



Jewish Federation  
OF ST. LOUIS



## DESIGNING OUR FUTURE

2013 REPORT TO THE COMMUNITY

# FROM OUR LEADERSHIP

Each year, members of our community gather in their Sukkot (temporary shelters) to commemorate our people's 40 years of wandering in the desert. The themes of Sukkot—a house outside of our home—perfectly embody the work of Federation. For our mission often requires us to create shelters for our tradition and fulfill our obligations to our own and others in times of need. Federation provides the path to give “to Jews as Jews and as Jews to all;” a way of being Jewish and expressing the highest Jewish value of giving wherever the need may be.

This past year has been a time of transition, setting a strong foundation for future growth. As we welcomed a new CEO, this community showed its ongoing commitment to building community. Reflecting the advancement of our 2010 strategic priorities, here is a small sample of what we have been up to:

## Strengthening Infrastructure

To strengthen the community infrastructure, we supported the merger that created the Saul Mirowitz Jewish community day school. In 2012–2013, they successfully executed their first full year as a pluralistic school and are stronger today because of those community efforts. Supported by Federation, the JCC was able to emerge from a financial crisis stronger than ever. And we continue to build administrative and fiscal capacity to serve our smaller agencies and synagogues on an as-needed basis.

## Caring for the Most Vulnerable

This past year, JF&CS (a Federation beneficiary agency) opened the Max Erlich Food Kitchen, expanding its ability to provide a safety net for our most vulnerable. Federation's Young Professionals Division supported seniors of Covenant/CHAI with a “Senior Prom” that celebrated the vitality of our community—both young and old. And our own St. Louis Naturally Occurring Retirement Community received \$100,000 in state-sponsored support, a recognition of the hundreds of senior lives they successfully help age with dignity. Next year, we'll support our most vulnerable as our disabilities initiative looks to provide a way for all Jews to engage in Jewish life.

## Exceptional Human Resources

This was the second full year for the Millstone Institute for Jewish Leadership and the integration of JProSTL. Through six different programs, the Millstone Institute is cultivating leaders and vital cross-conversation throughout our community. Its Presidents' Circle for executives and board presidents has broken down silos between organizations, promoting innovative partnerships and idea sharing. And through its IMPACT series, all of our community agencies have benefited by dynamic presentations on leadership. These efforts continue full throttle into 2014.

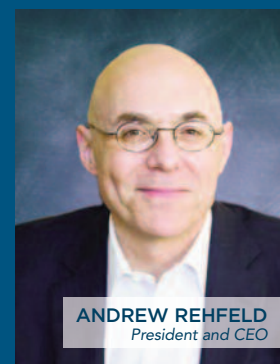
## Responding in Times of Crisis

It was a year peppered with national and global crises, with Israel under rocket attack last fall, Hurricane Sandy affecting a broad swath of the East Coast, Oklahoma City devastated by a tornado and terrorism seen at the Boston Marathon. In times of crisis, Federation was uniquely positioned to activate our community quickly, effectively and meaningfully.

And we responded to each need as it emerged, facilitating recovery, providing aid and showing tangible concern for those in need. Right before the rockets began to rain down on Sderot, our St. Louis Federation approved an allocation for the Israel Trauma Coalition that allowed assistance to be given immediately.

## Jewish Identity and Connecting with Israel

Because of Federation's ongoing efforts, Israel has been brought into the St. Louis community in very tangible ways through Birthright and Rubin Israel Experience trips that infuse a love of Israel into our next generation and a coordinated trip with MOBIO (Missouri Biotechnology Association) for Missouri legislators and other influential members of our society. Going forward, there is real opportunity to partner with strong vibrant Israeli companies looking for a U.S. presence, and Federation is partnering with other civic organizations in St. Louis to promote local economic growth.





## Next Gen Focus

St. Louis has a strong foundation to support our NextGen population. Our current efforts support Moishe House and Next Dor, residential platforms for dynamic Jewish programming for young professionals. The Karen Solomon Young Volunteers initiative, a collaboration of Jewish Federation, the Jewish Community Relations Council, the Jewish Community Center and Next Dor, allows young people to connect their volunteerism with their Jewish faith by helping at Gateway 180, an emergency shelter in St. Louis. Federation is uniquely positioned to coordinate those various programs together into a coordinated effort. Thanks to a generous two-year matching grant, we will be able to move forward to do just that, ensuring that St. Louis is a great place to live for young Jews today—whether they are young and single, managing the busy schedule of a young family, or looking to progress in their professional lives.

## Necessary Research

We are thrilled to announce that this fall, we will start our first demographic study in more than 20 years. The study will help us serve the community and the data needs of all our institutions. The results will help us understand the makeup and mindset of our Jewish community, to explore what it means to be “Jewish in St. Louis”—what our needs are and what opportunities we should explore as a result of this information.

## Fundraising

All of these accomplishments were made possible by the philanthropic vision of thousands of donors in our area. Federation remains a vital way to support our obligations to one another and express our highest Jewish ideals for a safe and secure world. “To Jews as Jews and As Jews to All:” May we continue to build this shelter of security in our region, in Israel and wherever there is need.



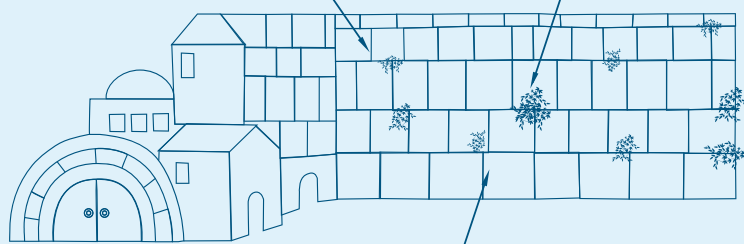
Andrew Rehfeld



Robert Millstone

Strengthening knowledge and understanding

Nurturing a world full of compassion, dignity and respect



Securing the future of Judaism

### GENERAL NOTE:

Federation combats discrimination and anti-Semitism, fights the delegitimization of Israel and mobilizes public opinion on issues of importance, making us the key connector to Israel and world Jewry. We ensure a secure Jewish world with a strong Israel through such organizations and programs as:

- Jewish Community Relations Council
- Informational trips to Israel for influential decision-makers
- Holocaust Museum and Learning Center
- Homeland Security Grants



### 1 WESTERN WALL ELEVATION

SCALE: N.T.S.



Project Name :

ISRAEL AND A SAFE JEWISH WORLD

Project Number :

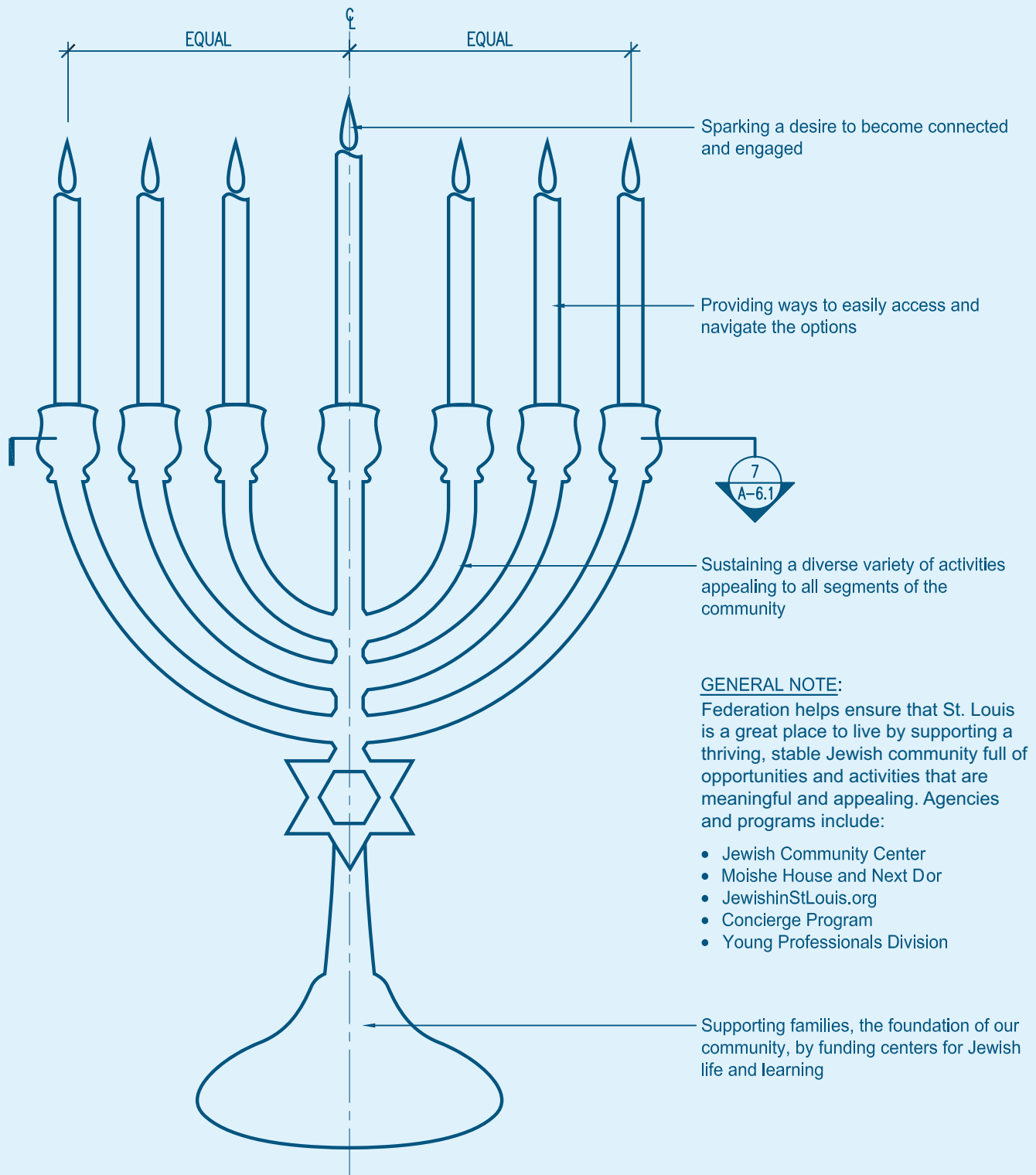
0124-13

Drawing Title :

WESTERN WALL ELEVATION

Drawn By :

J.W.B.



**GENERAL NOTE:**

Federation helps ensure that St. Louis is a great place to live by supporting a thriving, stable Jewish community full of opportunities and activities that are meaningful and appealing. Agencies and programs include:

- Jewish Community Center
- Moishe House and Next Dor
- JewishinStLouis.org
- Concierge Program
- Young Professionals Division

**1 MENORAH ELEVATION**  
A-3 SCALE: N.T.S.



Project Name :

**VIBRANT JEWISH COMMUNITY FOR YOUNG ADULTS & FAMILIES**

Drawing Title :

**MENORAH ELEVATION**

Project Number :

**0124-13**

Drawn By :

**J.W.B.**

## DAVID N. & ROSELIN GROSBERG YOUNG LEADERSHIP AWARD

Recognizing volunteer leaders in the Jewish community who are 40 years and younger and demonstrate active Jewish Federation leadership and commitment to Federation's Annual Community Campaign.

### RACHEL MILDER LUBCHANSKY

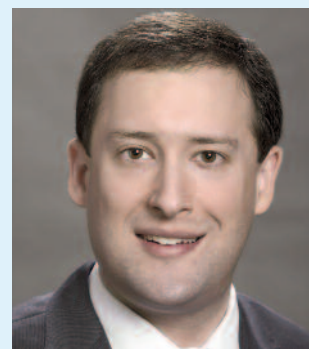
Lubchansky is the director of admissions and communications at the H.F. Epstein Hebrew Academy. In the past 11 years, she has devoted much of her time to volunteerism and as executive board member for Federation's Young Professionals Division and was a Millstone Fellow in the inaugural class of the Federation leadership series. She will join the Federation's Board of Trustees this fall. She co-



founded the Barbara Mendelson Tomchei Shabbos Fund, which empowers Shabbos-observant families by providing food to prepare their own Shabbos celebration and serves more than 40 families weekly. In addition, Lubchansky has served on the steering committee for the Jewish Community Center's Maccabi Games and as social chair for Young Israel and was a Professional Leaders Project participant and a Corporate Achiever Honoree with the Multiple Sclerosis Society. She has a background in marketing and fashion. She and her husband, Adam, have 4-year-old triplets.

### JEFFREY SPARKS

Sparks is a partner in RubinBrown's Assurance Services Group. He has served as president, vice president of campaign and at-large board member for Federation's Young Professionals Division (YPD). He has shifted the focus of YPD toward supporting the community through giving, and under his leadership the YPD campaign has experienced continued growth. Sparks is also a member of Federation's Board of Trustees and its Montefiore Society and Ben Gurion Society. In 2010, Sparks was named as one of the St. Louis Business Journal's 30 Under 30. In addition, he is a member of the board of directors for the Jewish Community Relations Council and is a member of the Miami University Alumni Association and Miami University Admission Recruiting Network.



## FRED A. GOLDSTEIN PROFESSIONAL SERVICE AWARD

Recognizing outstanding professional leadership among those who work in a St. Louis Jewish organization



### LARRY LEVIN

Larry Levin, publisher/CEO of the St. Louis Jewish Light, is the winner of the Goldstein Award, which recognizes outstanding professional leadership among those who work in a St. Louis Jewish organization. The award, which has been given annually since 1965, honors individuals who excel in their field, have a significant track record over time, have introduced important innovations, and are perceived as role models by other professionals and volunteers. Levin has overseen sweeping changes at the newspaper since becoming publisher/CEO in 2008, resulting in stronger financial footing, improved news coverage, enhanced design and online presence, technological upgrades, and improved community presence. During Levin's tenure, the newspaper has received 16 local and national journalism awards. Levin has substantial experience in law, business, nonprofit organizations and journalism. He has two adult sons.

# CONSOLIDATED STATEMENT OF ACTIVITY

(Period Ended December 31, 2012)

	UNRESTRICTED			RESTRICTED		
	General Operating	Board-Controlled Endowments	Total	Temporarily	Permanently	Total
Revenues, gains, and other support:						
Pledges:						
Annual Campaign-Undesignated						
Pledges received in the current year	\$ 8,560,625	-	8,560,625	-	-	8,560,625
Pledges received in the prior year	-	-	-	862,239	-	862,239
Pledges restricted for subsequent year	913,604	-	913,604	(913,604)	-	-
Total annual campaign - undesignated	9,474,229	-	9,474,229	(51,365)	-	9,422,864
Annual Campaign - Designated	-	-	-	333,359	-	10,285,103
Total annual campaign	9,474,229	-	9,474,229	281,994	-	9,756,223
Other Campaigns	50,426	-	50,426	-	-	50,426
Friends of the Holocaust Museum Campaign	-	-	-	-	-	-
Friends of the Saul Brodsky Library Campaign	148,221	-	148,221	-	-	148,221
Less amounts derived from board-controlled funds	(402,635)	(1,769,490)	(2,172,125)	(25,000)	-	(2,197,125)
<b>Net campaigns</b>	<b>9,270,241</b>	<b>(1,769,490)</b>	<b>7,500,751</b>	<b>256,994</b>	<b>-</b>	<b>7,757,745</b>
Contributions, bequests and gifts	74,263	9,650,588	9,724,851	777,275	543,632	11,045,758
Government grants	90,014	-	90,014	-	-	90,014
United Way of Greater St. Louis, Inc.	166,975	-	166,975	12,500	-	179,475
Other grants	73,554	-	73,554	29,000	-	102,554
Services to beneficiary agencies	285,766	-	285,766	-	-	285,766
Other income	281,036	2,538	283,574	-	-	283,574
Investment income	(303,290)	1,750,233	1,446,943	618,619	-	2,065,562
Net gain (loss) on investments	132,305	6,025,600	6,157,905	2,512,593	-	8,670,498
Change in value of split-interest agreements	-	-	-	11,492	-	11,492
Net assets released from restrictions:						
Program	896,571	45,730	942,301	(942,301)	-	-
Other	824,313	-	824,313	(824,313)	-	-
Reclassification from Board-Controlled Endowments, net	2,795,945	(3,079,495)	(283,550)	283,550	-	-
<b>Total revenues, gains, and other support</b>	<b>14,587,693</b>	<b>12,625,704</b>	<b>27,213,397</b>	<b>2,735,409</b>	<b>543,632</b>	<b>30,492,438</b>
Appropriations and expenses:						
Allocations						
Unrestricted						
Local agencies	3,190,949	-	3,190,949	-	-	3,190,949
Israel and overseas	2,257,225	-	2,257,225	-	-	2,257,225
National agencies	125,500	-	125,500	-	-	125,500
Strategic Program Grants						
Ensuring the Jewish future	424,914	-	424,914	-	-	424,914
Caring for Jews in need - domestic	267,770	-	267,770	-	-	267,770
Caring for Jews in need - overseas	477,180	-	477,180	-	-	477,180
Community engagement	34,051	-	34,051	-	-	34,051
Jewish Federation of North America - dues	364,676	-	364,676	-	-	364,676
Reserve Fund	26,650	-	26,650	-	-	26,650
Endowment and Foundation Distributions						
Beneficiary and other local agencies	365,217	1,643,137	2,008,354	-	-	2,008,354
National agencies	6,100	105,213	111,313	-	-	111,313
Distributions to charitable organizations	42,467	1,189,799	1,232,266	-	-	1,232,266
Other campaigns	165,251	-	165,251	-	-	165,251
<b>Total appropriations</b>	<b>7,747,950</b>	<b>2,938,149</b>	<b>10,686,099</b>	<b>-</b>	<b>-</b>	<b>10,686,099</b>
Expenses:						
Program	1,018,900	-	1,018,900	-	-	1,018,900
Holocaust Museum and Library	826,832	-	826,832	-	-	826,832
Operating:						
General Campaign	1,488,170	-	1,488,170	-	-	1,488,170
Community services	1,160,602	-	1,160,602	-	-	1,160,602
Building operations	343,662	-	343,662	-	-	343,662
Endowment services	862,682	-	862,682	-	-	862,682
Management and general	1,421,359	29,280	1,450,639	-	-	1,450,639
<b>Total expenses</b>	<b>7,122,207</b>	<b>29,280</b>	<b>7,151,487</b>	<b>-</b>	<b>-</b>	<b>7,151,487</b>
<b>Total appropriations and expenses</b>	<b>14,870,157</b>	<b>2,967,429</b>	<b>17,837,586</b>	<b>-</b>	<b>-</b>	<b>17,837,586</b>
Changes in net assets before pension changes	(282,464)	9,658,275	9,375,811	2,735,409	543,632	12,654,852
Pension related changes other than net periodic cost	(802,269)	-	(802,269)	-	-	(802,269)
<b>Changes in net assets</b>	<b>(1,084,733)</b>	<b>9,658,275</b>	<b>8,573,542</b>	<b>2,735,409</b>	<b>543,632</b>	<b>11,852,583</b>
Net assets at beginning of period	(1,870,392)	63,075,553	61,205,161	19,371,691	19,378,734	99,955,586
<b>Net assets at end of period</b>	<b>\$ (2,955,125)</b>	<b>72,733,828</b>	<b>69,778,703</b>	<b>22,107,100</b>	<b>19,922,366</b>	<b>111,808,169</b>

# 2012 DISTRIBUTIONS AND ALLOCATIONS

## TOTAL DISTRIBUTIONS \$10,686,099

Grants to other Charitable Organizations

**\$1,232,266 11.5%**

Emergency and Other Campaigns

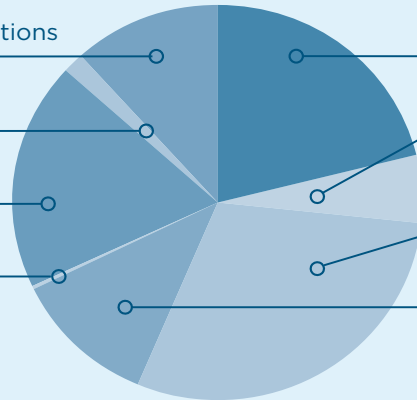
**\$165,251 1.6%**

Designated Local Grants

**\$2,008,354 18.8%**

Jewish Federation Reserve Fund

**\$26,650 .2%**



Overseas Agencies

**\$2,257,225 21.2%**

National Agencies

**\$601,489 5.6%**

Local Agencies-Unrestricted Allocation

**\$3,190,949 29.9%**

Strategic Program Grants

**\$1,203,915 11.2%**

### OVERSEAS AGENCIES

**\$2,257,225**

Contributions to Jewish Federations of North America include Special and Annual Allocations for services to these agencies: American Jewish Joint Distribution Committee (JDC) and Jewish Agency for Israel (JAFI).

### NATIONAL AGENCIES\*\*

**\$601,489**

American Jewish Committee, American Jewish Congress, Anti-Defamation League, B'nai B'rith Youth Organization, Hillel: Foundation for Jewish Campus Life, International Assoc. of Jewish Vocational Services, Jewish Communal Service Assn. of North America, Jewish Community Centers Association of North America, Jewish Council for Public Affairs, Jewish Education Service of North America, Jewish Labor Committee, Jewish Telegraphic Agency, Jewish War Veterans, Religious Action Center of Reform Judaism

### LOCAL AGENCIES-UNRESTRICTED ALLOCATION

**\$3,190,949**

Central Agency for Jewish Education	699,403
Community Aging Corporation (Covenant/CHAI)	69,887
H. F. Epstein Hebrew Academy	98,557
Hillel, University of Missouri-Columbia	59,597
Jewish Community Center	1,083,503
Jewish Community Relations Council	296,932
Jewish Family and Children's Service	360,222
MERS/Missouri Goodwill Industries	43,650
Saul Mirowitz Community Day School	122,218
St. Louis Jewish Light	80,385
St. Louis, Hillel at Washington University	111,922
Torah Prep School	164,673

### STRATEGIC PROGRAM GRANTS

**\$1,203,915**

BHR Worldwide	2,800
Central Agency for Jewish Education	59,055
Saul Mirowitz Community Day School	56,361
The Gladys & Henry Crown Center for Senior Living	34,100
Jewish Community Center	130,950
Jewish Community Relations Council	12,125
Jewish Family & Children's Service	99,920
Next Dor	10,000
St. Louis Hillel at Washington University	26,200
The Jewish Federations of North America	772,404

### JEWISH FEDERATION RESERVE FUND

**\$26,650**

Includes the President and CEO and Board Chair Discretionary Reserve and General Reserve.

<b>DESIGNATED LOCAL GRANTS**</b>	<b>\$2,008,354</b>
Barnes-Jewish Hospital	49,288
B'nai B'rith Hillel Foundation	24,831
Central Agency for Jewish Education	183,093
Community Aging Corporation (Covenant/CHAI)	34,177
Congregations	185,765
Gladys K. Crown Foundation	20,140
H.F. Epstein Hebrew Academy	22,810
Hadassah	26,000
Holocaust Museum & Learning Center	3,050
Jewish Community Center	673,216
Jewish Community Relations Council	66,684
Jewish Council for Public Affairs	17,000
Jewish Family & Children's Service	463,212
Jewish Federation of Southern Illinois	5,400
Jewish Student Union	37,500
Louis and Sarah Block Yeshiva High School	3,395
Next Dor	12,200
Nishmah	5,000
Saul Mirowitz Jewish Community School	100,896
The St. Louis Jewish Light	43,450
Torah Mitzion Kollel of St. Louis	23,200
Torah Preparatory School	1,800
Vaad Hoeir of St. Louis	1,360
Other	4,887

Putting the Jewish values of compassion, generosity and responsibility into action

Raising funds to meet basic needs

**GENERAL NOTE:**  
We support programs that help people here, in Israel and around the world

Providing critical aid, comfort and support in times of crisis

Project Name : **SAFETY NET FOR VULNERABLE**

Drawing Title : **TZEDAKAH DETAIL**

*\*\*including distributions and Ephraim Block Charitable Trust for Indigent Jews; Henry and Gladys Crown Charitable Income Trust, honoring the memory of Shirlee Green; Rich Family Education Fund; donor advised funds; endowments; the Lubin-Green Foundation, Staenberg Family Foundation and the Krantzberg Foundation, supporting foundations of the Jewish Federation of St. Louis*

## EMERGENCY AND OTHER CAMPAIGNS

**\$165,251**

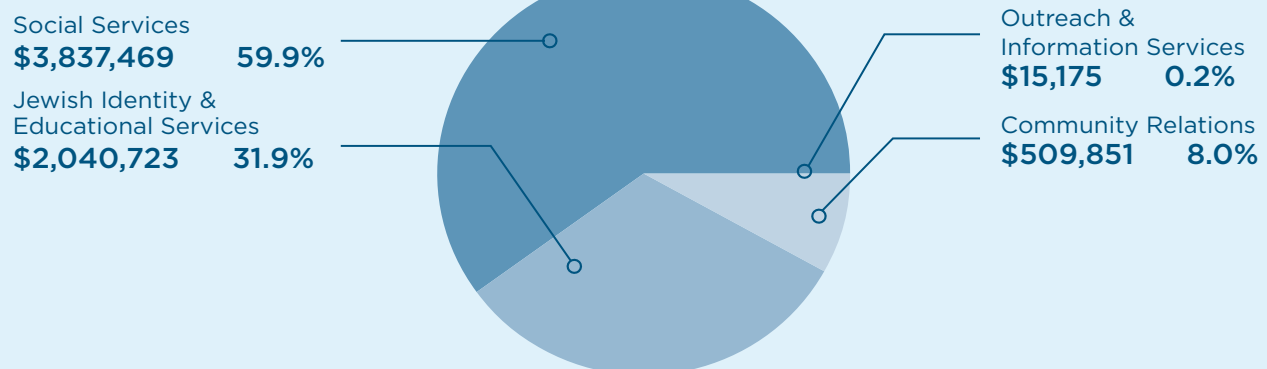
Represents a variety of distributions from special campaigns such as Israel Emergency Campaign and the Lifeline Campaign.

## GRANTS TO OTHER CHARITABLE ORGANIZATIONS

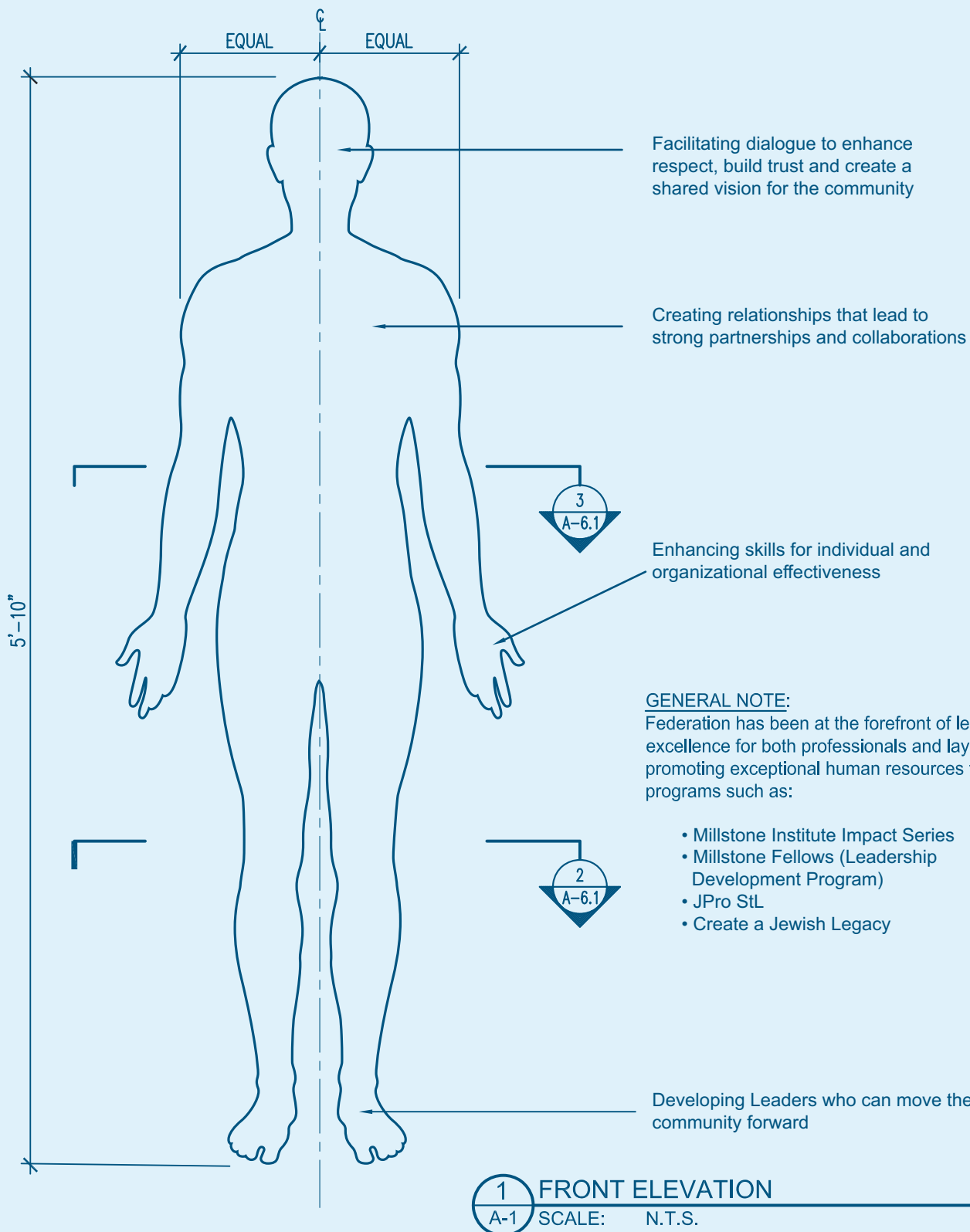
**\$1,232,266**

The Jewish Federation manages Donor Advised Philanthropic Funds and Supporting Foundations, many of which make grants to non-Jewish charities.

## LOCAL DISTRIBUTION BY SERVICE \$6,403,218







Project Name :

EXCEPTIONAL HUMAN RESOURCES

Drawing Title :

DIAGRAM OF A JEWISH PROFESSIONAL

Project Number :

0124-13

Drawn By :

J.W.B.

## 2012 BOARD OF TRUSTEES

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*Vice Chair Financial & Human  
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*Vice Chair Campaign*

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Sanford Neuman  
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\* Patricia Croughan & Lee Wielansky  
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Scott Andrew  
Lisa Graivier Barnes u  
Douglas Baron  
Rabbi James Bennett  
Patty Bloom  
Terry Bloomberg s  
Lee Bohm s  
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Susan Bosse u  
Fred Bronstein  
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Dana Emmenegger  
Alyn Essman s  
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Harris Frank s  
Diane Fredman  
Henrietta Freedman s  
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Richard Goldstein  
Mark Gordon  
Steve Gorin  
Nancy Green  
Randall Green u  
Thomas R. Green u  
Sheila Greenbaum u  
Gerald Greiman  
C. Bradley Gross u  
Siegmond Halpern s  
Harvey Harris s  
Kent Hirschfelder  
William Kahn s 1

David Kaslow u  
Diane Katzman u  
Susan Godwin Kofkoff u  
Andrew Koshner  
Ken Kranzberg u  
Martin "Paul" Kravitz  
Kraig Kreikemeier  
Rabbi Yosef Landa  
Michael Lefton  
Mark Levin u  
Amy Bender Levy  
Mont Levy s  
Leslie Litwack s  
Michael Litwack u  
Lucy Lopata s 1  
Lynn Lyss s  
Mitchell Markow  
Phyllis Markus  
Marcia Moskowitz  
Milton Movitz  
Michael Newmark s  
Robert Newmark  
Adinah Raskas  
Heschel Raskas s  
Ruth Raskas u  
Rick Recht u  
Rabbi Brigitte Rosenberg  
Craig Rosenthal  
Betsy Rubenstein  
Ken Rubin  
Michael Rubin  
Ronald Rubin u  
Monte Sandler  
Jay Sarver s  
Sue Schlichter  
Pearl Serota  
Sherry Shuman  
Heidi Silberman  
Ian Silberman u  
Alvin Siteman s  
Greg Siwak  
Nancy Siwak s  
William Solomon  
Brad Snitzer  
Jeffrey Sparks  
Michael Staenberg u  
Richard Stein s  
Les Stermann  
Julie Stern u  
Morris Sterneck s  
Rabbi Jeffrey Stiffman s  
Rabbi Susan Talve u  
Henry Webber  
Sherri Frank Weintrop u  
David Weiss  
Jane Roodman Weiss u  
Lee Wielansky u  
Sherry Wolff  
Jenny Wolkowitz  
Greg Yawitz u  
Joshua Yudkin  
Morrie Zimring  
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Thompson Coburn, LLP  
*Planned Giving Legal Counsel*

CliftonLarsonAllen, LLP  
*Auditors*

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*NORC Manager*

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*Director, Holocaust  
Museum*

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*Vice President*

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*Director, Millstone  
Institute for Jewish  
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Resource Assistant*

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Education, Holocaust  
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Wendy Rosenblum  
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*Senior Planning and  
Allocations Associate*

Terri Sever  
*Planning & Allocations  
Resource Assistant*

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Institute for Jewish  
Leadership*

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Marti Stricker  
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Penny Taylor  
*Graphic Designer*

Paula Todd  
*Accounting*

Mike Weaver  
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*Senior Development  
Officer*

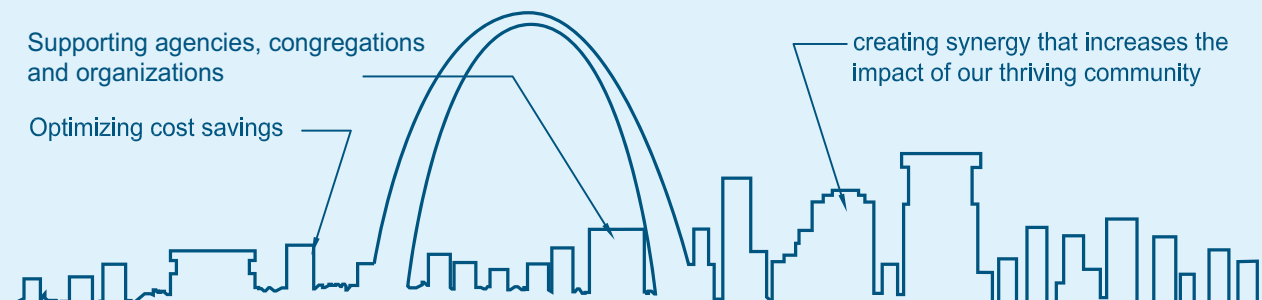
Lori Wishne  
*Associate Director of  
Development*

Erin Wolfman  
*Marketing Coordinator*

### GENERAL NOTE:

Federation works with organizations throughout the community to share its expertise, building fundraising competencies, helping raise operation and capital funds, and encouraging practices that make them run more efficiently, saving money and time. Initiatives to improve include:

- Day school merger
- Shared insurance
- Investment pool



1 ST. LOUIS JEWISH COMMUNITY DIAGRAM  
A-5 SCALE: N.T.S.



Project Name :

STRENGTHENING THE COMMUNITY'S INFRASTRUCTURE

Project Number :

0124-13

Drawing Title :

ST. LOUIS JEWISH COMMUNITY DIAGRAM

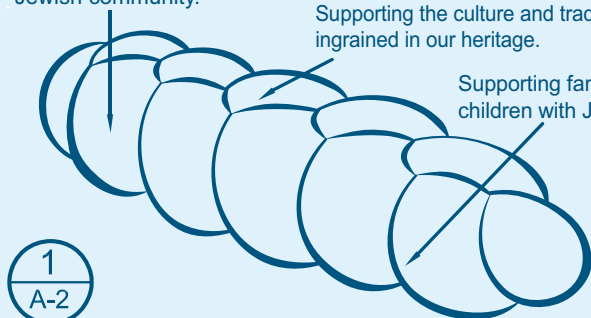
Drawn By :

J.W.B.

Sharing a connection to a caring, global Jewish community.

Supporting the culture and traditions ingrained in our heritage.

Supporting families in raising children with Jewish values.



1  
A-2

### GENERAL NOTE:

Federation builds Jewish identity by supporting both formal and informal education programs that help Jews in St. Louis and around the world feel renewed excitement about being part of the Jewish people, such as:

- Jewish day schools
- St. Louis Taglit-Birthright Israel
- PJ Library
- Jewish camps

Project Name :

JEWISH IDENTITY AND ENGAGEMENT

Drawing Title :

CHALLAH DETAIL

## OUR MISSION

Jewish Federation mobilizes the Jewish community and its human and financial resources to preserve and enhance Jewish life in St. Louis, Israel and around the world.

Proud member of

