

JFedSTL.org

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 @JewishFedSTL

**WINTER 2019**

# JFED CONNECTS



# JEWISH FEDERATION OF ST. LOUIS **LEADERSHIP**



## FROM OUR BOARD CHAIR **Greg Yawitz**

Over the course of the last month since my election as Board Chair of our Jewish Federation of St. Louis, I have received many wonderful emails and calls and had a number of great interactions with a diverse group of community members.

The role of Board Chair is, at its core, about our community.

Federation exists, not for itself and what it can do, but to serve the broad spectrum of our people here in Saint Louis and around the globe. Federation is successful when our partners are successful and are making a difference in people's lives.

Whether through the support of our numerous day schools of different denomination which educate our children and connect them to their rich Jewish tradition, ritual, and history; through supporting the daily needs of the most vulnerable members of our community; supporting diverse adult educational programs at many of our partner agencies and synagogues; convening cohorts of early childhood educators to develop best practices; helping create new and innovative community events like Sababa; bringing diverse groups of young adults together through our re-envisioned YPD (Your Place Discovered); supporting the work of our JCRC; marshaling support for significant capital campaigns for a number of our partners; investing in solutions for recent Olim in our partner region of Yokne'am and Meggido; working with PJ Library to expand the distribution of Jewish books to young families; creating opportunities for members of our Professional

Society to connect around topics of interest; or simply supporting events around St. Louis, the Federation builds community.

The community we seek to build is one with many vibrant and engaging ways to be and live Jewishly where we honor and respect those who both choose the way we do and those who choose a different path.

As I noted in my acceptance speech in September, it is incumbent on us to be the Light Unto the Nations, even here in St. Louis, about what is possible. The first step in kindling that light is how we acknowledge, work with, and respect others and their choices, beliefs, and practices. When we open our hearts and minds to appreciate how other people make choices, we are better as a result.

It is my hope that as I serve you as your Board Chair that we can work together for a better community whether we agree on everything or not, because I believe we can all agree that a vibrant and flourishing community is the fundamental success we all seek. As Rabbi Lord Jonathan Sacks said, "Jewish Unity is a cause that is not advanced by the advocacy of one point of view over another. It demands the difficult, but not impossible exercise of thinking non-adjectivally as a Jew: not as a member of this or that group, but as a member of an indivisible people."

Federation is here for you. I hope you will join me in being here for our community by helping Federation bring about the future we all desire.

A handwritten signature in black ink, appearing to read 'Greg Yawitz', written in a cursive style.

Greg Yawitz  
Board Chair

## **2019 Annual Campaign**

I would like to introduce you to Betty. A Jewish widow, Betty spent countless years volunteering for community causes and at 88 years old was living a wonderful life. However, a few years ago, Betty started to feel not quite herself. Her quality of life started to suffer. She became unable to play cards or attend nightly dinners with her friends at Covenant Place, where she lives. Then, she was diagnosed with cancer. Betty needed help!

So many people like Betty live in our community. People, young and old, find themselves facing crises - be it sickness, homelessness, social isolation, drug addiction, or unemployment. Fortunately, the Jewish Federation of St. Louis invests in dozens of programs and services across the community that carry on the Jewish tradition of helping lift all of those in need.

Thanks to social service programs in various community organizations, Betty got the assistance she needed. Her social worker at Covenant Place contacted Jewish Family & Children's Service (JF&CS). Betty enrolled in the Homemaker Program, and she received daily help with chores so that she could conserve her energy for other things like visiting with her friends. A compassionate rabbi from the Chaplaincy program began visiting her regularly, giving her spiritual guidance and peace while dealing with end-of-life issues.

Betty thought she was being handed a death sentence, but now she feels she received a gift of life.

Your gift to the Jewish Federation of St. Louis ensures that you can help provide vital services to people in our community like Betty. As the year comes to an end, a group of concerned community



## Brian Herstig NAMED AS NEW CEO OF FEDERATION

After a nationwide search, the Jewish Federation of St. Louis has selected Brian Herstig as its next President & CEO. Herstig succeeds Andrew Rehfeld, who left Federation in April to become President of Hebrew Union College-Jewish Institute of Religion.

Herstig, currently residing in Minneapolis, has an impressive and varied background working in the nonprofit sector, including a total of 15 years at the Jewish Federations of Minneapolis and Pittsburgh. Most recently, Herstig has been the Director of Operations and Administration at Twin Cities RISE, which assists individuals in generational poverty on the path to long-term and stable employment. He holds two Master's Degrees from Brandeis University - one in Non-Profit Management, and the other in Jewish Communal Service - and graduated from The Ohio State University, magna cum laude, with a degree in Social Work.

Herstig is expected to begin his new role in the second week of January.

"Brian immediately rose to the top of our candidates for his keen attributes, especially with implementation and vision around strategic planning and our new community investment model," said Greg Yawitz, Board Chair of Federation and Co-Chair of the Search Committee.

leaders has come together to make a significant offer. **They will double the value of any new or increased gifts to Federation in December.** That means your gift can have twice the impact, if you give now!

Please remember, every gift is important. Your gift is needed, right now. You can help provide hope to people like Betty. Please give as generously as you can, and thank you for your consideration.



Sincerely,

John Greenberg  
Vice Chair, Campaign

Gerry Greiman, immediate past Federation Board Chair and Co-Chair of the Search Committee, added, "Brian impressed us as having the ability to connect with and inspire all segments of our Jewish community, and to lead Federation in implementing our strategic plan and vision."

The search process for a new President & CEO began in earnest in April of this year and involved an intensive, nationwide search and a review of many qualified candidates.

"I stepped away after 15 years of working within Federation purposely to experience different ways to address community needs in a changing environment. I've spent the last 10 years learning and implementing different approaches, and now it's time to come back to the Jewish world with a new strength of purpose and conviction to work with the Federation community in St. Louis."

To learn more about the entire process and other members of the Search Committee, please go to our website at [JFedSTL.org/CEO-Search](http://JFedSTL.org/CEO-Search).

Don Hannon, Federation's Chief Operating Officer and acting CEO, said of Herstig, "Brian's record as an innovative leader with a proven record in many areas of the work we do at Federation will be a wonderful asset to the organization. Speaking for the senior management team and staff, we all look forward to a successful working relationship for years to come."

Herstig is married to Barbara (Barb) Herstig and has three children. He and his family look forward to moving to St. Louis and beginning his journey at the Jewish Federation of St. Louis.

Herstig said he was impressed with Federation's implementation of its Strategic Plan, Core Commitments, and Priorities.

He also shared his belief that an organization is fundamentally about people - the people who work there, the people who support it, and the people who lead it from a volunteer perspective.

"My background in social work taught me to 'meet people where they are,' which means to listen more than you speak, look for commonalities among a diverse group, and design solutions that work for as many people as possible," he said. "I have tried to do that in my career and it will be my honor to work with the St. Louis Jewish community to do so."

# COMMUNITY IMPACT

## Needs Assessment and Planning

In 2018, anti-Semitic incidents doubled from previous years with almost 1,900 attacks against Jews and Jewish institutions reported across the country. Over the last year, the Jewish Community Security Director has worked with almost 30 local Jewish organizations with physical infrastructure to conduct security assessments. The Security Director developed a community plan, based on physical security best practices, to enhance the security of community organizations and submitted a proposal for the first phase of project funding.

## Investments

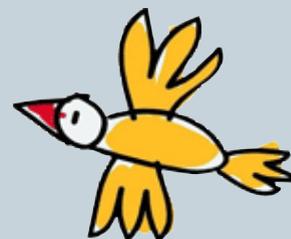
In May and June of 2019, the Jewish Federation of St. Louis' Board of Directors approved \$7.9 million in community investments in the first cycle of the 2019 process. For the first time this year we were able to break down our investments by Core Commitment and Priority area. Review 2019 Community Investments to date (as of July 1, 2019) JFedSTL.org/Investments.

The Community Impact Committee and professional team are currently reviewing Priority Outcome Investment requests aligned with Federation's highest priorities for the fall cycle. There were a total of 26 requests for over \$1.5 million.

## Community Partner Highlight

Hand in Hand is building inclusion and equality between Arab and Jewish citizens of Israel through a growing network of bilingual, integrated schools and communities.

Every year, second graders at the Hand in Hand Wadi Ara school learn the story of world's creation in the Torah and the Quran. The unit culminates in a special sleepover at the school, a night that begins with students gazing at the stars and then waking up to watch the sunrise together. Hand in Hand parent and filmmaker Zohar Sahar created a magical two-minute video about this night, narrated by Sama: [Facebook.com/USEmbassyJlm/videos/363617294359762](https://www.facebook.com/USEmbassyJlm/videos/363617294359762).



**Hand In Hand**  
Center for Jewish-Arab Education in Israel

## Fredman named to Mandel executive program



Mindee Fredman, the Vice President of Community Impact at the Jewish Federation of St. Louis, has been selected as a member of Cohort II for the prestigious Mandel Executive Leadership Program.

The program provides rising leaders of Jewish Community Centers (JCCs) and Jewish Federations the opportunity to frame community challenges, envision communal futures, and strategize for their organizations.

"I'm excited for this opportunity. Mandel Fellows form a network of peers who share a passion for the advancement of Jewish life," Fredman said.

The fellows of Cohort II were selected from a pool of nearly 100 applicants. As a group, they include rising leaders of Federations and JCCs across the United States and Canada. Beginning in January, they will embark on a 16-month program composed of three seminars in Boston, a study tour in Israel, small group work, and individual mentoring. Graduates

participate in continuing educational, training, and mentoring activities sponsored by the Mandel Institute for Nonprofit Leadership.

As a Vice President of Federation, Fredman oversees needs assessment, plan/strategy development, investment of community resources, and impact evaluation. She has worked in the Jewish communal field for nearly 25 years and holds a BA in Anthropology/Archaeology, a Masters in Jewish Nonprofit Management, and a Masters in Social Work.

In her tenure at the Jewish Federation of St. Louis, Fredman has also managed projects in the areas of development, board governance, supporting foundations, and leadership and professional development. She recently served as the Director of Community Investment, where she ensured the appropriate investment of communal resources were executed in a manner that was collaborative and impactful through the development and implementation of a new investment process to be more proactive in meeting community needs.

Fredman is a proud alum of the Wexner Heritage Program and was the 2017 recipient of the JProStl Career Achievement Award.

More information about the Mandel Executive Leadership Program is available at [MandelInstitute.org](http://MandelInstitute.org).



Jewish Federation of St. Louis is accepting applications for Israel Bound 2020, a three-week trip to Israel bringing together Jewish high school students from the St. Louis community. Participants will have the opportunity to:

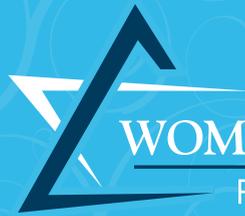
- Explore ancient Jerusalem and modern Tel Aviv
- Float in the Dead Sea
- Climb Masada at sunrise
- Ride a camel in the Negev Desert and sleep in a Bedouin tent
- Surf in the Mediterranean
- Reflect at the Kotel, the Western Wall
- and much more!

The trip will run from June 1-21, 2020, making Israel Bound one of the earliest trips available for teens that get them back in time for camp programs, work, and other activities. To view a video about Israel Bound, visit [JFedSTL.org/Local-Trips](http://JFedSTL.org/Local-Trips).

The trip will cost \$6,075 all-inclusive (including the flight from St. Louis). Early-bird pricing of \$5,675 is available through December 31, 2019.

Learn more at our informational meetings: Dec. 9 at 7 pm in the Kaplan Feldman Complex, 12 Millstone Campus Dr.

For more information, contact Jody Gerth at 314-442-3881 or [JGerth@JFedSTL.org](mailto:JGerth@JFedSTL.org).



## WOMEN'S AUXILIARY FOUNDATION FOR JEWISH AGED

### GRANT APPLICATIONS

for the 2020 funding cycle from St. Louis area 501(c)(3) organizations are due by **March 20, 2020** (no exceptions).

### Fill out applications at

[JFEDSTL.ORG/ABOUT-US/WOMENS-AUXILIARY-FOUNDATION](http://JFEDSTL.ORG/ABOUT-US/WOMENS-AUXILIARY-FOUNDATION).

The Foundation is focused on providing financial support through grants and challenge grants for programs and organizations that ensure the dignity and honor of the Jewish elderly in the St. Louis community.

Applications will be accepted from a professional employed by a St. Louis non-profit working in conjunction with the Jewish community.

If you have questions, please contact Lori Kabrun-Berry at 314-442-3828 or [LKabrun-Berry@JFedSTL.org](mailto:LKabrun-Berry@JFedSTL.org).



## JProStl to Recognize 11 Community Leaders

Eleven honorees have been selected for the Annual JProStl Recognition Luncheon, which takes place Thursday, Jan. 30, from 11:30 am to 1:30 pm at The J's Staenberg Family Complex, 2 Millstone Campus Dr. The theme of the program is "Drive to Succeed."

The JProStl Peer Awards honor staff who exemplify professional excellence and dedication to their position, organization, and the St. Louis Jewish community. Those selected to receive a JProStl Peer Award in eight categories include:

- Visionary – Fawn Chapel (JCRC)
- Career Achievement – Lori Wishne (Jewish Federation of St. Louis)
- Chesed/Kindness – Amy Neuman (Crown Center for Senior Living)
- Dedication – Scott Jannings (Covenant Place)  
Vicki Shuchart (B'nai Amoona)
- Emerging Leader – Rabbi Josh Bregman (MTI – Missouri Torah Institute)

## One Happy Camper

At Jewish overnight camp, kids discover who they are – and who they want to become – while having the time of their lives.

They try out new things and find the best versions of themselves. Basketball and soccer? Of course. Sailing and waterskiing? Yup. Music and drama and art? You bet. Specialty programs in science or entrepreneurship or culinary arts? We've got those, too.

One Happy Camper, the Foundation for Jewish Camp, has opened grants to all Jewish first-time campers in Missouri, with the exclusion of Kansas City. The program offers up to \$1,000 for first-time campers.

- Educator – Betti Blumoff (Saul Mirowitz Jewish Community School)  
Roz Hirschorn (Epstein Hebrew Academy)
- Mentor – Lisa Marucci (The J)
- Pillar – Cori Neidenberg (United Hebrew Congregation)

The JProStl Partnership Award honors a lay leader who best represents the lay-staff partnership. This year's awardee is Marilyn Ratkin.

Recipients were chosen by a committee of JProStl leadership and former honorees representing colleagues from across the community.

Program co-chairs are Jennifer Baer of the Jewish Federation of St. Louis and Marian Gordon of Traditional Congregation. Peer Awards co-chairs are Chana Novack of Chabad on Campus and Dan Reich of the Holocaust Museum & Learning Center, Partnership Award co-chairs are Anita Kraus of B'nai Amoona and Holly Ingraham of Cultural Leadership. Liz Collins of Kol Rinah is JProStl Special Events Chairman, and Randi Schenberg of Crown Center is JProStl President. Vice Presidents are Scott Berzon of the *Jewish Light* and Erin Schreiber of Maryville Hillel.

The luncheon is \$30 for guests and free of charge for staff who work at least 20 hours per week annually at a Jewish organization. To register and to donate to professional development in honor of the recipients, go to [JFedSTL.org/Luncheon](http://JFedSTL.org/Luncheon). Online registration for the luncheon will be open in early December.

For information on sponsorships and tributes, contact Marci Mayer Eisen at 314-442-3810 or go to [JFedSTL.org/JProStl-Sponsorship](http://JFedSTL.org/JProStl-Sponsorship).

JProStl, an initiative of the Jewish Federation of St. Louis, is affiliated with the Millstone Institute and supported by Mont & Karen Levy and the Lubin-Green Foundation, a supporting foundation of the Jewish Federation of St. Louis. The luncheon is supported by Bill Solomon & Family and Jonathan & Jennifer Deutsch.

There's a perfect camp for every child. Find yours at [OneHappyCamper.org](http://OneHappyCamper.org) or contact us at [OHC@JFedSTL.org](mailto:OHC@JFedSTL.org) or 314-442-3776.

