LEADERSHIP
FROM OUR CHAIR, Harvey N. Wallace

At our June board meeting, we approved the report of our Planning & Allocations Committee to allocate $8.1 million that was raised from our 2016 Annual Campaign. I believe more is written and publicized about the campaign because fundraising is hard work, and getting our message to the community is not always easy. However, under Tim Stern’s leadership, our campaign results continue to show positive trends.

But the work of our Planning & Allocation Committee, chaired by Sue Schlichter, is also challenging and very time consuming, and may not receive the attention that it deserves. Sue, along with her subcommittee chairs, Burt Garland, Sherry Shuman, Les Sternman and Dugie Baron, spent countless hours with community volunteers and a dedicated Jewish Federation of St. Louis staff to review the funding requests, and then met on many occasions to arrive at their recommendations.

Approximately $6 million of the total allocations is a combination of unrestricted grants to our beneficiary agencies and additional funding directed to specific programs that we expect to impact the lives of many individuals in our community. Although you may not be a direct beneficiary, most of us in our community benefit from the investment we make annually in the St. Louis community. After all, your dollars are going to the JCC, JF&CS, the day schools, Hillel, the Jewish Light and PJ Library, as well as many other worthy agencies and programs.

The remaining $2.1 million helps fund the work of The Jewish Federations of North America, and benefits Jewish people in Israel and around the world. For example, JFNA’s office in Washington has secured $10 billion in public funds that flow to Jewish communities. Outside the US, funding of The Jewish Agency for Israel helps with their mission to “Inspire Jews throughout the world to connect with their People, heritage and homeland, and empower them to build a thriving Jewish future and a strong Israel.”

As Board Chair, I want you, our donors, to know that we are committed to investing your dollars to preserve and enhance Jewish life in St. Louis, Israel and around the world. Thank you for your continuing support.

It would be my pleasure to visit with you and answer your questions. You can reach me at HWallace@JFedSTL.org.

FROM OUR CEO, Andrew Rehfeld

As we continue to prepare for our Annual Meeting on September 7, I hope you will join us to celebrate last year’s achievements and look to the challenges ahead. Additionally, our new Board of Directors and Trustees will be elected.

Over the past year, 8 Officers, 23 Directors and about 100 Trustees have spent hours working on the hard issues facing our community. Those issues have been intense, particularly this past year, as the scourge of anti-Semitism emerged as a top concern. Our volunteer leadership gives their time, resources and talent to ensure that the Jewish Federation of St. Louis has the right wisdom and guidance to move our community forward. These challenges include: the provision of material welfare to those in need; combating anti-Semitism and ensuring the physical security of our people and institutions; building strong bridges between our region and Israel; and strengthening our education and engagement opportunities. Federation relies on our partners for help to do this work, whether it’s the J, our Hillels, our community schools or JF&CS. Our volunteer leaders have done what is meaningful to them, making a difference for people who they may never meet. That takes a level of commitment, passion and self-sacrifice upon which our community depends.

This year, I want to note, in particular, the extraordinary service of our outgoing Board Chair, Harvey Wallace. I don’t think any Federation Board Chair recognizes the demands of the job until his or her service is completed. In Harvey’s case, these demands were thrust upon him when our community’s security became an emergent and immediate issue. Harvey has made communal security his number one priority for the organization. He has spent too much of his life in the Federation Kopolow building these last two years, consuming many bags of pretzels as meetings dragged on beyond their allotted times. But the result is that our community is better off for his service, and we are better off as an organization for his leadership through these tough times.

I hope you will join me on September 7 to thank Harvey and other members of our leadership for their service, and welcome our new board and Board Chair, Gerry Greiman. We look forward to the next two years of change and growth for the St. Louis Jewish community.
DEVELOPMENT UPDATE

For the 2017 Annual Campaign, we are fortunate to have two incredible Challenge Grants to help us make an IMPACT.

First, the Kranzberg New Donor Challenge is designed to help our community attract new supporters to sustain our critical work for the future. For any donor who did not participate in the 2016 Campaign, Ken and Nancy Kranzberg will match their 2017 contribution on a two-for-one basis, up to $1,000 for any single gift and up to $100,000 in total. That means community members who didn’t contribute to the campaign last year can TRIPLE their impact. An $18 gift becomes a $54 gift, a $100 donation makes a $300 impact, and a $500 contribution is the equivalent of $1,500 for our community!

Second, the Staenberg Next Level Challenge in honor of Tom Green, commemorates Tom Green’s legacy of leadership to help us build a more secure foundation for our community. The Staenberg Family Foundation has made up to $450,000 available for community members who take the challenge and move up to the next Giving Level! For donors who gave less than $25,000 to the 2016 Campaign, the Staenberg Next Level Challenge will match the entire value of their 2017 gift, as long as it is at a higher giving level, up to $25,000 per donor. For donors who gave $25,000 or more to the 2016 Campaign and who give at the next higher giving level in 2017, the Staenberg Next Level Challenge will match the amount of the increase, up to $25,000 per donor.

For more information contact Joel Frankel at JFrankel@JFedSTL.org or 314-442-3843.

GIVING LEVELS

$1,000,000+ Visionary
$500,000 Premier Contributor
$250,000 Queen Esther’s Court
$180,000 Prime Minister’s Cabinet
$100,000 Prime Minister’s Council
$72,000 Golda Meir’s Cabinet
$50,000 Ben Gurion Society
$36,000 King David’s Court
$25,000 King David Society
$18,000 Chai Society
$10,000 Joshua Society
$5,000 Kehillah Society-Platinum
$3,600 Kehillah Society-Gold
$1,800 Kehillah Society-Silver
$1,000 Kehillah Society
$500 Ambassador Circle

FUNDING FOCUS YOUR DOLLARS AT WORK

Supporting

In our efforts to support and enhance the Jewish early childhood education system within our community, we are partnering with Dr. Bill Robinson, Dean of The William Davidson Graduate School of Jewish Education at Jewish Theological Seminary. The goal of this collaboration with the Davidson School is to gain greater understanding of the successes, concerns, future hopes, and the current status of Jewish early childhood education in our community. Dr. Robinson and his team will provide an unbiased lens and bring experience and knowledge that is leading the Jewish early childhood field across the country. This process will involve many people from the community, both professional and lay leaders. This summer, Dr. Robinson and his team will begin conducting stakeholder phone interviews. Throughout the next year the team will come to St. Louis a total of three times to see the St. Louis Jewish early childhood programs, meet in person with stakeholders and conduct focus groups.

Funding

The Board of Directors approved the July 1, 2017 funding recommendations from the Planning & Allocations Committee. Below is a chart which outlines the major buckets of allocations. To learn more about the Planning & Allocations process and the grants funded, go to JFedSTL.org/Our-Work/What-We-Fund.

Highlight

Jewish Federation of St. Louis beneficiary agency MERS/Goodwill now has a full-time Coordinator of Jewish Community Employment. Mark Morgan worked at MERS for eight years before transitioning to this new program that is being funded by a Federation strategic program grant. Mark is providing a full range of employment services, including career counseling, interview skills training, resume assistance, job search coaching, and referrals to appropriate community resources, job development and job retention assistance. Mark will build on and expand the services that were previously provided through the Careers in Transition program staffed by Johnni Siegel for many years. In his first month in this position, he has already worked with eight clients and placed one of them in full-time employment. To make an appointment with Mark, contact him at mmorgan@mersgoodwill.org or (314) 646-2257.
Documentary *Karski & the Lords of Humanity* Premieres in St. Louis

The HMLC will host the St. Louis premiere of the documentary *Karski & the Lords of Humanity* on July 30, 2017. The showing begins at 1:00 pm and is free of charge.

This powerful documentary, interspersed with graphic animation, tells the story of Jan Karski, the Polish underground courier who traveled across occupied Europe to inform the Allied powers of Nazi war crimes against the Jews of Europe. To thwart the Holocaust, Karski carried his dreadful eyewitness report to Britain and the United States hoping it would shake the conscience of the powerful leaders, or as he would call them, the “Lords of Humanity.”

The film will be introduced by Mr. Robert V. Ogrodnik, Honorary Consul Emeritus to the Republic of Poland in St. Louis from 2001 until the end of 2015, when he retired from his post.

Saint Louis Polonia Inc. is supporting this program. To reserve tickets, RSVP by phone by calling 314-442-3711 or by emailing AGoldfeder@JFedSTL.org. For event information, call 314-442-3714 or email DReich@JFedSTL.org.

VOLUNTEER PROFILE  JOE PERELES

**Q:** What was your first volunteer role? How did it impact your future community participation?

My volunteering all started 32 years ago when Pete Duffy, a legal client of mine, asked me what I was doing to give back to the community. My response was that I was trying to build up my law practice and raise two children with Brenda. He said that I hadn’t answered his question. “What do you suggest?” I asked, and since Pete and his wife were Red Cross volunteers, he said “how about the Red Cross?” “Who do I contact,” I asked, and he told me to call Lorie Winter. Well, as they say, the rest is history. My first job was calling on churches and schools trying to line up shelters to house families in case a tornado, flood or earthquake hit the St. Louis area. From there, it was financial development, serving on the board, taking on leadership roles both locally and nationally and then serving on the National Board of Governors from 2005-2014. The decision to volunteer led to many opportunities to serve on other boards.

**Q:** How did you become involved in the Jewish Federation of St. Louis? Why is this work important to you?

I believe I became a volunteer solicitor for the Federation in the early 90s. I also helped re-establish the Cardozo Legal Society of the Federation during this time. Then, in May 2004 I became of member of the Federation Board of Directors and served on the Board for two years until I joined the Executive Committee of Shaare Emeth in May 2006. In May 2015, I joined the St. Louis JCRC Board of which I am now Vice Chair. For the last two years, I have served as a mentor in the Federation Internship Experience for Future Community Leaders. The Federation serves as a lifeline for people and agencies here in St. Louis, nationally and internationally, especially Israel. Our role is to make this world a better place to live and the Federation helps make this happen.

**Q:** We have heard that you are also very active in local organizations throughout St. Louis, like the Red Cross. How do you choose which organizations to be a part of? What about their mission is personally inspiring to you?

I won’t join a board unless I think the organization makes a difference in the community and that I will be able to also help make a difference. I have been asked to join many boards, some big and some small. I tend towards the smaller boards, as I believe I can make more of a difference with a smaller board.

I will only get involved if I have time to devote to the charity. I have no interest in building up my resume by listing a whole bunch of organizations in which I can’t devote the necessary time to make a difference. I have learned how to say no.

**Q:** You are involved in so much! How do you make time for it all?

A busy person who cares about the organizations he/she volunteers for will find a way to make time for it all and still handle the day to day requirements of their everyday job. It also helps that my employer, Drury Hotels Company, encourages its executives to volunteer in the community and it also doesn’t hurt that I don’t require a lot of sleep!

**Q:** What sort of legacy do you hope to leave or lesson do you wish to teach future generations-like your grandchildren?

I’d hope people will say that I made a difference. I believe strongly in the 3 W’s:

You need to give wealth, wisdom and work, and always be willing to act as an ambassador for the organization in good times and when times are tough. Also, you need to know when to say “no.” You need to make a difference, not just pad your resume!
Jewish Coaching Academy

Deborah Grayson Riegel, MSW, PCC, returns to St. Louis November 12-14 to lead three separate days of coaching training targeted to nonprofit professionals, business professionals and board leaders in the Jewish community and throughout the St. Louis region. Riegel is an internationally recognized expert in communication skills and professional coaching, and brings extraordinary group facilitation skills, warmth and wit to every engagement. She contributes to Harvard Business Review, Forbes, Bloomberg Business Week and the New York Times. Deborah is adjunct faculty at the University of Pennsylvania Wharton School of Business and her clients include American Express, Google and Kraft. The training programs are sponsored by the Millstone Institute, an initiative of the Jewish Federation of St. Louis.

On Sunday, November 12, Deborah will present the Coaching Academy, incorporating Jewish values for Millstone Fellows, Millstone Fellows Alumni and those involved with Jewish leadership. On Monday or Tuesday, November 13 and 14, nonprofit and business professionals throughout St. Louis are invited to participate in a full-day of Leadership Coaching Skills Training, open to those of all backgrounds. This live, instructor-led training will include lecture, interactive activities and exercise, small and large group discussions, use of materials and handouts, coaching demonstrations, coaching practice in dyads and triads, personalized feedback and Q & A. All programs run 9:00 am-5:00 pm at RISE Collaborative Workspace, 8820 Ladue, 63124. Participation also includes optional follow-up sessions with Marci Mayer Eisen, MSW, ACC, Director of the Millstone Institute, to continue to advance the use of coaching skills.

Cost for the day of training and optional follow-up sessions is $450 for business professionals and community leaders and $395 for full-time nonprofit professionals. Scholarships and group rates are available. RSVP online at MillstoneSTL.org/Coaching2017. For more information, contact Marci Mayer Eisen at 314-442-3810 or MEisen@JFedSTL.org. Coaching Academy is supported by the Lubin-Green Foundation, a supporting foundation of Jewish Federation of St. Louis, Mont & Karen Levy, Maryville University/Maryville University Hillel.

WHAT’S HAPPENING
AT THE CENTER FOR JEWISH LEARNING

Jewish Federation Announces Inception of Shinshinim Program

Jewish Federation of St. Louis is pleased to announce the inception of the Shinshinim program in the St. Louis community. A “shinshin” is an 18-year-old Israeli emissary who defers their army service for one year to volunteer in Jewish communities abroad with the goal of educating people of all ages about Israel and Israeli culture. They teach about Israel through creative programs and challenging discussions, bringing an authentic Israel experience to the community they serve.

The program has existed in other North American Jewish communities for several years but this will be the first year St. Louis will be hosting shinshinim. The program has proven to have a tremendous positive impact on the local communities and has been a wonderful experience for host families and the shinshinim themselves.

The Shinshinim program is a partnership between the Jewish Agency for Israel, the Jewish Federation of St. Louis and four local congregations: Congregation B’nai Amoona, Kol Rinah, Congregation Shaare Emeth and United Hebrew Congregation. St. Louis will host two shinshinim: Gal Roberman and Yuval Cohen. Furthermore, the Jewish Federation of St. Louis has hired Cynthia Wachtel, who will coordinate the program. Gal and Yuval will join our St. Louis community in August.

Welcome Rabbi Tracy Nathan to the Center for Jewish Learning

Rabbi Tracy Nathan is the Senior Educator for our Center for Jewish Learning. She is responsible for staffing key areas of adult education: the development of a comprehensive adult learning programming for the Jewish community, formal and informal education, on-site and off-site opportunities and collaboration with agencies and congregations. Rabbi Nathan has been very busy as the JF&CS Community Chaplain, an Adjunct Rabbi at Congregation B’nai Amoona, and an Educator at Saul Mirowitz Jewish Community School and Kol Rinah. She has her ordination and Master of Arts Degree from the Jewish Theological Seminary of America, a Master of Arts in Folklore and Folklife from the University of Pennsylvania and a Bachelor of Arts Degree in English Literature from Wesleyan University. Rabbi Nathan brings to the Jewish Federation of St. Louis years of experience in education, Jewish studies, programming and public affairs.
**Presidents’ Circle**
The next Millstone Institute Presidents’ Circle will take place on Wednesday, August 30 from 5:30-7:00 pm at Rise Collaborative Workspace, 8820 Ladue Road, for Board Presidents, Presidents-Elect, Clergy and Execs. The Jewish Federation of St. Louis sponsors the only Presidents’ Circle in the country, bringing together senior leaders to build networks and share ideas. The program will feature reflections by the 2015-17 Wexner Heritage Program participants. The Millstone Institute will recognize the contributions of Paul Flotken, Millstone Institute Advisory Chair 2014-17, and welcome Jonathan Deutsch as the new Advisory Chair. For information, contact Marci Mayer Eisen at 314-442-3810 or MEisen@JFedSTL.org.

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**Naturally Occurring Retirement Community Dancing Under the Stars**
Please join us for an evening of friendship, music, dancing and refreshments.

**Thursday, August 24, 2017**
6:30-8:30 pm
The J’s Staenberg Family Complex
2 Millstone Campus Drive
Entertainment by Gateway City Big Band

The Gateway City Big Band is a 17-piece band with two vocalists that has been entertaining audiences in the St. Louis area and beyond since 1966. The band has performed in some of St. Louis’ premier music and dance venues, including the historic Fox Theatre, Khorissan Room at the Chase Park Plaza, St. Louis Casa Loma Ballroom and Missouri Botanical Gardens, and was a featured guest at the International Glenn Miller Festival in Clarinda, Iowa. Hors d’oeuvres and dessert will be served; dietary laws observed.

Generously sponsored by the Women’s Auxiliary Foundation for the Jewish Aged.

$5 per person. Transportation available for non-driving St. Louis NORC members.

If you have any questions, please contact Joan Hirst at 314-442-3834.

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**Young Professionals Division Pop-up Giving Circle**
Discover the needs. Learn how to make an impact. Take action. All before lunch.

Over the course of three hours, we will come together to learn about the needs of our community and with our combined gifts of $36, make a larger impact with a grant to an organization of the circle’s choice.

**Sunday, September 10**
11:00 am-2:00 pm
The J’s Staenberg Family Complex
2 Millstone Campus Drive
St. Louis, MO 63146
Brunch + Mimosas

For more information and to RSVP, go to JFedSTL.org/events/YPD-Pop-Up-Giving.

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**Visit JewishInStLouis.org and the Jewish Light for more information on what’s happening in our community!**

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**SAVE THE DATE**
**SEPTMBER 7 | 5:30 PM**
**ANNUAL MEETING**
**THE MAGIC HOUSE**

**More information to follow.**