



Jewish Federation  
OF ST. LOUIS

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**FALL 2018**

# JFED CONNECTS



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# JEWISH FEDERATION OF ST. LOUIS LEADERSHIP



## FROM OUR CAMPAIGN CHAIR, Tim Stern

As the Vice Chair for the Annual Campaign for the Jewish Federation of St. Louis, I spend a good amount of time talking to donors. Invariably, one question comes up. Why should I donate to the Jewish Federation of St. Louis? My answer is simple.

I give to Federation because it is the only organization that looks holistically at our community to identify needs that are underfunded or underserved. Federation has a full, unbiased view of the community and can pinpoint the programs and agencies best suited to address these areas. We can then direct dollars to those agencies that have the experience and expertise to tackle these issues in the most impactful and financially responsible way.

I give to Federation because it is the only organization that impacts the entire Jewish community. Either directly or through the agencies and programs we support, Federation provides funding for programs for all Jews, secular or religious, and no matter what their denomination, throughout the St. Louis region.

I give to Federation because it serves all ages and demographics in our community. From early childhood programs to working with the elderly, from providing

services to those suffering from mental illness or domestic violence to those dealing with food insecurity or housing needs. Federation provides funding to support those in need.

I give to Federation because it provides for the entire St. Louis community regardless of religious affiliation. While Federation supports programs inside the Jewish community, those in need do not need to be Jewish to take advantage of these programs. Anyone eligible in St. Louis can utilize these programs.

I give to Federation because I want to help Jews in need in Israel and around the world. There are Jews in need around the globe with a diverse set of issues. Dollars donated to Federation help people in France facing anti-Semitism, Holocaust-era survivors in Ukraine, Jewish communities in South America and Cuba, and Israel.

I give to Federation because it is there in a time of emergency. Whether we are dealing with the desecration of a cemetery in our community or the damage of a hurricane in the Carolinas, Federation is here to help people recover and rebuild.

It is for these reasons and many others that I give to the Jewish Federation of St. Louis. I hope you will join me in supporting our Annual Campaign. Thank you.

## FROM OUR BOARD CHAIR, Gerald P. Greiman



Jewish Federation of St. Louis' 2018 Annual Campaign is in full swing, and we are in the midst of our 100 Days to Make an Impact — when we make special efforts to maximize the Campaign. What most inspires me to give generously is considering the uses made of the funds raised and the impact they have, in our community and beyond.

One important area of impact is supporting local individuals in need. This includes providing assistance to our vulnerable senior citizens, helping individuals and families facing economic hardship, providing assistance to persons with disabilities, and aiding people suffering from mental illness or addiction problems. Services we support in this area are provided by Jewish Family & Children's Service, Covenant Place, Crown Center, MERS Goodwill, the Jewish Community Center, and the Naturally Occurring Retirement Community (NORC), among others.

Another significant area of impact is supporting programs and organizations that promote a vibrant local Jewish community and ensure ongoing Jewish identity and engagement. Our work in this area includes supporting a wide range of Jewish educational programs and opportunities for our entire community, from early childhood to day schools to adult education programs.

It further includes supporting The J, *Jewish Light*, Hillel, Chabad on Campus, PJ Library, and many other programs and organizations.

We also participate in Israel and overseas initiatives, helping Jews in need in Israel and around the world, providing diverse opportunities for learning and respectful dialogue concerning Israel, helping build a strong global Jewish community, and enhancing our community's attachment to Israel. We also support programs in Israel intended to preserve its democratic civil society and pluralistic character.

While the full range of our impact is far too broad to cover in detail here, a few others I might mention are combating anti-Semitism and promoting the safety and security of our local Jewish community; supporting the Holocaust Museum & Learning Center so that the world and succeeding generations never forget and can relate the lessons of the past to the present; and supporting the work of the Jewish Community Relations Council in forging relationships and alliances with the broader community so that we are not an island unto ourselves and can work with others who share our values to improve our region.

Our work in these areas is of critical importance. We hope you will give generously and Jewishly so it can continue. Thank you!

# PLANNING UPDATE



The Board of Directors has been working on prioritizing issue areas that fall within each of the four core commitments. This prioritization is based on data and input from community stakeholders. To date, the Board set priorities within two of the core commitments. It will set priorities within the other two commitment areas before the end of the year. The highest priorities in the first two core commitments are:

**Core Commitment #2:** Secure the well-being and safety of individuals within the Jewish community:

- Elderly Jews at risk
- Safety net for those living in poverty or near poverty
- Safety and security
- Mental illness

**Core Commitment #3:** Strengthen our connection to Israel and the Jewish People worldwide:

- Global Jewry
- Israeli civil society
- Social welfare
- Israel education

To learn more about the core commitments and all the already established priorities, view the Strategic Plan at [JFedSTL.org/About-Us](http://JFedSTL.org/About-Us).

# FUNDING UPDATE

The Board of Directors has prioritized supporting efforts to promote Jewish pluralism and an Israeli-Arab/Jewish shared society within Israeli civil society. As a result of that prioritization, we made a new \$25,000 investment in **Shaharit**, which brings together Israelis from diverse backgrounds to create a different kind of Israeli society, which they call “politics of the common good.” They focus on building strong relationships and trust, and then they reach out to stakeholders with humility, a genuine desire to listen, and a firm belief that dialogue must transform everyone involved.

# DEVELOPMENT UPDATE

The 100 Days to Make an Impact is here. For 14 weeks, from the middle of August through the end of November, our team of volunteers and staff reaches out to thousands of community members to talk about the impact Federation has on our community and ask people to participate in our Annual Campaign. We partner with congregations and other Jewish organizations in town to communicate our message about the importance of giving to Federation in order to build a vibrant Jewish ecosystem in St. Louis.

This year, for the first time, you will be able to watch week by week to see how the community is stepping up in support of our mission. Our Campaign Dashboard at [JFed100Days.org](http://JFed100Days.org) is updated every Monday morning to showcase the incredible generosity of our community. It also has an interactive feature that lets you compare your generation's giving so far this year to how much was given last year. Plus, you can see how your generation's giving compares with the demographic makeup of the whole St. Louis Jewish community.

If you haven't made your gift to the 2018 Annual Campaign yet this year, you can do so by going online at [JFedSTL.org/Donate](http://JFedSTL.org/Donate) or by calling our Campaign Manager, Joel Frankel, at 314-442-3843.





# VOLUNTEER PROFILE, Victoria Singer



***Q: How did you initially get involved in the Jewish community?***

Hillel at Dartmouth College had a profound influence on my own Jewish journey. I discovered and fell in love with our rich heritage of religion, language, Israel, and social action. Through classes, study abroad, internships, and

fellowships, I eventually worked at American Friends of the Open University of Israel.

***Q: Describe your involvement with the Jewish Federation of St. Louis?***

When I moved to St. Louis almost 20 years ago, my sister-in-law asked me to join her in the WCE class, which is now Taste of the Community – an introductory class offered through Women’s Philanthropy. I will never forget Lynne Palan (z”l) asking me to join the WP Board when she was Co-Chair. Now, I serve on the National Women’s Philanthropy Board, on the local WP Leadership Council (former Co-Chair), and on the Board of Trustees and Development Committee of the Jewish Federation of St. Louis.

***Q: Why is volunteering in this way important to you?***

Contributing my time, experience, and resources to Federation is an act of gratitude on my part. The Federation system provided me with so many opportunities as a young person, through Hillel funds, Israel travel grants, and educational internships. I knew one day I would pay it forward when I had the chance. My husband, Barry, is my partner in supporting the important work of Federation.

***Q: How do we make St. Louis a thriving Jewish community?***

President and CEO Andrew Rehfeld and the phenomenal team at Federation have a great 21st-century vision for our Jewish community. My buzzwords for a thriving community are: Collaboration and Appreciation. I am so proud of my adopted hometown and look forward to great things in 5779!

*Vicki Singer is a retired development professional, mother of Daphne (19) and Leo (16), wife of Barry for 22 years, and proud St. Louis transplant. She currently devotes her time to the Jewish community and local progressive causes (when she is not posting pictures of her cat and dog).*

## AGENCY HIGHLIGHT

The *St. Louis Jewish Light* recently announced the exciting news that the paper, which has served our Jewish community for over 70 years, is now available for free to anyone who wants it. Jewish Federation of St. Louis is proud to have assisted in the *Light*’s bold transformation with strategic and financial support. We raised funds to make a three-year, \$1 million investment in the *Light*, significantly increasing its reach.

This investment was made possible through use of unrestricted dollars from our Annual Campaign, in addition to a significant financial commitment from the Staenberg Family Foundation, a supporting foundation of Federation, and another significant portion from an anonymous supporter.

Subscribe for free today at [GetTheLight.org](https://www.getthelight.org).



# JEWISH FEDERATION OF ST. LOUIS EVENTS

## 2018 ANNUAL MEETING INCLUDED REDEDICATION,



Jewish Federation of St. Louis invited the entire community to see our newly remodeled and newly renamed Kaplan Feldman Complex on September 27 for the 2018 Annual Meeting.

Coming during the celebration of Sukkot, the event featured a large Sukkah. The Chanukat HaBayit (Rededication) took place at 5:30 pm. That was followed by an Open House, before the Annual Meeting at 7 pm.

The event honored the Kaplan and Feldman families, Carol & Michael Staenberg, and the Kopolow Family, who were all instrumental in making the remodeled building possible.

Home to Federation, the St. Louis Holocaust Museum & Learning Center, and other institutions, the remodeled building significantly renews and expands the Kopolow

Jewish Community Services Building, which served our community well for over 36 years.

The Annual Meeting included an Election of Officers and Directors and the presentation of our annual awards.

The Officers elected were:

Vice Chair, Campaign: Timothy Stern

Vice Chair, Strategic Planning: Les Serman

Vice Chair, Planning & Allocations: Greg Yawitz

Vice Chair, Endowments & Planned Giving: Robert Newmark

Vice Chair, Finance/Treasurer: Mark Zorensky

Vice Chair, at-large/Secretary: Emily Stein MacDonald

A full list of Directors and Trustees can be found at **[JFedSTL.org/About-Us/Our-Board](http://JFedSTL.org/About-Us/Our-Board)**.

The award winners this year are:

David N. and Roselin Grosberg Young Leadership Awards: Erin Kessler Schneider and Eli Abeles (z"l)

Fred A. Goldstein Professional Leadership Award: Cheryl Maayan, Head of School for Saul Mirowitz Community School

RubinBrown Corporate Leadership Award: Diane Katzman Design, **[DianeKatzman.com](http://DianeKatzman.com)**

## SHINSHINIM

Our new Shinshinim have arrived in St. Louis! Lir Barazani and Snir Dagan, the second cohort of Shinshinim, are settling in with their new host families and getting familiar with the congregations they will be working with throughout the coming year. The name Shinshinim is a play on the Hebrew words, Shnat Sheirut, meaning "year of service."

Lir will split her time between Congregation B'nai Amoona and United Hebrew Congregation, while Snir will be at Kol Rinah and Congregation Shaare Emeth. The goal of this program is to create long-term relationships between the Israeli *shaliach* and the Jews of St. Louis.

Before arriving in St. Louis, the Shinshinim met with teens of the Israel Bound group during the summer, while the teens were in Israel. After the Shinshinim arrived in St. Louis, the Israel Bound teens organized a party to welcome them to St. Louis.

Federation held an orientation meeting in early September for all of the newly arrived Israeli emissaries, including the two Shinshinim, the four Banot Sherut, and the Israel Fellow at Chabad on Campus. The shlichah at The J was out of town and couldn't attend the meeting. We are excited to welcome all the new emissaries to St. Louis!





# JEWISH FEDERATION OF ST. LOUIS EVENTS

## OPEN HOUSE, ELECTIONS, AWARDS, AND MORE



**Our 4th Annual L'Chaim event was held on November 1.  
Watch for photos in our next edition of JFed Connects!**

### 2018 SANDRA AND MENDEL ROSENBERG SUNDAY AFTERNOON FILM SERIES

**NOVEMBER 25 Pleasantville**

**DECEMBER 30 Schindler's List**

For more information, call 314-442-3714  
or go online at [HMLC.org/Rosenberg-Film-Series](http://HMLC.org/Rosenberg-Film-Series).

**Please RSVP for each film by calling 314-442-3711  
or by emailing [LCooper@JFedSTL.org](mailto:LCooper@JFedSTL.org).**

All screenings are free of charge and begin at 1 pm at the Jewish Federation  
of St. Louis' Kaplan Feldman Complex, 12 Millstone Campus Drive.

The 2018 Sunday Afternoon Film Series is generously sponsored by Sandra and Mendel Rosenberg.



**HOLOCAUST MUSEUM  
& LEARNING CENTER**  
In Memory of Gloria M. Goldstein  
A DEPARTMENT OF THE JEWISH FEDERATION

