

2014 ANNUAL REPORT 

JEWISH COMMUNITY OF LOUISVILLE



GET TO KNOW YOUR JEWISH COMMUNITY OF LOUISVILLE



Jewish Community
of Louisville

JCL MISSION:

Build and sustain a vibrant, caring, inclusive community rooted in Jewish values.

JCL VISION:

Fulfilling the needs of the Jewish community.

JCL LOCAL CONSTITUENT AGENCIES (2014 FISCAL YEAR):

- High School of Jewish Studies
- Louisville Beit Sefer Yachad (LBSY)
- The Temple Religious School
- Jewish Family & Career Services
- Chavurat Shalom
- Hadassah
- National Council of Jewish Women
- Vaad Hakashruth

JCL LOCAL FUNDERS (GRANTS OF \$25,000 OR MORE):

- C E & S Foundation
- Jewish Heritage Fund for Excellence
- Metro United Way

THE JCL INCLUDES:



COMMUNITY

JCL NATIONAL AND INTERNATIONAL PARTNERS

- Jewish Community Centers Association (JCCA)
- Jewish Federations of North America (JFNA)
- American Jewish Joint Distribution Agency (JDC)
- Jewish Agency for Israel (JAFI)
- Birthright Israel
- Foundation for Jewish Camp
- Hillel
- Jewish Council for Public Affairs



A MESSAGE FROM THE JCL LEADERSHIP

WHEN WE REVIEW THE CONTENT OF THIS REPORT, IT BRINGS SMILES TO OUR FACES. Year after year, we continue to invest in the people, programs and facilities necessary to help us fulfill our vision: Meeting the Needs of the Jewish Community. These investments are yielding results through increased participation and improved financial performance. Here are some of our accomplishments this past year of which we are most proud:

- **STRATEGIC PLAN** – our first developed by the JCL with input from you, is described on pages 28-31. It shows how we have turned our attention from concerns of the past to the potential of the future.
- **COMMUNICATION** – we have placed our major brands, JCC and Federation, front and center in all we do to support you, Louisville's Jewish community. We do the same things we did before merger, we just do them differently – and better. Have you seen our new website, marquee and social media presence?
- **PHILANTHROPY** – did you have a chance to bake kosher for Passover desserts? Taste bourbon? Laugh with your friends? These are all examples of our Uniquely Jewish Event Series that puts the fun back into fundraising.
- **VOLUNTEERISM** – we have many committees at the JCL, composed of people like you (or in many cases, you) and, as a lay-led agency, these committees provide opportunities for you to be part of the team we carry out our mission. This past year we added volunteers throughout the JCL.
- **FACILITY** – while we make decisions about where our agency will reside long-term, we continue to invest prudently in our building. Old, yes. Also clean, safe, functional and well maintained.
- **PROGRAMMING** – we participate in a program with the JCC Association called Benchmarking that allows us to compare ourselves with similar JCCs. Would it surprise you to learn that our Jewish Impact score, a measure of how our Jewish respondents feel your JCC has helped them develop a greater appreciation for Jewish values and deeper connection to their Jewish identity, is higher than the average of comparable JCCs, and higher than the average of all JCC? Louisville succeeds again – despite our size and resource limitations.
- **COMMUNITY LEADERSHIP** – we've restored our Foundation's Community Impact Grants program to make available funding for new, innovative and collaborative programming. We've brought our community together in time of crisis and celebration, and we've expanded our reach to interfaith and broader Louisville communities.
- **COLLABORATION** – this past year, we continued to increase collaboration with and among Louisville's Jewish agencies to further leverage our resources and work collectively to strengthen our community. You will see even greater collaboration this coming year.
- **FINANCIAL PERFORMANCE** – this past fiscal year, the JCL turned five years old. Here are a couple of points that should help you feel proud of all we have accomplished since merger. Did you know:
 - The business side of our operation – JCC membership and mission-driven programming (primarily at the JCC) that provides income – has been growing at a rate of 6-7 percent per year.
 - The value of our endowment funds has increased, due to contributions and market appreciation from \$15.7 million to \$19.2 million.
 - Once again, we delivered on our operating budget, showing our ability to manage our agency like a business, with regular reporting to the board, complete transparency in our performance and the ability to predict more accurately and control our expenses.

Please read the following stories of how you helped us make a difference in the lives of so many. Then, please join us again this year. Attend our programs. Make a contribution to our Annual Federation Campaign. Join (or rejoin) our JCC. We are The Jewish Community of Louisville. Together we do extraordinary things.



Stu Silberman

Stu Silberman
President & Chief Executive Office



Karen Abrams

Karen Abrams
Board Chair

JEWISH EDUCATION

Saralee Renick

SARALEE RENICK IS A FRESHMAN IN DUPONT MANUAL'S High School University program. She loves to play soccer and is serving as a madricha this year with LBSY and attending the High School of Jewish Studies.

Last school year, she participated in LBSY's annual eighth grade trip New York City, led by Rabbi Stanley Miles. She also participated in a day trip to the U.S. Holocaust Memorial Museum in Washington, DC. The trips are intended to give students a broader perspective on their Jewish heritage and a greater understanding of the Jewish community.

On the New York trip, Saralee recalled, "We went to the Museum of Jewish Heritage. We also went to The Tenement Museum where we saw what it would have been like to be an

immigrant. They had a tenement house that was set up like it would have been [at that time]. That was cool. We also went to Ellis Island and saw the Statue of Liberty, too."

Over Shabbat, the students had the opportunity to experience different kinds of worship services. "We went to a Sephardic synagogue, Shearith Israel, The Spanish and Portuguese Synagogue," Saralee said, "and that was really interesting because it's not like what we're used to." They also went to the largest synagogue in the country, Temple Emanu El.

LBSY gave Saralee the opportunity to learn about many aspects of Judaism. She found animal ethics and comparative religions particularly engaging. She also values her LBSY experience because of the friendships she made with people she would not



Kyle Roemer

KYLE ROEMER IS AN 8TH GRADER AT NOE MIDDLE SCHOOL where he plays bass clarinet in both the school band and its jazz band. An accomplished musician, he graduated from the Louisville Leopard Percussionists to the Steel Leopards where he plays steel drums. He can also be found playing a variety of drums whenever The Temple's Shir Chadash choir sings. He plays piano and a bit of ukulele, too.

He was 12 when this interview took place, but turned 13 on October 6 and celebrated his bar mitzvah at The Temple on October 11.

"It's very important to become a bar mitzvah or an adult, as we say in Jewish culture, because it just helps us become better people," Kyle said. For him, being Jewish is also important. "I just feel like there's a special thing about being Jewish," he added, "I feel like you connect with God."

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have met anywhere else.

"It's nice having Jewish friends," she said, because they understand more about Judaism and you don't have to explain about the holidays or what you did during the holidays."

Saralee is the daughter of Nancy Renick and Barry Kornstein, and she has a younger sister, Willa Kornstein.

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Kyle finds studying Hebrew interesting and intriguing. In his classes at The Temple Religious School, he enjoys learning what the prayers mean and exploring the roots of different words. "It helps me become a better person, connect with God, and understand what I'm praying about," he said.

He is particularly interested in learning about the Holocaust "because I like to know why people have done this stuff and I like to know what has happened between Jews and other people."

Israel is part of The Temple Religious School curriculum, too, and, Kyle's grandfather, Gail Pohn, said he hopes to take the entire family to Israel in a few years.

Kyle is the son of Doug and Alison Roemer, and he has a younger sister, Katy.

DID YOU KNOW:

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- The Annual Federation Campaign provides \$250 toward tuition for each student enrolled in Louisville Beit Sefer Yachad, The Temple Hebrew School and the High School of Jewish Studies.
- Disbursements from specific funds administered by the Jewish Foundation of Louisville help keep special trips and programs affordable for students in all of Louisville's Jewish schools.

YOU CAN HELP!

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By supporting the Annual Federation Campaign, you can ensure that a variety of formal and informal Jewish learning opportunities for children and adults are available in Louisville.



JCC SUMMER CAMP: YACHAD PROGRAM

Cameron Family

FOR OSA CAMERON AND HER FAMILY, LIFE HAS been a series of challenges. Osa's mother, Abie had polio when she was 9 and uses a scooter. Her father, Devin, suffered a head injury when he was 16, and uses a wheelchair. Both had dreams of getting married, buying a house and having children.

"When Osa came along," said Frank Cameron, Devin's father, "they were just delighted as all get out. She's just their little baby girl."

From the very beginning, the family knew that Osa would need extra help in navigating life as she was diagnosed with Down Syndrome. The family came together – Abie's mother and Devin's parents, Frank and Julie Cameron – to ensure Osa would have the support she needed to be as successful as possible.

Abie and Devin are strong advocates for their daughter and ensure that she has the opportunities she needs to grow, but Frank and Julie also play a major role. Since they are retired educators, they have the time to help out a great deal and the patience to give Osa the attention she needs and to work with her.

Abie's mother and other family help when they can, but, since they live in Las Vegas, are not often nearby to lend a hand.

While family is crucial to Osa, they cannot provide the social opportunities to engage with children her own age. That's where the Jewish Community Center comes in.

Frank and Julie are long-time members of the JCC, and their children grew up at the Center. "All of our children were on swim teams and lifeguards," Frank said. "Even Osa's daddy was a lifeguard. We think it's real important to learn to swim." Their children also took ballet, gymnastics and drama here. "We just feel like it's a good program," he added.

So when the Camerons found out about the JCC's Yachad immersion program for special needs children, they enrolled Osa. "The camp program has been wonderful because it infuses Osa with all the other kids her age," said Julie. "This is actually her third summer in it and we love it."

Now 4-1/2, Osa has "also been able to stay with a lot of the same children," she continued, and has made friends. In fact, as the family went out onto the JCC campus to have the photo taken for this article, Osa was greeted happily by a group of friends who have known her "from the time she was very little."

Being included in normal activities has increased

her vocabulary, communication skills and sociability, all of which are important, Julie said, "because she's got to be able to get along with and communicate with her peers."

In a recent issue of *Community*, there was an article about Yachad that Frank said "was a perfect description of an inclusive program, and that's the way it's been with Osa. She does have assistance during the day, but at the same time, she's given the opportunity to be herself and to be with the other children." She even takes the same swimming lessons at the other children.

One of the biggest advantages Frank sees is "the requirement to be in the environment." For example, at home, Osa is a very picky eater. At camp, when the other children eat, Osa eats, too, whatever her mother packed for her lunch.

The camp pictures posted on Facebook tell the story too. Osa is part of circle time. She climbs the slide and interacts with the other children. All the little things they do are part of Osa's education and the Camerons know that JCC Camp is the right place for her.

DID YOU KNOW:

- 625 campers, 20 months to rising 9th graders attended JCC Summer Camp last summer for a total of 2454 camper weeks.
- 31 children with identified disabilities were served with one-on-one advocates through the Yachad program at JCC Summer Camp.
- 74 campers attended JCC Summer Camp's specialized kindergarten program to prepare them to move from preschool to public school.
- JCC Summer Campers helped grow food in the community garden, were encouraged to taste what they grew, and, through Discover CATCH, learned about "go foods," "slow foods" and "whoa foods" for healthy eating.

YOU CAN HELP!

By supporting the Annual Federation Campaign, you can ensure that children whose families have limited resources can attend summer camp, learn to swim and enjoy all the benefits and opportunities camp offers.



Jacob Finke

A JUNIOR AT DUPONT MANUAL HIGH SCHOOL in the High School University Magnet program, Jacob Finke runs cross country for his school, serves in student government and is a member of the National Honor Society. NHS requires candidates to complete a major project before they can be considered, so this summer, Jacob volunteered at The Temple's archive where he began work on digitizing Rabbi Joseph Rauch's sermons from 1937-1945.

Much of the rest of Jacob's time is devoted to BBYO. Currently serving his second term as Drew Corson AZA godol (president), he is committed to keeping his chapter moving forward and engaging its members in interesting programming.

For middle school, Jacob attended Louisville Collegiate School, a small school with few Jewish students. "In eighth grade," he said, "I got a call saying, 'Come join BBYO, it'll be a lot of fun.' So, I went and it was a lot of fun."

"Ever since then," he continued, "BBYO has been a pretty big part of my life. It's given me a lot of leadership opportunities and I've met a lot of good friends – from Louisville and outside the state and even outside the country – through international programs, BBYO initiatives and things like that."

Jacob has been so active with BBYO that last spring he received the Stacy Marks Nisenbaum Award from the Jewish Federation of Louisville, which includes a stipend to help with a major BBYO program. He also received a Kentucky-Indiana-Ohio Regional scholarship and some other awards, which, combined, enabled him to attend BBYO's International Leadership Training Conference this summer.

"It was 18 days in B'nai B'rith Perlman Camp in Pennsylvania," he said. "It was a great experience, a lot of fun and very informative. I learned a lot about leadership in BBYO and just leadership techniques in general that I can use later in life."

One technique they explored in camp was looking at Jewish geography and how to use it to the chapter's advantage. "We mapped out the community," Jacob explained, "and identified places where we weren't quite finding enough kids from a certain area or synagogue."

"Now that I'm home," he continued, "we can, as a chapter, try to focus on those synagogues, neighborhoods and high schools where we're not getting as many kids." The goal is to identify and engage as many Jewish teens as possible in BBYO.

Jacob is already an experienced programmer. He's planned numerous events, including many sleepovers. "One of my favorite programs," he said, "was a five-fold sleepover" that he planned. This program had elements in BBYO's five major areas of emphasis: Judaism,

social action/community service, social, athletics and education.

The educational theme of the evening was the Women of the Wall, a group that is struggling to win the right for women to worship as a group and read Torah at the Western Wall in Jerusalem.

To help members understand the frustration of the Women of the Wall, Jacob explained, members were divided into groups, given Dixie cups and instructed to build towers. "The other board members and I walked around with ping pong balls and threw them at the towers," he said, "so that whenever they got anything remotely close to a tower, we'd knock it down instantly."

"That did not go over well with them," Jacob continued, "but afterwards, we sat down with them and explained why. You were just trying to do something you wanted to do. You weren't bothering anybody, and then we just came out of nowhere and went out of our way to stop you from doing what you wanted to do. Then we explained who the Women of the Wall are, what they are trying to do and what's happening with them."

The evening also included sock wrestling, which Jacob remarked, was a big hit.

Jacob is the son of David and Helene Finke and has two brothers, Cole and Max. The family belongs to The Temple.

DID YOU KNOW:

- 115 teens participated in at least one BBYO program and 50 middle schoolers participated in at least one Teen Connection event in the last year.
- 86 teens attended at least one regional BBYO convention and 12 attended an international BBYO convention.
- 78 teens gave back to the community by participating in the J-Serve teen community service event.

YOU CAN HELP!

By supporting the Annual Federation Campaign, you can ensure that Louisville teens have positive Jewish experiences, leadership positions and opportunities to interact with other Jewish teens from across the region, the country and even around the world to help them build strong Jewish identities.



JEWISH FOUNDATION OF LOUISVILLE

Natania Lipp

NATANIA LIPP IS PARTICIPATING IN A GAP YEAR program in Israel and plans to start college at the University of Maryland next fall. During her high school career, she held many local leadership positions in BBYO and a term as Kentucky-Indiana-Ohio regional sh'lichah – vice president of Jewish heritage, community service and social action. She participated in many community service projects and was *Community's* Teen Topics editor.

In fact, Natania has been so active in BBYO and such an effective leader that she received the Joseph Fink Scholarship last spring.

She's also had many opportunities. She's attended many BBYO conventions and leadership programs and has been to Israel multiple times. Last spring, she also had the opportunity to participate in the March of the Living – a program that takes teens, accompanied by a Holocaust survivor, to Auschwitz/Birkenau, Dachau, Majdanek and other Holocaust sites in Poland and then to Israel.

"The March of the Living was probably the most impactful two weeks of my life," Natania said, "and after coming back I realized that I needed other people to have the same opportunity I did – not only to travel to Poland and Israel – but to take the journey of the Jewish people that I took."

"After realizing that I was the only one from Louisville to take this trip," she noted, "and there could be so many more with the same opportunity and the same ability to learn all the things that I've learned," she decided to do something about it.

She identified one of the major reasons more teens don't go on the March of the Living as the cost of the program. Recognizing that not everyone has the resources to afford the trip, Natania decided to start an endowment fund that would provide scholarships to help ease the financial burden and make it possible for more teens to participate.

She also hopes the existence of the scholarship will give the March greater visibility in the community and encourage more teens to go. She had the full support of her parents, Cantor David Lipp and Rabbi Laura Metzger, for this project.

"I started by meeting with Sara Wagner and Stew Bromberg and talked about how starting a fund works, and they agreed to start it through the Jewish Community of Louisville," Natania explained. "Then I started meeting with some other people in the community who know a lot about how to start funds."

Then the hard work of raising money for the fund began. "I spoke at the JCL Annual Meeting, wrote an article for the paper [*Community*], wrote up a

description of the fund and made lists of prospective people to contact." Natania also spoke at her home congregation, Adath Jeshurun.

So far, Natania has raised "a little over \$6,000." Her dream is to enable many teens to participate in the March, so she hopes many more donations will come in to help the fund grow so there will be plenty of money for scholarships.

The availability of scholarships addresses only part of the issue as she sees it. The other part is getting information about the March of the Living out to potential participants, so she is encouraging people to talk about the March and spread the word.

"I think it would say a lot if the endowment fund was a really big success," Natania said. "It would show that a lot of Louisville came together and decided that this is something really important that they want to send their future generation on. That's saying a lot about how they want their community to grow and what kind of experiences they want the younger generation to have and pass down."

DID YOU KNOW:

- There are 67 JCC Second Century Funds and 70 restricted endowment funds held by the Jewish Foundation of Louisville, each established by people who wanted to achieve specific philanthropic goals.
- Endowment Funds held by the Jewish Foundation of Louisville support teen trips to the U.S. Holocaust Memorial Museum, trips to Israel, scholarships for college, BBYO conventions and Jewish overnight camps, Jewish congregations and much more.
- The Jewish Foundation of Louisville administers 15 endowment funds held in trust for three other organizations.

YOU CAN HELP!

By establishing your own fund with the Jewish Foundation of Louisville or contributing to an existing fund, you can fulfill your philanthropic needs and ensure that the programs and services you value have sustainable resources to carry them forward.



Gariy Ocheretner

THROUGHOUT HIS LIFE, GARIY OCHERETNER felt that being Jewish was something he needed to keep hidden.

He was born in Tashkent, Uzbekistan. Being Jewish was a definite liability, so in 1994, his family left the Former Soviet Union, helped by Operation Exodus, to join their relatives, the Talis family, in Louisville. "Louisville opened its doors kindly," Gariy said, "and we are very grateful for that."

He attended Eliahu Academy from kindergarten through fifth grade where he was introduced to Judaism, then transferred to the public school system. After graduating from DuPont Manual High, he attended the University of Louisville on scholarship, and studied chemistry. Today, he works for a local start up, Areva Pharmaceuticals.

Hillel was a vital part of his UofL experience and critical in helping him form the Jewish identity he has today. "In college," he explained, "it is difficult to be open about your religion, especially Judaism. There are not a lot of Jews on campus and there is always a bit of anti-Semitism around."

Pointing to the recent Israel/Hamas conflict in Gaza and anti-Semitic incidents happening Europe, Ocheretner said, "It's hard to be open because you don't know who else is Jewish."

There is a very strong pro-Palestinian group on campus, he pointed out, and Hillel provides students with the tools to stand up for Israel. "It seems every year there is an anti-Israel rally right in the middle of the quad by the library. They post signs about Israel apartheid and Israel stop the occupation of Gaza." When Ocheretner and his cousin, Mark Talis observed that there was no one telling Israel's side, they made their own pro-Israel posters. "They had about 20 students and we were the only two holding up pro-Israel signs," he said.

Hillel also prepared them to answer the tough questions that people pose when they try to delegitimize the state.

College is also a time when young people start to question many things around them. "You take philosophy courses," he said, "and really start to question what you've been taught growing up – does God exist; is religion real – these types of questions."

For Ocheretner, Hillel helped him find the answers and "Hillel is ... the reason why I'm Jewish today."

It was a friend of his, Liza Zell, who introduced him to Hillel, and it became so important to him that he served as its president during his junior and senior years.

"Hillel brings Jews together," he said, "It is a place where we could be open about our beliefs and what we stand for without having to fear retaliation or discrimination. It was just good to be around others

who believe the same thing that you believe."

For Ocheretner, it helped him be more open and comfortable being Jewish. It gave him a place to hang out, talk about his beliefs and participate in a variety of events. "It was great being involved and doing fun activities with other Jewish kids," he said.

In addition to social events, they held community service events, had Shabbat dinners and opportunities to celebrate the Jewish holidays and helped with the Annual Federation Campaign's Super Sunday.

They also traveled to Jewish conventions across the country, including the Jewish Federations of North America General Assembly and Jewlicious, which gave them the opportunity to connect with Jews across North America. "I didn't realize how big the Jewish population of this country is" before attending the conventions.

At those conventions, "I got to meet other Hillel students from across the country" and heard from national and international leaders, including Binyamin Netanyahu.

While Ocheretner participated in a Birthright Israel trip before college, he said Hillel encouraged and helped those who had not yet done so.

Ocheretner's parents are Inna Gurevich and Joe Ocheretner, and he has a younger brother, Alan.

DID YOU KNOW:

- Hillel connects Jewish students on Metroversity campuses with other Jewish students on their own campuses, and through conventions like Jewlicious, with their peers across the country.
- Hillel provides Jewish students a home away from home, where they can feel safe with their own Judaism, explore their Jewish identities and find help if they experience issues on campus related to Judaism or Israel.

YOU CAN HELP!

Your gift to the Annual Federation Campaign ensures that Hillel's doors remain open and that programs like Shabbat dinners and opportunities to attend national conventions of Jewish organizations are affordable and available to them.



FEDERATION CAMPAIGN: JEWISH FAMILY & CAREER SERVICES

Dr. Harry Toder

DR. HARRY TODER IS IN HIS 17TH YEAR at St. Catharine College where he teaches sociology and criminal justice classes and chairs the Department of Social Sciences. In 2013, he was recognized for his work with SCC's Faculty Member of the Year Award.

It hasn't always been easy for Dr. Toder, and early in his tenure at SCC, he turned to Jewish Family & Career Services to help him identify his stumbling blocks and overcome them.

Dr. Toder, originally from St. Louis, earned his B.A. and an M.A. from the University of Missouri – Columbia; a second M.A. from the University of Pennsylvania in Philadelphia and his Ph.D. from St. Louis University.

"My original plan," he explained, "was not to go into college teaching. I thought I would be working in a correctional agency, because I have experience working in a halfway house."

Those plans changed as adjunct teaching opportunities opened up for him during graduate school, and by the time he completed his Ph.D., he had accumulated a significant amount of teaching experience.

As many college teachers do, Dr. Toder moved a lot during his early years of teaching before settling at St. Catharine College.

Although he can't remember how he made connected with JFCS, although it may have been connected to his Jewish upbringing in St. Louis, he clearly remembers his first contact with the agency. "When the receptionist answered," Dr. Toder said, "I explained to her that ... I wanted somebody with experience – the best you've got. She gave me exactly the right person in Mr. [Bob] Tiell. I can't tell you how much he's done for me. I've worked exclusively with him."

As Dr. Toder encountered specific workplace challenges, Tiell helped him work through the issues. "He has a way of approaching things," Dr. Toder said, "there's a general problem and he has a way of breaking it down into its components."

Tiell is also willing to work with him on weekends, a distinct advantage for Dr. Toder, who does not live or work in Louisville and has difficulty making weekday appointments here.

Tiell drew attention to specific things Dr. Toder needed to address and provided appropriate

guidance on a variety of things from performance evaluations to dealing with workplace politics. "I think I continue to be a little naïve about workplace politics," he observed, "but I'm much further along than when I started."

Dr. Toder says Tiell has been such a successful role model for him that "he's almost made me a career counselor. ... I use some of the same techniques he uses." In addition, Dr. Toder brings Tiell to St. Catharine "roughly once every semester" to talk to his students about careers.

With most of his family in St. Louis and work that is very consuming, Dr. Toder enjoys "simple pleasures like reading after a long day." He also likes to write opinion pieces, some of which have been published in the *Springfield Sun*.

"There is no better profession than teaching," he said. "It can be stressful, but the reward in it is knowing that your ideas are being passed along."

DID YOU KNOW:

- JFCS career specialists reached more than 3,500 individuals, providing career management, college and educational advisement, employment counseling and workforce development services.
- In the past year, the JFCS Navigate Enterprise Center has provided 47 loans totaling \$160,000, which have created 63 new micro-businesses and created 79 new jobs.
- JFCS therapists provided counseling to more than 1,600 clients and family members.
- 6,400 rides were provided to seniors through JFCS' PALS transportation program.
- 3,000 hours of free homemaker and respite services were provided to seniors and their family caregivers.

YOU CAN HELP!

By supporting the Annual Federation Campaign, you can ensure that counseling, support groups, career services and senior services through JFCS are available to all who need them regardless of their ability to pay.

JEWISH COMMUNITY RELATIONS COUNCIL

Jessica Goldstein

WHEN LOUISVILLE NATIVES JESSICA GOLDSTEIN and Matthew Whitworth came home in 2005 after 17 years of studying and working in a variety of locations; they brought their San Francisco jobs with them.

As a technical publishing industry telecommuter, Goldstein was in close contact with her colleagues around the country, but didn't connect to her community here.

When her son, Simon, started kindergarten, Goldstein was ready to get involved. "I had left my publishing career," she said, "and a friend invited me to join the JCRC [Jewish Community Relations Council] – it was a perfect fit."

Goldstein learned what the JCRC does from JCRC Director Matt Goldberg. "The more we talked," she said, "the more excited I got. So many of the areas they're involved with – fair housing, fair pay, civil rights, fracking, hunger, women's reproductive freedoms, higher education – all of which I think represent core Jewish values – are causes near and dear to my heart."

Joining the JCRC gave her an opportunity to pursue justice with the Jewish community, reconnect with people she had known and make new connections with others.

Most of her activity has been with food security. Taking part in the Food Stamp Challenge, she and others subsisted on a weekly food budget of \$33 (just \$3.51 a day) the amount the average individual gets from the Supplemental Nutrition Assistance Program.

"I knew it wasn't going to be easy," she said. "I had no idea how hard it would be." As a vegetarian focused on eating healthy, she explained, she used whole grains and semi-quality proteins, but didn't have the variety she likes; "everything was bland and the produce didn't happen."

She got about 1100 calories a day – less than she needed to sustain her normal activities. She found her thinking was muddled and she was always focused on the next meal. She even gave up running "because I just couldn't replenish the calories."

The JCRC is considering another Food Stamp Challenge next year, Goldstein said, and she'd like to end the week with a Mazon Hunger Seder.

Last year, Goldstein co-chaired the Jewish Louisville team for the Hunger Walk with Leon Wahba, and this year, she's chaired it. Moved by the story of Bobby Ellis, the 9-year-old whose death of starvation in 1969 led to the formation of Dare to Care, she signed up to run last year and enlisted Simon, then 6, to do his first 5K run. "He raised a little over \$500," she said with pride.

She's pushing the JCRC to look at other poverty issues – clothing and shelter. The JCRC's last Purim appeal raised money for Project Warm to insulate homes for low-income people. Its director is JCRC member Frank Schwartz.

The JCRC also works with the Jewish Council for Public

Affairs (JCPA). JCPA sets the Jewish national social action agenda with resolutions that deal with issues like fair pay. "It's a shame," she said, "that people with families to support can work full time and not be able to have decent housing and adequate food on the table."

"Our local JCRC is leading the charge for marriage equality," Goldstein added. Louisville brought the resolution at the last plenum, but JCPA did not vote on it. Goldstein expects to raise it again next time.

These are all tzedakah issues – our obligation to pursue justice, she insisted, not charity, which sounds optional.

JCRC is active in other areas as well. Israel advocacy, chaired by Leon Wahba, has been critical this year as Israel defended itself against Hamas.

Through its Interfaith Seder program and others, the JCRC builds bridges with other faith communities and helps others develop an understanding of Judaism.

She had words of high praise for Wahba, JCRC Chair Becky Ruby Swansburg and Director Matt Goldberg.

Currently, Goldstein works part time at the Keneseth Israel Preschool and does occasional freelance editing projects. She also volunteers with the Brandeis Elementary School PTA and is the Director of the Sudanese Refugee Education Fund.

DID YOU KNOW:

- The JCRC works for social justice in Louisville, participating in the Community Hunger Walk, helping Project Warm insulate the homes of the poor and elderly and partnering with other faith groups to build Habitat for Humanity houses.
- The JCRC offers opportunities for our neighbors to learn about our traditions through interfaith Chanukah parties and model Seders.
- The JCRC engages teachers and administrators in the public schools to increase understanding of Jewish students' needs.
- The JCRC provides the tools Jewish college students need when they encounter anti-Zionist and anti-Semitic activities and speech.

YOU CAN HELP!

The Federation Campaign ensures that JCRC has the tools to advocate for the Jewish community and Israel, to encourage and train emerging leaders and to engage with other faith communities to help make our community a better place to live.



Charisse Levine

WHEN AN EXCELLENT OPPORTUNITY OPENED UP

with Time Warner for her husband, sportscaster Bruce Snyder, Charisse Levine found herself facing a move to Louisville where she knew no one. In fact, the only things she knew about the community were that it is the home of Thunder over Louisville and the Kentucky Derby, because as a producer for NBC, she had brought in video of those two events for broadcast.

Originally from Montreal, Canada, and having spent two decades in the Carolinas, Levine knows the value of a strong Jewish community, so "the first thing I did was Google Jewish Community Center Louisville to see if there was one here," she said, "and there was!"

"I made a couple of calls and got hooked up with Matt Goldberg, and he was really helpful," she continued. He told me a little bit about the community and that reassured me, because I was a little freaked out at the idea of picking up" and leaving the Carolinas.

When she arrived, she connected with Keren Benabou, a realtor and community leader. In addition to helping Levine find a house, Benabou "became a friend, introduced me around the JCC, started inviting me to events and that kind of thing and got me involved."

"We came to the Shabbat program in January when we had only been here a couple of weeks and met a lot of people," she said. Soon after, they attended the YAD Casino Night that Benabou cochaired.

"The JCC has been a blessing for me," Levine stated, "because I was able to come here, work out and bring my kids here." Levine and her husband have two children, Sage, 6, and Brayden, 3. "My daughter went to camp here this summer," she added.

"I started coming to aerobics classes and found a core group of people who were coming to the classes," she explained. "That was really helpful to me. It made me feel good. I lost some weight, got into shape and felt a sense of community in the classes.

"And it's fantastic here as far as the health and wellness center and the facilities," she said. Montreal has a very strong Jewish community, "but the JCC is not this large and doesn't offer as much." Levine finds the facility "impressive" and is pleased with the variety of offerings.

She brings her children to the JCC on the weekends. "They go to J-Play and we sometimes hang out afterwards at Family Gym. "My daughter loved the camp, and the School's Out Days are great for me." Being new to the community and not having family in town, she knows her children will be in a great program at the JCC when JCPS is not in session and she has to work. Her son will attend camp next summer.

The JCC has become the hub of Levine's social network in Louisville.

Eager to begin giving back to the community that welcomed her so warmly, she immediately stepped up to help plan the poolside Shabbat barbecue held in August. "The JCC is kind of a home away from home for me," she said, "so it was nice to get involved and do something to give back a bit.

"My Dad's a city councilman in Montreal," Levine explained, and he told her, "You need to volunteer. You need to become part of the community. It's going to make you feel more like this is home."

"It was nice to meet some of the other women, become involved in something and see an event come to fruition," she added.

While most of Levine's family remains in Montreal, she left when she went to college and hasn't returned. She earned her undergraduate degree in political science from Harvard and her graduate degree in journalism from Columbia University.

Prior to coming to Louisville, the family lived in Charlotte, NC, where Snyder was a sportscaster and Levine worked for NBC and taught journalism at a small private college.

She is now teaching at Bellarmine University.

DID YOU KNOW:

- The JCC is a great place to connect with the Jewish community.
- The JCC Early Learning Center has earned 2-Star Certification in Kentucky's Child Care Quality Rating System.
- The Lenny Krayzelburg Swim Academy, offered exclusively at the JCC, can help anyone – young or old – learn to be safe in the water.
- The JCC offers a wide range of cultural arts opportunities including CenterStage, the Patio Gallery, the Jewish Film Festival, the Jewish Author Series, lectures and classes.
- Nearly 100 group fitness classes a week are included in JCC membership, and you can choose from more than 10 personal trainers who can customize a fitness program for you.

YOU CAN HELP!

Your gift to the Annual Federation Campaign ensures that community members have access to all JCC programs from Summer Camp to senior programs, regardless of their ability to pay, and that the building is safe, functional and welcoming.



SENIOR ADULT PROGRAM

Dolores Levy

THE JEWISH COMMUNITY CENTER HAS BEEN part of Dolores Levy's life since she and her husband, Raymond, z"l, came to Louisville and their first son was born nearly 60 years ago. "We came over to the pool and enjoyed visiting with the entire community," she said.

Their family grew to include three children, Dell, Michael and Richard; and before long, all three boys were involved in sports at the JCC. When the boys went off to college, she continued, they remained active at the JCC.

Levy's parents, Ed and Eugenia "Sis" Shaikun set the example for them. When the Shaikuns retired, they left tiny Greensburg, KY, where they had lived for many years and they "started coming to Club 60," Levy said. Every Tuesday, they brought their own lunches and came to play cards or participate in other activities. "They made good friends," she added, so she reasoned that she and her husband would enjoy it as well.

"Raymond and I would come to the retiree meetings, and they really brought in nice speakers and so forth," she continued. "We enjoyed it and we met up with some of our friends."

"In the meantime, I had never given up my exercise program," she said, recalling how she used to exercise with Selma Erlin. "As time went on, some of the exercise with the younger ladies was a little bit too fast for me," she observed.

Then she learned that exercises for seniors were offered in the Dance Studio. "I found out they are just as good, but maybe they do them a little bit slower, and that was right down my alley. So I have tried to come two or three times a week ever since.

When Raymond took ill, the couple spent more time in Florida and were less active at the JCC until he passed away five years ago. Following his death, Levy began to "stop by the Senior Lounge and see what's going on," she said. "I found that I enjoyed it. It was an opportunity for me to meet some people I hadn't met before and see people I've known for years."

Levy soon discovered that the seniors at the JCC are an active, adventurous lot. From time to time, they even travel. Last year, they went to Washington, DC. "It was just delightful," she said, admitting, "I over-exercised and walked up all the steps to the Lincoln Memorial – which was about two or three steps too many." Several others joined her. "I think you could go to Washington every year and find something new to look at," she added.

"This year, we went to Atlanta," she continued. "We went to Stone Mountain, and it really is something to see – a tremendous carving, which is wonderful. Then, of course, we went to the Coca Cola Company and we took in all the things that Atlanta's known for."

"You just enjoy being out with people that you have something in common with," Levy stated, noting that the Senior Adult Department keeps the trips affordable.

Some of the outings are local. Levy particularly enjoyed a recent boat ride on the Ohio River and an earlier trip to the Frazier Museum to see the Princess Diana exhibit. At the JCC, seniors go as a group to CenterStage productions a couple of times a year. They celebrate Shabbat, remember people's birthdays and much more.

Participating in the Senior Adult program also opened the door to volunteer opportunities for Levy. For two hours every week, she works with Natalie Kusyo, the JCC's Nutrition Site Manager, "to get some of the folks ready for their citizenship. ... They're supposed to learn everything about the United States," she said, "and then learn how to talk and learn our ways – there's just a lot – a big cultural difference."

The JCC is the right place for Levy, and she attributes the quality of the program to Senior Adult Director Diane Sadle, Adult and Cultural Arts Director Slava Nelson and Kusyo. "They really take a great interest in you," she said, "and you feel like they're your friends as well as directors."

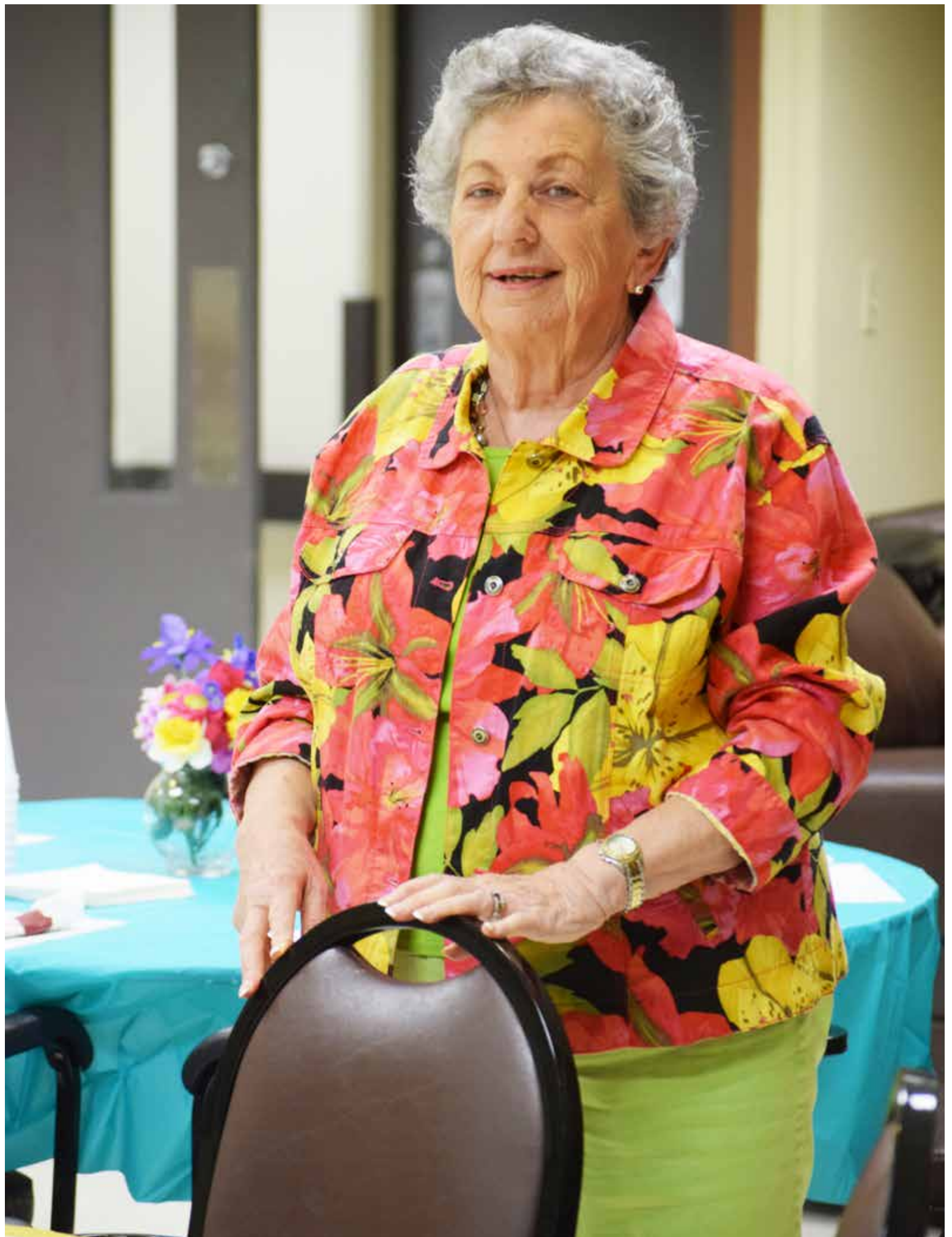
"I just hope that the Senior Adult program can continue to provide excellent experiences for people," she concluded.

DID YOU KNOW:

- 250 seniors participated in at least one Senior Adult Department program or activity, and many participated in multiple programs. Programs range from congregate meals and Bingo to exercise, enrichment classes, theater experiences, gourmet dining, travel and more.
- 167 seniors ate at least one congregate meal in the JCC's Senior Adult Lounge and 40 received home-delivered meals from the Senior Nutrition Program.
- The JCC asks seniors for donations of \$3 per person when they eat Senior Nutrition Program meals, but that does not cover the cost of the meal and no one is turned away for inability to pay.

YOU CAN HELP!

While grants from the Jewish Heritage Fund for Excellence, KIPDA and MAZON help cover the cost of the Senior Nutrition Program and transportation for those who no longer drive, your gift to the Annual Federation Campaign helps cover the additional expenses of those programs and helps the staff continue to offer high quality, life-enriching classes.





ISRAEL & OVERSEAS

A JDC Story

FIVE-YEAR-OLD GUY KNOWS ALL TOO WELL THE difficulties associated with living in the south of Israel.

Guy, who lives in Ashkelon with his mother and younger brother, experiences the realities of conflict every day. During the first week of Operation Protective Edge, Guy was in his front yard with his mother when a siren sounded. They lay down and covered themselves, but a number of fragments hit the house next door, just a few feet away from where they'd taken shelter.

"The noise of the explosion was terrifying," said Guy's mother, who was treated for shock after the event.

Following the incident, the only thing that brought Guy any comfort was a piece of shrapnel from the Iron Dome defense system that had fallen near him during the siren. He carried the shrapnel fragment with him and would not give it up.

Guy's behavior changed after that day. He began to cry every time he was frustrated and would burst into tears at the sound of each siren. Between alarms, he refused to leave the house out of fear and grew too scared to continue sleeping in his own bed.

But most troubling was the violent behavior he started exhibiting. Guy began throwing objects and even biting people.

Around 10 days after the close call with the rocket, Guy and his mother were given the opportunity for a respite trip and were invited to recover for a few days in an emergency center away from the constant rocket fire. In the beginning, it was very hard for Guy at the center; he would not participate in activities, and often cried and clung to his mother.

Guy's situation began to change when he was introduced to his very own JDC-issued Hibuki huggable doll.

JDC's Hibuki doll program, which has been used in emergency situations since the Second Lebanon War, makes children the caretakers of a plush, sad-faced Hibuki puppy doll whose long arms can be fastened around a child, embracing them in a comforting hug. Hibuki was initiated by JDC in conjunction with psychologists from the Ministry of Education and Tel Aviv University.

The Hibuki program is based on the principle that children who actively face their stress can alleviate fears and better adapt to life after a trauma. The child is told that his/her Hibuki is scared and suffering. By working with the stuffed animal, the child transfers his/her own fears onto the doll and in fact, through the doll, helps "treat" him/herself.

For Guy, it was love at first sight; he wrapped the Hibuki doll around him and squeezed his new friend. Though he still clung to his mother and cried, the therapists were able to work with him and counsel him, using the doll as a tool.

When the program therapists asked Guy why his Hibuki doll was sad, he reported that it was scared of the loud "booms," adding that the dog missed his father (Guy's parents are divorced and he resides with his mother). They were able

to gain insight into Guy's feelings and after a few days of working as the dog's caregiver, Guy began to improve.

The little boy was significantly more relaxed as a direct result of his Hibuki doll, and his violent behavior decreased. He gave up his piece of shrapnel, began participating in activities, and no longer clung to his mother.

"I am repeatedly amazed to see the change that begins to take place once a child 'adopts' a Hibuki doll," said JDC's Dr. Flora Mor. "Ordinarily we don't have a way to know why a small child is responding to the trauma they have experienced in a certain way. The doll has proven to be a critical and powerful tool in the therapeutic process, since children explain clearly what Hibuki is upset about, expressing their inner worries and fears through the doll. Then our therapists can treat the child and guide parents and teachers."

JDC's Hibuki doll program has been very successful in previous conflicts, and continues to comfort children like Guy during these difficult times.

DID YOU KNOW:

- The JDC operates in more than 70 countries, including Israel, providing critical social support services and helping build self-sustaining Jewish communities.
- JAFI, the Jewish Agency for Israel helps immigrants resettle in Israel, learn Hebrew and become productive Israeli citizens; sends shlichim (emissaries) to communities around the world, including Louisville; builds Jewish identity through summer camp programs in Russia, Ukraine and other countries; and more.
- Through JAFI's Partnership 2Gether program, Louisville is part of a consortium of U.S. communities partnered with the Western Galilee. Together, communities on both sides of the ocean develop one-on-one connections, share cultural arts, learn from each other's expertise in education and medicine, explore tourism and business opportunities and more.

YOU CAN HELP!

Part of your gift to the Annual Federation Campaign goes to the Jewish Federations of North America, and through JFNA to JDC and JAFI, ensuring that aid reaches vulnerable Jews around the world and our connection to Israel remains strong.

Photo provided by the American Jewish Joint Distribution Committee

JEWISH COMMUNITY OF LOUISVILLE

Financial Information for the Fiscal Year 2014 (Unaudited)

REVENUES

| | |
|--|---------------------|
| Jewish Federation of Louisville | |
| Annual Campaign | \$ 2,165,865 |
| JCC Membership Dues and Fees | 1,795,843 |
| JCC Program Service Income | 1,919,306 |
| Gifts, Grants and Bequests | 1,985,765 |
| Interest and Dividends | 386,104 |
| Net Realized Gains on Sales of Investments | 561,164 |
| Community Newspaper Income | 101,091 |
| Other Income | 205,204 |
| Total Revenues | \$ 9,120,342 |

EXPENSES

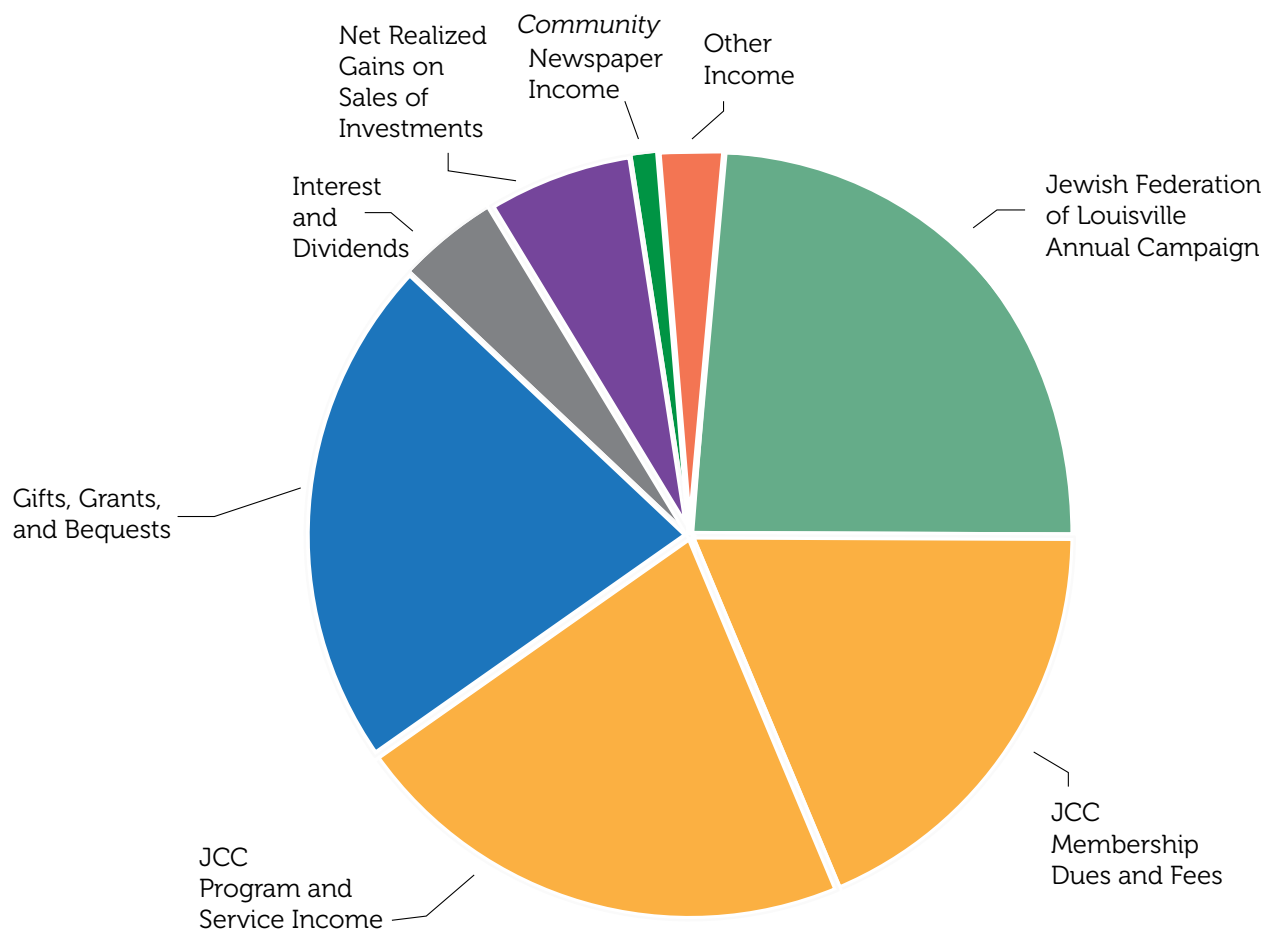
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| Personnel | \$ (3,333,160) |
| Employee Benefit and Taxes | (616,868) |
| Allocations and Grants | (930,743) |
| Programs | (651,515) |
| Repairs and Maintenance | (556,367) |
| Administrative Expenses | (557,576) |
| Telephone/Utilities | (324,688) |
| Professional Fees | (197,321) |
| Depreciation | (482,322) |
| Other Expenses | (293,288) |

Total Expenses \$ **(7,943,848)**

Unrealized Investment Gains **1,343,772**

Net Income \$ **2,520,266**

JCL Revenue Sources
Fiscal Year 2014



JEWISH COMMUNITY OF LOUISVILLE

Fiscal Year 2014 Campaign Allocations (Unaudited)

OVERSEAS

Jewish Federations of North America and
Israel and Overseas.....\$ 194,312

Total Overseas Allocations.....\$ 194,312

LOCAL AGENCIES & ORGANIZATIONS

High School of Jewish Studies\$ 15,300
LBSY (Louisville Beit Sefer Yachad)..... 36,700
The Temple Religious School..... 43,650
Chavurat Shalom..... 10,000
Jewish Family & Career Services..... 295,000
Vaad Hakashruth..... 4,000
Hadassah..... 500
NCJW (National Council of Jewish Women)..... 500

Total Local Agencies & Organizations\$ 405,650

JEWISH COMMUNITY OF LOUISVILLE

Legacy employee benefits plan.....\$ 116,000
Campaign operations*..... 280,000
Endowment operations..... 120,000
JCRC operations..... 48,000
Mission-driven marketing..... 100,000
JCC Jewish life / cultural arts programs..... 40,000
Hillel..... 37,000
JCC Teen program initiatives..... 90,000
Other administrative functions..... 324,743

Total Jewish Community of Louisville\$ 1,155,743

NATIONAL AGENCIES & ORGANIZATIONS

Agency Alliance.....\$ 15,770
(Includes allocations to: AJWS, BBYO, HIAS, Hillel, JCCA,
JCPA, JTA, the NCSEJ, NFJC and AJFCA**)
Jewish Communal Service Association..... 525
Hillel Consortium..... 10,000
Center for Learning and Leadership (CLAL)..... 500
Foundation for Jewish Camping..... 12,500
Birthright Israel..... 5,000

Total National Agencies & Organizations\$ 44,295

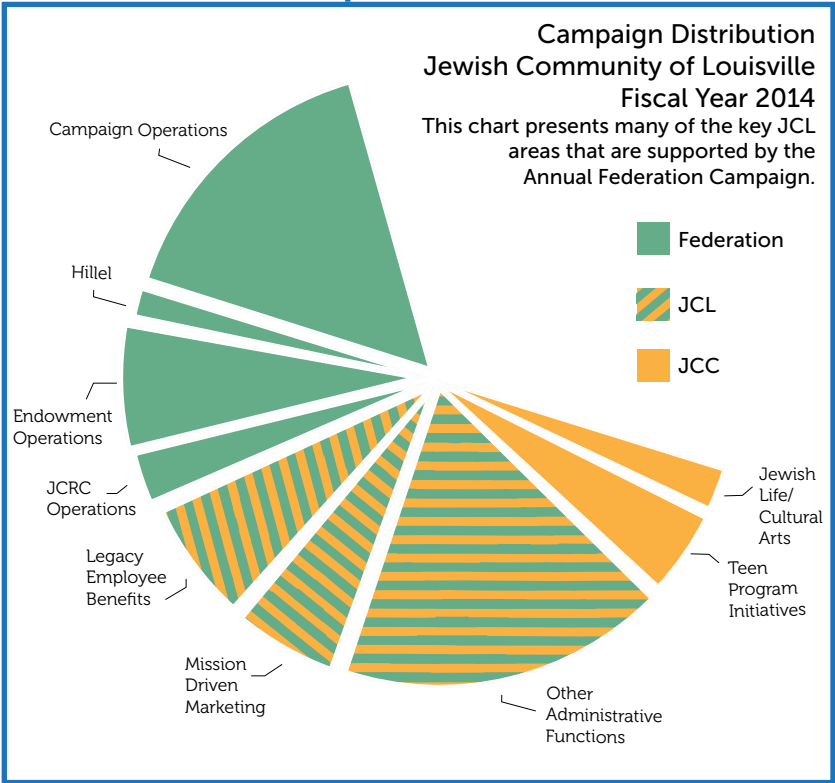
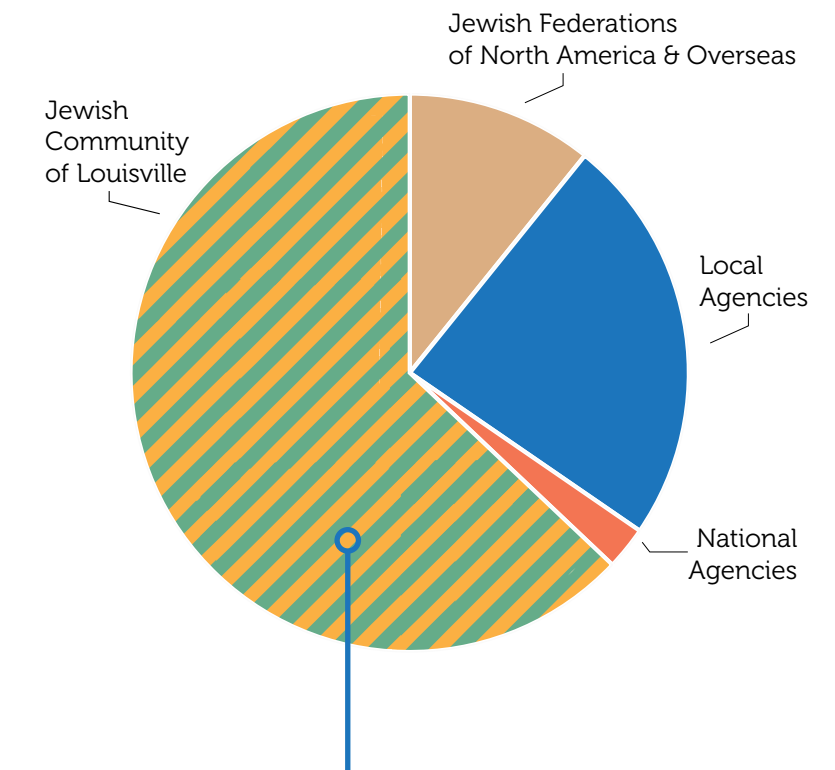
Total Federation Campaign Allocations*.....\$ 1,800,000**

*Campaign operations amount to approximately 15.5% of total Campaign allocations.

**American Jewish World Service, BBYO, Hebrew Immigrant Aid Society, Hillel, Jewish Community Centers Association, Jewish Council for Public Affairs, Jewish Telegraphic Agency, National Coalition Supporting Eurasian Jewry, National Fund for Jewish Culture and Association of Jewish Family & Children's Agencies.

***A portion of Campaign pledges are not allocated to allow for uncollectible pledges.

Federation Campaign Distribution
Fiscal Year 2014



JEWISH FOUNDATION OF LOUISVILLE

Financials Fiscal Year 2014 (Unaudited)

Philanthropic Funds are donor advised funds held by the Foundation for a specific period of time. During that time, an approved spending formula determines the dollar amount that the donor-designated individual(s) can donate to approved 501(c)(3) organizations. At the end of the specified time period, the dollars remaining in the fund are transferred to the Unrestricted Endowment Fund.

Restricted Endowment Funds are funds held by the Foundation that have been given by donors with specific requirements as to their use. Most of the funds held are permanently restricted, meaning that the income from the fund can be used if the use meets the donors' stated restrictions; but the principal cannot be spent for any purpose.

Unrestricted and Unrestricted Designated Funds are funds held by the Foundation that have been given with no restrictions being placed on them by the donors. These funds can be designated by the JCL Board of Directors for specific purposes. The designations can be applied or removed at the Board's discretion.

Funds held in Trust for Others are funds the JCL holds on behalf of many of our Jewish Community partners.

ENDOWMENT FUNDS INVESTMENTS

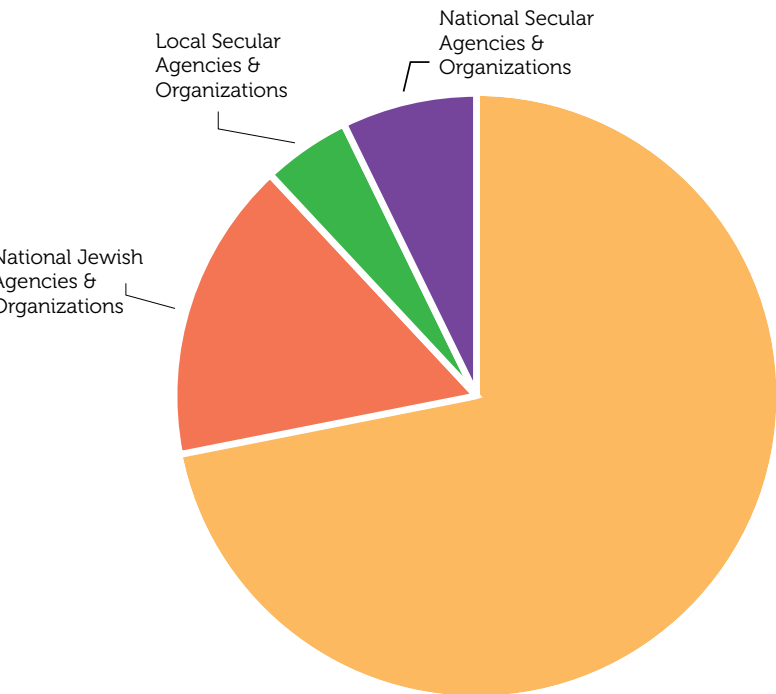
RESTRICTED

| | |
|--|----------------------|
| Philanthropic Funds | \$ 4,314,198 |
| Other Restricted Funds | 6,019,177 |
| Investments Held in Trust by Others | 386,943 |
| Investments Held for Other Organizations | 3,463,124 |
| Total Restricted Fund Investments | \$ 14,183,442 |

UNRESTRICTED

| | |
|--|---------------------|
| Unrestricted Funds | \$ 1,551,448 |
| Designated Funds | 4,784,145 |
| Other Investments | 417,537 |
| Total Unrestricted Fund Investments | \$ 6,753,130 |

**Total Endowment Funds Investments
as of June 30, 2014** **\$ 20,936,572**



GRANTS

| | |
|---|-------------------|
| Grants from Unrestricted Designated (mostly for senior programs and services) | \$ 81,692 |
| Grants from Unrestricted to JCL | 203,000 |
| Total Grants from Unrestricted | \$ 284,692 |

Grants from Philanthropic and Restricted Funds Local Jewish Agencies & Organizations

| | |
|---|-------------------|
| Philanthropic Funds donated to: | |
| Annual Campaign | \$ 103,218 |
| JFCS | 3,923 |
| Federation/JCC | 144,202 |
| Education | 16,300 |
| Synagogues | 35,681 |
| Total Local Jewish Agencies & Organizations | \$ 303,324 |
| National Jewish Agencies & Organizations | \$ 68,184 |
| Local Secular Agencies & Organizations | \$ 19,889 |
| National Secular Agencies & Organizations ... | \$ 30,515 |

| | |
|--|-------------------|
| Total Grants from Philanthropic/ Restricted Funds | \$ 421,912 |
| Total Grants Disbursed | \$ 706,604 |

Local Jewish
Agencies &
Organizations

Grants from Philanthropic/
Restricted Funds
Fiscal Year 2014

JEWISH COMMUNITY OF LOUISVILLE

The JCL gratefully acknowledges grants and sponsorships provided by:

GRANTS

C E & S Foundation
GoogleAdWords
Harold Grinspoon Foundation
J-Serve
JCC Camp Tikkun Olam
Jewish Foundation of Louisville
Jewish Heritage Fund for Excellence
Kentucky Arts Council
KIPDA (Kentuckiana Regional Planning and Development Agency)
Kosair Charities
MAZON
Metro Louisville
Metro United Way
MOWA (Meals on Wheels of Association of America)
National Inclusion Project
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Target Arts, Culture & Design in Schools Grants
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Harry and Jeanette Weinberg Foundation.

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Natalie & Dave Kaelin
InterviewLeague.com
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Leslie King
Friends of Cancer Survivors
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Margie & Robert Kohn
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Kate Latts
Heaven Hill Distilleries
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Kay Matton
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Anne Miller
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Julie Mitchell
Robert C. Mitchell, Jr.
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Angela Moth
Mary Jo Nay
Bob & Jean Nuss
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Raymond Pary
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Physician's Center for Beauty
Candy Pierce
Joan Pike

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Betty Vincenti
Greg & Melinda Vincenti
Sarah & Howard Wagner
JoAnne Wagner
Wilson and Muir Bank & Trust Co.
Beth Wilkerson
Robert & Joan Wimsatt
Chris Wood
Margo Wooldridge & Tim Blanchard
Mary Wooldridge

EARLY LEARNING CENTER

Actors Theatre
Ackerman Dental
Ackerman Family
Adam Hilsenrad
Bayne Family
Benabou Family
Berry Best Farm
Derby Dinner Playhouse
Fouts Family
Grizzle Family
Holiday World
Iceland
Joseph's Salon & Spa
Lassere Family
Lena Price
Louisville Zoo
Mockingbird
Musical Milestones
Newkirk Family
Petot Family
Schwartz Family
Suntime Pools West
Tri-State Jewlers
Uptown Art
Youngblood Family
ZAs

GATORS SWIM TEAM

Perelmuter and Goldberg
Orthodontics

JCC SUMMER CAMP

Harold Grinspoon
Foundation-PJ Library
Day Camp Initiative
Perelmuter and Goldberg
Orthodontics

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Title Sponsor
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A-M Electric Co.
ACCO Inc.
Actors Theatre of Louisville
Against The Grain Brewery & Smokehouse
Almost Family
Billy Altman
Carlyn Altman
Altman Insurance Services
Architectural Salvage
Arhaus
Nick Barth
Basa Modern Vietnamese
Bearn's By the Bridge
Bearn's/Taylorsville Rd
Bistro 301
Bistro 1860
Estate of Bonnie Bizer
Bluegrass Motorsport
Tony Boombozz Pizza
Bourbons Bistro
Brazeiros
Brown-Forman
Buffalo Trace
Buffalo Wild Wings/St. Matthews
Buffalo Wild Wings/
Westport Rd
Café Lou Lou/Douglass Loop
Calvin Mitchell Salon
Celebrations
P.F. Changs
Cherokee Coin
Clique Waxing Boutique
Ed Cohen
Bill Collins Auto Group
Courtyard by Marriott/
Downtown
Crowe Horwath
S E Davis Co.
Davis Jewelers
Del Friscos
DiFabio's Casapela
Dixon Golf
Doc Crow's
Dundee Candy Shop
Duplicator Sales & Service
El Camino
Ellis & Badenhausen
Orthopedics, PSC
The Eye Care Institute
Faulkner Real Estate
Frazier History Museum
Debbie Friedman
Jack Fry's
The Fudgery
Garage Bar
Gemilli's
Genesis Diamonds
Nancy and Sheldon
Gilman

Girlfriends Nail Shoppe
Goldberg & Simpson
Gus Goldsmith
Golf Headquarters
Golf Warehouse
Doug Gordon & West Bend Insurance
The Grape Leaf
Ralph M. Green, DMD
Hard Rock Café
Harvest
Heaven Hill Distilleries
Hertzman Foundation
Holiday Cleaners
Holiday World & Splashin' Safari
Hooters/Dupont
Impellizeri's/Downtown
Irish Rover
Jewish Community Center
Jewish Family & Career Services
Joe's Crab Shack
Joseph's Salon/Spa
Kentucky Science Center
Kentucky State Parks
Jay Klempner
Krebs Optical
The Laughing Derby @ Comedy Caravan
La-Z-Boy
Le Gallo Rosso
Le Relais Restaurant
Louisville Pure Tap
Majids
Maker's Mark
Manny & Merle
Mariott Louisville
Downtown
Mariposa
Martini
McDonald's
Eddie Merlot's
Herman Meyer & Son
Funeral Home
Metro Dental Group
Metropolitan Housing
Coalition
Midland Trail
Mikato
Mitchell's Fish Market
Monkee's
Moore Jewelry
Jim Morguelan
Mutual of America
Napa River Grill
The Nautilus Group/
Fenwick Insurance
Partners, LLC
Oasis Solutions Group
Old Chicago/Springhurst/
Taylorsville Rd
Outback Steakhouse/
Shelbyville Rd/HWY 22
OVASCO
Palermo Viego
Papercone Corporation
PayLogic
Persimmon Ridge
Pink Julep
Plaut & Associates, PSC
Porcini's Children
Foundation
Potbelly Sandwich Shop
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Residence Inn Marriott/
Downtown

Rodeo Drive
Dr. Elliott Rosengarten
Ruth's Chris Steak House
Rye
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St. Charles Exchange
St. Matthews Jewelry
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There were also some anonymous sponsors.

FULFILLING THE NEEDS OF THE JEWISH COMMUNITY

Jewish Community of Louisville Strategic Plan 2015-2016/5774-5777



FROM OUR LEADERSHIP

THROUGHOUT OUR HISTORY, Jews have built strong and supportive communities that teach our values and traditions from one generation to the next. Your Jewish Community of Louisville agency was created from the Jewish Community Center and the Jewish Community Federation, the successors of the YMHA founded in 1890 and the Conference of Jewish Organizations founded in 1934. We continue to ensure the welfare of Jews in Louisville, in Israel and around the world – wherever fellow Jews need our help. We do so by offering a variety of programs, services and philanthropic opportunities that provide funding today and save for the future.

Your JCL welcomes newcomers to Louisville and helps them build a new Jewish life here, educates the young, cares for the elderly, provides for those in need, creates social and recreational opportunities, offers access to culture, stands up to anti-Semitism, trains future Jewish leaders, advocates for compassion and equality, builds relationships with other faith communities and stands with Israel.

We have a long history and are proud of all we have accomplished. We also realize that our Jewish community must adapt to meet changing needs.

This Strategic Plan includes our mission and vision statements, describes our goals for 2014-2016 and is based on extensive projections of how our agency should be positioned in three years. We will continue adapting to address new challenges and opportunities. We encourage you to contact us with questions.



Karen Abrams
Board Chair



Stu Silberman
President and CEO

METHODS

STRATEGIC PLANNING MUST ALWAYS BEGIN WITH GATHERING INFORMATION.

The JCL sought input from many groups through surveys, focus groups, interviews and retreats. The agency spread information about these opportunities through articles in *Community*, e-letters, e-mails and phone calls.

INFORMATION GATHERING ACTIVITIES:

- Jewish Community and JCC Membership Surveys
- Facilitated Focus Groups
- One-on-One Interviews with key stakeholders
- Staff Retreat
- Meeting with Rabbis and Cantors
- Board Retreat
- Post-Board Retreat Sessions

POST-BOARD RETREAT SESSIONS:

- Mission and Vision
- Programming
- Financial Resource Development
- Facility
- Governance and Leadership
- Communications

MISSION

BUILD AND SUSTAIN A VIBRANT, CARING, INCLUSIVE COMMUNITY ROOTED IN JEWISH VALUES.

EACH WORD IN OUR MISSION STATEMENT TELLS THE STORY OF OUR COMMITMENT TO THE JEWISH COMMUNITY, CONGREGATIONS AND ORGANIZATIONS.

BUILD

The JCL's mission begins with the word "build" as an immediate acknowledgement of the Jewish Community of Louisville's (JCL) primary purpose to enhance the long-term viability of our community by providing leadership, financial support and synergy with other Jewish organizations in the Louisville area, in Israel and throughout the world.

SUSTAIN

The JCL's mission is also to ensure that the Jewish community is here for us, for our children and for generations to come through strategic planning that will enable our agency and the greater community we are building to continue in the years to come.

VIBRANT

Creating a vibrant community means engaging and connecting with every generation. JCL's success is measured by the well-being of every individual we touch. We provide services and programs in a Jewish environment that help develop toddlers, engage children, motivate teens, challenge young adults, inspire adults, connect families, and benefit the elderly.

CARING

The Torah teaches us to take care of those in need, regardless of one's ability or limits. We are bound as a community to be compassionate, understanding and to facilitate the needs of all members of our community.

INCLUSIVE

We welcome and embrace each generation across the broad diversity of the Jewish Community.

COMMUNITY

We bring people together, connecting and convening those in our neighborhood, our city, our state, our country, and Jews of all nations, including the people of Israel--receiving and accepting everyone who seeks to be included throughout the diverse Jewish community.

ROOTED IN JEWISH VALUES

Each individual has his or her own definition of what it means to be Jewish, but undeniably, we celebrate family, education, culture and the importance of our Jewish homeland, Israel, as we also perform ongoing acts of tzedakah (justice) and tikkun olam (repairing the world).

VISION



COMMUNITY PARTNERS

TOGETHER WE DO EXTRAORDINARY THINGS.

THE SUCCESS OF OUR COMMUNITY DEPENDS ON ALL OF US WORKING TOGETHER – THE JCL AND OUR COMMUNITY AGENCIES.

LOUISVILLE'S JEWISH COMMUNITY

COMMUNITY AGENCIES



National Council of Jewish Women

Jewish Heritage Fund for Excellence



- Gateway to Jewish Community
- Education
- Care
- Cultural Arts
- Health and Wellness
- Social
- Leadership Development
- Israel
- Outreach



- Unified Governance, Culture, Leadership, Career Development
- Support services: financial, marketing, HR, IT



Jewish Federation
OF LOUISVILLE

- Financial Resource Development
- Community Planning
- Allocations
- Advocacy
- Leadership Development
- Israel
- Outreach

CONGREGATIONS

Anshei Sfard

CONGREGATION ADATH JESHURUN



STRATEGIC PLAN & GOALS EXPLAINED

For each strategic goal identified in this plan, the JCL Board and staff have developed strategies and tactics for the next three years designed to help the agency achieve the goal and measurement tools to monitor progress along the way providing accountability.

ENSURE THE JCL'S COMMUNICATIONS ARE CLEAR AND EFFECTIVE.

1
ENSURE

- Collaborate with Louisville's agencies and provide strong leadership to address local Jewish needs.
- Clearly communicate the JCL's mission and vision and the progress we make on our strategic plan.
- Report on the benefits the JCC and Federation provide to the community.
- Steward the community's financial resources.

CREATE A CULTURE OF FINANCIAL SUPPORT THAT PROVIDES FINANCIAL STABILITY FOR THE COMMUNITY.

2
CREATE

- Increase Federation Campaign by promoting help provided locally, nationally, in Israel and internationally.
- Enhance volunteerism through training, expectations, and succession planning.
- Enrich Women's Philanthropy.
- Segment Young Adult Division into singles, young families and 36-45.
- Enhance Jewish Foundation of Louisville's Endowment and Planned Giving program by encouraging family conversations.
- Reintroduce Community Impact Grant Program.

IMPLEMENT EFFECTIVE COMMUNITY AND PROFESSIONAL LEADERSHIP AND GOVERNANCE.

3
IMPLEMENT

- Create a diverse, passionate Board of Directors with defined expectations.
- Enhance committee work by creating fulfilling volunteer experiences.
- Relaunch leadership development programs.
- Recruit and retain exceptional staff by implementing professional development opportunities, recognition and reward.

TO ADDRESS THE ISSUES REGARDING THE JCC FACILITY.

4
ADDRESS

- Invest prudently in the JCC building to ensure it is clean, safe, functional and welcoming for the next three-five years.
- Actively participate in the Jewish Heritage Fund for Excellence (JHFE) Standard Country Club Task Force to determine the best use for that property.
- Assess program space needs and facility requirements for a new or remodeled JCC.
- Engage professionals to help match those requirements to geographic options, including a possible satellite location.

PROMOTE JCC PROGRAM EXCELLENCE, **ENHANCE** JEWISH PROGRAMMING AND **GROW** PARTICIPATION THROUGHOUT THE COMMUNITY.

5
**PROMOTE
ENHANCE
GROW**

- Develop and implement strategic plans to enhance the JCC's main revenue-producing programs: Summer Camp, Early Learning Center, Health & Wellness and CenterStage.
- Polish the image of the JCC through enhanced Jewish programming, experiences and celebrations, including the JCC's 125th Anniversary in 2015.
- Collaborate with congregations and other Jewish organizations to foster a sense of One Jewish Louisville.

RESOLVE THE LEGACY ISSUES THAT IMPEDE THE AGENCY'S ABILITY TO CONDUCT BUSINESS IN TODAY'S COMPETITIVE ENVIRONMENT.

6
RESOLVE

- Determine the disposition of legacy liabilities (mortgage, line of credit, defined benefit pension plan, deferred building maintenance).
- Install and maintain IT systems necessary to sustain competitiveness.
- Ensure the organization is prepared, properly organized and has the right tools to meet increasing program and development needs.

JEWISH COMMUNITY OF LOUISVILLE

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