



Jewish Community
Federation of Richmond

2024 Annual Campaign

It's Moments Like This



JCFR Vision

To build and sustain a vibrant, inclusive,
and welcoming Jewish community for
today and tomorrow.

Financial Resource Development (FRD)

Richard Thalhimer - FRD Co-Chair

Brian Greene - FRD Co-Chair

Jill Goldfine - Women's Philanthropy Chair

Hedy Lapkin - Community Campaign Chair





Our Mission

1

Strengthen Jewish Identity

Serves as a central convener and collaborator for our community's agencies and synagogues

2

Foster Jewish continuity

Supports Jewish education and programming for all ages

3

Inspire connections to Israel and world Jewry

Instill a personal connection to and love of Judaism, Torah, and Israel





Jewish Community Federation
of Richmond

2023 Annual Campaign

Good that goes everywhere!

Annual Campaign =
\$3,015,654



**Allocated more than
\$2,491,889 locally
and globally
through Annual
Campaign and
Supplemental Gifts**

Unrestricted Local Dollars = \$1,085,000

- Weinstein JCC - \$250,000
- Jewish Family Services - \$180,000
- Beth Sholom * / Elderly Care - \$160,000
- Rudlin Torah Academy - \$145,000
- JCFR Central Services - \$350,000

*Allocation in review

In 2023, the Allocations Committee agreed upon metrics with partner agencies that will allow us to track and align our allocations with the Federation's Strategic Plan

ISRAEL & OVERSEAS

Allocated \$587,691

JDC - Joint Distribution Committee = \$302,674

Unrestricted = \$240,674

Total Restricted = \$62,000

Zaporozhye: \$25,000

JointTech: 15,000

Mazel Tov JCC: \$12,000

JCFR - Ukraine Exchange Programs: \$10,000

Assisted over 9 million Ukrainian
refugees cross over to Poland

Supports seniors and those
displaced by the war in Ukraine

JAFI - Jewish Agency For Israel = \$254,016

Unrestricted = \$149,016

Total Restricted = \$105,000

Partnership2Gether: \$20,000

Partnership2Gether Exchange: \$8,000

Shaliach Program: \$50,000

Israel Fellows at UVA and VT: \$25,000

Thru JCFR - Summer Camp Shalichim: \$2,000

Supported a record 76,261 immigrants
from 95 countries making Aliyah

Creating dynamic
programs at Camp
Hilbert and Camp Ganim

Other = \$31,000

ORT in Zaporozhye: \$10,000

Freedom Ukraine: \$6,000

Neve Michael Youth Village: \$5,000

Friends of the IDF: \$5,000

Israel Counseling Center for Women: \$5,000

Supports 400 students after 4 years
without in person learning

Arrived
Sept 28th



Jewish Community
Federation of Richmond



REGIONAL & NATIONAL GRANTS

Allocated \$129,700

Aleph Bet Preschool - \$18,000

BBYO - \$ 17,000

Birthright Israel - \$3,000

GMU Hillel - \$4,300

Holocaust Survivor Support Fund - \$3,400

JELF - \$3,000

Jewish Student Union - \$17,000

Jewish Life at VCU (Chabad) - \$15,000

JMU - \$1,000

Radford - \$1,000

Richmond Coalition for Jewish Education - \$12,000

UVA Hillel - \$5,000

VCU Hillel - \$20,000

VT Hillel - \$5,000

Washington & Lee Hillel - \$1,000

William & Mary Hillel - \$4,000

JELF - 7 students from
RVA with \$29,300 in AID

Jewish Student Union supports programs at
7 local public and high schools

Hillel Supports:

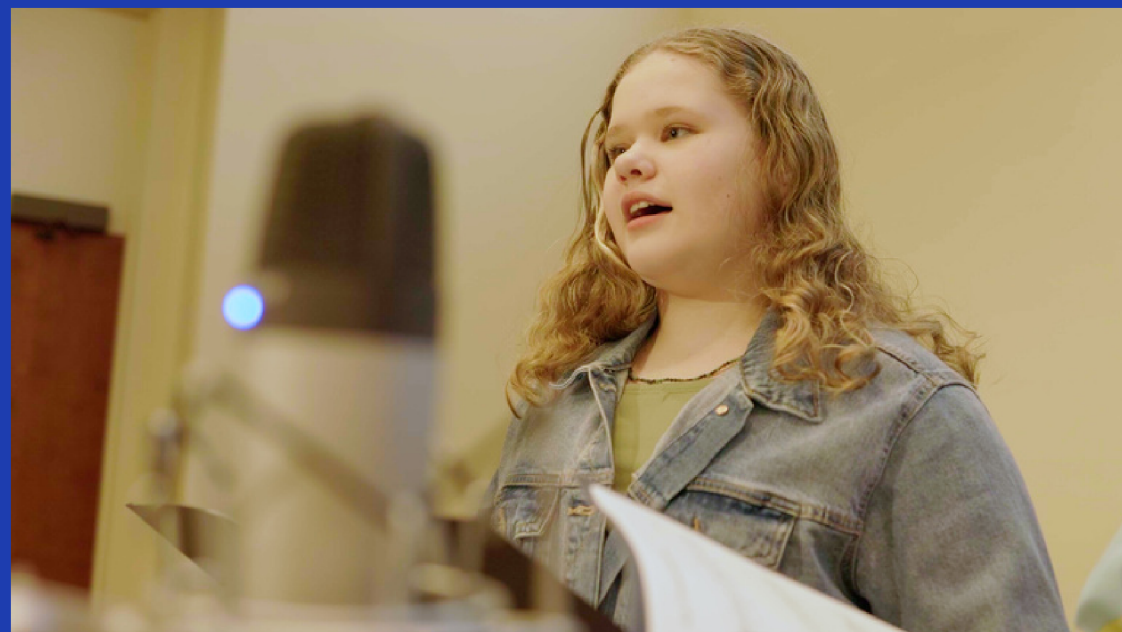
Around 5,000 Jewish Students at 8 campuses across the Commonwealth

Grant Impacts:

225 Students attending JSU/BBYO programs in Richmond

Partners requested \$219,069 in funds.

✓ Our partners all believe that with more support they can provide more programming, connecting more young adults to Jewish life.





LOCAL PROGRAMMATIC GRANTS

Allocated \$290,080

Making Jewish Life Affordable

JFS - Jewish Care Line: \$50,000

Weinstein JCC - Scholarships: \$36,000

JCFR - Overnight Camp Scholarships: \$30,000

RTA - Scholarships: \$30,000

Aleph Bet Scholarships: \$11,000

Supporting
campers at 9
different camps
for the summer
of 2023

Since inception,
92 families,
58 individuals, &
40 couples
have received
assistance,
all Jewish

Community Building

JFS - Jewish Care Line: \$50,000

SCN / JCFR - Community Security: \$45,000

Congregation Or Atid - Gan Chesed: \$6,000

Weinstein JCC - Global Day of Jewish Learning: \$4,000

Friendship Circle - Day at the Diamond: \$3,000

Weinstein JCC EnRich: \$10,000

Average of 130 seniors regularly
attending monthly programs

10,000 free
tickets given
away

Youth Learning

RTA - IDEAL: \$19,000

KBI - J-LEAP: \$12,000

Friendship Circle - Birthday Circle: \$4,500

RTA - Middle School Israel Trip: \$4,000

Jewish educational activities through STREAM Lens

College Aged Programming

Jewish Life at VCU Israel Education & Awareness: \$2,500

Jewish Life at VCU Shabbat Program: \$2,500

Partners requested \$413,350 in funds

✓ This year, we want to say yes to: more camp scholarships, more day school scholarships, and more engagement opportunities?



It's Moments Like This

Jewish Life at Every Moment

Education

From the moment a child enters
Jewish pre-school

Holocaust Survivors

To the moment a
Holocaust survivor feels
less alone.

Inclusivity

More Jews to Do More Jewish
More Often

Connection to World Jewry

Honeymoon Israel
Shaliach
Leadership2Gether

Secure the Community

Provide Security training
to 1500 members of the
community by 2024

Fight Antisemitism

Promote cultural
understanding



Then and Now: Why More Dollars are Needed

Costs for vital services to the vulnerable have risen dramatically

Impact	Then - 2017	Now	% Increase
1 month - fresh and non-perishable food in RVA	\$881	\$1,361	54%
Average Rent - 2 bedroom in RVA	\$941	\$1,575	67%
Basic monthly home care for elderly in RVA	\$1,514	\$3,960	162%
Preperation and flight for Aliyah for family of four from Ukraine	\$3,720	\$6,400	72%
Monthly food and medicine for older adults and families in Venezuela	\$71	\$204	187%

2024 Campaign Goals



\$3.6 million in total financial resources

- \$3.1 M for Annual Campaign
- \$500,000 in Supplemental Gifts



Secure 10 Legacy Gifts

- ACE - Annual Campaign Endowment
- LOJE - Lion of Judah Endowment



Redefine allocations process to align our impact funding with communal priorities





FIGHTING ANTISEMITISM

The Jewish Community Relations Committee (JCRC) is the Richmond Jewish Community's primary convener and consensus-builder, community relations voice, and policy advocate.

Our focus is to speak out and build partnerships to combat hate and prejudice.

The JCRC tackles critical issues in common cause with diverse coalitions and partners.

JCRC is comprised of four outreach areas and subcommittees:

- Government and Legislative Affairs
- Israel Education and Advocacy
- Intergroup and Interfaith Outreach
- Education

- ✓ May 2023 - Through JCRC's work, Virginia Governor Glenn Youngkin signed historic legislation adopting the International Holocaust Remembrance Alliance's working definition of antisemitism into Virginia law.
- ✓ February 2023 - Attorney General Jason Miyares announced the creation of Antisemitism Task Force.
 - The Task Force is in response to the recommendation of the Governor's Commission to combat Antisemitism report issued in December 2022
 - The Task Force's mission centers around four strategies: monitoring, information-gathering, educating, and investigating instances of Antisemitism in the Commonwealth.
 - This state Task Force is the first of its kind in the United States.
 - June 2023 - JCRC CEO Daniel Staffenberg was selected as an initial member.
- ✓ November 2022 - At the Federation's request, Richmond Mayor Levar Stoney participates in Mayors Antisemitism Summit along with the Richmond JCRC representatives resulting in Richmond recognizing Jewish American Heritage Month

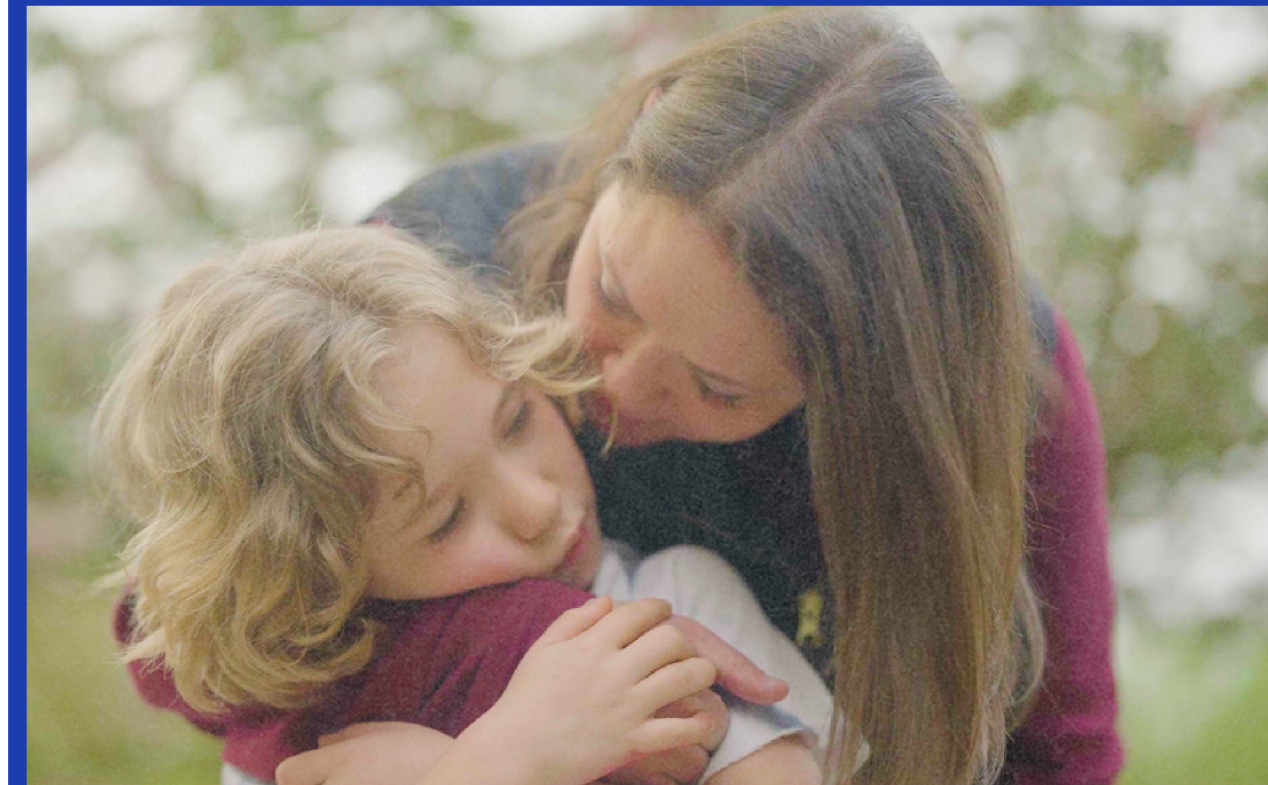


SECURING THE COMMUNITY

- ✓ For the past three years, The Jewish Community Federation of Richmond has partnered with Secure Community Network (SCN) and the Jewish Federation of the Virginia Peninsula to strengthen our community's safety, security, and preparedness.
- ✓ SCN is the official safety and security organization of the Jewish community in North America.
- ✓ Dave Brackins, our Regional Security Advisor, serves each of our agencies and synagogues and is a key resource and liaison for the Jewish and general community
- ✓ Since the launch of the program, 1,417 Individuals have received one or more Security Training.
- ✓ Federation's investment of \$225,000 over the past 2 years has resulted in over \$3.1 million in grants to Greater Richmond synagogues and agencies.
- ✓ Over the past 12 months:
 - Engaged with almost every local agency and Synagogues to provide training.
 - Met with 53 different agencies, synagogues, and government agencies.
 - 556 security meetings with Jewish agencies, places of worship, government agencies, and colleagues.
 - 46 different trainings




"Dave, the Regional Security Advisor, has been instrumental in getting our staff better prepared for emergencies. He was just here today training our preschool staff and will be here tomorrow for an all staff meeting. With his guidance, we also completely revised our emergency manual. We are really grateful for everything he is doing for the JCC and the entire Jewish community."

Orly Lewis CEO – Weinstein JCC



DIGNITY GROWS

A national program run locally by the
Jewish Community Federation of Richmond

- ✓ Period Poverty affects 1 in 3 women.
- ✓ Dignity Grows is the national leader in addressing Period Poverty through action-forward volunteerism and community engagement.
- ✓ Federation sees Dignity Grows as a community program connecting Jews and the general community for good. Dignity Grows builds bridges across the community, assisting the fight against antisemitism and all forms of hate, and fostering relationships with other local social service agencies.
- ✓ To date, our local chapter of Dignity Grows has:
 -  Activated, educated, and inspired **193** volunteers have been activated, educated, and inspired, together giving over **780** hours of time.
 -  **2,475** tote bags distributed! Impacting 100s of lives locally.
 -  **\$130,000** - Raised through JCFR, all outside of annual campaign dollars.
- ✓ Distribution partners include: YMCA at Shady Grove, Safe Harbor, RC Longan Elementary School, Jewish Family Services, the KBI Food Cooperative, and Bon Secours Violence Intervention Program.



Responding to Crisis



Wherever we are needed next

The Federation's infrastructure allows us to spring into action when disaster arrives. And with that structure in place, we are able to distribute every dollar raised.



Ukraine

Since the war began, the Jewish Community Federation of Richmond has raised over \$498,000 to support the people of Ukraine.



Hawaii Fires / Morocco Earthquake

When there is a need for collective action, Jewish Federations are there. Federations have allocated \$680,000 so far to Hawaii from a total of 120 Federations and communities.



With Gratitude

We thank you for supporting Jewish life in all forms. We know we can only carry out our mission thanks to the generosity of individuals like you!

“It is through philanthropy that individuals express their values, beliefs, and hopes for the future.”

Thank you again for making Jewish life a priority for today and tomorrow



Our Team

Professional Team

David Brackins, Regional Security Advisor
Sandy Davis, Chief of Staff
Jill Grossman, Director of Women's Philanthropy
and Affinities
Wynston Hammack, Marketing Manager
Brad Kaplan, Director of Principal Gifts
Joel Kimling, Accounting and Finance Manager
Skip Kozakewicz, Reflector Editor
Deborah Meade, Administrative Assistant
Rhonda Pellicano, Chief Financial Officer
Paul Powell, Corporate Partnerships & Reflector
Ad Sales Consultant
Debra Rodman - Interim Director, Jewish
Community Relations Committee
Sara Rosenbaum, Chief Impact Officer
Rebecca Spivey, Director of FRD Operations
Daniel Staffenberg, Chief Executive Officer

Executive Committee

President:
Amy Nisenson
Vice President:
Josh Goldberg
Secretary / Treasurer:
Howard Goldfine
Immediate Past President:
Ellen Renee Adams

Executive Committee Members

Rabbinic Council:
Rabbi Sherry Grinsteiner
Allocations Chair:
David Galpern
JCRC Chair:
Rob Slotnick
FRD Co-Chairs:
Brian Greene
Richard Thalhimier
JCFR CEO:
Daniel Staffenberg

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Seth Feibelman
Shelley Gouldin
Helen Griffin
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Hedy Lapkin
Tatyana Manelis
Amy Melnick-Scharf
Susan Meyers
Sam Revenson
Charley Scher
Dan Siegel
Amanda Young
Melissa Zinder

Donate Now



In making decisions and taking actions to accomplish our vision and mission, we are guided by the values of Tzedakah (righteousness), Klal Yisrael (the responsibility of each Jew for another), Dor l'dor (the continuity of the Jewish people), and Tikkun Olam (repairing the world).

Watch More

