



Jewish Federation  
OF ST. LOUIS

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March 2018

# JFED CONNECTS

## TABLE OF CONTENTS

From Our Leadership.....	1
Development Update ....	2
Funding Focus .....	2
The Rubin Israel Experience.....	3
Israel at 70.....	3
YPD Happy Hours.....	3
Volunteer Profile .....	4
From Our Shinshinim.....	5
Scholarships for Students .....	5
What's Happening at the Holocaust Museum & Learning Center .....	5



Debbie Lefton,  
Madeleine  
Elkins and  
Stacey Wallach,  
Co-Chairs of  
"A L'Chaim  
Production," with  
Nancy Spielberg

# JEWISH FEDERATION OF ST. LOUIS | LEADERSHIP

## FROM OUR CHAIR, Gerald P. Greiman



One of the Jewish Federation of St. Louis' most important functions is to help provide services and maintain a social safety net for those in need – both among the St. Louis Jewish community and the broader community as well.

Some might believe that most members of the St. Louis Jewish community are relatively well off, and there is not much need for a social safety net. But any such belief is belied by the Community

Study undertaken by the Federation in 2014. According to the results of that study, nine percent of Jewish households reported annual household income under \$25,000; 24 percent of Jewish households reported that they are “just managing” or “cannot make ends meet”; and eight percent of Jewish households are “poor,” with an additional 18 percent being “near poor.”

Federation supports numerous agencies and programs aimed at helping those in need and providing a social safety net. A partial list of those agencies and programs includes Covenant Place; Senior Nutrition and Adult Day Care programs run by The J; the Jewish Family & Children's Service, which provides a food pantry, counseling, financial, chaplaincy and other services; MERS/Goodwill, which provides job training and employment services; the Rabbinic Chesed Fund, which

provides grants enabling rabbis to aid congregants experiencing financial challenges and emergencies; the Crown Center for Senior Living; and the Naturally Occurring Retirement Community (NORC) program, which provides home-based services to seniors, enabling them to remain in their own homes.

Federation's Board of Directors is currently focusing on efforts to enhance the availability and effectiveness of services aimed at helping those in need and maintaining a social safety net. Some of the impediments to optimum delivery of services that have been identified to-date include a lack of information sharing among programs and agencies providing services to those in need; insufficient information being disseminated to the community regarding the availability of services and how to access them; the reluctance of some persons in need to come forward and ask for assistance due to the perceived shame or embarrassment of exposing their personal situations; and the poor system of public transportation in the St. Louis community.

Jewish Federation of St. Louis is committed to tackling these problems and doing all we can to help provide adequate services to those in need and maintain an effective social safety net. Our Jewish values and traditions demand nothing less.

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## FROM OUR PRESIDENT AND CEO, Andrew Rehfeld



In 2017, the Jewish Federation of St. Louis (Federation) engaged in a process to evaluate our strategic priorities and create a new Strategic Plan. I am excited to share that in December 2017, the Board of Directors approved the plan, which can be found at [JFedSTL.org/About-Us](http://JFedSTL.org/About-Us).

Our society – locally and globally – is rapidly changing. In 2014, the Jewish Federation of St. Louis completed a

demographic study of the St. Louis Jewish community. Among the study's findings were that the aggregate number of Jews in St. Louis (measured by those identifying as Jewish) is growing, but a large number of those people are not engaged with the community. Other key findings were that almost half (48 percent) of married couples in St. Louis Jewish households (households with at least one Jewish adult) include a non-Jewish spouse, and 24 percent of Jewish households “cannot make ends meet” or are “just managing” financially.

Informed by the study, Federation has undertaken a planning process to assess the community landscape and determine Federation's strategic priorities and direction that best position it to fulfill its mission: mobilizing the Jewish community and its human and financial resources to preserve and enhance Jewish life in St. Louis, Israel and around the world.

The Strategic Plan establishes our four core commitments to guide Federation's work. They are:

- Expand and strengthen an engaged, vibrant and flourishing St. Louis Jewish community
- Secure the wellbeing and safety of individuals within the Jewish community
- Strengthen our connection to Israel and the Jewish People worldwide

- Develop the financial and human resources and infrastructure needed by our community

The Plan breaks new ground in three key respects.

1. The Plan embodies a goal of seeking to foster community engagement among all segments and members of the St. Louis Jewish community, utilizing a variety of focal points, both religious and non-religious, recognizing the diversity of the community and the need to connect with people on a number of different planes – religious, cultural, historical, ethical, etc.
2. The Plan provides for a new Jewish community foundation model to shift the “Planning & Allocations” functions that traditionally have been the hallmark of Jewish Federations around the country. The new model will take a “needs-first” approach to making investments based on community needs, and a donor-centric, advisory approach to philanthropy based on program impact. To see more about the new mode, visit the “Funding Focus” section of this issue of JFed Connects on page 2.
3. The Plan clarifies that Federation works primarily by supporting and collaborating with existing agencies, synagogues and other organizations. Federation will directly provide services only in limited circumstances, where it can more effectively and/or efficiently do so, gaps exist or there is a need for community-wide coordination.

I recognize that with change comes concern. Our agencies rely on core allocations to help them do their work, and the Federation must remain here to support them. I do not envision this support going away. But how that support continues will be among the most important issues we take up during the implementation process in 2018. This will necessitate broad community input, particularly from our agencies. If you ever have a question or concern about the Plan or the Jewish Federation of St. Louis more generally, please contact me directly at [AREhfeld@JFedSTL.org](mailto:AREhfeld@JFedSTL.org).

## Help shape the future of the Jewish Federation of St. Louis

Jewish Federation of St. Louis is seeking Board and Committee members who bring broad stakeholder participation and represent the diversity of Jewish life.

All candidates should have the following attributes:

- A demonstrated interest in and active commitment to the Jewish community.
- A demonstrated interest in the work of Federation and its affiliate and beneficiary agencies.
- The willingness, time and ability to assume leadership responsibilities.

Each year, we receive many more nominations for excellent candidates than we have slots for service. Consequently, we will keep all nominations in strict confidence and encourage all nominators not to share their recommendations with the nominee.

Please visit [JFedSTL.org/Board-Nominations](http://JFedSTL.org/Board-Nominations) to submit your recommendations. If you have any questions, please contact Tzivia Levin Kalmes, Coordinator of Volunteer Engagement, at [TLevinKalmes@JFedSTL.org](mailto:TLevinKalmes@JFedSTL.org) or 314-442-3868.

## DEVELOPMENT UPDATE

Thank YOU for helping the Jewish Federation of St. Louis raise an incredible \$10.1 million for the 2017 Annual Campaign! Don't miss the March 14 issue of the St. Louis Jewish Light, where we will be recognizing each and every donor for their commitment to our community.

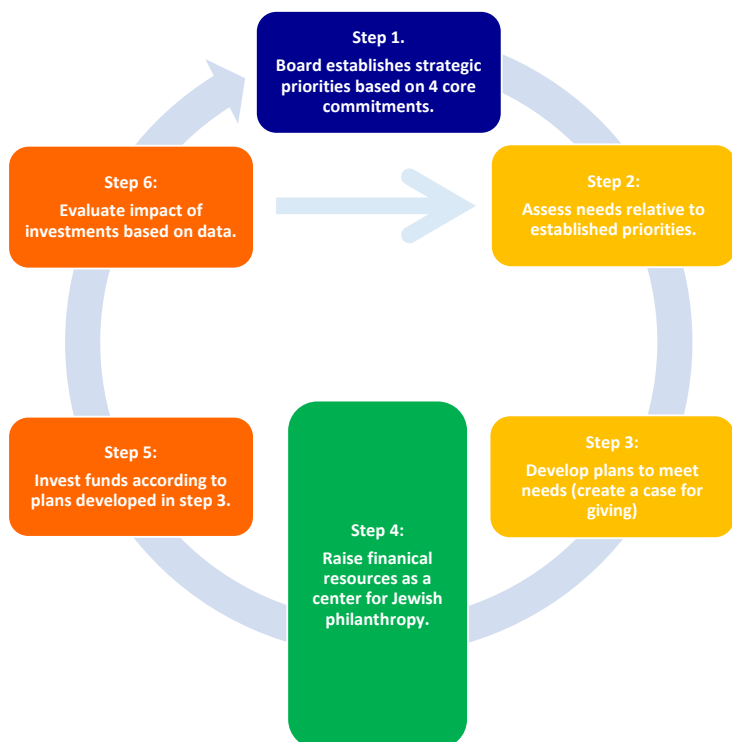
This year's success would not have been possible without Michael and Carol Staenberg and Ken and Nancy Kranberg for their challenge grants. In honor of the late Tom Green, a Board Chair of the Jewish Federation of St. Louis, the Staenberg Family Foundation matched all 2017 Annual Campaign gifts that increased their gift to a new giving level – and not just the amount of the increase, but the whole gift, up to \$25,000 per donor and \$450,000 in total. Ken and Nancy Kranzberg matched all new gifts to the 2017 Annual Campaign two to one, up to \$1,000 per donor and \$100,000 in total. Thank you Michael, Carol, Ken and Nancy for your incredible generosity.



## FUNDING FOCUS

### Planning Update

Jewish Federation of St. Louis' new Strategic Plan will create a Jewish community foundation model that repositions the Jewish Federation of St. Louis from an aggregator and allocator of funds to a needs-driven, results-focused thought leader, serving as a donor-centric philanthropic partner with our community. Here is the diagram of what we believe the model to look like.



### Your Dollars At Work



Your dollars help support scholarships for individuals at The J's Adult Day Center. Scholarships are given to low-income Jewish participants in the Adult Day Center to help them maintain cognitive function and reduce caregiver stress. Activities include daily exercise, musical entertainment, arts and crafts, modified sports, Wii games, small specialized groups, pet therapy and intergenerational programs. Watch your dollars at work at [YouTube.com/watch?v=C9Ei3g4peZs](https://www.youtube.com/watch?v=C9Ei3g4peZs).

### Supporting Foundation Highlight

Women's Auxiliary Foundation for Jewish Aged, a supporting foundation of the Jewish Federation of St. Louis, is now accepting applications for its fourth funding cycle. St. Louis area 501(c)3 organizations with a mission and priority of Jewish elderly in the community at-large are encouraged to apply. Applications will be accepted from a professional employed by a St. Louis non-profit working in conjunction with the Jewish community. To fill out the application, visit [JFedSTL.org/About-Us/Womens-Auxiliary-Foundation](http://JFedSTL.org/About-Us/Womens-Auxiliary-Foundation) by March 22, 2018 (no exceptions).

Women's Auxiliary Foundation for Jewish Aged is focused on providing financial support for programs and organizations that ensure the dignity and honor of the Jewish elderly in the community at large.

Once applications are submitted, we may contact you with questions or request additional information. If you have any questions,

please contact Mindee Fredman at 314-442-3734 or [MFredman@JFedSTL.org](mailto:MFredman@JFedSTL.org).







## Take the Trip of a Lifetime with The Rubin Israel Experience

Applications are now open for The Rubin Israel Experience, an all-expense paid trip for Jewish St. Louisans ages 35 through 50 years old who have never been to Israel. The Rubin Israel Experience will bring the 10th group of "Rubinites" to Israel October 28 through November 7, 2018. More information, detailed criteria and applications are available at [RubinIsrael.org](http://RubinIsrael.org) through April 10.

This unique trip was created to bring the Jewish experience full circle, inspiring a deeper connection to the St. Louis community and cultivating leadership. The 10-day trip brings together a diverse group of individuals for a life-changing journey, packing in activities that help them experience Israeli culture, food, nightlife, innovation, nature and history.

For additional information, contact Mindee Fredman at [MFredman@JFedSTL.org](mailto:MFredman@JFedSTL.org). The trip is offered and staffed by the Jewish Federation of St. Louis and underwritten by philanthropists Pam and Ron Rubin and The Rubin Family Foundation.



Photo credit: Neshama Roash/Firefly Universe Fine Portrait Photography

## SAVE THE DATE



### YOM HA'ATZMAUT ISRAEL INDEPENDENCE CELEBRATION

Join the community as we walk from Congregation Temple Israel to Congregation Shaare Emeth and celebrate Israel's 70th Anniversary in grand style.

**SUNDAY, APRIL 22, 12-4 PM**

Meet at Congregation Temple Israel by 11:30 am

*Presented by the J's Ruth & Harold Sher Center of Jewish Life and sponsored by the Lubin Green Foundation, a supporting foundation of the Jewish Federation of St. Louis.*



Learn more at [JCCSTL.com/event/yom-haatzmaut-israel-independence-community-celebration-2](http://JCCSTL.com/event/yom-haatzmaut-israel-independence-community-celebration-2)



Jewish Federation  
OF ST. LOUIS

## YPD Happy Hours

We are back with a new twist! Starting in March and continuing through June, YPD will be hosting uniquely themed Happy Hours around St. Louis, celebrating the work of the Jewish Federation of St. Louis and our partners.

All YPD Happy Hours are from 6:00-8:00 pm.

**Wild Flower** · MARCH 22 | 4590 LACLEDE AVE., 63108

Celebrate the Young Adult Organizations in the St. Louis Jewish Community! Join us at Wildflower and meet the stars leading these organizations.

**basso** · APRIL 19 | 7036 Clayton Ave., 63117

Celebrate Israel at 70! Join us as we wave the Israeli flag and learn about the Israel Center, Birthright Israel, Israel Bound and more.

**TAPPED** · MAY 17 | 7278 Manchester Rd., 63143

Celebrate your inner child! Highlighting PJ Library, Shalom Baby and the Early Childhood Centers.

**WEST PORT SOCIAL** · JUNE 7 | 910 W Port Plaza Dr., 63146

Celebrate compassion and giving back! Highlighting Crown Center, Covenant Place, JF&CS and St. Louis NORC. We will have a list of volunteer opportunities to sign up for as well. Please bring canned goods to donate to the Harvey Kornblum Jewish Food Pantry.

## SIGN UP TODAY

for any and all Happy Hours at [JFedSTL.org/events/YPD-Happy-Hour](http://JFedSTL.org/events/YPD-Happy-Hour).

If you have any questions, please feel free to reach out to [YPD@JFedSTL.org](mailto:YPD@JFedSTL.org).



# VOLUNTEER PROFILE, Jeff Glogower



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

I grew up in West Bloomfield, Michigan and started volunteering with Jewish causes in high school. I was actively involved in the Jewish youth group, BBYO, and carried that engagement into college where I became active in Hillel. I met my wife, Dalia, in undergrad and I moved to St. Louis after finishing law school. Dalia grew up in University City, and we quickly became involved with the Jewish Federation of St. Louis and Young Professionals Division to meet people.

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

The first Board I was involved in with Federation was YPD. I then became a Millstone Fellow, which helped to develop my leadership skills and led to several other opportunities. I sat on the ad hoc committee for the St. Louis Jewish Community Study and a subcommittee for legacy giving. Most recently, I have been involved in the Planning & Allocations subcommittee to review agencies that receive funding from Federation.

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

Volunteering is important to both my wife and me so we can set an example for our young children. We want them to have a thriving Jewish community to grow up in, and the only way that will happen is if people spend their time and energy to improve the community. Personally, I want my children to have all the resources and access that they are looking for right here in St. Louis. It is important to me that we have good Jewish educational opportunities, strong synagogues and a Jewish community that my kids can grow up to be proud of. It is my hope that one day we can make St. Louis an ideal destination for members of the Jewish community to visit. I believe this is an exciting place for young Jews and I hope that through my volunteer efforts I can help other people see that too.

**Q: How has having children changed the way you volunteer?**

Having kids changed everything! I have stepped back from large board involvements and really focused on more ad hoc committees that meet less frequently. That allows me the time I need to be with my family but also support my community. I have also picked up more pro bono work professionally as an attorney, focusing on wealth planning and estate management. It makes me feel great to be able to serve the community and fulfill the duties of my job.

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

In order to improve the St. Louis Jewish community, I really believe that we need to be looking at the region in general. St. Louis has made great strides to improve the city, but we need to keep at it, create more job opportunities and really provide reasons for people to move to St. Louis or stay here after schooling. St. Louis has a lot to offer, and there are many great resources built into this city. We as a community have an opportunity to influence young adults and show them how they can build meaningful careers right here in St. Louis.

**Interactive stations!**  
**Craft projects!**  
**Snacks!**

**RSVP at**  
**[JFedSTL.org/events/PeaceTrain](http://JFedSTL.org/events/PeaceTrain)**

**All Aboard  
The Peace Train!  
With Rick Recht**

**Sunday, March 25  
10:00-11:30 am**

The J's Stenberg Family Complex  
Arts and Education Building  
2 Millstone Campus Dr.,  
St. Louis, MO 63146

**Logos:** rickrecht, PJ Library, OurWay, brodsky library, JEWISH FEDERATION OF ST. LOUIS CENTER FOR JEWISH LEARNING, Jewish Federation OF ST. LOUIS

## FROM OUR SHINSHINIM



This is the first year the Jewish Federation of St. Louis is participating in the Shinshinim, a program of the Jewish Agency for Israel that brings post-high school teenagers to Jewish communities abroad to share their stories and teach about the Israeli life. Or like we like to call it: "Cultural Israeli Ambassadors." So let us introduce ourselves, the first Shinshinim of St. Louis, we are Gal Roberman and Yuval Cohen!

Gal works at Congregation Shaare Emeth and Kol Rinah while Yuval is at Congregation B'nai Amoona and United Hebrew Congregation. Our daily schedule is pretty busy. We are involved with almost every program at the congregations. We start our day at the Early Childhood Centers: We teach children about Israel and combine Hebrew by using songs, dances and Israeli Hebrew games that we know from home.

On Sundays and mid-week afternoons, we work at the religious schools, which is a great opportunity for us to work with 1st through 8th grade students and to share our perspective and our passion about Israel. We always try to use some Hebrew in our programs because we believe that it is an important part of the Israeli culture, but our main focus always is Israel. We believe that this is the best age to strengthen the children's connection to Israel and to see Israel "through our eyes."

We also have the opportunity to work with the youth groups. This a great experience for us since we can see real differences between the American teen culture and the Israeli teen culture. We talk a lot about Israeli current events and have many meaningful discussions. We love to hear the teen's opinions and thoughts, and we learn a lot from it. We are also involved with adult programming, deliver Dvar Israel during services and participate in community-wide events. We want to be involved in everything that we have the chance to take part in.

Our goals for the rest of the year include reaching out to as many people in the Jewish community as possible, and we want everyone to know what a "shinshin" is. We look forward to making a presentation about Israel at NORC, and to being involved in the planning for the community-wide "Yom Ha'atzmaut" celebration. We want to be exposed to and learn about the different types of Judaism, something we knew nothing about before we came to the U.S., which has been a great learning and eye-opening experience for us.

We feel that our Ambassadors' work will not end at the end of this year. We would like to embrace some of the things we are learning here and bring them back home with us to show Israelis that there is a different Judaism that most of the Israelis don't know. We are very happy to be here, and we hope that by the end of the year, by getting to know us, a lot of people will fall in love with Israel and will see a different side of it.

## Jewish Federation of St. Louis Scholarships for Students

Each year, the Jewish Federation of St. Louis distributes a number of academic scholarships to St. Louis area students. These scholarships are open to residents of the greater St. Louis metropolitan area, with a preference given to Jewish applicants.

- **The Lentin Scholarship Fund** (established by Scott Lentin)
- **The Benjamin Pessin Education Assistance Fund** (established in memory of Benjamin D. Pessin by members of his immediate family)
- **The Ruth Greenberg Memorial Fund for Rabbinical Training** (established by the late Ruth Greenberg)
- **The Sam A. Kessler Memorial Scholarship** (established by friends of the late Sam A. Kessler)
- **The Richard L. Levis, Jr. Memorial Scholarship Fund** (established in memory of Richard L. Levis, Jr. by his widow, Barbara Rosen)
- **The Blanche and Irving Miller Scholarship Fund** (established through a bequest from the estate of Blanche and Irving Miller)

For more information about each scholarship and to apply, please visit [stlouisgraduates.academicworks.com/opportunities/2201](http://stlouisgraduates.academicworks.com/opportunities/2201) through April 13, 2018. Please direct questions regarding any of these scholarships from the Jewish Federation of St. Louis to Mindee Fredman at [MFredman@JFedSTL.org](mailto:MFredman@JFedSTL.org) or 314-442-3734.

## WHAT'S HAPPENING AT THE HMLC



**Save the Date**  
for the Annual Yom HaShoah Commemoration, presented by the Holocaust Museum & Learning Center. The program will take place on Sunday, April 15 at 4:00 pm at United Hebrew Congregation.