power and inspirational triumph. Evening features an exclusive conversation with the film's producer, Dave Fishelson.

MONDAY, MARCH 9

BD Purim Party
5:30 - 7:30 p.m. Beth David Synagogue
Celebrate Purim with Beth David! The carnival will be followed by dinner at 6 p.m. Megillah Readings to follow dinner at 6:45 p.m.

TUESDAY, MARCH 10

Chabad Grand Purim Celebration
4:30 p.m. Chabad

WEDNESDAY, MARCH 11

TE Schmooze with the Rabbi
Noon - 1:30 p.m. Proximity Hotel
Meet new people and have some great conversations over lunch. Conversation is on us, lunch is on you. RSVP to (336) 292-7899 or info@tegreensboro.org

WEDNESDAY, MARCH 18

BD Mindfulness in a Political Environment
7:30 - 8:30 p.m. Beth David Synagogue
Study & Guided Meditation meets every 2 weeks until April 1, 2020.

THURSDAY, MARCH 19

GJF Donor Breakfast & Program
8 - 10 a.m. Federation Building
Breakfast program featuring Israeli journalist and politician Nachman Shai Event is FREE and open to all 2020 Campaign donors. RSVP online at www.shalomgreensboro.org or call Dianne Hines (336) 852-5433. Reservations required. Seating is limited.

JFS Gentle Yoga for Seniors

11 a.m. - 1 p.m. Federation Building
Gentle yoga for older adults. Includes lunch.

FRIDAY, MARCH 20

BD Beth David Book Sale
Friday, March 20 10 a.m. - 5 p.m.
Sunday, March 22 11 a.m. - 6 p.m.
Monday, March 23 10 a.m. - 7 p.m.
Beth David Synagogue
Over 50,000 quality books, most \$4 or less! Start shopping at 10 a.m. on March 20th for a \$5 early bird fee. Admission is free for all other times. Bag sale on March 11. Proceeds benefit education and community programming.

SUNDAY, MARCH 22

JFS "King and I" Senior Program
10:30 a.m. - 5:30 p.m. UNCSA Stevens Center
Enjoy the "King and I" Operetta at the UNCSA Stevens Center in Winston Salem. Contact David Frazier (336) 852-4829 ext 227 or dfrazier@shalomgreensboro.org

SUNDAY, MARCH 22

BD Out of the Garden & StreetWatch
2 - 3:30 p.m. Lindley Elementary School
Help distribute food to those in need.
1 - 2 p.m. Beth David Synagogue
volunteers needed to cook
4 - 5:30 p.m. 211 South Greene Street
Serve food to those in need in downtown Greensboro. Sign up for above programs at www.bethdavidsynagogue.org

WEDNESDAY, MARCH 25

UNCG Levinson Lecture: Linda Gradstein
7:30 - 9 p.m. UNCG Music Building
Professor of journalism and former NPR Jerusalem correspondent Linda Gradstein will speak on "Women in Israeli Society: The Army, the Rabbis, and Me." In the UNC-G Music Building, Tew Recital Hall. Reception to follow. RSVP at lindagradstein.eventbrite.com

SATURDAY, MARCH 28

BD 75th Anniversary Birthday Party!
All day Beth David Synagogue
Join us for a fun-filled 75th anniversary day! Havdalah and Desserts featuring Cantorial soloist, Jason McKinney. \$36.00 per adult for the Havdalah celebration (please, no children). RSVP Required for daytime & evening events. Please call Beth David Synagogue (336) 294-0007 by March 12. Seating is limited.



Cantorial Soloist
Jason S. McKinney
from Winston Salem

SUNDAY, MARCH 29

Hadassah Suicide Prevention Program
1:30 - 3:30 p.m. location TBD
This program covers depression, anxiety, bullying, prevention, and what to do in the aftermath of a death by suicide. Elizabeth Laden Gross Speaker.

JFS Passover Gift Bag Program

3:30 - 4:30 p.m. Federation Building
Join us for a pizza lunch and then making and delivering holiday gift bags for older adults. Contact Jenny Schultz at (336) 852-4829 x227 or jschultz@shalomgreensboro.org.

MONDAY, MARCH 30

JFS Chai Notes Art Program
11 a.m. - 1 p.m. Federation Building
Come explore your creativity with JFS Chai Notes and Creative Aging Network. A light lunch will be provided. RSVP to Katy Claussen (336) 852-4829 x228.

TUESDAY, MARCH 31

Greensboro College Schleunes Lecture
7 - 8:30 p.m. Federation Building
Greensboro College presents the 11th Annual Schleunes Lecture on Holocaust and genocide studies in Hannah Brown Finch Memorial Chapel on campus. The event is free and open to the public. Paul B. Jaskot will speak on "New Approaches to Analyzing the Spaces of Occupied Krakow: What Digital Humanities Can Bring to an Integrated History of the Holocaust."

SUNDAY, APRIL 5

JFS Sunday Senior Brunch
11 a.m. - 2 p.m. Federation Building
Brighten up your Sundays by joining Jewish Family Services for a delicious brunch. The brunch will include a cello performance.

WEDNESDAY, APRIL 8

TE Schmooze with the Rabbi
Noon - 1:30 p.m. Proximity Hotel
Meet new people and have some great conversations over lunch. Conversation is on us, lunch is on you. RSVP to (336) 292-7899 or info@tegreensboro.org

SUNDAY, APRIL 19

JFG Brunch at the Tanger Center
11 a.m. Steven Tanger Center for the Performing Arts
Celebrate The Power of Philanthropy with the Jewish Foundation of Greensboro. This event will honor Randall Kaplan, recipient of the 2020 Leadership Legacy Award and Jerry Pinsker, recipient of the 2020 Exemplary Professional Advisor Award. For more information contact Maryann Kingsmill at (336) 294-0846.

SUNDAY, APRIL 26

TE Mitzvah Day Kick-off Breakfast
8:30 a.m. TE Jefferson Rd Campus
Mitzvah Day brings the entire Jewish community together to volunteer throughout the greater Greensboro area. This year offers new programs such as Operation Bed Roll, SPCA Dog Adoption, Letters to the Military, Streetwatch and more. Service projects begin after the kick-off breakfast. Sign up online at www.shalomgreensboro.org or contact JFS Volunteer Coordinator David Frazier at 336-852-4829 ext. 227.

WEDNESDAY, APRIL 29

Elon Lecture: Shaul Magid on American Jews and Zionism
5:30 - 7:30 p.m. Elon University
Dr. Shaul Magid (Dartmouth College) will present *Elon's Rex G. and Ina Mae Powell Lecture in Religious Studies: "The Struggle for Home and Homeland: American Jews and Zionism from the 1885 Pittsburgh Platform to Judith Butler."* In the McBride Gathering Space, Numen Lumen Pavilion

For complete information on all upcoming events in our community, visit the Jewish Community Calendar at www.shalomgreensboro.org/jewish-federation-of-greensboro-calendar



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MARCH/APRIL HAPPENINGS

Here are our top spring do's! Join us!

- **Dine al Fresco!** Warmer weather is upon us! Enjoy the weather and catch up with friends and family in our lush outdoor dining gardens at Lucky's, GVG and PWB.
- **Spring Hotel Offers & Packages** Book your weekend getaway at OHenryHotel.com or ProximityHotel.com
- **O. Henry Jazz & Package** Every Thursday from 6-9 PM and Saturday's from 7-10 PM. See the schedule and book your overnight package at ohenryhotel.com.
- **PWB Pop-Up Dance Club** March 6, April 3, May 1
- **Mad Hatter Tea at O. Henry** | March 22 ohenryhotel.com
- **CTG Murder Mystery at O. Henry** | May 1 Tickets ctgso.org
- **Cake Decorating Class at O. Henry** | June 13 Tickets greenvalleygrill.com
- **Songs from a Southern Kitchen:** Schedule: lucky32.com

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DONOR APPRECIATION BREAKFAST

Thursday, March 19, 8:30 a.m. at the Greensboro Jewish Federation Building



featuring

DR. NACHMAN SHAI

Israel Institute Visiting Professor at Emory University,
Tam Institute for Jewish Studies; Deputy Speaker and member of the Knesset

- Event is FREE and open to all 2020 Campaign donors
- RSVP online at www.shalomgreensboro.org or call Dianne Hines (336) 852-5433 x233
- Reservations required. Seating is limited. More details can be found at www.shalomgreensboro.org

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