

The Jewish
Federation

MAKE IT YOURS

Community Report



The Jewish Federation
OF GREATER WASHINGTON

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You don't have to
CHANGE YOUR LIFE
TO
CHANGE A LIFE

DEAR FRIENDS,

This year, The Jewish Federation of Greater Washington invites you to **MAKE IT YOURS**. Make The Jewish Federation where you live your passion, where you voice your hunger for change, where you express what is important to you. This year, we challenge you to do more than think and feel: take action, do something, join us. This Community Report is an expression of that invitation.

Read about how others are making The Jewish Federation theirs and imagine your own place within our tent. See how Dottie mentors young Jewish leaders, how Matt is building his business network and how Jamie is shaping our young adult community.

Discover the extraordinary impact we are making in areas of critical need throughout our community and share your hunger for change with us. Learn about our work in Jewish education and Jewish identity, and our support for vulnerable populations and those in need of inclusion. Read about our daily efforts and emergency response, and how our work impacts our Greater Washington community, our brothers and sisters in Israel and overseas.

Explore pathways to involvement, and start out on a path that speaks to you. Find out about great upcoming events, trips to Israel and opportunities for volunteering, giving, learning and leading. Learn how you can create a Jewish legacy that endures.

Together, let's imagine how our community might be different if we all decided to *do* Jewish, instead of merely *being* Jewish. Let's imagine if we reconnected with our passions and recommitted to expressing them more fully in our daily lives. Let's imagine if when we stepped inside The Jewish Federation, we brought our passions, our talents and our whole self along.

How will you **MAKE IT YOURS**? We can't wait to find out.

Sincerely,


Liza Levy
PRESIDENT
2013-15


CHIEF
EXECUTIVE
OFFICER **Steven A. Rakitt**



the NEEDS

The six areas identified here focus on critical needs in our local and global Jewish community. At The Jewish Federation we identify, evaluate and address these priorities with unparalleled commitment, passion and sensitivity. We take seriously our responsibility to ensure that needs are met, to create a stronger, more vibrant Jewish community and to foster and strengthen our connection with Jews in Israel and around the world. These are six pressing needs in our community that The Jewish Federation addresses.



Jewish Education

Accessible and affordable Jewish education for all is a critical component for building and strengthening our Jewish community. Knowledge of traditions, values, Torah and Israel must be made accessible to all. Through formal education programs, youth groups and adult learning, as well as informal education opportunities, summer camps, community events and other cultural programs, we can perpetuate the precious legacy that we inherited from our ancestors and bequeath it to our children.



Vulnerable Populations

Expansion of services to the most vulnerable among us is essential to meet the growing needs of at-risk populations locally, in Israel and around the world. Poverty, language barriers, lack of educational access, unemployment, mental health challenges and physical or intellectual disabilities make it challenging for these individuals to achieve and live a full and meaningful life. Caring for those in need remains an important Jewish value that we must continue to uphold.



Israel & Overseas

Unwavering support, advocacy for and education about Israel and 70 other Jewish communities around the world must be a focus for our community. We must do all that we can to ensure that Jewish identity continues to thrive and that the safety, security and well-being of Jews is maintained. No matter where they live, Jews the world over, even in the most remote parts of the globe, are connected to a network of vibrant Jewish life and compassionate citizens concerned for their well-being. We are a diverse people, and our future lies in our commitment to one another.



Emergency Response

In emergency situations, we must respond swiftly to address the immediate needs of individuals who find themselves in crisis. Communities facing hardship will always have the worldwide Jewish community to turn to for support, no matter where they are or what the situation. In times of rocket attacks on innocent Israelis, escalated anti-Semitism or natural disasters, emergency response provides respite and relief for those in harm's way, trauma counseling for victims and relief workers, activities and supplies for children and financial assistance to rebuild.



Inclusion

We must be a welcoming and inclusive community for all by expanding the ways in which individuals are invited and encouraged to participate in Jewish life. It can be more challenging for people with disabilities, members of the LGBT community and those in interfaith relationships to feel included in the Jewish community. Creating inclusive programs and services benefits all participants, and we are working to reduce barriers to participation.



Jewish Identity

Expanding opportunities for meaningful connections to Jewish life gives members of our community a multitude of ways to build their Jewish journey. With the changing face of the Jewish community, individuals today often struggle to feel connected to their Jewish identity and relationship to Israel. Each of us is unique and different. We must think creatively, and expand the pathways for involvement so that every Jewish individual looking for a way to connect can do so in a way that is personally meaningful.

the IMPACT

At The Jewish Federation, we address six critical areas of need: from caring for vulnerable populations to ensuring that Jewish education is accessible to all who want it. To address our local and global community's most pressing needs, The Jewish Federation partners with 43 local, 12 national and four international agencies to offer innovative programs and services to all who need and want them. Each and every day, we deliver these programs with measurable impact and immeasurable heart. This is a snapshot of that impact.

JEWISH EDUCATION

The Need: Accessible and affordable Jewish education is a critical component for building and strengthening a Jewish community.

“We are incredibly grateful to The Jewish Federation for the financial support it provides to the Jewish Primary Day School of the Nation’s Capital (JPDS-NC). My husband and I have seen first-hand the extraordinary effect that JPDS-NC has on our children’s lives and our family life.

Our children are thriving at JPDS-NC! They have a deep love for the school, their teachers and their friends. They are engaged and excited about learning everything—from a growing understanding of Jewish text and tradition, to building a connection to Israel, to speaking Hebrew, to delving into the rich curriculum in general studies, to developing skills like creativity, collaboration and critical thinking.

Just as important, their experience at the JPDS-NC has helped them become more curious, joyful learners and more committed, engaged Jews.

Unfortunately, our family has suffered several serious financial setbacks in recent years, and without financial aid, we simply would not be able to provide our children with this invaluable experience. Without the anchor of day school education, I don’t believe that our family would be as

deeply involved in Jewish communal life as we are today. We are incredibly grateful to

The Jewish Federation for nurturing the Jewish spirit of every member of our family through its support of day school education.”

~Parent of day school scholarship recipients



**Photo has been changed to protect the anonymity of the family.*

Last year...

32 area congregational schools received an Initiative in Congregational Education grant to provide grassroots support to their religious schools, and serve as a catalyst in transforming education programs.

2,783 children in our community attended one of six Federation-supported Jewish day schools that provided educational excellence and gave children a substantive Jewish identity built on a strong foundation of Jewish learning and values.

\$2,000,000+

was invested by The Jewish Federation in our community’s Jewish education system.

500+ students participated in unique field trips that explored the rich history of Greater Washington’s Jewish community.

VULNERABLE POPULATIONS

The Need: Expansion of services to the most vulnerable among us is essential to meet the growing needs of at-risk populations locally, in Israel and around the world.

Mrs. Gold*, a Ukrainian Jewish Holocaust survivor, immigrated to the U.S. in 2005. Mrs. Gold's Holocaust history was brutal: Most of her family was murdered under the Nazi regime.

As an immigrant, Mrs. Gold was not immediately eligible for benefits or health insurance. She was financially dependent on her son, a struggle for a man with limited means. The Jewish Social Service Agency's (JSSA) Holocaust Survivor Program provided Mrs. Gold with a case manager who helped her find low and no-cost medical care and medications. They arranged for Meals on Wheels and free corrective lenses to assist with her severe sight loss. Mrs. Gold's current financial situation continues to be dire, but thanks to JSSA and the support of The Jewish Federation, she can access programs and services that allow her to live a life of dignity.

There are more than 200 Holocaust survivors in Greater Washington who live below the poverty line. As survivors age, their needs increase dramatically. The Jewish Federation helps these survivors live out their remaining years in dignity. JSSA's Holocaust Survivor program offers the following critical services:

- Emergency financial assistance
- Social work services and counseling
- Assistance filling out benefits forms
- Meals on Wheels (kosher meals delivered to survivors' homes)
- Escorted transportation to medical appointments
- Personal care assistance
- Installation of in-home emergency call systems



**Photo and name have been changed to protect the identity of the survivor.*

Unemployment services



Last year...

137 victims of domestic abuse received free clinical services including individual and group therapy, financial planning and case management.

22,978 kosher Meals on Wheels were delivered to homebound seniors.

70% of those who completed the Jewish Council for the Aging (JCA) Career Gateway program found work within 12 weeks of graduation.

9,422 children, teens and families received mental health evaluations and treatment.

100,504 miles were traveled by the wheelchair accessible Elder Buses, taking older adults to doctor's appointments, shopping and on other errands.

Counseling and support services



Caring for the elderly

Support for victims of domestic abuse



ISRAEL AND OVERSEAS

The Need: Unwavering support, advocacy for and education about Israel and 60 other Jewish communities around the world must be a cornerstone for our community.



In one of Mikhail’s earliest childhood memories, he was drawing a star in elementary school. The teacher saw it and told the class that instead of drawing a regular star shape, Mikhail had drawn a Jewish star, a symbol Mikhail was familiar with from his Jewish preschool.

By the time Mikhail, a native of Moscow, was in high school, however, he had lost touch with his Jewish roots. Mikhail reconnected through Hillel, which he joined during his first year in college. He attended Hillel’s summer learning program and then Taglit-Birthright Israel. This past summer, Mikhail helped organize “Hillel University,” the same program that first introduced him to Hillel many summers before, and he has served as a Taglit-Birthright Israel counselor four times. Mikhail’s participation in Jewish life has come full circle. Thanks to The Jewish Federation, Mikhail was afforded many opportunities to connect to his Jewish identity, something not always easy for a Jewish person living in the Former Soviet Union. Today, he is proudly turning his passion into his profession as the new Director of the Moscow Hillel.

Last year...

12,000 at-risk children, teen and family members in 35 Israeli cities and towns received mentorship and other support through the Youth Futures program.

120,000 hospitalized Israeli children returned to a sense of normal life through support for in-hospital school lessons.

80 Ethiopian-Israeli teenagers participated in activities at the Ethiopian National Project (ENP) Youth Outreach Center in Beit Shemesh, which offered a wide variety of extra curricular and leadership training programs over the course of the year. Through their participation, these teens exhibited decreased risk behaviors, greater self-confidence and higher aspirations for the future.

1,900 members of our community participated in the Israel Action Center conference calls to help understand current affairs in Israel and be effective Israel advocates.

5,940 people from former Soviet Union countries engaged with Jewish culture through 75 Jewish family Shabbat retreats.

EMERGENCY RESPONSE

The Need: We must respond swiftly to address the immediate needs of individuals who find themselves in crisis.

During Operation Protective Edge, Nitzan Tzeitlin, a high school student from Southern Israel, was one of thousands of children taken out of the line of fire and away from the thousands of rocket barrages coming out of Gaza. Nitzan joined children who went for a day of rest and recreation away from the barrage of rockets and sirens. “We spend many hours in bomb shelters,” Nitzan said. “Even a day away makes life a little easier.”

The days of respite for children from the South also provided much-needed breaks to parents, who have spent inordinate amounts of time attempting to entertain their children in bomb shelters and whose routines have been shattered by the near-constant alarms of air-raid sirens.

“This is saving the kids,” program coordinator, Benchalem Argau, said. “They’ve been bouncing off walls; they haven’t left their homes for a week, and I see how much fun they are having here. The weight has been taken off their shoulders, at least for a little while. They are used to sirens going off all the time, so this is very calming for them. I want to thank The Jewish Federation, which made it possible for us to provide this critical opportunity for the thousands of children directly in harm’s way.”



Last year...

\$30 mil.* was raised nationally, \$900,000 from our local community, to provide immediate humanitarian relief for thousands of Israeli civilians through the Israel Emergency Campaign.

80,000* children— as well as seniors, families and adults with special needs— received immediate relief through respite trips to areas in the north of Israel for a day of rest and relaxation away from the line of fire.

2,440* adults and children experiencing anxiety and post-traumatic stress disorder, as a result of rocket fire from Gaza, received life-saving treatment and support in the form of therapy and counseling sessions.

70,000 Ukrainian Jews benefited from bolstered security at Ukrainian Jewish institutions such as synagogues, yeshivas and community centers.

438,500 victims of Typhoon Haiyan received access to safe water, in addition to many other critical supplies and services after this tragic event in the Philippines.

* As of August 30, 2014

INCLUSION

The Need: We must be a welcoming and inclusive community for all by expanding the ways in which individuals are invited and encouraged to participate in Jewish life.



To the many residents of the Hebrew Home at Charles E. Smith Life Communities, Paul is a volunteer who brings a smile, a joke and warmth to every room he visits. But Paul is no ordinary volunteer. His daily visits to the Hebrew Home signify an incredible accomplishment for this special young man, who is one of many volunteers who participate in a program that accommodates volunteers with special needs.

In 2008, Paul joined the Jewish Foundation for Group Homes MOST™ program. This one-year program helps successfully transition young adults with special needs into adulthood by helping them develop, improve and maintain the life skills necessary for them to successfully integrate into the adult community.

Throughout his participation in MOST™, Paul volunteered one day a week at the Hebrew Home, something he came to cherish and truly enjoy. As a dependable, joyful volunteer, Paul's responsibilities continued to grow over time. Today, Paul volunteers five days a week and he loves every minute of it. He takes residents on walks, gets them to their appointments in the building and does all he can to bring joy into their lives.

This summer, Paul celebrated his five-year anniversary as a volunteer at the Hebrew Home, something he is quite proud of. Thanks to The Jewish Federation's support of the MOST™ program, Paul and many other young adults with special needs are able to move into adulthood with confidence, independence and the critical life skills that enable them to participate in society meaningfully.



The Jewish Federation of Greater Washington welcomes the participation of interfaith couples and families, and people of all abilities, backgrounds and sexual orientations.

Last year...

975 people attended the *ReelAbilities* film festival, which is dedicated to promoting awareness and appreciation of the lives, stories and artistic expressions of people with different abilities.

21 people graduated from MOST™, a one-year individualized program of activities and training designed for young people with disabilities to facilitate a successful transition into adult life.

5,000 people from Greater Washington's LGBT Jewish community regularly joined together at programs and events that fostered a welcoming and inclusive community.

34 individuals participated in an interfaith workshop for Jews and their partners, giving them the opportunity to explore the heritage, tradition and spirituality of both partners in a safe and welcoming environment.

190 children with special needs received a Jewish summer camp experience like that of their peers.



Programming & Events for the LGBT Community

Camp Inclusion



Support Services



JEWISH IDENTITY

The Need: Expanding opportunities for meaningful connections to Jewish life enables members of our community a multitude of ways to build their Jewish journey.



Miriam "Mim" Kahn grew up in an observant home in Rockville. Though her family kept Shabbat and she attended Hebrew school, Mim always felt different from her peers at her predominately non-Jewish school. She was constantly explaining to them what it meant to keep kosher and observe Shabbat. At the age of 8, that changed when she experienced the power and joy of Jewish summer camp during her first summer as a camper at Capital Camps, a partner agency of The Jewish Federation.

For the next nine summers, those four weeks of the year became the most special and memorable times of her life. "For me, the best part of camp was the friends I made. I loved getting to see the same girls and counselors each summer. Shabbat was pretty special, too. It was nice to get to slow down, let go of stresses, reflect and be around the people you care about."

When Mim aged out as a camper she knew she wasn't ready to leave camp, so she joined the Leadership in Training (LIT) program, followed by a summer in the Counselor in Training (CIT) program, and today at the age of 23, Mim serves as the coordinator of the camp's CIT program. "The relationships I make with my campers are some of the most meaningful I have in my life. I care deeply for them. I stay in contact with them throughout the year. My campers are like my kids. This year, twenty-nine of them joined me on staff, and it felt great to see the wonderful counselors that they have become."

When Mim reflects on her experiences at Capital Camps, she says what she appreciates most is the way that camp enables each camper to discover Judaism in their own unique way. It recognizes the differences we have and allows us to celebrate and find meaning. "I'm glad that we can help campers explore their Jewish identity and become more connected to Jewish life." Thanks to the support of The Jewish Federation, Mim and hundreds of other Jewish youth in the Greater Washington area experience the joys and impact of Jewish overnight camp.



Last year...

4,100 families received a high-quality, age-appropriate Jewish book or CD as a gift through PJ Library® each month. PJ Library families are invited to a myriad of events across the community that strengthen their connection to Jewish life.

1,472 young adults, age 18-26, traveled to Israel on a Taglit-Birthright Israel trip.

7,000 people danced, sang and celebrated Israel's 66th birthday at festival locations in Rockville, MD. and Fairfax, VA.

19,000 Jewish students on 11 local campuses were afforded robust programs and activities that connected them to Jewish life.

4,500 teens explored their Jewish identities through their participation in seven Federation-supported youth groups.



Summer Camp

Arts and Culture



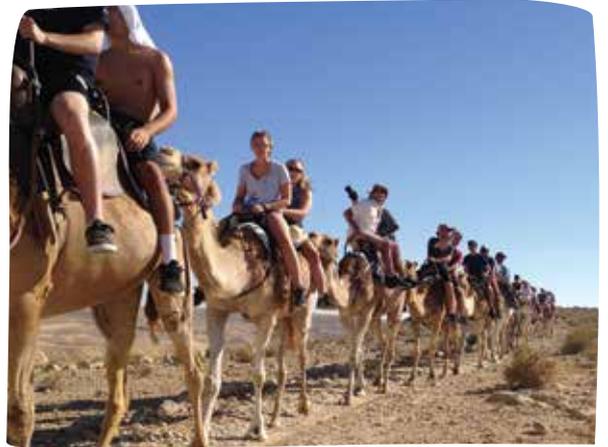
Making a Difference Together



Celebrating Israel

MAKE IT YOURS stories

“ I was in a place in my life where I was ready to explore what Judaism meant to me, and...



THE JEWISH FEDERATION HELPED ME MAP OUT A JEWISH JOURNEY FOR MYSELF THAT I AM STILL ON.”

Jamie has a passion for organizing Shabbat experiences for young Jewish professionals like herself.

Jamie grew up without a deep understanding of Jewish identity or connection to Israel. But Taglit-Birthright Israel changed that. As a 25-year-old D.C. public affairs professional, she hardly connected to the Jewish homeland as her own, yet she was immensely compelled by the Jewish state, deeply drawn to its history, people and, especially, the rest and ritual of Shabbat. She departed on a Birthright Israel trip with a curiosity about how Israelis observed their religion, what Israeli life was like in general and as an exploration of her own ties to Judaism and her Jewish identity.

Following her Birthright Israel experience, Jamie says, “I came away completely inspired to find out what made me feel so connected to Israel, to my religion and to part of my identity I didn’t really know I could tap into before.”

As she set about doing that, The Jewish Federation of Greater Washington was there, reaching out to her after the trip and the NEXT DC Alumni Leadership Mission enabling her return visit to Israel on a leadership development trip for Birthright Israel alumni. “I was in a place in my life where I was ready to explore what Judaism meant to me, and The Jewish Federation helped me map out a Jewish journey for myself that I am still on.”

At the core of her passion for Jewish communal life is Shabbat, says Jamie, now 29, extolling “this idea that everyone, together, hits pause on the week and takes time to really reflect and connect to each other—no phones, no rushing around, no distractions.” Jamie learned about Shabbat Hoppin’, the program she co-chairs, and has found great friendships and experiences in her work to “bring Shabbat into the community.”

These days, Jamie is expanding her involvement and is excited to represent Young Leadership as a member of The Jewish Federation’s Board of Directors. She is championing the causes that have helped her and others. With such a fresh appreciation for the Jewish community, Jamie feels her recent “outsider” status will help her “know how to best connect with people who may not know a way in.”



The Jewish Federation **MAKE
IT YOURS**

“ I got involved in The Jewish Federation to fulfill this passion that I have...

THROUGH THE FEDERATION I CAN HAVE AN IMPACT FAR GREATER THAN WHAT I COULD EVER DO **ON MY OWN**”



Matthew has a passion for bringing Jews together.

“When I moved back to D.C. after college, I wanted not only to be part of a vibrant Jewish community—I wanted to help build it.” Matthew found his opportunity through The Jewish Federation of Greater Washington.

A fourth-generation Washingtonian, Matthew’s Jewish journey began in his community in Potomac. But it flourished during a college semester in Prague, where he felt drawn to the city’s Jewish past and a sense of ownership of its Jewish quarter, introducing visiting friends and family to the centuries-old synagogues and relics of colorful ghetto life.

With a new appreciation for Jewish heritage, Matthew sought an outlet to “create a greater web of meaningful connections” as he started his insurance planning career in D.C. Through The Jewish Federation, he found a robust network, providing the reach and access he craved.

Today, at the age of 30—and as the first member of his family to assume a leadership role with The Jewish Federation—he’s made Jewish networking fundamental to his life, connecting Jews for business, social and philanthropic reasons. He regularly organizes networking breakfasts for the Ben-Gurion Society, the Young Leadership group he chairs, whose members donate at least \$1,000 each year to The Jewish Federation’s annual campaign. Last year, he chaired Impact DC, the annual Young Leadership gala, which raised more than \$25,000 for The Jewish Federation. Through his own involvement in The Jewish Federation’s formal business group, The Network, he’s met some of Washington’s most influential business leaders. Such connections, along with the meaningful relationships he’s developed as a volunteer, have significantly expanded his business.

“At The Jewish Federation, I found a robust network providing the reach and access I craved.”

“I got involved in The Jewish Federation to do positive things for my community and to fulfill this passion that I have, but there are these wonderful byproducts that come along with that as well,” he says, referring to not only the growth of his business, but also the meaningful friendships he has made and his own leadership development.

Meanwhile, Matthew feels fueled by what he calls The Jewish Federation’s “magnifying effect.” “The Jewish Federation has such deep organizational ties—not just in our community, but around the world—which allows those of us who get involved to have a far greater impact than what we could ever have on our own,” he says. And as for that web he’s building, it, too, is greater than the sum of its parts. “I’m just a little piece of our community’s growing web, and my hope is to help more and more people find their own passion and meaningful connection so they can help us further grow and improve our community.”

The Jewish Federation **MAKE IT YOURS**

Professional Community Alliance

Helping you and your clients do well while doing good.

The Jewish Federation’s United Jewish Endowment Fund (UJEF) works directly with attorneys, accountants, financial advisors and insurance professionals to help them advise their clients on how to fulfill their philanthropic vision, while strategically maximizing the impact on their portfolios and in our community. The Professional Community Alliance:

- Brings professionals together for networking and relationship building;
- Creates opportunities for professional networking across industries;
- Develops a core for referrals and creates a culture of philanthropy with your clients;
- Provides access to philanthropic investment opportunities and planned giving tools offered through UJEF;
- Assists clients with multi-generational family philanthropic succession planning and Guided Impact Philanthropy;
- Enables you to include philanthropic planning in your investment strategy; and
- Keeps you informed with relevant updates from Wall Street to Capitol Hill through our Professional Advisors’ e-newsletter.

For more information, email endowment@shalomdc.org



“ I believe in this community,
but I am concerned...

THAT THE **INSTITUTIONS**
THAT MEAN A LOT TO US WILL NOT BE
FULLY SUPPORTED IN THE FUTURE”

*Dottie has a passion for building
a more robust Jewish community.*

Ask Dottie what is important to her, and be prepared to hear about her love of family, community and growing the Jewish community on all sides of the Potomac river.

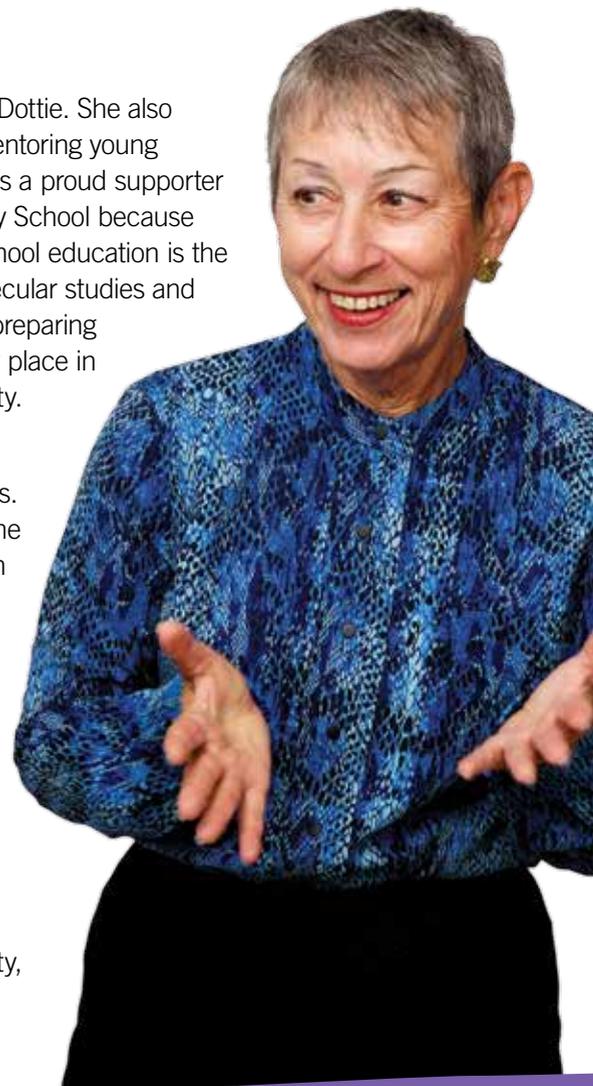
In the quest for a more robust Jewish community, Dottie brought her characteristic candor, passion and wisdom to The Jewish Federation of Greater Washington and to many other local and national Jewish institutions. As she puts it, “I’ve been privileged to serve on many boards devoted to insuring the future of the Jewish people and the Jewish community.”

“I’m at that stage of my life where I have a very different perspective. I want to make sure that we always question what we’re doing, because I think we’ll be stronger when we get the answer. Intelligent questioning allows us to make sure that our priorities remain first and foremost, and that our precious resources are used to further those goals.”

The capacity of the Jewish community to care for its most vulnerable members is one of the

areas that motivates Dottie. She also devotes herself to mentoring young Jewish leaders. She is a proud supporter of Gesher Jewish Day School because she feels that day school education is the perfect melding of secular studies and religious education, preparing students to take their place in the Jewish community.

“I believe in this community,” she says. “But I’m afraid that the institutions that mean a lot to us all will not be supported properly in the future.” To that end, she says there’s a need to “re-engineer in our kids the understanding that if they don’t support the Jewish community, nobody else will.”



“For many years I was an \$18 giver, and at the time, people made me feel that it was a worthy gift. It is one of the reasons I still give today.”

And their gifts need not be huge. Dottie says she was an \$18 giver for many years, and “the fact that it was a worthy gift at the time, and people made me feel that way, is one of the reasons I am still today a giver at The Jewish Federation.”

These days, with the ability to multiply that gift many times over, Dottie has established an endowment fund—several actually—through the United Jewish Endowment Fund, The Jewish Federation’s planned giving program to help secure the future of our Jewish community, for which she cares so deeply. “I believe in doing it while you can, and I think it is a responsibility we have once our family is taken care of. I think it is a beautiful gift to leave as an example to others and to your own family. I truly believe in leading by example.”

The Jewish Federation **MAKE IT YOURS**

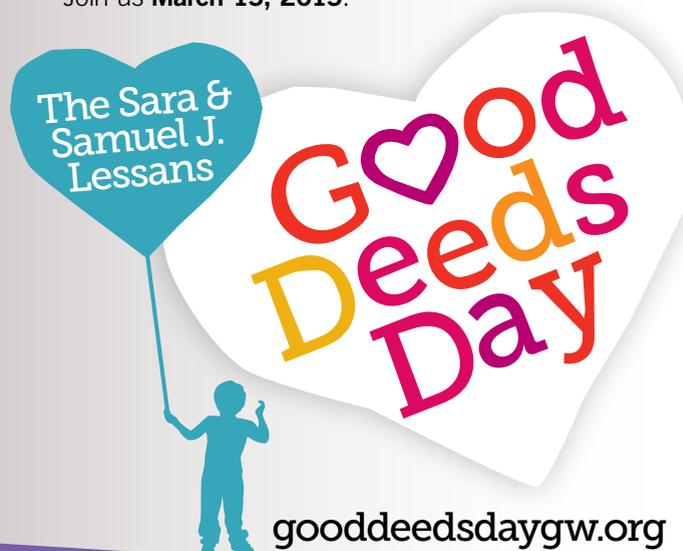
“Lessans” of Tzedakah



When Stuart Lessans was a child, he witnessed his parents’ deep commitment to Jewish peoplehood, Israel and performing *mitzvot* (good deeds). And so, as a fitting tribute, Dr. Lessans and his family have decided to consecrate that legacy by endowing The Jewish Federation of Greater Washington’s Good Deeds Day in their name. “I want to honor the memory of my wonderful parents—whose commitment to family, community and their Jewish homeland, Israel, was limitless. Making a gift to a program that they would wholeheartedly approve feels like the most perfect way for our family to carry on their ideals.”

The Sarah and Samuel J. Lessans Good Deeds Day will continue to be a yearly event where thousands of Washingtonians join volunteers in Israel and around the world in a wide variety of hands-on volunteer projects that make a difference and improve the lives of their neighbors and community.

Join us **March 15, 2015!**



gooddeedsdaygw.org

“Thanks to my trip to Israel with
The Jewish Federation...

I NOW HAVE
A BETTER **UNDERSTANDING**
OF THE IMPACT THAT FEDERATION PROGRAMS
MAKE IN THE LIVES OF SO MANY”

*Bob has a passion for Israel and is
motivated to share that with others.*

Bob may seem like a seasoned lay leader of The Jewish Federation of Greater Washington. At 61, he's helped lead a mission to Israel and is gearing up to helm another one. He serves on the finance and audit committees, chairs the pension committee and has long felt a passion and commitment to his Jewish community.

As a “numbers” guy, Bob has mastered an understanding of the local impact of dollars raised to support group homes, the Jewish Social Service Agency, Jewish day schools and JCCs for example. But for someone so involved and knowledgeable about The Jewish Federation, Israel didn't originally play a part in his Jewish life and identity.

Until about five years ago, Bob thought of Israel as “over there.” But when his daughter, Erica, attended the Alexander Muss High School in Israel, he caught her enthusiasm for the Jewish state. Now, inspired by his daughter (and later his son, Adam, who participated in the Maccabiah Games in Israel), Bob discovered a new-found interest in the homeland.

So when Bob was offered a chance to visit Israel for the first time in more than 50 years as co-chair of the Faces Track of The Jewish

Federation's Israel Your Way Mission in 2013, he enthusiastically said, “YES!” He was told, and he agreed, this was a great opportunity, consistent with what he does for the local community. He was convinced that he needed to see how the “community” extends to Israel as well.

The last time he traveled to Israel was several years before his bar mitzvah, so this trip “felt like the first time all over again.” Bob and fellow participants visited the Western Wall amid jubilant Shabbat singing and dancing and felt a powerful connection that was only enhanced at the General Assembly of the Jewish Federations of North America, where he heard speeches from Israel's President, Shimon Peres, and Prime Minister, Benjamin Netanyahu. The group visited an Ethiopian Jewish community and stopped



“It feels good to put my energy into the Jewish community; passion for the Jewish community is contagious.”

at the Bialik Rogozin School, an educational melting pot for children from more than 40 countries.

According to Bob, this trip was a transformational experience, one that expanded his knowledge about the State of Israel, gave him a deeper understanding of its people, politics and ways of life and a better understanding of the important impact that The Jewish Federation programs make in the lives of so many.

In light of his experience, Bob is paying it forward—organizing, with his wife Holly—a Federation trip for adults who have never been to Israel, or haven’t been in a long time. Titled “Israel First (or again),” the October, 2014 mission will replicate the highlights of his recent trip.

“It feels good to put my energy into the Jewish community,” he says, explaining that the volunteer work influences others to become involved—from his family to his friends. And, as his own experience has shown, passion for the Jewish community is contagious.

The Jewish Federation **MAKE IT YOURS**

ISRAEL YOUR WAY

OCT. 25 – NOV. 1, 2015

Join us for a one-of-a-kind, multi-generational journey through Israel with **four CUSTOMIZED EXCURSIONS** to choose from. Each track promises a unique, hands-on and dynamic itinerary that cannot be experienced by most visitors to Israel.

WHICH EXCURSION WILL YOU CHOOSE?

BUSINESS • FOOD & CULTURE • ECO-ISRAEL/OUTDOOR ADVENTURE • ISRAEL INSIDER



MISSION CO-CHAIRS:
Larry & Melanie Nussdorf and Bradley & Sophie Buslik

For more information or to register, visit shalomdc.org/israelyourway

Missions ISRAEL YOUR WAY



Culture Track • Cooking Class



Faces Track • Bialik-Rogozin School



Business Track • Army Base

More Ways to **MAKE IT YOURS**

Women's **PHILANTHROPY**



Philanthropic **LEADERSHIP**



A Briefing by Natan Sharansky

An Evening with Neshama Carlbach





First Timers Experience • Western Wall Tunnels



DGS Deli Brunch



Mitzvah Mavens

MAKING A DIFFERENCE IN OUR COMMUNITY ONE PROJECT AT A TIME

Mitzvah Mavens

There is no greater deed than giving the gift of oneself and as a result, this is how Sophie Buslik, a young adult just starting her Jewish Federation leadership journey, and Susan Schor, one of its veteran leaders, found themselves working together, learning from each other and spreading good deeds.

Together, these women co-chair Mitzvah Mavens. It sounds just like what it is—multi-generations of women with know-how—doing good deeds. Whether we're packing food for hungry kids to take home from school over a long weekend or holding a luncheon for Holocaust survivors, the program provides a hands-on experience that has volunteers coming back for more. "They don't want to just give money," Susan says of program participants. "They want to do good as well as give good."

For Sophie, Mitzvah Mavens' intergenerational element has proven powerful. "I'm just wowed by them," Sophie says of her more seasoned fellow volunteers. "I see these women who have families and children and grandchildren and all these things that they're doing, but they still make time for volunteering and still enjoy it, still take on more and more leadership roles."

For Susan, a recently retired attorney, working with younger Jewish women through Mitzvah Mavens gives her a sense of connection to the younger generation and assurance about the Jewish future. "Sophie and her cohort give me hope."

For more information visit shalomdc.org/mitzvahmavens



INSPIRED BY TRADITION DELIVERED WITH A TWIST

Jewish Food Experience

Food is at the center of many Jewish memories and traditions as well as family and community gatherings. The **Jewish Food Experience (JFE)** brings you **Jewish food** with modern twists, international flavors, tastes for holidays and occasions and the **DC Jewish food** scene. At

JFE, a robust website, coupled with food programming, offer meaningful ways for community members to connect with each other, with Jewish life in Greater Washington and with the important role that food plays in our religion and culture.



www.jewishfoodexperience.org



Mixing It Up with Kids



Learning to Cook



Make it Yours...

Matthew
Henson
Trail
Clean-up

Good Deeds DAY



Sports Equipment Collection from Montgomery City Schools



Common Good City Farm



Lunch Bag Prep



George Mason Hillel

The NETWORK



The Network Event



Scotch and Wine Tasting



Make it Yours...

Young LEADERSHIP



Mitzvah Hoppin' with Yachad



Young Couples Challah Making



An Evening with Yair Lapid



NEXT DC Alumni Leadership Mission to Israel

Israel@66



Community Art Project



Israeli Drum Circle



Dancing in the Square



Music by Capa'im



“WHEN YOU RECEIVE A GIFT,
YOU FEEL SPECIAL.
 AND WHEN YOU FEEL SPECIAL,
 YOU FEEL **CONNECTED.**”



Melanie, Pearl & PJ Library®

“The PJ Library program has helped me to convey our rich traditions to my small child. Each book is filled with Jewish values, culture, holidays and history,” says Melanie. In addition to the book itself, mailings include additional guidance for parents to have meaningful discussions with your children about what you are reading. Melanie especially loves the stories about Passover and Shabbat, which allow her to reconnect with her Judaism and deepen her understanding of these special holidays.

“When you receive a gift, you feel special. And when you feel special, you feel connected,” says Melanie. “Through PJ Library, I have now found my place in the community where I can meet others, become involved and share the joy of storytelling with my child.”

For more information, visit jconnect.org/PJlibrary



FUN WITH PJ Library®



A New
HOME
FOR THE JEWISH
FEDERATION



6101 Executive Blvd.
North Bethesda, MD 20852

Thanks to the generosity of some very special donors, The Jewish Federation has purchased a building that will become its new headquarters in October 2014. This building on Executive Boulevard in North Bethesda will house the offices of The Jewish Federation, a state-of-the-art conference center available for public use and the first “Café Sunflower” storefront, opening January 2015.

Café Sunflower

Thanks to the generous support of a community donor and a matching grant by The Jewish Federation’s United Jewish Endowment Fund and other community supporters, Sunflower Bakery, in collaboration with the Jewish Foundation for Group Homes, will open Café Sunflower at The Jewish Federation’s new building in North Bethesda. This partnership will enable the bakery to expand its inclusive job training for individuals with developmental or other cognitive disabilities to include front of house training, customer service and business operations. The kosher Café Sunflower will serve a variety of Sunflower’s delicious baked goods as well as coffee and other hot and cold beverages. The community is encouraged to patronize Café Sunflower as a “go to” location for meetings and get-togethers as well as a source for bakery orders for holidays and Jewish life cycle events. The Jewish Federation is proud to host such a wonderful and innovative enterprise.

THE ABRAHAM S. AND MINNIE KAY

Conference Center

The Jewish Federation is proud to announce The Abraham S. and Minnie Kay Conference Center, named by Jack Kay (z”l), in loving memory of his parents. This 3,400 sq. ft. state-of-the-art facility will serve as convening space for Jewish organizations, agencies and community members. It will serve as a welcoming space for community members to discuss, debate and engage in important issues facing our local and global Jewish world.

THANK YOU TO OUR **VOLUNTEERS, LEADERS,** DONORS & **COMMUNITY PARTNERS**

The Jewish Federation of Greater Washington thanks our dedicated volunteers, committed leaders, generous donors and corporate sponsors who touch, change and save lives each and every day.

Your support cares for those in need, builds a stronger, more vibrant Jewish community and ensures our connection to the people of Israel and Jews around the world. On behalf of our agencies and the members of our community whose lives you have touched, thank you.

2014 Financial Report

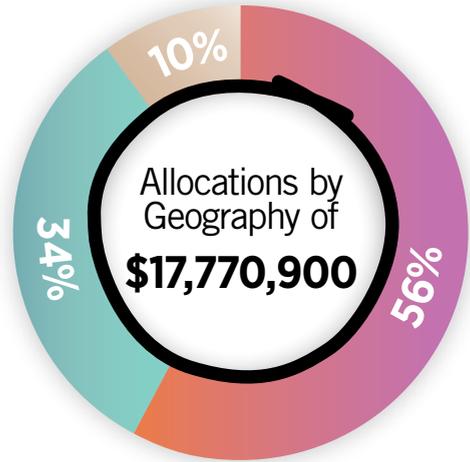
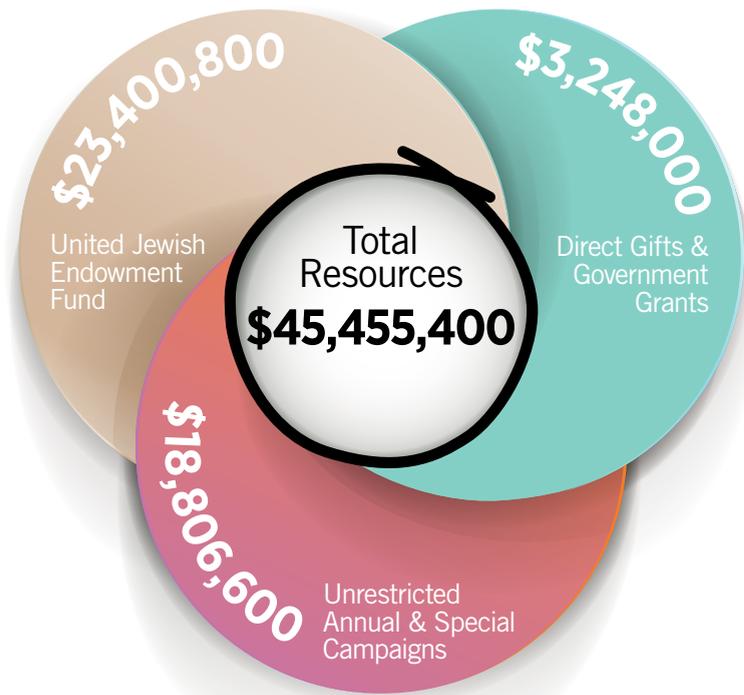
The Jewish Federation Funding & Allocation Financial Snapshot

Through your generosity, **\$17,770,900** will be distributed from The Jewish Federation's annual campaign (\$15.2 million) and the United Jewish Endowment Fund grants process (\$2.6 million) to programs and services locally, in Israel and around the world. An additional **\$3,248,000** will be distributed from generous directed gifts and government grants enabling a total of **\$21,018,800** to go into the community to help those in need, and build strong Jewish connections for members of our community.

United Jewish Endowment Fund Funding & Investment Snapshot

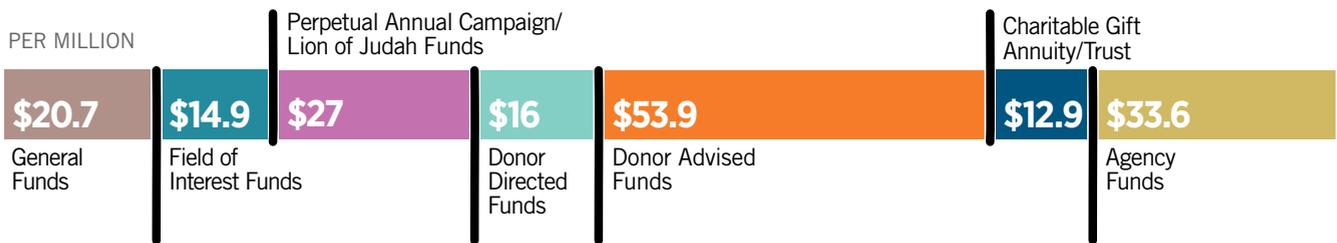
The United Jewish Endowment Fund manages more than \$180 million and proudly supports over 650 donor funds, including 180 donor-advised funds, from which 90% of the distributions go to Jewish causes locally, in Israel and around the world.

**Total Resources Collected by
The Jewish Federation of Greater Washington
and the United Jewish Endowment Fund**

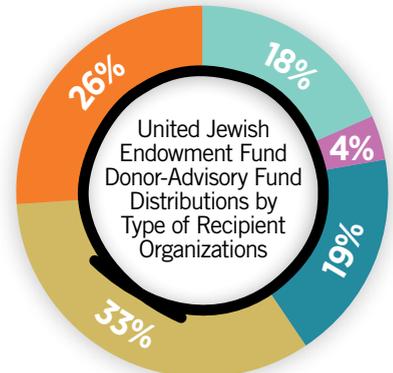
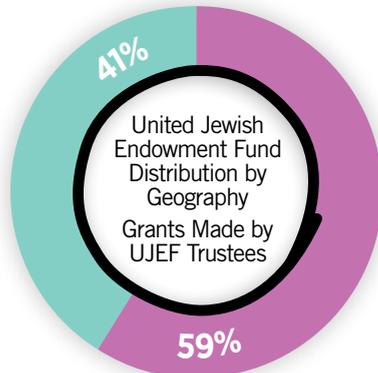
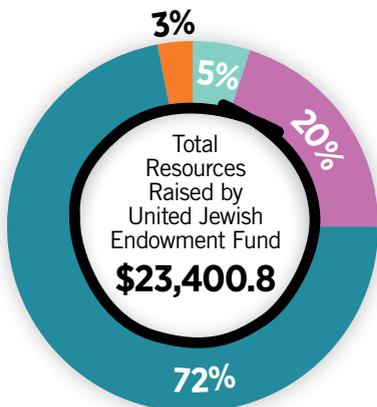


- Israel & Overseas
- National
- Local

Thanks to the generosity of many, The Jewish Federation and United Jewish Endowment Fund raised a total of **\$45,455,400**, a large portion of which was allocated to programs and services locally, in Israel and throughout the world.



TOTAL \$179 million



- Non-Permanent Endowment Gifts
- Agency Investment Accounts
- Fee Revenue and Other Sponsorships
- Permanent Endowment Gifts

- Israel & Overseas
- Local

- Non-Jewish Organizations
- Federation Campaigns
- Programs & Sponsorships
- Partner Agencies
- Other Jewish Organizations

The Jewish Federation & the United Jewish Endowment Fund Funding & Allocation Financial Snapshot

Fiscal Year 2014

(rounded to the nearest 100)

Allocations by Agency/Program	Annual Campaign	Donor Designated & Gov't Grants	UJEF Grants	Total
Campuses/Hillels	\$ 152,700	\$ 15,000	\$ 0	\$ 167,700
Capital Camps and Retreat Center (CCRC)	\$ 116,500	\$ 4,000	\$ 0	\$ 120,500
Day Schools	\$ 1,315,700	\$ 11,000	\$ 0	\$ 1,326,700
Jconnect	\$ 230,200	\$ 0	\$ 0	\$ 230,200
Jewish Coalition Against Domestic Abuse (JCADA)	\$ 49,000	\$ 35,000	\$ 0	\$ 84,000
Jewish Council for the Aging (JCA)	\$ 290,700	\$ 0	\$ 0	\$ 290,700
Jewish Community Center of Greater Washington (JCCGW)	\$ 752,700	\$ 1,700	\$ 18,500	\$ 772,900
Jewish Community Center of Northern Virginia (JCCNV)	\$ 316,700	\$ 0	\$ 0	\$ 316,700
Jewish Community Relations Council (JCRC)	\$ 587,400	\$ 9,500	\$ 0	\$ 596,900
Jewish Foundation for Group Homes (JFGH)	\$ 183,400	\$ 11,900	\$ 0	\$ 195,300
Jewish Historical Society of Greater Washington	\$ 17,600	\$ 15,000	\$ 0	\$ 32,600
Jewish Social Service Agency (JSSA)	\$ 923,000	\$ 1,000	\$ 0	\$ 924,000
Washington D.C. Jewish Community Center (WDCJCC)	\$ 389,500	\$ 34,000	\$ 29,000	\$ 452,500
Youth Group Grants	\$ 32,300	\$ 0	\$ 0	\$ 32,300
COMMUNITY PROJECTS				
Coming of Age (COA) VA	\$ 18,900	\$ 0	\$ 91,000	\$ 109,900
Coming of Age (COA) MD	\$ 7,400	\$ 112,500	\$ 0	\$ 119,900
Initiative in Congregational Education	\$ 53,300	\$ 0	\$ 0	\$ 53,300
Israel Engagement (Israel in DC)	\$ 50,300	\$ 12,600	\$ 0	\$ 62,900
Israel Quest	\$ 20,300	\$ 5,000	\$ 104,400	\$ 129,700
Jewish Life & Learning	\$ 621,000	\$ 178,500	\$ 0	\$ 799,500
One Happy Camper (Camperquest)	\$ 45,800	\$ 16,000	\$ 0	\$ 61,800
Campus Security	\$ 345,700	\$ 37,500	\$ 0	\$ 383,200
Community Transportation Project	\$ 0	\$ 42,900	\$ 0	\$ 42,900
Jewish Food Experience	\$ 0	\$ 30,700	\$ 250,000	\$ 280,700
Masa Israel Journey DC Recruitment	\$ 0	\$ 87,500	\$ 0	\$ 87,500
NEXT DC, the DC Birthright Alumni Network	\$ 0	\$ 170,400	\$ 0	\$ 170,400
PJ Library	\$ 0	\$ 130,200	\$ 100,000	\$ 230,200
Presentense	\$ 0	\$ 32,500	\$ 0	\$ 32,500
Wexner Heritage Program	\$ 0	\$ 169,000	\$ 0	\$ 169,000
Designated to Non-Partners in Local Community	\$ 0	\$ 76,000	\$ 0	\$ 76,000
Community and Global Impact Task Force Recommendations	\$ 80,300	\$ 0	\$ 100,000	\$ 180,300
Community Matching Gifts Program	\$ 0	\$ 0	\$ 100,000	\$ 100,000
Attitudes and Perceived Needs Jewish Community Survey	\$ 0	\$ 0	\$ 100,000	\$ 100,000
TOTAL LOCAL ALLOCATIONS	\$ 6,600,400	\$ 1,239,400	\$ 892,900	\$ 8,732,700

(rounded to the nearest 100)

Allocations by Agency/Program	Campaign	Donor Designated & Gov't Grants	UJEF Grants	Total
Alexander Muss High School in Israel	\$ 0	\$ 0	\$ 2,900	\$ 2,900
Alnuhud	\$ 0	\$ 0	\$ 20,000	\$ 20,000
American Joint Distribution Committee	\$ 342,800	\$ 36,400	\$ 226,500	\$ 605,700
Beit Yisrael	\$ 0	\$ 0	\$ 40,000	\$ 40,000
Dror Yisrael	\$ 0	\$ 0	\$ 97,000	\$ 97,000
Ethiopian National Project	\$ 151,000	\$ 12,000	\$ 32,500	\$ 195,500
Israel Research	\$ 0	\$ 0	\$ 10,000	\$ 10,000
Israel Venture Network	\$ 0	\$ 0	\$ 0	\$ 0
IT Works	\$ 0	\$ 0	\$ 0	\$ 0
Jewish Agency for Israel	\$ 425,000	\$ 1,331,800	\$ 100,000	\$ 1,856,800
Other Overseas Non-Partner	\$ 0	\$ 5,500	\$ 0	\$ 5,500
Overseas Core Allocation	\$ 2,890,300	\$ 0	\$ 0	\$ 2,890,300
Shahaf	\$ 0	\$ 0	\$ 50,000	\$ 50,000
Shalva	\$ 0	\$ 0	\$ 30,000	\$ 30,000
Shutaf	\$ 0	\$ 0	\$ 10,000	\$ 10,000
World ORT	\$ 19,000	\$ 0	\$ 0	\$ 19,000
TOTAL ISRAEL & OVERSEAS ALLOCATIONS	\$ 3,828,100	\$ 1,385,700	\$ 618,900	\$ 5,832,700

Inter Agency Task Force on Israeli Arab Issues (JDC)	\$ 5,000	\$ 0	\$ 0	\$ 5,000
J DATA	\$ 5,500	\$ 0	\$ 0	\$ 5,500
Jewish Communal Service Association	\$ 2,500	\$ 0	\$ 0	\$ 2,500
Jewish Federations of North America	\$ 864,000	\$ 202,600	\$ 0	\$ 1,066,600
Birthright Israel.....	\$ 207,000	\$ 58,800		
Completing the Journey.....		\$ 10,000		
Colorado Flood.....		\$ 220		
Hurricane Sandy Relief.....		\$ 900		
Israel Office.....		\$ 62,300		
Oklahoma Tornado.....		\$ 4,600		
Phillipines Typhoon.....		\$ 15,700		
Social Venture Fund.....		\$ 50,000		
National Alliance	\$ 141,700	\$ 0	\$ 0	\$ 141,700
TOTAL NATIONAL ALLOCATIONS	\$ 1,225,700	\$ 202,600	\$ 0	\$ 1,428,300

FEDERATION sponsored PROGRAMMING & ADMINISTRATION	\$ 3,550,400	\$ 420,400	\$ 1,054,400	\$ 5,025,200
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TOTAL ALLOCATIONS BY AGENCY/PROGRAM	\$ 15,204,600	\$ 3,248,000	\$ 2,566,200	\$ 21,018,800
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OUR COMMUNITY PARTNERS & LEADERSHIP

Agencies & Partners

AS OF AUGUST 30, 2014

LOCAL SERVICE NETWORK

- Capital Camps & Retreat Center
- Charles E. Smith Life Communities*
- Garden of Remembrance*
- Jewish Coalition Against Domestic Abuse
- Jewish Community Center of Greater Washington
- Jewish Community Center of Northern Virginia
- Jewish Community Relations Council of Greater Washington
- Jewish Council for the Aging
- Jewish Foundation for Group Homes
- Jewish Historical Society of Greater Washington
- Jewish Social Service Agency
- Washington DC Jewish Community Center

COMMUNITY PROGRAMS

- Coming of Age (MD and VA)
- Initiative in Congregational Education
- Israel Engagement
- Israel Quest
- Jconnect
- Jewish Food Experience
- Jewish Leadership Institute
- Jewish Life & Learning
- Masa Israel Journey
- NEXT DC
- One Happy Camper
- PJ Library®
- PresentTense
- Reverse Mifgash
- Wexner Heritage
- Young Jewish Professionals Network

* Non-funded Agencies

The Jewish Federation thanks our partner agencies and programs for their collaboration and commitment in joining us to address the needs of our Jewish community.

JEWISH DAY SCHOOLS

- Charles E. Smith Jewish Day School
- Gesher Jewish Day School of Northern Virginia
- Jewish Primary Day School of the Nation's Capital
- Melvin J. Berman Hebrew Academy
- Torah School of Greater Washington
- Yeshiva of Greater Washington

COLLEGE CAMPUSES AND HILLELS

- American University
- College of William and Mary
- Gallaudet University
- George Mason University
- George Washington University
- Georgetown University
- James Madison University
- University of Maryland
- University of Mary Washington
- University of Virginia
- Virginia Tech

LOCAL YOUTH GROUPS

- B'nai B'rith Youth Organization (BBYO)
- B'nei Akiva
- Habonim Dror
- National Conference of Synagogue Youth
- North American Federation of Temple Youth Mid-Atlantic Region
- United Synagogue Youth
- Tzofim—Israeli Scouts

NATIONAL AGENCIES

- Inter-Agency Task Force on Israel Arab Issues
- Israel Action Network
- J Data
- Jewish Communal Service Association
- The Jewish Federations of North America National Funding Alliance
 - American Jewish World Service
 - Association of Jewish Family and Children's Services
 - BBYO
 - Hebrew Immigrant Aid Society
 - Hillel: Foundation for Jewish Campus Life
 - JCC Association
 - Jewish Council on Public Affairs
 - JTA, The Global Jewish News Service
 - National Conference on Soviet Jewry
- Taglit-Birthright Israel

ISRAEL AND OVERSEAS NETWORK

- American Jewish Joint Distribution Committee
- Ethiopian National Project
- Jewish Agency for Israel
- World ORT

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2014-15

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