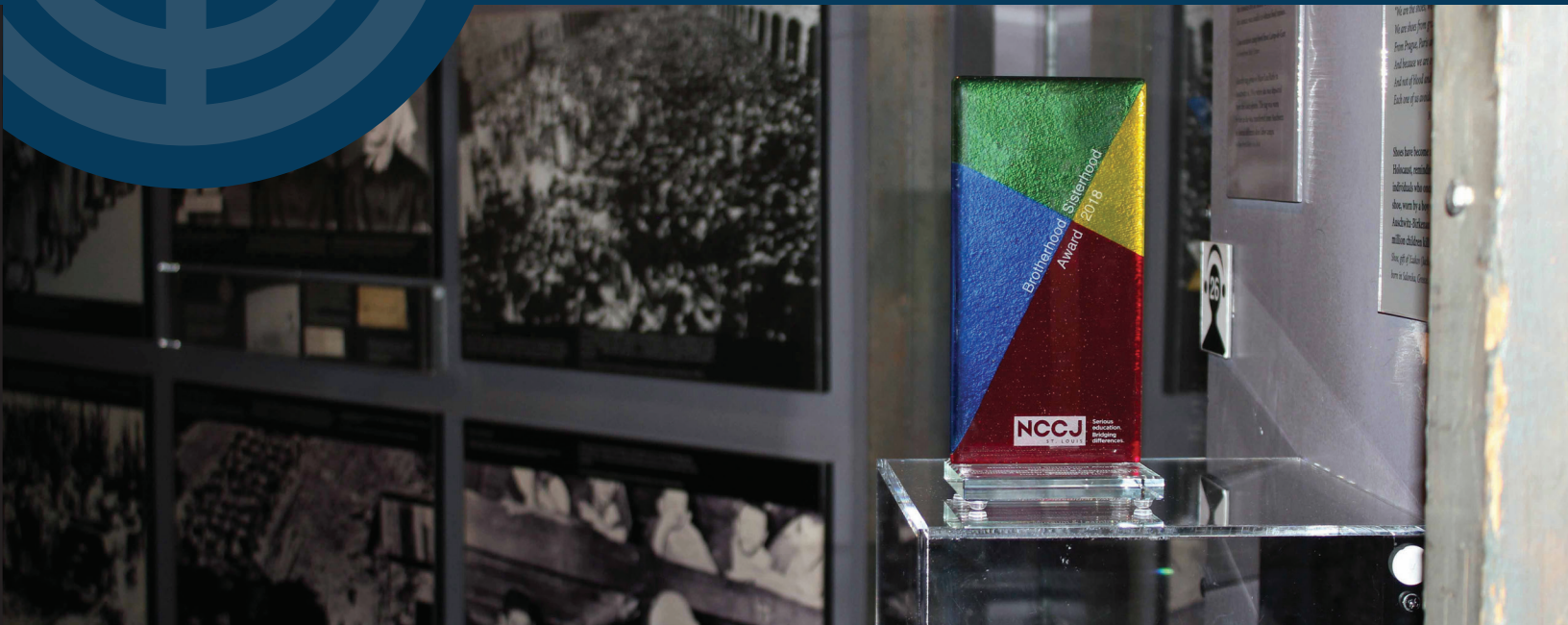


# JFED CONNECTS



The National Council of Community and Justice has presented its Brotherhood Sisterhood Award to the Jewish Federation of St. Louis' Holocaust Museum & Learning Center. Jean Cavender, Director of the Museum, accepted the award during ceremonies on June 12. The award honors individuals and organizations whose work exemplifies positive change for diversity, inclusion and equity. Go to [HMLC.org](http://HMLC.org) to learn more.

## JEWISH FEDERATION OF ST. LOUIS LEADERSHIP

### FROM OUR BOARD CHAIR, Gerald P. Greiman



On April 15, the St. Louis Jewish community commemorated Yom HaShoah, Holocaust Remembrance Day, as we do every year, to remember the victims of the Holocaust and honor the survivors who emerged from the darkness of the Shoah and built new lives and families in St. Louis. The Holocaust Museum & Learning Center (HMLC), a program of the Jewish Federation

of St. Louis, held a community gathering at United Hebrew Congregation to mark the day.

Several hundred people attended the event. I am sure most found it quite moving, as I did. The program included music, speeches and, most meaningfully, accounts of the life stories of some of the survivors.

The theme of this year's gathering was the importance of remembrance and our special appreciation for the survivors in our community. A sobering reminder of the importance of remembrance recently appeared in The New York Times. An article reported on survey results indicating that the Holocaust is fading from memory.

According to the survey, 31 percent of Americans and 41 percent of millennials – people ages 18 to 34 – believe that 2 million or fewer Jews were killed in the Holocaust, as compared with the actual number of 6 million. Forty-one percent of Americans and 66 percent of millennials cannot say what Auschwitz was. And 52 percent of Americans wrongly think Hitler came to power through force. These disappointing survey results underscore the importance of efforts to make sure the world never forgets the horrors of the Holocaust.

The HMLC performs critical work toward trying to make sure the world never forgets, and in relating the lessons of the past to the too many instances of genocide and human tragedy that continue to persist around the world. Thirty-thousand people visit the HMLC each year, most of them students. Many of them have little or no knowledge of the Holocaust prior to their visit.

Our community owes a great debt of gratitude to the lay leaders, professional staff and community volunteers who carry on the important work of the HMLC, and to the generous financial supporters who make the HMLC and its work possible. It is critical that this important work continues so that the world never forgets. As the philosopher George Santayana observed, "Those who cannot remember the past are condemned to repeat it."

# JEWISH FEDERATION OF ST. LOUIS LEADERSHIP



## FROM OUR PRESIDENT & CEO, Andrew Rehfeld

### Great leaders may inspire, but great organizations must perform

I am pleased to share the news that the Jewish Federation of St. Louis has been awarded a four-star rating (its highest) by Charity Navigator. The rating reflects CN's judgment that we

have exceeded industry standards, outperforming most charities in the areas of transparency, financial health and accountability. Thanks go to the work of our fiscal team led by Don Hannon, our Chief Operating Officer, and Emily McClean, our Controller, with the support of our recent Treasurers, Mark Zorensky and Michael Oberlander, as well as Board Chairs, Gerry Greiman and Harvey Wallace.

The four-star rating was important to me because no matter how much we may feel good about our mission and purpose, we have to judge ourselves by clear and measurable standards of impact. Indeed, metrics and accountability are central to our 2017 Strategic Plan. They will improve our effectiveness in supporting our local Jewish ecosystem. I am writing here to give you an update on our progress in implementing the plan (a complete copy of the plan can be found [here](#)).

The Strategic Plan established Federation's four "core commitments": a vibrant and engaged local St. Louis Jewish community; supporting social welfare and security; supporting Israel and the Global Jewish People; and building our community's financial & human resources, and infrastructure.

This year, our board is going through a careful process of setting strategic priorities around each of these four areas. We began in April by setting our priorities around Israel and the Global Jewish people. After looking at over a dozen possibilities, the board focused on these four:

- Supporting social welfare needs in Israel, including but not limited to programs for second-generation Ethiopian and Russian immigrants and other at-risk populations.
- Strengthening our connection to Jewish communities around the world, including but not limited to Holocaust-era survivors in Ukraine who live on the equivalent of \$200 a month.
- Investing in a sustainable Israel for the entire Jewish people, based on the values of Israel's declaration of independence, including but not limited to initiatives that promote Jewish pluralism and Jewish-Arab shared society/coexistence programs.
- Expanding opportunities for Israel education here in St. Louis to deepen our understanding of Israel and the Jewish People, including but not limited to the quality and diversity of adult educational opportunities, travel to Israel, and people-to-people exchange experiences for our community.

Additionally, the board reaffirmed its commitment to our Partnership community — the city of Yokne'am and the Megiddo region — and will strive to execute the above priorities there as much as possible.

Setting priorities around Israel and the Global Jewish People leaves three other core commitments to go. Work is now being completed to set our strategic priorities for the remaining three areas by the end of the year. Next up is establishing our strategic priorities around social welfare and community security in August.

After our strategic priorities are set, we will undertake data-driven analyses to assess the needs and develop plans to address them in each of the priority areas. These plans will form a clear "case for giving" that we will lead with to give our donors and investors a much clearer sense of why we believe investing in the Jewish Federation of St. Louis should be a critically important part of our community's Jewish Philanthropy.

You may not realize this, but last year over 500 individuals volunteered in some decision-making capacity at the Jewish Federation! Our changed approach — data-driven, needs-based, with clear evaluation metrics built in — requires us to revamp the way we engage volunteers around what used to be called "Planning & Allocations."

Built on the basis of expertise and interest, the new "Community Impact" structure being implemented will provide a dynamic and transparent partnership model between staff and lay leadership to advance recommended funding decisions based on data and best practices to our Board of Directors. By restructuring our process, we hope to provide a more meaningful experience for volunteers and, just as important, even more effective decision making from our organization.

Change is not always easy, but it is often necessary. The "community engagement" approach that we began in 2014 has shown significant signs of success in our bottom line: our Annual Campaigns in 2015, 2016 and 2017 increased in real-dollar terms, the first time since 1998 that we saw any real growth, and the first time in 40 years that we had triple-year real growth.

Given philanthropic trends and the changes in tax law, we are unlikely to maintain that pace, but we are doing everything we can to try. The renewed engagement of Women's Philanthropy has been a critical part of this story. And we are now envisioning a change in our Young Professionals Division to create a new model of engagement there.

Our efforts must continue. The vision of our organization as set by the 2017 Strategic Plan is too important not to: an engaged, vibrant and flourishing St. Louis Jewish community, in which individuals live with dignity, meaning and purpose, and a sense of belonging to the Jewish People, as part of a life well-lived.

I thank you for your continued support and partnership and we continue to build a strong Jewish St. Louis in the years ahead.

# FUNDING FOCUS YOUR DOLLARS AT WORK



at helping organizations raise funds for a variety of needs.

The recipients of this year's Staenberg Family Foundation Anything Grants™ include:

- Anti-Defamation League – Words to Action
- Barbara Mendelson Tomchei Shabbos Fund – Chaggim Meat Program
- Covenant Place – Meal Essentials
- Crown Center for Senior Living – Kitchen Essentials
- Epstein Hebrew Academy – Amplify the Next Generation of Scientists
- Esther Miller Bias Yaakov – Technology Needs
- Jewish Family & Children's Service – Technology Upgrade
- Maryville University Hillel – Sukkah
- St. Louis Jewish Light – Telephone System
- St. Louis Kollel – Training & Development Initiative
- St. Louis Torah MiTzion Kollel – Yachad 2018
- Taharath Israel – Ritual Bath Program
- Temple Emanuel – Emergency Preparedness Priorities

The Staenberg Family Foundation, a Supporting Foundation of the Jewish Federation of St. Louis, announced that 16 local Jewish organizations will be recipients of more than \$58,000 through the Anything Grants™, aimed

- U-City Shul – Bathroom Renovation
- Yeshivat Kadimah High School – Technology Expansion/Update
- Young Israel of St. Louis – Perimeter Fence

“Maryville Hillel is thrilled to receive funding from the Staenberg Family Foundation through the Anything Grant for a larger, more welcoming Sukkah,” said Erin Schreiber, Director, Maryville University Hillel. “Our students have a wonderful tradition of Sukkot programming, but our growing student population meant we had outgrown our previous Sukkah. Our students are already planning an expanded schedule of meals and programs now that we have a gathering space that can accommodate our Hillel's needs.”

Thank you to Michael and Carol Staenberg for their vision and generosity.

Each grant will be equal to 50 percent of the project budget; organizations are responsible for raising the remaining 50 percent from other sources. Grant recipients must complete the project by December 1, 2018, in order to receive funds.

The program has been so successful locally that it has been replicated in two other communities outside of Missouri. Earlier in the year, Jewish Federation of Omaha announced the second year of Anything Grants™. For more information about the Anything Grants™ or Staenberg Family Foundation, contact Mindee Fredman at **MFredman@JFedSTL.org** or 314-442-3735.

## DEVELOPMENT UPDATE

“**Here for Good**” is the rallying cry for the Jewish Federation of St. Louis' 100 Day Campaign, which kicks off August 13. It is a proclamation of our permanence and intentions. The 100 Day Campaign helps ensure both. During the Campaign, we will tell you all of the many ways that your contributions help us do good here in the St. Louis community, in Israel and around the world. Timothy Stern is Chair of the Jewish Federation of St. Louis' Annual Campaign Committee.

## PLANNING UPDATE: CALL FOR PROPOSALS

In 2014, the Jewish Federation of St. Louis completed a Jewish Community Study. The study estimates almost half (48 percent) of all married couples in St. Louis Jewish households are intermarried; 63 percent of couples who got married in or after the year 2000 are intermarried. The data reveals that 62 percent of intermarried couples feel that it is very or somewhat important to be part of a Jewish community. However, when community study participants were asked if they feel welcome in the Jewish community, only 18 percent reported feeling very welcome and another 29 percent feeling somewhat welcome. Based on a 10-variable engagement index, 58 percent of intermarried households scored low and 28 percent moderate. Further, 43 percent of all children in St. Louis Jewish households live in intermarried households and only 45 percent of those children are being raised Jewish or partly Jewish. For more data, go to **JFedSTL.org/Our-Work/2014-Community-Study**.



The Community Impact team at the Jewish Federation of St. Louis is now requesting proposals for new or existing initiatives to create more welcoming and inclusive Jewish communities for intermarried households in St. Louis.

Learn more and review the Request for Proposals at **JFedSTL.org/Our-Work/What-We-Fund/Get-Funded**.



# VOLUNTEER PROFILE, Neil Jaffe



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

I was born and raised in St. Louis. I attended United Hebrew all the way through confirmation and basically grew up at The J. When I arrived back in St. Louis after college and living in Chicago, I met my wife, Wendy, who was attending Central Reform Congregation. We have been involved members at CRC ever since, and our son, Adam, is looking forward to his 10th grade confirmation year.

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

My first experience with the Federation was on JFed's mission to Cuba in 2012. I learned first-hand the work the American Jewish Joint Distribution Committee was doing to support struggling Jewish communities around the world. A year later, we went on a family trip to Israel with the Jewish Community Center and visited Yokneam-Megiddo, JFed's

sister city. Both trips provided me with an understanding of the work The Jewish Federation of St. Louis is doing and how important it is.

A few years ago, I got involved with the Campaign and now serve on the Development Committee and the Marketing Committee. I am helping the Professional Society launch a new Business and Real Estate Division, and I just finished the Millstone Institute Fellow program.

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

I think it is critically important to get as many people as possible involved and supporting the Jewish community. There is so much work to do in many areas, and I believe it is vital to support the Federation and the work that it does in supporting those relationships.

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

The more people involved and engaged who are committed through financial support, the better. That's a big way to do it. There really needs to be an understanding that there is a lot we can do to affect St. Louis, Israel and the Jewish population across the world if we work together.

## SUPPORTING FOUNDATION HIGHLIGHT

Torah & Turf, a program of the St. Louis Kollel, engages and connects young Jewish professionals through sports and bite-sized Jewish learning. The flag-football league started in 2007 with a couple teams in St. Louis. Jewish Federation of St. Louis and the Kranzberg Family Foundation, A supporting foundation of the Jewish Federation of St. Louis are proud to invest in Torah & Turf.

Congratulations and best wishes to Rabbi Shaya Mintz who has accepted a position at the Toronto Kollel and will be leaving St. Louis this summer with his wonderful family. With leadership from Rabbi Mintz, Executive Director of the Kollel, the league has grown to be in over 10 communities across the country today. This year, the Kollel will be expanding programming with the creation of a basketball league.

The mission of the St. Louis Kollel is to build a vibrant Torah community through dynamic Jewish leadership, classes and inspirational programs for Jews of all backgrounds.



## 2018 SANDRA AND MENDEL ROSENBERG SUNDAY AFTERNOON FILM SERIES

JULY 29	Shanghai Ghetto
AUGUST 26	Amen
OCTOBER 28	Marriage in the Shadows (Ehe im Schatten)
NOVEMBER 25	Pleasantville
DECEMBER 30	Schindler's List

*There will be no film in September due to holidays.*

All screenings are free of charge and begin at 1 pm at the Jewish Federation of St. Louis Kopolow Building, 12 Millstone Campus Drive.

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 [AGoldfeder@JFedSTL.org](mailto:AGoldfeder@JFedSTL.org).**

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



# JEWISH FEDERATION OF ST. LOUIS UPCOMING EVENTS

## 2018 JPROSTL SUMMIT

### GET READY FOR THIS TRAINING OPPORTUNITY



Wednesday  
**November 28, 2018**  
**8:30 am-5 pm**

**Filament**  
1518 Washington Ave.  
Suite 100  
St. Louis, MO 63103

Registration is open for the 2018 JProStl Summit. This professional training experience will take place on Wednesday, November 28, from 8:30 am to 5 pm in downtown St. Louis at Filament (1518 Washington Ave., Suite 100) and is open to professional staff from Jewish nonprofit organizations, congregations and schools. All professionals are welcome – from front line staff to execs and clergy seeking to influence change, create dynamic partnerships and develop programs for impact.

Participants will experience expert facilitation and creative thinking in an innovative and creative space featuring highly interactive learning, results-focused dialogue and custom-designed tools to encourage new perspectives, ideas, resources and relationships. The program will include high-level, forward-thinking presentations throughout the day that flow into small groups to dialogue and immediately apply the experience to one's job. Topics

will highlight the issues, challenges and opportunities of upmost importance to our community with a focus on shared values, overcoming barriers in communication, initiating new partnerships and collective problem solving.

Scott Berzon of the St. Louis Jewish Light and Erin Schreiber of Maryville Hillel serve as Co-Chairs, and Randi Schenberg of Crown Center for Senior Living is JProStl President. Thanks to the sponsors, the cost is only \$125 per person. For more information, contact Marci Mayer Eisen at [MEisen@JFedSTL.org](mailto:MEisen@JFedSTL.org) or 314-442-3810.

Online registration is open at [JFedSTL.org/JProStl-Summit](http://JFedSTL.org/JProStl-Summit). Space is limited.

Supported by the Barry Rosenberg Fund for Professional Development at the Jewish Federation, Maryville University, Maryville University Hillel and Filament.

## WHAT'S HAPPENING AT ST. LOUIS NORC

How big is the Gateway City Big Band? The 17-piece band with two vocalists has performed in some of St. Louis' premier venues and was a featured guest at the International Glenn Miller Festival in Clarinda, Iowa.

Next month, Gateway City Big band will be the featured performers for Dancing Under the Stars, NORC's evening of friendship, music, dancing and refreshments at The J's Staenberg Family Complex, 2 Millstone Campus Drive.

The August 23 event is generously sponsored by the Women's Auxiliary Foundation for the Jewish Aged. Get your tickets right now for \$5 per person at [JFedSTL.org/events/DancingUndertheStars](http://JFedSTL.org/events/DancingUndertheStars). Price rises to \$10 after August 1. Hors d'oeuvres and dessert will be served; dietary laws observed. Transportation available for non-driving St. Louis NORC members.





Jewish Federation  
OF ST. LOUIS  
**HERE FOR GOOD**

**SAVE THE DATE**

**SEPTEMBER 27**

## 2018 Annual Meeting Facility Rededication

**HONORING**

Kaplan Feldman Families  
Michael & Carol Staenberg  
Kopolow Family

**JEWISH FEDERATION OF ST. LOUIS**  
12 Millstone Campus Drive

## SAVE THE DATE

The 2018 Annual Rubin Feldman Lecture will be held on October 28. This year's speaker is Rabbi Shmuel Klein, presenting "Stars That Pierce the Darkness - Jewish Heroism in the Face of Evil." This program is co-sponsored by Aish HaTorah. More information to come.



**HOLOCAUST MUSEUM  
& LEARNING CENTER**

In Memory of Gloria M. Goldstein  
A DEPARTMENT OF THE JEWISH FEDERATION

## MISS WORLD TO SPEAK AT 'L'CHAIM! WOMEN CHANGING THE WORLD'

Linor Abargil, the only Israeli woman to ever be crowned Miss World, has become an inspirational activist, speaking all over the world about sexual violence. On November 1, Linor will be the guest speaker during Women's Philanthropy's annual evening of celebration, community and giving.

'L'Chaim! Women Changing the World' is a community event and fundraiser benefitting the Jewish Federation of St. Louis' 2018 Annual Campaign. The event will be held at The Ritz-Carlton, St. Louis, 100 Carondelet Plaza, in Clayton. For more information, contact Katie Sheldon at [WP@JFedSTL.org](mailto:WP@JFedSTL.org) or 314-442-3751.



**sababa**

Jewish Arts & Culture Festival  
SAINT LOUIS

Sababa in modern Hebrew slang means "awesome" or "cool." Sababa is also St. Louis' new, awesome and cool Jewish Arts & Culture Festival. The outdoor festival showcasing the vibrancy of contemporary Jewish culture will take place October 14 on the campus of Washington University in St. Louis.

The festival features local, regional and national visual art exhibitors, culinary experiences and musical performances, as well as activities from local Jewish organizations. Sababa is a partnership between The J, Maryville University Hillel, Style, WashU Hillel and the Jewish Federation of St. Louis. Learn more at [SababaStl.com](http://SababaStl.com).