

JFED CONNECTS

AN UPDATE OF WHAT'S HAPPENING AT JEWISH FEDERATION OF ST. LOUIS

SEPTEMBER/OCTOBER 2016

JFedSTL.org

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FROM OUR CHAIR, Harvey N. Wallace



Labor Day signals the end of summer and we all seem to be busier; vacations are behind us, children return to school and we "seriously" get back to work. We are preparing for the high holidays (not until October this year), and with eight months behind us, 2016 is quickly coming to a close.

But for the Jewish Federation of St. Louis, we believe the next three months represent a most exciting and meaningful time for our community. Our Annual Campaign was officially kicked off at Busch Stadium on Thursday, September 1. We hope you were there, but if not, our goal is for you to still experience "100 Days to Make an Impact."

Led by Tim Stern, Campaign Chair, the decision was made to shorten the campaign period while we heighten the focus. Make sense? I believe it does.

We will be sharing key words that describe the impact of the Jewish Federation of St. Louis on our community – words like Connect and Protect, as well as Celebrate, Educate and Sustain. In total, there are 12 words that have been selected to demonstrate the "Impact" of your contribution to the Jewish Federation of St. Louis. We hope you will be inspired to give generously to the Annual Campaign as the funds raised help individuals in St. Louis, Israel and around the world live with dignity, meaning and purpose.

We believe there is a new sense of community that we hope you are experiencing. At the Jewish Federation of St. Louis, we have been working hard to connect and communicate with our agencies, synagogues and day schools. Although we may not always agree on "how," I believe we agree that a stronger Jewish community benefits all of us, including our children and grandchildren, our parents and our friends, and the people we don't know personally, but who are part of our community and could use some assistance.

Please remember, as a people we believe in *Tikkun Olam* (repair the world). That can start with your Annual Campaign gift. It would be my pleasure to visit with you and answer your questions. You can reach me at HWallace@JFedSTL.org.

FROM OUR VICE CHAIR, CAMPAIGN, Tim Stern



Greetings from the campaign trail! No, this isn't a report from the political trail, but one from the Annual Campaign trail, and I am Tim Stern, Vice Chair of the Campaign for the Jewish Federation of St. Louis! I am writing this after a beautiful evening at Busch Stadium where we launched our 100 Days to Make an ImpACT. Over the next 12 weeks, staff and lay leaders will spend countless hours working to help show our community why it is important to raise the dollars we need to fund our programs and beneficiary agencies.

At the Annual Campaign Kick-off, we announced a special gift provided by the generosity of Harvey and Terry Hieken. The \$100,000 Hieken Challenge gives each of you an opportunity to increase your gift to the Annual Campaign. For every dollar contributed by new donors, the Hieken Challenge will donate two dollars. For every increased pledge from an existing

donor, the Hieken Challenge will donate one dollar to the campaign. We accept the challenge! Thank you Hiekens.

Jewish Federation of St. Louis literally changes lives for people in need in our community. With the help of our agencies, we feed the hungry, educate children and care for the elderly. Your gift to the Annual Campaign allows us to continue to expand on the incredible work being done that helps people live with dignity, meaning and purpose. I ask you to consider this impact when making your gift this year. Every dollar helps us achieve our mission and you have the ability to help change lives. Remember, no donation is too small. In the past three years, gifts under \$200 have accounted for over half a million dollars to our Annual Campaign. Every dollar counts and your pledge will truly make a difference.

Thank you for joining me in supporting the Jewish Federation of St. Louis.

To learn more about our 100 Days to Make an Impact campaign, visit BuildJewishSTL.org.

FROM OUR CEO, Andrew Rehfeld, Ph.D. (Adapted from an Op-Ed in the 8/31/16 St. Louis Jewish Light)



On September 1, 2016, the Jewish Federation of St. Louis kicked off its 2016 Annual Campaign. Since 1901, the Federation has existed to "preserve and enhance Jewish life in St. Louis, Israel and around the globe." And each year thousands of donors continue to invest philanthropically. As we begin our "100 Days to Make an Impact," I thought I would explain why.

Each year, the Jewish Federation of St. Louis works with a team of community volunteers to plan to meet the needs of our community based on six strategic priorities that help individuals live their lives with dignity, meaning and purpose, connected to each other, Israel and the Jewish people. This means that your "one gift touches all," supporting our local Jewish ecosystem of agencies, programs and services, as well as Jewish communities in Israel and hotspots throughout the world.

An investment in the Annual Campaign...

- strengthens Jewish engagement and involvement
- connects the next generation to Jewish life
- supports a strong and secure democratic Jewish State of Israel
- improves the welfare of the Jewish people no matter where their needs may be
- continues to build the infrastructure needed in these times by convening our senior community leadership to build relationships that can be used to strengthen us all

This is what we mean when we say that your one gift truly touches all.

I hope you will join us again during these 100 days by going to BuildJewishSTL.org to make a pledge. Take your place alongside of the thousands who continue to make this possible.

And thank you for helping to ensure a vibrant Jewish St. Louis.

ADULT EDUCATION COURSES



If you'd like to further your Jewish education, or begin it, you can do so at the Jewish Federation of St. Louis. We offer a wide selection of courses, nearly all without prerequisites, for adults with varied interests and backgrounds. All are taught by experienced teachers who welcome and value every Jewish learner. Whether you're a newcomer to adult Jewish study, a seasoned veteran, or someone in-between, you're certain to find a course that suits your needs and your interests – and in which you feel "at home."

As you plan for the fall and winter, we hope that adult educational opportunities will be a part of your planning process. We welcome you to LEARN JEWISH!

- Generous scholarships are available.
- Pre-registration is encouraged to guarantee your class choice.
- Some courses have minimum enrollment required. Classes may be cancelled if there are not enough pre-registrants.
- Payment accepted by credit card online. Payment by check is accepted as well; checks made payable to the Jewish Federation of St. Louis.
- Classes held at the Jewish Federation of St. Louis Kopolow Building, 12 Millstone Campus Drive, unless noted in the class description.

For information about scholarships or general questions, contact Cyndee Levy, Director, Center for Jewish Learning at 314-442-3754 or CLevy@JFedSTL.org or visit JFedSTL.org/Adult-Education-Classes.

JEWISH COACHING ACADEMY

Forty professionals, lay leaders and community partners recently gathered for a full day of leadership coaching training and an additional 60 staff from throughout the community also participated in professional development on communication skills under the auspices of the Millstone Institute and JProStl, initiatives of the Jewish Federation of St. Louis. Presidents' Circle brought together nearly 50 clergy, execs and board presidents.

Daniel Ginsburg (2016 Millstone Fellow), Amy Gage (President-Elect, Central Reform Congregation) and Rabbi Naftali Rothstein (Head of Yeshivat Kadimah High School) at the recent day of leadership coaching training led by Deborah Grayson Riegel, MSW, PCC and sponsored by the Millstone Institute, directly supported by a grant from the Lubin-Green Foundation, a supporting foundation of the Jewish Federation of St. Louis.



Women's Philanthropy of the Jewish Federation of St. Louis will host an evening of comedy, community and giving featuring award-winning comedian Cory Kahaney. The event, Live, Laugh, L'Chaim!, will take place on Wednesday, November 2 at The Ritz-Carlton St. Louis beginning with a reception at 6:15 pm. Dinner and a formal program will follow at 7:00 pm. Guests may also purchase a special ticket for "Comedy and Cocktails," a VIP Pre-Show from 5:30-6:30 pm to meet Cory in a more intimate setting and enjoy a special stand-up comedy show.

Award-winning stand-up comedian Cory Kahaney appeared in the first season of NBC's Last Comic Standing and made it to the finale, where host Jay Mohr called her performance "flawless." Other television credits include Comedy Central Presents: Cory Kahaney, The View, The Late Show with David Letterman and Stephen Colbert, and The Late Late Show with Craig Ferguson. She was voted best comedian in NYC by Backstage Magazine and Best Female Comedian by the Manhattan Association of Cabarets. Cory will be giving a special multi-media presentation about the history of Jewish women in stand-up and how she was personally influenced by their comedy. There is also an overlying message of women empowerment throughout the presentation as all the women featured were ahead of their time.

Visit WP.JFedSTL.org/LiveLaughLChaim to register by October 26. Live, Laugh, L'Chaim! tickets are \$60 each; "Comedy and Cocktails" tickets are \$180 each and include one ticket to Live, Laugh, L'Chaim!. Attendees will have the opportunity at the event to make a gift to the Jewish Federation of St. Louis' 2016 Annual Campaign.

Thank you to our generous sponsors: The Ritz Carlton St. Louis, BJC Medical Group, The Chod Family, Barnes-Jewish Hospital, Décor Interiors and Jewelry, Diane Katzman, the Eye Bar, US Bank and Wealth Management Advisors.

This event is co-chaired by Toby Chod, Melanie Winograd and Julie Yawitz. If you have any questions, please contact Katie Sheldon at WP@JFedSTL.org or 314-442-3751.

2016 The SANDRA and MENDEL ROSENBERG SUNDAY AFTERNOON FILM SERIES

You are invited to the next film in the Sandra and Mendel Rosenberg Sunday Afternoon Film Series, *The Specialist*, screening at 1:00 pm on October 30 in the Holocaust Museum & Learning Center's theater at 12 Millstone Campus Drive. This powerful film focuses on the trial of Adolf Eichmann, held in Jerusalem in 1961. Israeli director Eyal Sivan uses original footage from the trial, including the questioning of Eichmann and the poignant testimonies of several Holocaust survivors.

Introductory remarks and post-screening discussion will be facilitated by Erin McGlothlin, Associate Professor of German and Jewish Studies at Washington University. Dr. McGlothlin's main research interests are German-Jewish literature and the literature of the Holocaust. In 2006, she published *Second Generation Holocaust Literature: Legacies of Survival and Perpetration*.

Films in this Sunday series are free and open to the public, although reservations are requested. For further information, call 314-442-3711 or email AGoldfeder@JFedSTL.org. To view upcoming films in the Sandra and Mendel Rosenberg Sunday Afternoon Film Series, visit HMLC.org/FilmSeries.

BE A SUPERHERO FOR OUR JEWISH COMMUNITY
AT THE 100 DAYS TO MAKE AN IMPACT

PHONEATHONS

FUNDRAISING • LETTER WRITING • THANK YOU CALLS

Jewish Federation of St. Louis is inviting all members of the community to be a Jewish Federation of St. Louis SUPERHERO at the 100 Days to Make an Impact Phone-A-Thons. There are multiple ways to be involved so everyone has an opportunity to make an impact on the community. People can volunteer to make fundraising calls or write letters on:

- Thursday, October 20, 5:30-8:30 pm
- Sunday, November 13, 12:00-3:00 pm

All attendees will receive a special Jewish Federation of St. Louis Superhero t-shirt in appreciation of their commitment to help build the community!

Jewish Federation of St. Louis needs your help raising money to serve more than 90 agencies and organizations in our community and abroad. Jewish Federation of St. Louis supports scholarships for camp, preschool and other community programs; services for the terminally ill, homebound and disabled; funds programs that provide support for youth with special needs in Israel; and so much more.

Lunch or dinner will be provided; dietary laws observed. Activities for children offered through PJ Library. Plus, students can receive volunteer hours for their time. For more information and to RSVP, contact Joel Frankel at JFrankel@JFedSTL.org or 314-442-3843.

WILL YOU ACCEPT THE \$100,000 HIEKEN CHALLENGE?

Here's your chance to DOUBLE or TRIPLE your **Impact**!

For new donors: The Harvey and Terry Hieken Challenge Grant adds two dollars to every dollar you contribute as a new donor to the 2016 Annual Campaign. Every dollar raised between August 18 and November 25, up to \$1,000 per donor, will be matched 2:1 by the challenge grant.

For current donors: The Harvey and Terry Hieken Challenge Grant will match the increased value of your 2016 Annual Campaign gift over what you contributed to the 2015 Annual Campaign. Every dollar contributed to the 2016 Annual Campaign above the value of your 2015 gift, between August 18 and November 25, will be matched 1:1 by the challenge grant.



STORIES

For more than 15 years, Michael and Carol Staenberg have played a leadership role in supporting the magnificent restoration of Forest Park as well as the daily care necessary for the Park to remain one of our region's greatest civic treasures, and one of the most beautiful parks in the country and the world.

We know how much Forest Park has meant to the Staenberg family. When their daughters were young, the Park was a place of frequent play and cultural exploration. Years later, one daughter celebrated her wedding at the Jewel Box and the Emerson Grand Basin. Today, whether enjoying the Park's recreational paths or showing off the Park to friends and family, the Staenbergs continue to enjoy so much of what the Park offers.

Because of the generosity and vision of the Staenbergs, the beauty of Forest Park is something our entire community can enjoy. Their leadership gifts to Forest Park Forever's Restoring the Glory campaign and our current Forever campaign greatly accelerated our efforts to revitalize the Park, continue important capital improvements and secure the Park's financial standing for the coming decades.

As members of our Leffingwell Society, Forest Park Forever's leadership giving group, Michael and Carol are also playing a central role in providing the annual dollars needed for our team to complete the 'behind the scenes' work of keeping the Park beautiful and welcoming: planting bulbs, maintaining the path system, planting and pruning trees and so much more.

As leaders in the philanthropic community, Michael and Carol continue to not only serve as an example to others, but also actively encourage others to give to the Park. This advocacy means so much.

"Forest Park is so important," the couple has told us. "It is truly a place where all walks of life can gather. Forest Park reflects everything St. Louis stands for."

All of us at Forest Park Forever are grateful to the Staenberg Family Foundation for their investment in this beautiful civic treasure.

If you would like to learn more about becoming a Supporting Foundation of the Jewish Federation of St. Louis, contact Mindee Fredman at MFredman@JFedSTL.org.





Dancing Under the Stars

Nearly 200 women and men danced, laughed, schmoozed and generally had a ball at the St. Louis NORC annual event, Dancing Under the Stars, on August 24. The outstanding 17-piece-band, Gateway City Big Band, played all our guests' old favorites, the singer sounded like Frank Sinatra crooning at the microphone and the ladies were swooning, and the band played beyond their 8:30 pm commitment. Our folks stayed until the band folded up shop.

One couple had the following to say: "We just want to say thank you for a delightful evening of fun, food and great music ... So well produced in detail and warmth!"

Thank you to the Women's Auxiliary Foundation for Jewish Aged for once again supporting an evening to remember for our community's older adults.



KranzbergFamily
FOUNDATION

The Kranzberg Family Foundation, a supporting foundation of the Jewish Federation of St. Louis, is accepting applications for its 2016 funding cycle from St. Louis area 501(c)(3) organizations and congregations. Established in 2007 through a generous commitment from Ken Kranzberg, the Foundation's purpose is to provide funds to benefit the Jewish community of St. Louis, specifically focused on the outreach to and engagement of the "Next Generation."

In concert with the Jewish Federation of St. Louis' Strategic Priorities to ensure engagement of future generations and creation of a vibrant, embracing, local Jewish community that will help retain and be attractive to young adults and families with young children, the Kranzberg Family Foundation remains committed to our mission to fund innovative and experiential programs that work toward these priorities. In addition, the Foundation remains receptive to receiving grant applications for core funding from organizations that specifically target the Next Generation. The Foundation also strongly encourages collaboration between community agencies and organizations.

The Foundation has budgeted \$50,000 for this grant cycle. The minimum grant amount is \$5,000. Grant applications are open September 26 through November 11, 2016.

Contact Mindee Fredman at MFredman@JFedSTL.org for more information about how to apply.



Jewish Federation of St. Louis has launched a unique partnership with the global Jewish accelerator group PresenTense to form JFACE, a six-month St. Louis-based accelerator program that will target issues in the Jewish community. JFACE, which stands for the Jewish Federation of St. Louis Accelerating Community Entrepreneurs, seeks to assist social entrepreneurs with developing concepts or ventures for solving St. Louis Jewish community challenges.

The program kicked off with an Idea Slam on September 14, and is accepting applications through October 28. After a round of speed interviews, JFACE will announce the selection of 12 to 15 JFACE Innovators in December. In 2017, Innovators will participate in seminars, one-on-one coaching and mentorship, and have the opportunity to apply for a small amount of prototype funding from the Jewish Federation of St. Louis. Six Innovators will have the opportunity to share a co-working office space at the CIC-STL in St. Louis' Cortex Innovation District.

The program will culminate in the JFACE Launch Night in June 2017, a final celebration of innovation when the Innovators will pitch and present their ventures to the St. Louis community.

"The idea for this accelerator grew out of the Jewish Federation of St. Louis' 2014 Community Study, which identified challenges in the St. Louis Jewish community," said Emily Bornstein, with the Jewish Federation of St. Louis. "The study found issues such as a significant portion of our community struggle financially, there is a geographic divide amongst more and less engaged Jewish households and the community must do better when working to engage young families. We're asking our Innovators to put their creative minds to beginning the task of solving these challenges."

Innovators, entrepreneurs, creative and passionate people, and strategic thinkers are invited to learn more and apply at JFedSTL.org/JFACE.

Join YPD for an evening of
Community, Philanthropy & Entertainment
November 12, 2016 | 7:30-11:30 PM

Peabody Opera House
1400 Market Street | St. Louis, MO 63103

LIVE MUSIC BY
SPANKY ENTERTAINMENT DUELING PIANOS

Ticket Levels

Silver: \$18 includes dessert and a cash bar

Gold: \$36 includes dessert, three drink tickets and one raffle ticket

Platinum: \$54 includes dessert, three drink tickets, three raffle tickets,
an \$18 donation to the Jewish Federation of St. Louis
and donor recognition at the event.

Cocktail attire. Dietary laws observed.

RSVP by November 6 at YPDSTL.org/YPDLive.
Walk-ins welcome; \$36 at the door.

YPD LIVE IS GENEROUSLY SPONSORED BY

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