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**SUMMER 2019**

# JFED CONNECTS





## FROM OUR BOARD CHAIR Gerald P. Greiman

As we continue to conduct our search for the new President of CEO of Federation, I wanted to take a few moments to assure everyone that the important work of Federation continues apace.

On July 1, we announced the promotion of three longtime Jewish community professionals to the newly created positions of Vice Presidents of Community Impact, Development, and Community Engagement.

These three positions, along with the Chief Operating Officer, have become the Senior Management Team of Federation.

The new vice presidents are:

- Mindee Fredman, who takes the role of VP, Community Impact. Fredman has worked at the Jewish Federation of St. Louis on and off over the past 20 years, managing projects in the areas of planning, allocations, development, Israel education and travel, special projects, leadership, and professional development. She worked as the Director of Foundations, managing supporting foundations and facilitating the annual investment of millions of Foundation dollars into the community. Most recently, she served as the Director of Community Investment, where she developed and implemented a new Community Investment process aligned with Federation's Strategic Plan, Core Commitments, and priorities. Fredman is a proud member of the St. Louis Wexner Heritage Program and was the 2018 recipient of the JProStl Career Achievement Award.
- Julie Gibbs, who takes the role of VP, Development. Gibbs joined the Jewish Federation of St. Louis' staff in January 2014 as Director of Women's Philanthropy and became the Director of Major Gifts & Affinity Groups in November of 2017. Prior to working at the Jewish Federation of St. Louis, Gibbs worked at the Jewish Community Center (The J), managing development and alumni relations for Camp Sabra. Prior to The J, Julie was Director of Development at United Hebrew Congregation. She also worked at the Saint Louis Symphony in the marketing and development department.

Julie was recently accepted into Fundraising University, a selective yearlong program through Jewish Federations of North America for top development professionals.

- Karen Sher, who was promoted to the position of VP, Community Engagement. Sher re-joined Federation almost nine years ago to work for the Millstone Institute, facilitating and managing several initiatives. During her tenure at Federation, Sher has grown within the Community Engagement department, where she was promoted to Director then Sr. Director of Community Engagement within the last two years. For the past several months, Sher has taken the lead in connecting Federation to the Jewish community and the broader St. Louis community. These duties will be permanently incorporated into her expanded role. As VP, Community Engagement, Sher will work with our partners around community affairs and government relations, serving as the point person around community events.

Also, since our last issue, the work of Federation continues in so many ways:

- We were privileged to host such luminaries as Isaac Herzog, Chairman of The Jewish Agency for Israel, and esteemed actor Ed Asner, who starred in the moving play, "The Soap Myth."
- We were honored to see Holocaust Museum & Learning Center Director Jean Cavender given a proclamation signed by Governor Mike Parson in Jefferson City declaring the importance of Holocaust Remembrance Education.
- We were thrilled to help give out over \$76,000 to 22 local Jewish organizations through the Anything Grants funding program.
- We were saddened to once again bring together members of the Jewish and other religious communities to grieve in the wake of the Chabad of Poway shooting.
- We were excited to welcome 150 Jewish motorcyclists from around the world, who held a Ride2Remember gathering to raise more than \$35,000 for our Holocaust Museum.
- And we were happy to welcome back our 2019 Interfaith Couples Mission and our 21 local teens from our Israel Bound 2019 trip.

# DEVELOPMENT UPDATE

The 100 Days to Make an Impact will kick off August 15 with this year's theme: **Our Traditions Are Timeless, Our Needs Are Now.** The 100 Days to Make an Impact marks a focused effort to talk about Federation's Annual Campaign and the myriad of programs and initiatives that Federation is able to drive and invest in because of the funds we raise for the Annual Campaign. The needs of our community are vast, and as a community development agency we know that it is essential to reach out to each and every one of the 30,000 Jewish households in St. Louis during the 100 Days to let them know about the impact you can make by supporting the Annual Campaign. You will see much more about the work that your dollars do in our community as the 100 Days gets rolling. Please spread the word by talking to your friends, sharing our Facebook posts, and, of course, contributing yourself.



## LOCALS JOIN MEMORABLE JFNA TRIP TO INDIA

At first glance, a Jewish mission to India might seem an unusual choice. But for more than 200 people who joined the Prime Minister's Council & King David Society trip earlier this year, the choice was inspired.

Though 5,000 Jews represent a tiny portion of India's 1.3 billion population, Jews have a deep history in the country and even now India is the fourth-largest Asian Jewish community in the world.

The facts and history of Jews in India were part of the mission of discovery for a small St. Louis contingent on the trip, put on by Prime Minister's Council & King David Society, two of Jewish Federation of North America's giving societies.

Dr. Myron Jacobs never thought about going to India before this trip.

"Without Federation and this trip, the likelihood was I would have died without having ever gone to India," he said.

Myron has gone on many Federation missions, including to China and to Cuba.

"Federation does trips like no one else does. They show you things you never could have seen any other way," he said. "I'm absolutely impressed by the Jewish outreach into a portion of the world that I thought was devoid of Jews."

The unique Indian Jewish community was a highlight as well for Sheila Greenbaum, a former Federation board chair and an experienced traveler.

"I had never felt such a different culture and been absorbed by it – being so much in it that I could understand it," Sheila said. "I've been to China, but it's a much more westernized culture than India."

Myron's wife, Randee, pointed to the long history and precarious future of Judaism in India.

"The mere existence of Jews still there after thousands of years was truly astonishing," she said. "They don't

look or sound like us, but the Hebrew prayers were still the same. It is a dwindling community that without the support of worldwide JFNA, Chabad House, JDC, Gabriel Project, and more I don't know about, there could be no sustainable Jewish presence in this part of the world. Yet they survive!"

Sheila noted that the Jewish families she met in India said prejudice against Jews was so rare there they had no word for anti-Semitism.

But the community is suffering in another way. Once, after World War II, some 30,000 Jews lived in India. Now, many have made Aliyah, making the short plane trip to Israel.

The two-week India trip offered the visitors a variety of opportunities to see the many cultures of one of the world's most populous countries. They cycled through the tree-lined Chandi Chowk market, strolled through imperial gardens that inspired the design of the Taj Mahal, and experienced a night-long Hindu religious ceremony along the banks of the Ganges River.

"Like us, they have their funeral services within a day. We went down to the river and saw them burn the bodies and the ashes are laid in the Ganges at Varanasi. There 8,000 to 12,000 people there," Myron said.

One of Sheila's favorite stops was Jaipur.

"You look out on the street and elephants and camels were parked here and there. There's a Muslim pilgrimage. Cows walk in the street. It's just so fantastic. The cow sees you, you see the cow, you each go your own way. Many places where you look up, there are monkeys swinging overhead. That is not a rare scene there," she said.

More than 200 people from around North America were on the Mission. That diversity was part of the fun.

"You play Jewish geography," Sheila said. "This is something about being in a Jewish group. You rarely find anyone where there is nothing in common between you."

## WOMEN'S PHILANTHROPY - L'CHAIM!

Women's Philanthropy of the Jewish Federation of St. Louis will host an evening of celebration, community, and giving featuring Edie Lutnick, Co-Founder and President of The Cantor Fitzgerald Relief Fund. This year's L'Chaim! theme is a quote by Lutnick, "If you find something larger than yourself, you can do great things in the world."

The event will take place on Tuesday, September 24, at The Ritz-Carlton, St. Louis beginning with a reception at 6:15 pm. Dinner and a formal program will follow at 7 pm. Guests may also purchase a special ticket for the VIP Pre-Event from 5:15-6:30 pm to meet Lutnick.

Lutnick has certainly done "great things in the world." On September 11, 2001, 658 men and women at Cantor Fitzgerald lost their lives in the World Trade Center. Among them was Lutnick's youngest brother Gary, whom she had raised when their parents died at an early age. In the aftermath of the attacks, Lutnick answered the call from her brother Howard, CEO of Cantor Fitzgerald, to create a fund for the firm's families who had lost loved ones.

Under Lutnick's leadership, the Cantor Fitzgerald Relief Fund was created and has raised and distributed over \$180 million to over 800 families of the victims of the 9/11 terrorist attacks and has been instrumental in assisting them to heal. Now, the fund also helps other victims of terrorism, natural disasters, and emergencies providing more than \$270 million in relief. Lutnick will speak from personal experience about changing the world and healing from tragedy by finding a greater purpose in life.

Visit [JFedSTL.org/LChaim2019](http://JFedSTL.org/LChaim2019) to register by September 17. L'Chaim! tickets are \$65 each; VIP Pre-Event tickets are \$180 each and include one ticket to L'Chaim! Attendees will have the opportunity at the event to make a gift to the Jewish Federation of St. Louis' 2019 Annual Campaign.

Event attendees are asked to help support women of



all ages by bringing tampons, pads and liners, and adult incontinence products. Menstrual supplies and adult incontinence products are undeniable, expensive needs of many women. Those unable to afford supplies go without and suffer from shame, isolation, and increased health risks associated with poor hygiene. Supplies will be distributed by the Harvey Kornblum Jewish Food Pantry and National Council of Jewish Women St. Louis in partnership with the St. Louis Alliance for Period Supplies.

Thank you to generous sponsors: The Ritz-Carlton, St. Louis, Diane Katzman Design, Delmar Gardens Family, Patty Croughan and Sheila Greenbaum, Nancy Green and Sherry Wolff, RubinBrown, Mobil on the Run, US Bank, Madeleine Elkins and Harvey Wallace, Bank of America Merrill Lynch, Barnes Jewish Hospital, Berger Memorial Chapel, Café Coeur, Consultants in Women's Healthcare, Crazy Bowls & Wraps, Eyewearhaus, The Gatesworth, Goldblatt + Singer, Jacques Herzog, MD, Center for Hearing and Balance Disorders, Debbie and Mike Lefton, Julie Stern Pilates, Marmi Shoes, Massage Envy, Merrill - A Bank of America Company - The Lueken Group, Sue Matlof, Millstone Foundation, Ridenour Plastic Surgery, Spencer Fane LLP, St. Louis Jewish Light, Town & Country Veterinary Hospital, and Mr. Henry Webber and Dr. Christine Jacobs.

This event is co-chaired by Patty Croughan, Rachel Weiss Kalina, and Julie B. Stern. The Pre-Event is co-chaired by Ellie Samson and Dana Sandweiss. If you have any questions, please contact Stacy Wagerman at [WP@JFedSTL.org](mailto:WP@JFedSTL.org) or 314-442-3730.



What's the magic formula for raising kids who care about others?

There are zillions of articles and books on that topic ... and while we don't know the exact recipe for raising kids who care, we do know that one ingredient is to expose them to ways of doing good. Givable is a new way to show kids what projects there are in the St. Louis Jewish community,

and allows them to pick projects that they want to support.

What happens when you sign up? You will receive one email twice a week that will allow your family to donate a dollar to one of two local Jewish projects described in the email.

How much does it cost? JGivable costs \$11 per month and can be canceled anytime.

Need a birthday present or bar mitzvah gift? You can give an amount of your choice as a gift to JGivable. Just go to [Givable.org/gift-j](http://Givable.org/gift-j).

Still not sure? No problem...you can try JGivable for free for the first month. Simply enter TRYJGIVABLE11 in the promo code box when you sign up, and your first month at the \$11/month plan will be free.

Go to [Givable.org/j](http://Givable.org/j) to sign up or to forward to friends. Help support our local Jewish community programs and give kids a chance to impact our world with just a click, one dollar at a time.

# COMMUNITY IMPACT FUNDING FOCUS

Jewish Federation of St. Louis has committed to making \$7.9 million in Spring 2019 Community Investments for the Jewish community here and around the world.

Among the programs receiving investments is the Partnership2Gether Living Bridge Program, through the Jewish Agency for Israel. Partnership2Gether program works to connect Israelis and St. Louis Jews in significant ways that foster understanding, education, and meaningful friendships, allowing us to expand our understanding of peoplehood. Also receiving funds is the Jewish Family & Children's Service, which provides support to the local Jewish community in so many ways, including counseling services, financial assistance, and the Harvey Kornblum Jewish Food Pantry.

More specifics of the investments will be released later this year, but 15 Core Investments were approved totaling approximately \$5.7 million. Core Investments are significant investments aligned with our Core Commitments and priorities. Three of the organizations receiving a Core Investment do work in Israel and overseas, and the remaining 12 are local organizations. Additional dollars were earmarked for day school funding, based on a per capita formula, and granted in the fall.

In addition, Federation's Board of Directors approved over 50 Priority Outcome Investments totaling approximately \$1.6 million. Priority Outcome Investments (POIs) are restricted investments made to initiatives and programs that aim to achieve outcomes within Federation's identified priority areas. Nineteen of the POIs were made to local organizations, eight to national organizations, and 27 to organizations in Israel and overseas.

Federation's Community Impact team (formerly known as Planning & Allocations) began developing strategies to implement, under Federation's 2017 Strategic Plan, a new model, which helps identify and address specific community needs.

The first step in developing the new process was a listening tour. The Community Impact team met with our Community Partners, organizations receiving an investment from Federation, to gather feedback from past grant-making processes, share ideas of how the new model might work, and talk about the Federation's new Strategic Plan, our Core Commitments, and priorities set by the Board.

Through this learning process, a new investment model was developed that aims to increase transparency and ongoing communication, build on the trust among Federation's Community Partners, align directly to Federation's Core Commitments and priorities, and decrease the amount of time organizations spend applying for funding.

The investment review process is a partnership between the Community Impact professionals and lay leaders. This new model has been developed and implemented under the leadership of the Transition Committee Chair, Greg Yawitz, the Board Chair, Gerry Greiman, and Transition Committee members, including Dugie Baron, Shira Berkowitz, Dan Friedman, Burt Garland, Randy Green, JoAnne Levy, Emily Stein MacDonald, Craig Rosenthal, Sue Schlichter, Sherry Shuman, Les Serman, and Rob Wasserman.

**To learn more about the Jewish Federation of St. Louis' investment opportunities, go to [JFedSTL.org/Get-Funded](http://JFedSTL.org/Get-Funded).**

The Staenberg Family Foundation, a supporting foundation of the Jewish Federation of St. Louis, announced that 22 local Jewish organizations will be recipients of over \$76,000 through the Anything Grants funding program aimed at helping organizations raise funds for a variety of needs.

2019 Anything Grant recipients:

- **Hillel at Washington University** – Building Beautification through Torah
- **MaTovu** – Building Enhancements
- **Jewish Family & Children's Service** – Flooring Replacement
- **Kol Rinah** – Technology Upgrade
- **National Council of Jewish Women STL** – Security Updates
- **Saul Mirowitz Jewish Community School** – Technology Renewal
- **St. Louis Jewish Light** – Technology Needs
- **Traditional Congregation** – Security and Safety Support
- **St. Louis Kollel** – Kollel Beautification Project
- **Barbara Mendelsohn Tomchei Shabbos Fund, Vaad Hoer** – Freezer and Storage Upgrade
- **St. Louis Rabbinical and Cantorial Association** – Congregational Leadership Training for LGBTQ Inclusiveness
- **Covenant Place Foundation** – Technology to Connect Older Adults with Services, Resources, & Each Other
- **Yeshivat Kadimah High School** – Drama Program
- **Maryville University Hillel** – Maryville University Hillel and Scholarship Strategic Awareness Campaign
- **Young Israel of St. Louis** – Synagogue Bathroom Remodel
- **Jewish Community Relations Council** – Support to Educate the Jewish Community on Criminal Justice Reform
- **United Hebrew Congregation** – Expansion of Infant/Toddler Rooms
- **BBYO St. Louis Council** – Jewish Enhancement Initiative
- **B'nai Amoona** – A Jewish Room for All to Enter
- **Friends of Israel Scouts-Shevet Keshet** – Person-to-Person Israel Exchange & Winter Camp
- **St. Louis Friends of Israel** – Website
- **Chesed Shel Emeth Society** – Memorial Garden Benches

Joan Denison, Executive Director of Covenant Place, said the grant will help older adults access information online about the services Covenant Place provides.

"We are grateful for the Staenberg Anything Grant, which will help provide a website for the new Mirowitz Center, opening in summer 2019. The Mirowitz Center will be a hub where older adults can access quality health care, provided by Washington University Physicians, RPI Therapy, and other medical providers, enjoy interesting programs, classes, and entertainment, meet up with friends for meals at the new HJ's Cafe, connect with community agency service providers, and explore opportunities to remain informed, engaged, and healthy."

A record 38 applications were received this year, representing nearly \$160,000 in funding requests.

Each grant will be equal to 50% of the project budget; organizations are responsible for raising the remaining 50% from other sources. Grant recipients must complete the project by December 2, 2019, in order to receive funds.

For more information about the Anything Grants or Staenberg Family Foundation, contact Mindee Fredman at [MFredman@JFedSTL.org](mailto:MFredman@JFedSTL.org) or 314-442-3735 or Nava Kantor at [NKantor@JFedSTL.org](mailto:NKantor@JFedSTL.org) or 314-442-3814. Learn more online at [JFedSTL.org/Anything-Grants](http://JFedSTL.org/Anything-Grants).

## WHAT'S HAPPENING AT HMLC

For 40 years, interviewers have been collecting the stories of Holocaust survivors, liberators, and witnesses who found their way to St. Louis after WWII. Now, for the first time, the Holocaust Museum & Learning Center has gathered 144 of these oral histories into a searchable website, securing their stories for all time.

The Oral Histories Project can be found at [HMLC.org/Oral-Histories](http://HMLC.org/Oral-Histories).

In addition to searching by name, visitors to the Oral Histories site can explore the entries:

- By nationality, with 18 countries represented
- By locations, including 339 sites like specific concentration camps or cities where people lived
- By experience, sorting histories based on personal events like being sent to a ghetto, serving as a soldier, or aiding Jewish refugees

Each oral history includes a range of information about the person and their life. Where possible, there are photos, a biography, interview recordings and transcripts, an interactive map and timeline, and a compelling quote from their story.

Starting in the 1970s, Vida "Sister" Goldman Prince helped start what became the Holocaust Museum's Oral Histories Project, which captured direct testimony from people who survived the devastating experiences of the Holocaust. As technology evolved, the original cassette tapes of these interviews were in danger of degrading, and the cassette players needed to hear them were becoming obsolete.

A donation from the Bill Kahn Memorial Fund financed the conversion of the cassettes to digital files, ensuring their long-term survival. Sister Prince, Museum Archivist Diane Everman, and former Museum staffer Andrew Goldfeder facilitated that process. Then, Prince stepped up again to finance the addition of these stories to the Museum's website.

In her summary of the project's history, Sister Prince explains the critical importance of recording these histories—both for public education and the interviewees themselves:

"When I asked a survivor what being interviewed meant to her, she replied, 'That someone else would learn what happened to me when I was gone. It wasn't the first chance I had to talk, but it was the first chance I had for someone to really listen. It was getting something out of my gut.' Now, finally someone cared. They felt their suffering, their loss and their agony will not be forgotten."

With the launch of the online component, this project is now a resource for all.

"These tapes are an absolute treasure," said Museum Director Jean Cavender. "But until recently, they were locked in a cabinet and virtually unavailable. We are thrilled to have them available to educators, students, historians, and others who share our passion for ensuring that the Holocaust is not forgotten."



of Community Engagement for Federation and one of three members of the interim transition leadership team, interviews Gerry Greiman and Greg Yawitz, co-chairs of the Federation's CEO Search Committee. Find out how the search is going and how you can still nominate someone for

Jewish Federation of St. Louis has launched its first-ever podcast. "Hear for Good" is an opportunity for the Jewish community of St. Louis to talk about the issues and events of the day. Three episodes are now available at [JFedSTL.org/HearForGood](http://JFedSTL.org/HearForGood).

For the first episode, Karen Sher, Vice President

this important position in the Jewish community.

The second episode featured guests Alex Sommer and Tommy Taylor, who participated in Federation's Interfaith Mission to Israel in May.

And when Shaun Goldstone of the JDC came to town recently to connect with members of the Jewish community here, we jumped at the chance to have Shaun on Hear for Good to talk about his work raising the profile of JDC's humanitarian aid and Jewish renewal programming in the United States, as well as fostering collaborations between JDC and its partner organizations in the US.

Future episodes will feature guests from a broad range of Jewish community organizations, congregations, schools, and programs.

Hear for Good is available for download at iTunes, Stitcher, and many other podcast aggregators.

If you have ideas about people and events to feature on "Hear for Good," contact Communications Manager Richard Jackoway 314-442-3840 or [RJackoway@JFedSTL.org](mailto:RJackoway@JFedSTL.org).