

THE JEWISH COMMUNITY OF LOUISVILLE

2013 ANNUAL MEETING PROGRAM





A Message from Our President & Chief Executive Officer

UNDERSTATED. THAT'S HOW I DESCRIBE THE LONG LIST OF ACTIVITIES AND ACCOMPLISHMENTS YOU'LL FIND THROUGHOUT THIS PROGRAM. How can I say that when it certainly looks pretty overwhelming? Because, a list of activities and accomplishments doesn't begin to convey the positive changes taking place at your agency. Changes in culture – where our highly energized, committed and professional team places you first. Changes in cooperation – among our staff and with the other agencies in town to build a stronger Jewish future for Louisville by coming together. Changes in accountability, that speed decision-making, encourage risk-taking, and deliver sustainable financial performance.

I can't describe the nachas I feel with the high-performing team we have in place, with the improvements we are making to our programming and facility, with the new feeling we are creating toward Jewish philanthropy and what it means, and with the responsiveness of the community to our efforts. Do you feel it, too? Over 300 donors have newly joined or rejoined our Annual Campaign over the past two years. Some of our programs are filled and we are responding by adding more capacity.

Over 100 teens in BBYO, over 50 youth in our middle school program, hundreds of new campers, a reinvigorated PJ Library program, funding specifically for Hillel – this is Louisville's future, and we're investing. We are so appreciative of our donor base, of our JCC membership, of the clients in our fee-for-service programs, yet we can't continue to rely solely on our existing supporters. We must create new ones. And we are doing so, with great results.

Change is hard. It's the hardest part of the job. But it's necessary for us to reinvent ourselves to become the Jewish communal agency we must be for Louisville's Jewish future to thrive. Change with us. Join our programming and philanthropic efforts. Be a part of the future we create for the next generation. Pass our values and traditions to the next generation. That's what Jews have been doing for millennia. That's the one constant I hope will never change.



Stu Silberman
President & Chief Executive Office



JEWISH COMMUNITY OF LOUISVILLE

Annual Meeting Program & Awards

There is always something happening at the JCL through the Jewish Community Center, the Jewish Federation of Louisville, the Jewish Foundation of Louisville, the Jewish Community Relations Council, Hillel and Community.

WELCOME

David Klein,
Board Chairman

INVOCATION

Cantor David Lipp

METRO UNITED WAY GREETING

Maggie Elder

GREETINGS FROM PARTNERSHIP

Heidi Benish

PROGRAM REPORT

Jeff Tuvlin, Program
Committee Chair

CAMPAIGN REPORT

Karen Abrams,
Campaign Chair

BOARD CHAIR'S REPORT

David Klein, Board Chair

PRESIDENT AND CEO'S REPORT

Stu Silberman

PRESENTATION OF AWARDS

JCL BUSINESS MEETING

Election of board members and
officers, Helene Kramer Longton,
Governance Committee

PRESENTATION OF AWARDS

AWARD	RECIPIENT(S)	PRESENTER
ELSIE P. JUDAH AWARD.....	Teresa Barczy..... Mag Davis	Diane Sadle
LEWIS W. COLE MEMORIAL YOUNG LEADERSHIP AWARD....	Ben Vaughan.....	Ariel Kronenberg
JOSEPH J. KAPLAN YOUNG LEADERSHIP AWARD.....	Beth Salamon.....	Seth Gladstein
ARTHUR S. KLING AWARD.....	Lisa Moorman.....	Sara Wagner
JOSEPH FINK AWARD.....	Sophie Reskin.....	Mike Steklof
ELLEN FAYE GARMON AWARD..	Maggie Rosen.....	Mike Steklof
STACY MARKS NISENBAUM AWARD.....	Ben Koby.....	Mike Steklof
STUART PRESSMA STUDENT LEADERSHIP AWARDS.....	Alanna Gilbert..... Jordyn Levine Sophie Reskin Jacob Speilberg Klaire Speilberg	Diane Pressma Gordon
RON AND MARIE ABRAMS VOLUNTEER OF THE YEAR.....	Keiley Caster.....	Marsha Bornstein
BLANCHE B. OTTENHEIMER AWARD.....	Madeline Abramson.....	Hon. Jerry Abramson

YEAR OF CHANGE & GROWTH

Your JCL has been on the move throughout fiscal year 2013 with lots to offer for people of all ages in a financially responsible way. This year, as we strive to fulfill our mission to: "Build and sustain an enriched, caring and connected Jewish community, ensuring a vibrant Jewish future in Louisville, KY, in Israel and worldwide," we

- Added and improved programs and activities
- Increased Jewish content
- Renewed our connection to Israel
- Were vigilant and involved in community relations issues
- Conducted a successful Annual Federation Campaign
- Increased the amounts and number of grants received from outside funders
- Reported with accountability and transparency
- Restored the Jewish Federation of Louisville brand
- Revitalized the Jewish Foundation of Louisville
- Hosted leaders from our national agencies
- Strengthened Board leadership and commitment
- Enhanced the professional development of our staff
- Upgraded and secured the JCC facility
- Began several portions of our strategic planning process
- Improved internal and external communication.



JEWISH COMMUNITY CENTER

Early Childhood & Camps

"This by far is the best camp in Louisville. The counselors who help run the camp are excellent role models for the kids and my children looked forward to going each day." - Camp Parent



THE EARLY CHILDHOOD EDUCATION CENTER ensures the youngest community members are provided with opportunities to develop age-appropriate skills in a nurturing, safe environment. New hires are improving ECE on a daily basis. Collectively, they have more than 25 years of experience. With a need for additional spaces in this popular program, a new classroom will open in the fall for older three year olds.



This summer, staff is introducing the Discover CATCH (Coordinated Approach to Child Health) Program to encourage children to develop healthy lifestyles...

Together, ECE incorporated many mitzvot into the curriculum. They collected food at Thanksgiving, celebrated Jewish holidays like Sukkot and Chanukah, dressed in costumer for Purim, and even made Derby hats and staged their own hobbyhorse races.

This summer, staff is introducing the Discover CATCH





"TOGETHER WE GROW"

(Coordinated Approach to Child Health) Program to encourage children to develop healthy lifestyles that include a love of physical activity and an introduction to gardening and nutrition that fosters healthy eating. The Discover CATCH program is made possible by Diane Levine and Shannon Levine Benovitz with support from the Jay Levine Fund. The program will have an official kickoff at the end of the summer.

The Discover CATCH program is not limited to Early Childhood. It is being integrated into our Summer Camp curriculum as well, adding another layer of fun and learning. The program includes a community garden that our preschoolers planted and are tending. The campers will help take care of it this summer, and all the children will be encouraged to taste the foods they grow. Most of the food will be donated to the Jewish Family & Career Services Food Pantry.

We enrolled 588 individual campers, with an average of 266 campers per week, an increase of more than 300 weeks of camp.

OUR POPULAR AND SUCCESSFUL SUMMER CAMP PROGRAM CONTINUES TO GROW AND IMPROVE. This year, our Shlichah (Israeli Emissary) Dikla Alegra Levi, will help the staff integrate Israeli culture into the program. In addition, several new specialty camps will provide families with more exciting options. Camp starts next week and many of them are at capacity. Special thanks to Robert and Felice Sachs who funded the shlichah and Lior Yaron who is underwriting the program expenses.

Last year, there were 10 weeks of summer programming including one week of pre-camp and 9 weeks of camp. We enrolled 588 individual campers, with an average of 266 campers per week, an increase of more than 300 weeks of camp.





JEWISH COMMUNITY CENTER

Teens & Seniors

Membership in the BBYO program reached 100 this year with the Jay Levine BBG chapter for the girls and Drew Corson AZA for the boys.



TEEN CONNECTION engages nearly 125 middle schoolers with fun programs like a scavenger hunt in limousines, ski trips, bowling, laser tag and more, giving them a taste of youth group activity. This year, 50 eighth graders are transitioning to BBYO, and fifth graders are being recruited now.



Membership in the BBYO program reached 100 this year with the Jay Levine BBG chapter for the girls and Drew Corson AZA for the boys. Throughout the year they planned Jewish activities connected to the holidays; service projects like J-Serve, Stand-Up to raise money and awareness for JFCS's Food Pantry, and Race for the Cure; and a variety of fun programs like lock-ins, a Super Bowl party and sports activities.

Many BBYOers participated in regional, national and international conventions. For 2012, two Louisvillians served on the Kentucky-Indiana-Ohio Regional Board: Sophie Reskin, morah (vice president of membership); Alanna Gilbert, mazkirah (vice president of communications), and two for 2013: Maggie Rosen, morah; and Natania Lipp, sh'lichah (vice president of Jewish heritage, community service and social action).

At the recent International Convention, Netania Lipp received the Gold Star of Deborah International Award, Maggie Rosen





Last August, the JCC sent 12 teens to compete in the Maccabi Games in Memphis...who brought home a total of 17 medals.

and Deborah Levin both received Silver Star of Deborah International Awards and Eternal Light Recruitment Awards.

Last August, the JCC sent 12 teens to compete in the Maccabi Games in Memphis. The Louisville team included a tennis player, a ping pong player, a track and field competitor, a dancer and a basketball team made up of eight 13- and 14-year-old boys, who brought home a total of 17 medals.

THE SENIOR ADULT DEPARTMENT expanded its programming this year to offer a trip to Washington, D.C., and 23 seniors took advantage of the opportunity, several visiting our nation's capitol for the first time. They crammed a lot of sight-seeing into the four-day trip and everyone kept up with the pace.

The Senior Adult Department focuses on keeping participants healthy and independent...this year, they served a monthly average of 100 individuals for a total of 475 congregate meals...

The Senior Adult Department focuses on keeping participants healthy and independent. They ensure that affordable hot kosher lunches are available five days a week, and this year, they served a monthly average of 100 individuals for a total of 475 congregate meals plus 500 Meals-on-Wheels delivered to those who can't get to the JCC. Grants from the Jewish Heritage Fund for Excellence and MAZON helped cover the cost of this program.

Seniors can also choose to participate in the senior chorus, the Redt Yiddish group, a variety of exercise programs, theater and other outings, a gourmet dining club, holiday celebrations and more.





JEWISH COMMUNITY CENTER

Health & Wellness

More than 1,000 more people have participated in group fitness classes this year than last year.



THERE WERE MANY CHANGES TO THE HEALTH AND WELLNESS DEPARTMENT AT THE JCC THIS YEAR. We continued to expand our fitness options, bringing two very popular programs, Les Mills BODYPUMP and TRX Suspension Training. More than 1,000 more people have participated in group fitness classes this year than last year. A new XerPro Sport Wall was also added to the Upper Gym. Based on exercise gaming, this training wall allows individuals and groups of all ages to compete in active games and is unlike anything in Louisville. The Sport Wall was purchased with the help of a Jewish Heritage Fund for Excellence grant.



Personal Training is also increasing at the JCC. Several new trainers were added during the winter months with immediate results. Personal Training has increased more than 40 percent in the past year.

[The Team Trek] competition proved to be an exciting program as more than 130 people joined the treks. Together, they recorded more than 4300 hours of workouts.





"TOGETHER WE MOVE"

Team Trek continues to be a popular fitness program. There were two treks this year, Team Trek: US Edition and Team Trek Around the World. Members joined teams of five to earn "miles" by working out at the JCC. This competition proved to be an exciting program as more than 130 people joined the treks. Together, they recorded more than 4300 hours of workouts at the JCC!

Participation in our water safety and swim lessons increased from 69 kids in 2010 to more than 330 this past year.

The Lenny Krayzelburg Swim Academy is also growing. Participation in our water safety and swim lessons increased from 69 kids in 2010 to more than 330 this past year. LKSA is also integrated into camp swim lessons and the ECE programs. The Gator Swim team had one of its best summers ever, with more than 100 children competing. They won the Division 2 championship of the Louisville Swim Association and graduated into Division 3 for the upcoming season.

The Seng Jewelers Wading Pool opened last July and lets JCC members enjoy the water with a zero-depth entry and several water sprays that add to the fun. Kosher food is available poolside from the newly renamed for the 2013 summer, Dive-In Diner.





JEWISH COMMUNITY CENTER

Cultural Arts

Acting Out brought *No Dogs Allowed* and *Schoolhouse Rock Live* to 19 area schools, reaching over 10,750 children..



CENTERSTAGE had a record breaking 2012-2013 season. The theatre sold out more shows than ever before and had 750 season ticket holders – more than twice the number sold in 2011-12. With favorites like *Joseph and the Technicolor Dreamcoat* and shows like *Rent*, *Next to Normal*, *Ragtime*, *Company* and *Avenue Q*, the company presented challenging and timely issues. They also raised money for several charities that address the issues the shows raise. Donations were made to Brooklawn, Bridgehaven, Seven Counties Services, Jewish Family & Career Services, Well Spring, the National Alliance on Mental Illness (NAMI), the House of Ruth and Broadway Cares: Equity Fights AIDS.

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"TOGETHER WE CREATE"

THIS YEAR'S *LIGHT UP CENTERSTAGE* was a magnificent gala. Chaired by Sarah Harlan, the event raised \$61,816 to support the theater company and our agency. Now in its second year, Acting Out brought *No Dogs Allowed* and *Schoolhouse Rock Live* to 19 area schools, reaching over 10,750 children. Acting Out received grants from the Metro Louisville External Agency Fund and The Target – Arts in Schools program to cover a portion of its expenses.

As has become tradition, CenterStage created a float for the 2013 Pegasus Parade, and this year's entry won the Kentucky Derby Festival Board Chair's Award.

THE LOUISVILLE JEWISH FILM FESTIVAL presented nine full-length films and several shorts. The showing of *Hava Nagila* was augmented by a concert featuring The Lost Tribe, and a special outreach event featuring *A Bottle in the Gaza Sea* was held at the Muhammad Ali Center. Both were made possible by a grant from the Jewish Heritage Fund for Excellence.

This year's Mazin Annual Art Exhibition juried show drew 144 entries from 40 artists, 24 of which were selected for the show.

THERE WERE A VARIETY OF EXHIBITS IN THE PATIO GALLERY. A highlight of the year was the Mazin Annual Art Exhibition. This year's juried show drew 144 entries from 40 artists, 24 of which were selected for the show. This year show also honored the exhibition's founder, Bernice Mazin, who passed away in November. Bette Levy is chair of the Patio Gallery Committee.

The cultural arts agenda also includes a new JCC Book Club, led by Evie Topcik. The movie *Second Serve*, which was filmed in part at the JCC, was released, and JCC members enjoyed a special complimentary showing on November 4.





JEWISH COMMUNITY CENTER

Jewish Life / Outreach / Hillel

Partnership 2Gether brings people from Israel to Louisville, but it also takes Louisvillians overseas.



THROUGH PARTNERSHIP 2GETHER, community members of all ages have the opportunity to connect one-on-one with Israelis in the Western Galilee, community members in other Jewish communities in the United States that participate in the Midwest Consortium and the Budapest Jewish community.

In July, Partnership Director Eran El-Bar visited Louisville to provide an update on the program and to promote the school twinning program. As a direct result, Bernard Pincus' seventh and eighth grade classes in The Temple's Religious School connected with a class in the Western Galilee. The two groups exchanged email and photos throughout the year and finished up with a live conversation via Skype.



This spring, we had four more visitors from the Partnership. These "visionaries," Shelley-Anne Peleg of the Israel Antiquities Authority; Susan Nirens, assistant director of Kivunim: New Directions; Uri Jeremias, chef and restaurateur; and Sisi Rodan curator of Treasures in the Walls Ethnographic Museum in Akko; met with Louisvillians to explore new ways of collaborating. A highlight of the visit was a sold out Farm to Table tasting event. Jeremias worked with Chef Tyler Morris of Rye on Market on April 28 to present a seven-course brunch that showcased the skills of both chefs.



Partnership 2Gether brings people from Israel to Louisville, but it also takes Louisvillians overseas. In September, Bryan Baker, Courtney Hughes, Tzivia Levin Kalmes and Ben Vaughan traveled to Budapest and to the Western Galilee, where they connected with young adults from throughout the consortium to learn together and perform community service projects in both countries.



In March, Hillel students Bailey Haskell, Josh Latzko, Ben Rubenstein participated in the Alternative Spring Break program, during which they did community service projects in the Western Galilee.

When Israel marked its 65th anniversary in April, the JCC invited the entire community to join the celebration, which included a brief Yom Hazikaron commemoration for Israel's fallen



"TOGETHER WE MAKE CHANGE"

warriors, a community Walk with Israel, Krav Maga demonstrations, a concert by Israeli folk singers, Mediterranean food, a shuk and family activities, including art projects led by the Speed Museum and other things to do led by the Jewish National Fund.

THE JCC IS ALSO BRINGING MORE JEWISH PROGRAMMING TO THE BUILDING WITH THE HELP OF NEW MIDDLE SCHOOL DIRECTOR, RACHEL LIPKIN. The first program to start is Shabbat in the Lobby, a community celebration of Shabbat each Friday in the Lobby. A variety of ages attend the program, from seniors to children in the ECE program.

THE JCC CONTINUES ITS OUTREACH INITIATIVES THROUGH SEVERAL PROGRAMS. To reach out to the entire community, the JCC also participated in Cycle for Good, a national JCCA program where people could rent bikes and raise money for the Special Olympics. Together, we raised more than \$700, championed by Assistant Director of Membership and Wellness Tara Stone who cycled for almost four hours straight. Seventeen students from local high schools went to the U.S. Holocaust Memorial Museum on a trip funded by the Bernard Behr Holocaust Memorial Education Second Century Fund and led by Holocaust educator Fred Whittaker and Cantor David Lipp.

THE MEMBERSHIP STAFF CREATED A WARM AND WELCOMING ENVIRONMENT AT THE JCC. They provided tours for visitors and worked with them to make it easy to become members. They also continued its special membership program for community heroes – active military personnel, police, firefighters and EMTs. Total membership at the JCC is approaching 6600.

To enhance members', visitors' and staff safety, the JCC also moved to a "one entrance, one exit" policy throughout the building.

To reach out to the entire community, the JCC also participated in Cycle for Good, a national JCCA program [to] ... raise money for the Special Olympics. We raised more than \$700, championed by Assistant Director of Membership and Wellness Tara Stone who cycled for almost four hours straight.

With the help of a grant from the Honorable Order of Kentucky Colonels, the JCC also added new security surveillance equipment throughout the facility.

One more event remains to wrap up the year. Registration is now open for the Republic Bank Golf Challenge on June 24. This year's challenge also includes tennis, bridge and canasta tournaments. Proceeds help Jewish Family & Career Services and the Jewish Community Center continue to provide scholarships and financial assistance to those in need.

HILLEL: Keeping college students connected can be a challenge, but at the University of Louisville, Hillel Director Tzivia Levin Kalmes offers a variety of opportunities for Jewish students to socialize, get involved and connect with the Jewish community. There were lunches and dinners, both on and off campus, some hosted by community members and social activities like bowling and a trip to Skyzone, an indoor trampoline park. There were also opportunities to celebrate Jewish holidays and participate in national and international gatherings. This year, four students attended the Jewish Federations of North America General Assembly in Baltimore.



JEWISH COMMUNITY RELATIONS COUNCIL

***"Tzedek, tzedek tirdof" ...
"Justice, justice shall you
pursue." Deuteronomy 16:20***



THE JEWISH COMMUNITY RELATIONS COUNCIL pursues a social advocacy agenda, monitors issues of interest to the Jewish community, speaking out when appropriate, builds bridges to other faith communities, educates the general community about the Jewish community and serves as an advocate for the Jewish community and for Israel.

Last spring when tornadoes tore through our area, the JCRC spearheaded a special appeal to help with the recovery. A total of \$28,000 was raised to help families of all faiths return to normal. In the prior fiscal year, \$5,000 was given to Nechama, the Jewish Response to Disaster, which had teams on the ground in Henryville, IN, and West Liberty, KY; \$2,500 to Metro United Way and \$2,500 to Dare to Care.



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"TOGETHER WE DO EXTRAODINARY THINGS"

This fiscal year, in July, the JCRC presented a check for \$18,000 to Henryville Community Church for their work in feeding 1,500 people a day, distributing food, clothing and cleaning supplies, and serving as a community center in the rebuilding effort.

In addition, it recruited people to help build the 10th Habitat for Humanity house in which the Jewish community has participated, for a Jewish Louisville team in the Community Hunger Walk and to volunteer for Merry Mitzvah projects.

Several JCRC members joined with Jewish Family & Career Services to participate in the Food Stamp Challenge to raise awareness about hunger, and a Purim collection for *matanot le'evyonim* – gifts for the poor – benefited Blessings in a Backpack.

Educational and outreach efforts included participation in WorldFest, hosting an interfaith Chanukah celebration that drew over 150 participants, participating in several interfaith dialogue programs and leading several model Seders at area churches. The JCRC also presented the annual community-wide Yom Hashoah (Holocaust) commemoration, this year chaired by Fred Whittaker.

The JCRC participated in Evangel World Prayer Center's Night to Honor Israel and hosted a meeting with Christians United for Israel Executive Director David Brog.

On the political front, the JCRC co-sponsored a candidates forum with National Council of Jewish Women; sent a delegation of eight to the Jewish Council for Public Affairs Plenum in Washington, DC, during which the delegates met with members of Kentucky's congressional delegation; select committee members opened dialogue with Sen. Rand Paul, visiting with him in his Bowling Green, KY, office; and JCRC Director Matt Goldberg, JCL President and CEO Stu Silberman and Israeli Counsel General Yaron Sideman met with Gov. Steve Beshear.





JEWISH FEDERATION OF LOUISVILLE

Annual Campaign

The JCL's affiliations with its parent organizations – Jewish Federations of North America (JFNA) and Jewish Community Centers Association (JCCA) – connect Louisville with other Jewish communities across North America and enable our community to tap into a wealth of support services for staff training, best practices, research, marketing materials and much more.



YOUR JEWISH FEDERATION OF LOUISVILLE takes a total resource development approach – focusing on the Annual Federation Campaign, the Jewish Foundation of Louisville, grants, sponsorships and corporate donations – to ensure that we can continue to provide essential programs and services through the JCL including JCC, JCRC, Hillel and Community, and the family of agencies that receive allocations from the JCL in Louisville and around the world.

This organization is about more than the Campaign. It's about building a strong Jewish community in Louisville, taking care of Jews in need in Louisville, Israel and around the world, and supporting the State of Israel.



This year's Federation Campaign chair, Karen Abrams, started the year at the International Lion of Judah Conference, which she attended with her mother, Nancy Abrams, and Sandy Hammond in September. She came back energized and ready for the hard work of Campaign.

Experienced Campaign volunteers and first timers received training from veteran Campaign professional and long-time leader in the Federation Movement Vicki Agron in early November, and the 2013 Federation Campaign got underway with a combination of new and traditional events.



Women's Philanthropy began their efforts with a "Drinks and Drawing" event at Wild Eggs on November 5, at which participants created their own paintings. The Major Gifts event at Jewish Hospital's Rudd Heart and Lung Conference Center on November 17, featured Alina Spaulding, who shared her story of coming to the United States as a refugee from the former Soviet Union and building a life as a Jewish leader and educator here. This event was hosted and sponsored by the Jewish Heritage Fund for Excellence.



Members of the Lion of Judah and Pomegranate divisions brought in Sharsheret founder Rochelle Shoretz for their dinner, then opened up the dessert event at Standard Country Club so all those in the Women's Philanthropy Division would be able to hear how this national leader organized a Jewish support network for young women with cancer while she dealt with her own chronic disease.

The Young Adult Division (YAD), led for a second year by Ariel Kronenberg, enjoyed a series of events that



combined social, outreach and fund-raising activities. There was a social event that included a town hall meeting on July 19, an evening out at Asiatique on August 1, an end-of-summer picnic that included family activities on August 19 and "Ceviche in the Sukkah," a joint event with Keneseth Israel, on October 4. The Annual YAD Campaign event was a party at The Point on February 2, chaired by Keren Benabou and Faina Kronenberg.

With Sarah Harlan as chair, Super Sunday on February 17 turned to the Oscars for the theme. Volunteers were encouraged to come in costume and were greeted as celebrities, complete with a red carpet, when they arrived at the JCC. The atmosphere was gala, but the volunteers took their mission seriously and raised \$117,629.

A King David Society Evening of Local Art in April was hosted and sponsored by Larry Shapin and Ladonna Nicolas at their home, which features the largest private collection of local Louisville contemporary art.

In its quest to find different ways to engage the community, the Federation created a new kind of event, the Uniquely Jewish Events Series. The first event hosted and sponsored by Blue Grass Motorsport Audi on April 23, Planes, Trains and Automobiles, the Federation brought in Dr. Gary Zola, director of the American Jewish Archives, to talk about Jews and mobility.

For the second, on May 21 at the Gheens Foundation Lodge, Jewish Council on Public Affairs Vice President Ethan Felson provided insights about "Advocacy: The Jewish Way" and shared some stories about national Jewish advocacy.

The last Campaign event of the fiscal year will be a Lion of Judah and Pomegranate appreciation tea on June 30, hosted by Karen Abrams. Funding for speakers for the 2013 Federation Campaign events was provided by the Clarence F. Judah Fund. Most events were hosted and many sponsored by our community supporters.

When the 2013 Federation Campaign closed on May 17, \$2,030,015 had been raised, which is a 15 percent donor-for-donor increase. The total includes 199 new gifts.

It is the Planning and Allocations Committee that makes the recommendations about how to distribute community resources raised by the Campaign. It is a group

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that draws members throughout the community to review funding requests and make allocations recommendations for the fiscal year.

The process includes working with constituent agencies year-round to assure accountability in the use of community funds and planning to guide the community toward goals identified in the JCL's community priority identification process. All recipient agencies, including the JCL, must participate in the process before receiving funding.

The JCL is also taking the steps to assure its fiscal accountability across the board. For 2012-13, it once again earned the highest level of accreditation from Charity Navigator – a Four Star Rating – that tells donors that the Federation is among the best fund-raising organizations in the United States, using only 11 percent of funds raised by the Campaign to pay for fundraising expenses.

The JCL's financial performance is reviewed regularly by the Finance Committee and the JCL's Board of Directors. Both the Committee and the Board regularly monitor the agency's performance with respect to operating budget and cash flow.

Since fiscal year 2010, the JCL has improved its operating results by almost \$1,000,000 per year. The agency's position can continue to improve through increased fund-raising, membership, program revenue, sponsorships and grants.





JEWISH FEDERATION OF LOUISVILLE

Foundation & Grants

For the fifth consecutive year, the Jewish Community of Louisville has been awarded Charity Navigator's top four-star rating in recognition of its sound fiscal management and commitment to accountability and transparency.



THE JEWISH FOUNDATION OF LOUISVILLE was introduced this year. Through both restricted and unrestricted funds, it contributes to the stability of the community and the richness and diversity of the programs and services that are offered.

The Jewish Foundation includes a combination of restricted funds that can only be used for the purposes for which the funds were intended, unrestricted funds that can be used for any purpose and funds managed for other organizations. It is overseen by the Jewish Foundation of Louisville Committee, chaired by Peter Resnik and its investments are directed by the Jewish Foundation of Louisville Investment Committee, chaired by Glenn Levine.



...Northern Trust, the company that manages the Foundations funds, reported solid growth – in excess of \$1.4 million – in the funds it manages in 2012, and the funds are continuing to grow.

In December, Northern Trust, the company that manages the Foundations funds, reported solid growth – in excess of \$1.4 million – in the funds it manages in 2012, and the funds are continuing to grow.



When hostilities intensified between Israel and Gaza last fall, the Investment Committee responded by directing Northern Trust, the company that manages the Foundations funds, to purchase shares in the iShares MSCI Israel Capped Investable Market Index Fund as part of the JCL portfolio for its endowment accounts, capping the purchase at two percent of the endowment's total holdings, or approximately \$250,000.



The JCL Board also took action to help the Federation's parent organization, the Jewish Federations of North America, cope with the increased needs precipitated by the violence by sending all the money allocated for the entire fiscal year to JFNA in November. The Jewish Foundation has made investing in the future a priority. To accomplish this goal, this year, they awarded \$30,000 in Israel and Jewish summer camp scholarships to 27 children and teens. Some of these scholarships were funded by the Jewish Heritage Fund for Excellence



This year, the Jewish Foundation also invested in educating potential donors by presenting an Estate Planning Breakfast in conjunction with JFCS and in engaging donors who now make their homes in warmer climates for at least part of the year, by traveling to Florida to provide an update for and connect with 27 Louisvillians there.

GRANTS: Total resource development also means that the JCL is looking for other sources of income to support its programming. Campaign costs have been kept very low this year because many of the events have been sponsored. In addition, the JCL has aggressively pursued grants, and has received several for specific programs, services and projects. The JCL received a total of over \$410,000 in grants.

In addition to the JHFE grants mentioned previously for the kosher meal program, the Jewish Film Festival and camp and Israel scholarships, the Jewish Heritage Fund for Excellence helped the JCC acquire new kitchen equipment for the Senior Adult Department's kosher meals program and meet a challenge-match to acquire a new handicap accessible van through a program from TARC New Freedom Funds. It also sent six young adults to TribeFest, let the JCC to bring the Maccabeats to Louisville for a concert, enabled the JCC to purchase a SportWall, and supported JCL outreach initiatives and several infrastructure projects. The JHFE Grant funds are also going to provide new software and a website upgrade.

The JCL also received a \$10,000 grant from MAZON for the kosher meals program, a grant from the Jewish Teen Funder Network for Camp Tikkun Olam Philanthropy, a J-Serve MicroGrant for the J-Serve Carnival and a grant from the Kentucky Arts Council for the Senior Adult Department.

To ensure that the JCL pursues as many opportunities as possible, it convened the Financial Resource Development (FRD), chaired by Glenn Levine. This committee is reviewing everything the JCL does currently in the FRD area and will make recommendations that will maximize the organization's revenue stream.

Investing in the organization for the future also means investing in the Board and the staff. The Governance Committee established clear expectations for Board Members' responsibilities from attendance at and preparation for Board meetings and committees to contributing to the Federation Campaign and

Metro United Way, to participating in JCL programs. Each Board member is required to sign an acceptance of these obligations.

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JEWISH COMMUNITY OF LOUISVILLE

Board & Staff

The expectations of Board members include serving on at least one committee, attending Board meetings, being members of the Jewish Community Center, making meaningful financial contributions to the annual Federation Campaign and Metro United Way and being a supporter of and advocate for JCL programs.



JCL BOARD & STAFF: Board members participated in a retreat in August and met with Jewish Federations of North America President and CEO Jerry Silverman and JFNA's Senior Executive Advisor of the Mandel Center for Leadership Excellence Debbie Smith in September. JCL Board Chair David Klein, Chair Elect/Campaign Chair Karen Abrams, President and CEO Stu Silberman, Vice President and CDO Stew Bromberg and Development/JCRC Director Matt Goldberg attended JFNA's General Assembly in November.



Throughout the year, staff members attended national meetings and training programs appropriate to their fields. In addition, in January, the JCL's staff joined JFCS's staff for a workshop on the Jewish lifecycle, taught by Cantor David Lipp.

This fiscal year, the JCL welcomed a number of new employees: Vice President and Chief Financial Officer Ed Hickerson, Teen/Assistant Camp Director Mike Steklof; Middle School Director/Assistant Camp Director Rachel Lipkin, CenterStage Development and Outreach Manager Lenae Price, Senior Graphic Designer and Web Manager Misty Ray Hamilton and PJ Library Director Jennifer Tuvlin.

In addition, WTS Representative Tom Wissinger joined the staff as senior director of membership and wellness.



Strategic Planning is ongoing, and Stu Silberman presented his vision for the community based on the community priorities in February. He envisions the JCL working with the congregations and Jewish agencies to address the areas of Kehilla (community), G'milut Chasadim (acts of loving kindness), Talmud Torah (Jewish education), Hiddur P'nei Zaken (cherishing the elderly), Tikkun Olam (repair the world) and Ahavat Yisrael (love of Israel and Jewish peoplehood).



MARKETING & COMMUNICATIONS: The JCL has also focused on improving communications with the community. *Community*, the JCL's monthly Jewish newspaper, was redesigned, giving it a more contemporary look and greater readability. Through *Community*, the Weekly Update e-letter and the JCL's website, jewishlouisville.org, the JCL provides all synagogues and Jewish agencies a way to publicize events and news. Stories, news items and lifecycle events are printed at no charge.



"TOGETHER WE DO EXTRAODINARY THINGS"

Information is also disseminated through a weekly JCC e-letter, targeted e-mails to smaller groups like teens and young adults, Facebook, Twitter and YouTube.

In the coming year, watch for significant changes in the website and electronic newsletters. The JCL is also increasing its presence in the community through a new public relations specialist. Starting in June, this position will help the JCL's divisions increase their presence in local and regional media. Both the new position and new website were funded through a grant from the Jewish Heritage Fund for Excellence.

A Marketing Committee, co-chaired by Shannon Levine Benovitz and Jessica Loving has also helped the JCL move forward with its branding policies, creating a more unified approach to all communications and greater identification with JFNA and the Jewish Community Associations of North America.

YOUR INVITATION TO JOIN US

How many of the wonderful Jewish community-building events described above have you and your family participated in this past year? How many more could you have joined? We all must balance the finite amount of time we have with the opportunities available. When choosing how to spend yours, please consider the positive impact of participating with your Jewish community in ways that strengthen our identity and pass our values and traditions to the next generation.

We welcome you whenever you can join us.





JEWISH COMMUNITY OF LOUISVILLE

Committees

JCL BOARD OF DIRECTORS OFFICERS

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Joseph Hertzman,
Vice Board Chair
Jay Klempner, Vice Board Chair
Laurence Nibur, Treasurer
Karen Abrams, Secretary

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Jennifer Leibson
Glenn Levine
Tracy Raben
Amy Ryan
Michael Shaikun
Jeff Tuvlin
Leon Wahba
Amy Wisotsky

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Rabbi Gaylia Rooks

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Marcie Levine
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Rabbi Laura Metzger
Elizabeth Post

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Steve Linker
Susan Rudy
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Dennis Hummel
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Susan Rudy
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Judy Sharp
Leon Wahba
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Laura Klein
Margot Kling
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Tracy Geller

JCL Partnership Task Force

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2013 ANNUAL CAMPAIGN CABINET

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Janet Hodes
Ariel Kronenberg
Ben Vaughan

KING DAVID SOCIETY

Joe Hertzman, Chair

LION OF JUDAH/ POMEGRANATE EVENT

Janet Hodes, Co-Chair
Alison Silberman, Co-Chair
Jennifer Tuvlin, Co-Chair
Hosts:
Ellana Bessen
Dale Hyman
Laura Klein
Shelley Trager
Kusman
Kristin Shapira



BEN GURION SOCIETY CHAIRS

Michael and Beth Salamon

YOUNG ADULT DIVISION (YAD) COMMITTEE

Ariel Kronenberg, Chair
Keren Benabou
Tracy Geller
Seth Gladstein
Kate Kastenbaum
Jenna Koff
Laurence Nibur
Elizabeth Post
Shannon Rothschild
Ben Vaughan

SUPER SUNDAY COMMITTEE

Sarah Harlan, Chair
Bryan Baker
Barbara Franklin
Kate Kastenbaum

YAD MAIN EVENT

Keren Benabou, Co-Chair
Faina Kronenberg, Co-Chair
Hosts:
Tracy and Mark Geller
Heather and Seth Gladstein
Kate Kastenbaum
Jenna Koff
Laurence Nibur and
Laura Pearson
Elizabeth Post
Shannon and Ed Rothschild
Abby and Barrett Tasman
Ben Vaughan

UNIQUELY JEWISH EVENTS

Ben Vaughan, Chair,
Jewish Mobility
Becky Ruby Swansburg,
Chair, Jewish Advocacy

THE PJ LIBRARY CHAIRS

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Becky Ruby Swansburg,
Co-Chair

SUMMER CAMP COMMITTEE

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Karen Christopher
Terri Cleary
Brett Friedman
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Allison Goldstein
Ali Ignatow
Lindsey Ronay
Melanie Wachsman

GATOR SWIM TEAM BOOSTER COMMITTEE

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Lisa Kaplin
Benedicte Partin
Bailey Riley

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Ali Ignatow
Julie Marks
Amy Ryan
Shane Shaps
Kelly Waterman

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Linda Spielberg
(High School Co-Chair)
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(Middle School Chair)
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(Maccabi Games Chair)
Sandra Meyerowitz
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Laurence Nibur
Sara Ruby
Glenn Levine
Sharon Czerkiewicz
Joanie Lustig
Natania Lipp
Ben Koby
Elana Wagner
Daniela Reuter
Matt Schulman
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Josh Goodman, Vice President
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Ruthie Passamaneck
Joyce Myers
Rosemary O'Leary
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Jerry Fleischer
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Maura Temes
Benjamin Vaughan
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Linda Kanter
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Dan Streit

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YOM HASHOAH COMMITTEE

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JEWISH COMMUNITY OF LOUISVILLE

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THANK YOU

