

# ANNUAL REPORT 2015-2016



Jewish Community  
Federation  
OF RICHMOND



RTA Midor I'dor is funded  
by a JCFR Impact Grant

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# STATEMENT OF PURPOSES

## STATEMENT OF PURPOSES

Adopted April 29, 1935

The purposes for which the organization is formed are:

- A. To organize and maintain an organization or organizations to coordinate the soliciting of funds for charitable purposes and allocate the same to such local, non-local or foreign organizations as it may determine.
- B. To interest itself in all matters pertaining to the Jewish community in the city of Richmond and its vicinity and in and outside the state of Virginia, and to be helpful in such ways as are to the best interest of all persons of the Jewish faith.

## VISION STATEMENT

Approved/Revised by the JCFR Board of Directors  
January 25, 2006

## Values of Outreach & Engagement

The Jewish Community Federation of Richmond believes all individuals in the community are important and values their perspective in building, sustaining and perpetuating a caring community. The JCFR will create options for all Jews, regardless of age, economic status or affiliation, to participate in communal life. The Federation will collaborate with Jewish agencies, organizations and synagogues to promote outreach in an effort to foster Jewish continuity and an awareness of Jewish identity.

## Tzedakah & Tikkun Olam

The JCFR works to improve the human condition of all people by performing and supporting acts of loving-kindness. We will strive to ensure that all Jews living in Richmond, Israel and throughout the Diaspora have food, shelter and access to a coordinated network of social services. We respect cultural differences and will promote social justice and the benefits of tolerance and diverse opinions that strengthen our community and our world. To make all of this possible, we will create a culture of ownership and communal responsibility in which Jews are inspired to contribute time and financial resources.

## Jewish Continuity & Community Building

The JCFR will work to create collaborative partnerships among agencies, organizations and synagogues that leverage human and financial resources to secure a strong and vibrant community for this and future generations of Jews. The JCFR will communicate its message in collaboration with its partners to encourage all Jews to accept responsibility to participate in strengthening our community.



**Jewish Community Federation of Richmond**  
5403 Monument Avenue • Richmond, VA 23226  
jewishrichmond.org

- Facebook ([facebook.com/JCFRRichmond](https://www.facebook.com/JCFRRichmond))
- Twitter ([twitter.com/JCFRRichmond](https://twitter.com/JCFRRichmond))
- Pinterest ([pinterest.com/JCFRRichmond](https://www.pinterest.com/JCFRRichmond))

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Message from the President & CEO	2
Annual Campaign	4
60 Days of Impact	5
Year in Review: By the Numbers	6
Federation Affiliate & Beneficiary Agencies	7
Financials & Beneficiary Agencies	8
IMPACT GRANTS	10
Federation Departments & Programs	
Enterprise Circle	12
Israel & Overseas	12
Jewish Community Relations Committee (JCRC)	14
JFNA General Assembly	15
Marketing	17
Men's Division	17
Network JCFR	17
Shalom Richmond Newcomers	17
PJ Library	18
Richmond Council for Jewish Education (RCJE)	18
Richmond Jewish Coalition for Literacy (RJCL)	18
Child, Teen & College Programs	19
<i>The Reflector</i>	20
Women's Division	20
Leadership	21
Planned /Permanent Gifts	22

# TABLE OF CONTENTS

**60 DAYS OF IMPACT**



MESSAGE  
FROM THE  
PRESIDENT  
& CEO



**Richard S. Samet**  
President



**Samuel H. Asher**  
CEO

Dear Friends,

This year, the Jewish Community Federation of Richmond is honored to hold its 80th Annual Meeting. Thanks to the generosity of **1,386 donors**, our **2016 Annual Campaign raised \$3 Million**. These dollars directly benefit our local agencies and overseas partners.

**This would not have been possible without the generous support of our many contributors and hardworking community volunteers.**

During the past year, we have started new programs and built on the success of many others. We are pleased to offer this **Community Update**.

In the summer of 2015, a group of volunteers traveled to Ukraine and the city of **Zaporozhye** with the American Jewish Joint Distribution Committee (JDC). Under Mark Sisisky's leadership, the JCFR has adopted Zaporozhye as a sister city for an initial five-year commitment.

Another mission traveled to Zaporozhye again in April 2016 to continue to grow this amazing partnership. We look forward to helping their Jewish Community and building this program. *See page 13.*

Through the new **Life & Legacy** program, co-sponsored by the JCFR and Richmond Jewish Foundation (RJF) and other community organizations, we are working to secure legacy gifts, steward donors, and integrate legacy giving into the philanthropic culture of the Jewish community. Our commitment to the future of the Jewish community will be evident in the work done by the partnership. *See back cover.*

We are pleased to welcome the **Virginia Holocaust Museum** to the JCFR as an affiliate agency. In the last few years, the VHM has seen a record number of visitors and increased its educational exhibits. *See page 7.*

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**Missions** to Israel, and other Jewish communities around the world, are an essential part of Federation programming. This past year, we have had two groups visit Ukraine to assess needs first-hand; a Campaigners' Mission to Israel; a Partnership2Gether trip where local teens traveled to Israel last summer; and our third Interfaith Journey to Israel, which took place in January. *See page 13.*

The **Security** of our community is of paramount importance. Therefore, the JCRC coordinates security matters for the Jewish community. The Federation allocated significant funds to beneficiary agencies for physical security improvements. *See page 14.*

In the coming year we are planning to embark on a new **Community Study** to continue to understand the needs, interests, perceptions and desires of our ever-changing community. We hope this study will help the Federation and our partner agencies assess the future direction of our community.

Another area, of which we are particularly proud, is the new **IMPACT GRANTS** process that was developed to inspire organizations, synagogues and agencies to develop innovative and impactful programs and services to support and enhance the Jewish community of Richmond. Five grants were made in FY2015-16. Seven grants already have been made for FY2016-17.

**See page 10 for IMPACT GRANTS.** The areas of community priorities are:

- **Engage interfaith families in Jewish activities**
- **Initiatives to improve the lives of Jewish seniors and older adults**
- **Opportunities for youth to strengthen their Jewish identities**

As we celebrate the **80th Annual Meeting** of the Jewish Community Federation of Richmond, we ask you to join us in renewing our historic commitment to social justice, human rights advocacy, Jewish education and tzedakah and collaborating with agencies, organizations and synagogues to build a stronger, more vibrant Jewish community.

*B'Shalom,*

Richard S. Samet  
President

Samuel H. Asher  
CEO

# ANNUAL CAMPAIGN

Thank you for helping your Federation reach its Annual Campaign goal of \$3 Million! Your dollars directly benefit those in need here at home, in Israel and around the world. At the heart of the Annual Campaign are volunteers and donors committed to building a stronger, brighter Jewish community together and improving Jewish lives, wherever they may be.

The Men's, Women's and Young Adult Division of the Annual Campaign worked diligently to raise funds while engaging in JCFR events. At the Federation's premier event, the Grand Event, the community heard from guest speaker Bret Stephens, Pulitzer Prize-winning journalist, and *The Wall Street Journal* foreign affairs columnist and deputy editorial page editor. The evening was chaired by Susan and Mark Sisisky and Kathie and Steve Markel.

**NANNETTE SHOR**  
2016 Annual Campaign Chair;  
JCFR President-Elect

**We thank all of our leadership for their hard work and dedication!**



# 60 DAYS OF IMPACT

This year, the marketing department, together with the JCFR staff, launched "60 Days of Impact," a 2-month initiative designed to increase donor involvement and awareness for the Annual Campaign. Individuals participated in three ways: donate, volunteer and/or engage.

Thirteen volunteers wrote moving stories about one of eight theme words for each week of the initiative. The words included: Giving, Leading, Educating, Partnering, Engaging, Inspiring, Building and Volunteering. You will see some of these stories throughout this Annual Report. These popular stories were posted on Facebook, in *The Reflector* and e-news, and in turn, JCFR received a record level of engagement.

Visit [JewishRichmond.org/60Days](http://JewishRichmond.org/60Days) to be inspired by the stories and learn more!



# 60 DAYS OF IMPACT



JCFR President-Elect & 2016 Annual Campaign Chair, Nannette Shor, presents a new "60 Days of Impact" logo.

“Giving and Tzedakah are just part of who I am, what I do, and what makes me feel complete and happy. Knowing my children had a Jewish childhood right here in Richmond, Virginia is what motivates me to make sure we, as a Jewish people, not only survive but also flourish and grow.”  
- NANNETTE SHOR

### CAMPAIGN EVENT HIGHLIGHTS:

- Aug. 31, 2015 Campaign Opener
- Sept. 9, 2015 Major Gifts Dinner
- Oct. 7, 2015 Grand Event with guest speaker Bret Stephens
- Oct. 18, 2015 Lion of Judah/Pomegranate Campaign Event
- Nov. 11, 2015 Men's Division BBB Event with Catoctin Creek Distillery
- Nov. 19, 2015 Women's Division L'Dor V'Dor Event honoring Carolyn Grandis
- Nov. 23, 2015 Young Adult Division Campaign Event
- Dec. 6, 2015 Super Sunday
- Mar. 29, 2016 Campaign Closing Celebration



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# By the Numbers

**\$3,000,000**

Dollars raised in the 2016 Annual Campaign

**1386**  
DONORS  
(100 were new)

**400** MORE THAN  
DONORS  
Made increases  
to the 2016 Campaign  
These increases were matched by the  
Jerome Gumenick Annual Campaign  
Endowment of the RJF Matching Gifts Program.

**150+**  
NETWORK JCFR  
YOUNG LEADERS  
aged 22-45 participants

**7** INNOVATIVE PROGRAMS  
funded through the JCFR  
**IMPACT  
GRANTS**

**70**  
Services provided to Jewish life  
and humanitarian needs in  
more than 70 countries

**125%**  
increase  
in JCRC  
programming

**3400**  
HOUSEHOLDS  
Received *The Reflector*

THE L'DOR V'DOR EVENT  
was attended by more than  
**80** WOMEN

**3600**  
PJ LIBRARY  
BOOKS  
Delivered to children

**90%**  
of JDC Ukraine  
Mission participants  
were from RICHMOND

**12** dedicated  
lay leaders  
and staff  
participated  
in the JFNA's  
General  
Assembly

**7** Israeli bikers  
supported by  
Federation  
during  
UCI Richmond



**BETH SHOLOM**  
A LIFECARE COMMUNITY

**Beth Sholom LifeCare Community** offers a high quality nursing home, assisted living and rehabilitation care.



**JFS of Richmond** provides counseling, adoption, home care and a variety of other services throughout the Richmond area.



**Rudlin Torah Academy** is an accredited school supported by the Federation providing the highest quality Jewish and general education to children in grades kindergarten through eighth grade.



Federation's beneficiary agency, the **Carole and Marcus Weinstein Jewish Community Center**, provides social, recreation, educational, art and health programs to more than 3,000 members of all ages each day.



Returning as an affiliate agency, the **Virginia Holocaust Museum** is dedicated to portraying the Holocaust through the personal stories of its victims. Through its permanent exhibitions, the Museum remembers the atrocities of the Shoah, the sacrifices of its victims, the bravery of its heroes and the courage of the survivors. The Museum continues to educate the public about the historical and personal realities of the Holocaust and reminds us to NEVER FORGET.



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AFFILIATE &  
BENEFICIARY  
AGENCIES

# FINANCIALS & BENEFICIARY AGENCIES

**RESOURCE DISTRIBUTION**  
 For the 2016-2017 fiscal year, the Federation will distribute funds to agencies and organizations in Richmond, in Israel and globally.

## LOCAL BENEFICIARY AGENCIES 60%

- Beth Sholom LifeCare Campus \$226,800
- Carole & Marcus Weinstein Jewish Community Center \$351,000
- Jewish Family Services \$162,000
- Rudlin Torah Academy \$169,720
- Jewish Community Federation of Richmond \$349,324
  - Community Calendar •
  - Email Communications •
  - Enterprise Circle •
  - Federation Website •
- Jewish Community Relations Committee •
  - Network JCFR •
  - PJ Library •
- Richmond Jewish Coalition for Literacy •
  - Shalom Richmond •
  - The Reflector* •
- Women's Outreach Programs •
  - Impact Grants \$131,850

## COMMUNITY PROGRAMMING & NON-LOCAL 4%

- Aleph Bet Preschool \$13,785
- BBYO \$20,000
- Richmond Council for Jewish Education \$17,290
  - Camp Sababa
  - Community Purim Carnival
  - Educator Workshops and Subsidies
  - Yom HaAtzmaut Celebration
- Birthright Israel \$17,000
- University Hillels \$29,460
  - George Mason University Hillel
  - Hillel at James Madison University
  - Radford University
  - University of Virginia Hillel
  - Virginia Tech Hillel
  - Virginia Commonwealth University Hillel
  - Washington and Lee Hillel
- Other Programming \$1,860
  - Jewish Council for Public Affairs
  - VAAD
  - VCU Judaic Program

## ISRAEL & OVERSEAS 36%

- JFNA \$779,905
  - American Jewish Joint Distribution Committee (JDC)
  - Jewish Agency for Israel (JAFI)
  - Sister-city - Partnership2Gether - Hadera-Eiron, Israel
  - Sister-city - Zaporozhye, Ukraine
- Other Overseas Agencies



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# IMPACT GRANTS

**IMPACT GRANTS** foster innovative approaches to help build a more vibrant Richmond Jewish community.



IMPACT GRANTS in action: RTA Midor l'dor

**AMY NISENSEN**  
IMPACT GRANTS Chair



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These community priorities were developed from numerous focus groups representing diverse areas in our community in order to determine priorities for **IMPACT GRANTS** to be made for fiscal year 2016-17.

**IMPACT GRANT areas of priority:**

- Engage interfaith families in Jewish activities
- Initiatives to improve the lives of Jewish seniors and older adults
- Opportunities for youth to strengthen their Jewish identities

# 60 DAYS OF IMPACT



Amy Nisenson is the chair of the IMPACT GRANTS Committee and serves on the JCFR Board and Allocations committee.

The **IMPACT GRANTS** Committee has received feedback from our agencies on program outcomes. As we begin the second year, some agencies have been granted another year of funding where other new programs have been initiated.

**This year's IMPACT GRANTS recipients are as follows:**

**Beth Sholom Elder Abuse Advocacy** **\$45,100**

The Beth Sholom Prevent Elder Abuse Advocacy Program will provide education to the larger Jewish community about the nature of abuse, the potential for caregiver burden and the highly charged dynamics that can occur in stressful situations. The increased grant money will be used to create a safe space and/or housing, if needed, for an abused senior.

**KBI Jewish Student Union** **\$15,000**

JSU clubs provide a framework for Jewish public school students to learn more about their Jewish roots and enhance their Jewish identity.

**RTA Midor l'dor** **\$12,500**

In conjunction with the Weinstein JCC Senior Adults Program, JFS, Beth Sholom, and RTA will build strong and consistent connections with seniors in the Richmond area. Programs will include visits by RTA students to senior facilities as well as seniors visiting RTA classrooms, attending performances and sharing holiday meals and celebrations.

**Weinstein JCC EnRich** **\$30,000**

The collaborative program (Weinstein JCC and JFS) will provide monthly sessions that meet the social, mental and physical needs of individuals 65 and older. Different tracks will be developed to meet the needs of seniors.

**Bonay Kodesh** **\$7,250**

This program plans Tikkun Olam events and Jewish Holiday celebrations, intended to establish an active Jewish community in Chesterfield County, while building strong interfaith partnerships.

**Honeymoon Israel** **\$12,000**

Honeymoon Israel will provide newly married interfaith couples the opportunity to travel to Israel; and infuse these couples and their future families with Jewish values.

**Beth El - Havurah Project** **\$10,000**

Temple Beth El's Havurah Project will provide meaningful opportunities for interfaith families, work to strengthen identities of young people, and improve the lives of seniors.

**TOTAL: \$131,850**

The **IMPACT GRANTS** allow the Federation to distribute funds for specific projects that our partner agencies implement. The projects bring about a change because they are designed to mobilize resources in the Jewish community to improve and transform lives.

- AMY NISENSEN

# FEDERATION DEPARTMENTS & PROGRAMS



**CULLEN SELTZER**  
Enterprise Circle Chair

## ENTERPRISE CIRCLE

Enterprise Circle will begin celebrating its 10th year as an affinity group that provides networking opportunities for the Jewish Richmond business and professional communities. Our most recent speaker was Andrew Freiden, NBC 12 meteorologist. Enterprise Circle continues to bring community members together to foster networking opportunities and an active participation in Jewish life.

**NANNETTE SHOR**  
Israel and Overseas Chair

**GERI ADLER**  
P2G Chair

## ISRAEL & OVERSEAS

The JCFR, in partnership with Jewish Federations of North America (JFNA), provides funding to the Jewish Agency for Israel (JAFI) and the American Jewish Joint Distribution Committee (JDC). JAFI is a global partnership committed to building a vibrant future for Israel and has helped bring in over 3 million individuals to the Jewish State. The JDC operates in over 70 countries, reaching Jews in need with life-saving assistance wherever they may be. Federations have mobilized support to provide JDC with direly needed resources for Jews trapped behind the lines in eastern Ukraine, as well as those who fled and are now refugees in their own land.

**P2G PROGRAMS:**

July & Aug. 2015	Richmond Teens travel to Israel and host Israeli teens on the Tikkun Olam Program
Sept. 2015	Co-sponsored the Israeli National Cycling Team during Richmond2015
Oct. 2015	Psalms Artist Program launched
Oct. 2015	Cards sent by local Jewish schools and synagogues for Israelis wounded by terrorism
Dec. 2015	Israeli Educators hosted in Richmond
Feb. 2016	Leadership2Gether program launched



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**Partnership2Gether (P2G) - Israeli Sister City: Hadera-Eiron**  
One of the most powerful ways JAFI integrates Israel into the lives of diaspora Jewry is through the PARTNERSHIP2GETHER (P2G) program. The JCFR is a proud member of the P2G Southeast Consortium. As a consortium member, along with other communities across the southeast U.S., we partner with the city of Hadera-Eiron, Israel, located about 25 miles north of Tel Aviv.

**P2G American - Israeli Classroom Twinning**  
One of P2G's flagship programs is classroom twinning. Classroom twinning allows Richmond area teachers and students of all ages to connect with their Israeli peers. Schools facilitate engagement on a variety of educational projects, including civics, Hebrew study, religious study, government and math. Twinning is currently ongoing at, Congregations Beth Ahabah, Or Ami, Or Atid, Temple Beth El, Rudlin Torah Academy, the Weinstein JCC Preschool and several public schools in Henrico County.

**P2G Tikun Olam Teen Programs**  
Each summer, local teens have the opportunity to travel to Israel on a highly subsidized Tikun Olam trip. Richmond teens engage in a wide variety of social justice volunteering programs in Israel and, about a month after returning home, they welcome their Israeli hosts to Richmond as part of this exchange program. Visiting Israeli teens learn about Jewish life in America and volunteer at RCJE's Camp Sababa. This popular program builds relationships that last.

**P2G Educators' Mission**  
Every year P2G hosts an educators' mission. On alternating years, Israeli teachers come to Richmond and the following year, local teachers travel to Israel. Teachers' missions promote professional development, Israel education and school twinning programs. This year, JCFR hosted four Israeli teachers who visited Jewish and public schools throughout Richmond.

**New Sister City Initiative: Zaporozhye, Ukraine**  
The JDC supports those in need in the former Soviet Union and provides food, shelter, social work resources and community building for the Jewish community overrun by the recent violence in Ukraine. Our tradition, in the Talmud, tells us, *All of Israel is responsible for each other*. Facing the poverty of the Jews in Ukraine is difficult, yet we are tied to their lives and their fates. This year the JCFR Board approved a five-year, \$50,000 annual commitment to fund the Jewish Community of Zaporozhye, Ukraine. Last year, a mission traveled to Zaporozhye and this March, a second mission visited and was able to see our funding being utilized by JDC to the benefit of this impoverished Jewish community.

# 60 DAYS OF IMPACT

“ Witnessing the devastating poverty, and the life-giving work of the Federation-supported agencies, has been one of my life's most meaningful experiences.”  
- MARK SISISKY



Mark Sisisky is Past-President of the JCFR, Executive Committee Member of the JDC, and a lifelong Richmonder.



## JEWISH COMMUNITY RELATIONS COMMITTEE (JCRC)

The Jewish Community Relations Committee (JCRC) is the central public affairs arm of the JCFR; covering areas including, community relations, government affairs and advocacy on behalf of the organized Richmond Jewish community. It represents the community on critical issues that impact the rights and protection of Jews as individuals and as a community both locally, statewide, nationally and abroad. The JCRC is proud to promote interfaith communal ties and to speak publicly for tolerance throughout Richmond and beyond. The JCRC also coordinates community-wide security matters.

The Federation hired Daniel “Doni” Fogel, as director of Jewish Community Relations and Israel & Overseas Programming. Since his arrival, the JCRC portfolio has expanded significantly beyond our annually held Legislative Reception and Virginia Jewish Advocacy Day.

### Annual Legislative Reception

On December 2, the community gathered for our Annual Legislative Reception. Many elected and appointed officials, as well as school board members, attended and spoke with their constituents. The officials were briefed on the upcoming BDS fight and were invited to share their priorities for the upcoming year. The reception is an important precursor to Virginia Jewish Advocacy Day.

### Community Security Meeting

This year, JCRC sponsored two community security meetings for every Jewish organization in the greater Richmond area. Agency and synagogue representatives heard from the Department of Homeland Security, the FBI, and five local police departments. Following those meetings, the JCFR also allocated significant funding for security upgrades at beneficiary agencies.

### Interfaith Work: “We Stand Together” Press Conference

In December, the Islamic Center of Bon Air was the target of bigotry, racism and defamation. Our community stood proudly and publicly with over 70 other interfaith leaders in the area and declared, “We Stand Together.” A cornerstone of our community outreach is believing that when we stand with our interfaith partners we strengthen their communities as well as ours.

### Virginia Jewish Advocacy Day and HJ177

Virginia Jewish Advocacy Day was held at the Virginia State Capitol on February 2. Community members from each of the four state-wide JCRCs gathered to meet their legislators to advocate for issues of importance. As in years past, the Richmond Chapter of Hadassah cosponsored the Richmond delegation.

The organized state-wide Jewish Community strongly promoted House Joint Resolution 177 (HJ177). HJ177 is a forceful condemnation of the anti-Semitic, anti-Israel, anti-Virginia, anti-peace, anti-business Boycott, Divestment, and Sanctions Movement (BDS). Providing in-depth briefings, delivered by constituents, was a significant part of showing lawmakers the JCRCs spoke on behalf of the community. The final passage of HJ177 was a major success for us, the JCRCs statewide and the national anti-BDS, pro-Israel movement. The press release announcing the passage of HJ177 was covered by over 10 newspapers internationally.

In addition to speaking with each community’s respective delegates and senators, participants were addressed by Governor Terry McAuliffe, Lt. Governor Ralph Northam, and Attorney General Mark Herring.

## JFNA GENERAL ASSEMBLY

Twelve dedicated lay leaders and staff packed their bags and headed to Washington, D.C., last November for an exciting weekend at the Jewish Federation of North America’s General Assembly. Of our 12 participants, three came from our Young Leadership Division, Network JCFR. Their conference cost was subsidized by a generous grant from the Binswanger Fund, of Richmond Jewish Foundation.

In addition to several breakout workshops throughout the three-day conference, the group heard from keynote speakers such as journalist, and former Meet-the-Press moderator, David Gregory, award-winning actress Deborah Messing, White House Chief of Staff, Denis McDonough, Natan Sharansky, Human Rights Activist, Israeli Prime Minister Benjamin Netanyahu and more!

A local highlight was seeing President-elect Nannette Shor on the big screen in front of the entire conference assembly representing our Federation’s new marketing initiative, “60 Days of Impact.”

We hope you will join our delegation this year as we represent our Federation and our partner agencies in Washington, D.C.

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### The JCRC has four long-standing principles:

- Promoting religious freedom and the separation of church and state
- Supporting a democratic, strong and peaceful Israel, as the homeland and nation-state of the Jewish people,
- Eradicating all forms of racism and anti-Semitism,
- Ensuring the safety and well-being of Jewish agencies, organizations, and individuals in the Richmond community and environs.

**FRANCES F. GOLDMAN**  
JCRC Chair



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### MAJOR EVENTS:

Aug. 25, 2015	Community Forum Regarding the Iran Deal
Dec. 2, 2015	Annual Legislative Reception
Dec. 17, 2015	Community Security Meeting with Homeland Security, FBI, Local Police Forces
	“We Stand Together” Press Conference with the Virginia Center for Inclusive Communities, held at the Islamic Center of Bon Air
Dec. 21, 2015	Talking Israel on Campus: Fighting the BDS Movement
Jan. 10, 2016	Fighting BDS: Strategic Communication and Delegitimization, a briefing by the Israel Action Network for the newly reformed JCRC
Feb. 2, 2016	Annual Virginia Jewish Advocacy Day
March 9, 2016	Passage of House Joint Resolution 177, a Condemnation of BDS



## COMMUNITY FORUM REGARDING THE IRAN DEAL

In mid-July 2015, the White House announced the Joint Comprehensive Plan of Action (JCPOA), commonly referred to as the Iran Deal. Every Jewish community across America grappled with a response to the news.

The JCRC began discussing the most appropriate way forward. Our community was one of the first to issue a statement about the Iran Deal, expressing grave concern. In the weeks that followed, our JCRC participated in over a dozen conference calls with experts on Iran, nuclear weapons, non-proliferation, the Middle East and administration officials, including the Vice President, Joe Biden.

The question was asked: Should the JCFR and its JCRC take a position on the deal? With that question in mind the JCRC assembled the Urgent Community Forum Regarding the Iran Deal, held on August 25.

The Community Forum filled the Weinstein JCC's Israel November Auditorium beyond capacity. More than 225 people attended the event, which was opened by JCRC Chair, Frances F. Goldman and was presided over by JCFR President, Richard S. Samet. Our community heard from two officials. Speaking in favor of the JCPOA, on behalf of President Barack Obama's Administration, was Acting Under Secretary for Terrorism and Financial Intelligence Adam Szubin of the U.S. Treasury Department. The Under Secretary was involved in the talks that led to the JCPOA. Speaking in opposition to the JCPOA was Deputy Director of Policy and Government Affairs Steve Beckerman, of the American Israel Public Affairs Committee (AIPAC). Mr. Beckerman is a leading expert on U.S. sanctions on Iran and has played an integral role in the passage of multiple pieces of Iran sanctions legislation. Community members were able to pose questions to both speakers.

Convening the community around this critical issue, educating and building consensus is one example of the JCRC operating at its finest.



More than 225 people attended the Community Forum on the Iran Deal

## MARKETING

JCFR promotes its message by engaging in marketing initiatives, website enhancements, social media, e-newsletters, informational brochures and other materials, and provides timely and important updates to the Richmond Jewish Community.

Want to keep informed? Sign up for our e-newsletter by texting JEWISHRICHMOND to 22828 or go to JewishRichmond.org and find our "Weekly Newsletter" under the Home tab.

### Be sure to check us out on:

- Facebook ([facebook.com/JCFRRichmond](https://facebook.com/JCFRRichmond))
- Twitter ([twitter.com/JCFRRichmond](https://twitter.com/JCFRRichmond))
- Pinterest ([pinterest.com/JCFRRichmond](https://pinterest.com/JCFRRichmond))

Your Jewish Community Calendar and other information is on our website, [JewishRichmond.org](http://JewishRichmond.org).

## MEN'S DIVISION

JCFR's Men's Division hosts a variety of programs and networking events throughout the year. Chair Seth Kaplan and Co-Chairs, Russ Jennings & Gary Goldberg, solicited donors throughout the Campaign season assisted by the Men's event chairs Mark and Ron Binshtok. The men who gathered to celebrate heard from Catoctin Creek Distillery co-founders, Scott and Becky Harris, who shared their love of producing organic and kosher spirits in Northern Virginia.

### SETH KAPLAN

*Men's Division Chair*

### RUSS JENNINGS & GARY GOLDBERG

*Men's Division Co-Chairs*

### MARK & RON BINSHTOK

*Men's Division Event Chairs*

## NETWORK JCFR

Network JCFR serves to connect young adults with opportunities for meaningful involvement in a variety of educational, leadership, volunteer and social events while benefiting the local and global Jewish community. Our goal is to help native Richmonders and newcomers build and provide enrichment in all facets of life, from professional and religious to cultural and communal.

### Yael Fletcher & Matt Kaplan

*Young Leadership Cabinet Chairs*

This past year, Network JCFR has continued to be the premier outlet for outreach and engagement programs for young adults, ages 22-45. A variety of programs has been put into action and includes something for everyone from social events and fitness programs to volunteer and campaign events. There has been an assortment of programs to engage as many young adults as possible.

We encourage all young people to become a part of Network JCFR and participate in engaging programs, make a difference through mitzvot and build life-long friendships while strengthening our community.



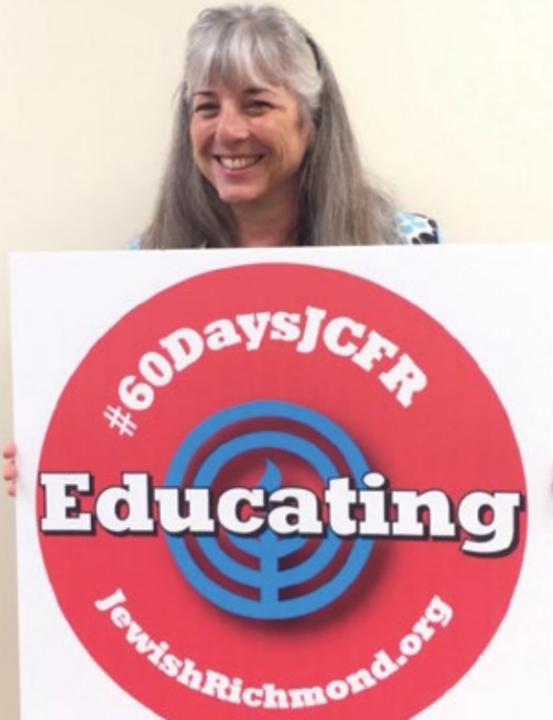
## SHALOM RICHMOND NEWCOMERS

Each year, the Federation hosts an event for newcomers to welcome them to the community. In partnership with local agencies and synagogues, community members who are new to the area and new to involvement in the Jewish community, gather to learn all about the ways they can become involved in the Richmond Jewish community. This year, newcomers and representatives of the partner groups enjoyed each other's company in an informal setting hosted by Jill and Howard Goldfine.

### SARA VILLALONA

*Outreach and Engagement Chair*

# 60 DAYS OF IMPACT



Ramona Brand is the Director of Education at Congregation Beth Ahabah and current Chair of the Richmond Council for Jewish Education.

“As Jews, we are directed to ‘teach diligently unto your children.’ What I love about being part of the RCJE is that we bring educational experiences to ALL of our children in ways that are fun - in ways that engender a love of Judaism and that includes our whole Mishpacha.”

- RAMONA BRAND

## PJ LIBRARY

Our PJ Library program has reached a milestone of 300 children in the Richmond area who receive monthly books in the mail as a part of a national program created by the Harold Grinspoon Foundation. PJ Library provides FREE Jewish content books and music to children between the ages of six months to eight years. Designed to foster Jewish curiosity in our youth and strengthen Jewish homes, the PJ Library is supported locally by a generous grant from the Federation and community donors.



## RICHMOND COUNCIL FOR JEWISH EDUCATION (RCJE)

The RCJE, an ad-hoc committee of the JCFR, is made up of educators from synagogues and other area organizations, including RTA, the Virginia Holocaust Museum and the Weinstein JCC. New to the RCJE repertoire this year was a community Tu B'Shvat program held at Lewis Ginter Botanical Gardens. RCJE hopes to focus more on communal holiday and educational programs, while continuing their successful programs like Camp Sababa, Educator Workshops, Purim and Yom HaAtzmaut celebrations and subsidies for local educators.

RAMONA BRAND, RCJE Chair

## RICHMOND JEWISH COALITION FOR LITERACY (RJCL)

Celebrating its 18th year, RJCL continues to work with students at Swansboro Elementary School with the goal of enabling these children to become more secure in their learning. Literacy volunteers are sharing at least one hour per week, serving as both tutors and mentors to a child. Federation works to develop entry points to Jewish communal life through social action programs such as RJCL.

ROBIN JACKSON & KATY YOFFY, RJCL Co-Chairs

## CHILD, TEEN & COLLEGE PROGRAMS

Federation beneficiary, **Aleph Bet Preschool**, offers programs with a special blend of secular and Judaic activities. Emphasis is placed on the individual child and on encouraging each child's innate inquisitiveness and thirst for knowledge. Small classes and low student-teacher ratios ensure each child receives individual and caring attention.

At the **Carole and Marcus Weinstein Jewish Community Center**, the Dora L. Lewis Family & Child Development Center offers preschool programs serving children ages 2-5. The preschool has been accredited by NAEYC since 1987. The preschool program also provides a unique curriculum for the teaching of ethics to young children. An Ethical Start™ is based on the text of Pirkei Avot (Ethics of the Fathers) a classic Jewish text on ethics. With its focus on responsibility, dignity, kindness, community, tradition and respect, relevant teaching opportunities present themselves readily.

Your Federation supports **B'nai B'rith Youth Organization (BBYO)**, one of the world's leading Jewish youth movements. Youth from all backgrounds and denominations are connected to each other and the global Jewish community through programming funded by the JCFR.

JCFR supports **Hillels** across Virginia, including, George Mason University Hillel, Hillel at James Madison University, University of Virginia Hillel, Virginia Tech Hillel, Washington and Lee Hillel, Radford Hillel and Hillel at Virginia Commonwealth University. Each Hillel offers an array of programming to meet the needs of the Jewish students on campus.

Additionally, the JCFR funds the **Israel Fellows Program** at Virginia Tech and University of Virginia Hillels. Israel Fellows educate the campus community about Israel and coordinate responses to anti-Israel events, empower Jewish students, connect students to Israel travel opportunities, provide them with tools to initiate Israel activities on campus and engage them in Jewish life on campus and in Israel.

**Talking Israel on Campus: Fighting the BDS Movement.** Each year, dozens of Richmond young adults head to college campuses nationally. Many face fierce pressure to condemn Israel or are ostracized because they support Israel. On December 21, a special JCRC program was held to teach college students about the anti-Israel, anti-Semitic Boycott, Divestment and Sanctions Movement (BDS) and to teach media engagement. It was attended by over 20 young adults who were home on Winter break.

JCFR continues to support **Taglit-Birthright Israel**, a program providing free trips to Israel for young adults. Taglit-Birthright Israel is a highly successful global initiative that strengthens the Jewish people and Israel. Over 500,000 Jewish young adults (18-26) have traveled to Israel since the inception of Taglit-Birthright Israel.



# 60 DAYS OF IMPACT



Sara Villalona is a JCFR Board Member, Executive Committee Member, and Outreach and Engagement Chair. She was also involved with JCFR's Young Adult Division as past Campaign Chair. She is active with the Weinstein JCC where she is a Board Member and Vice President. She is a past Board Member of the Virginia Holocaust Museum.

## THE REFLECTOR

The JCFR publishes a monthly community newspaper, *The Reflector*, which provides important articles and events from our Federation, local synagogues, organizations and agencies as well as information on current events involving world Jewry. It is distributed to homes throughout the Jewish community and via email to community members who prefer a digital version. Past and current issues of *The Reflector* are available online.



## WOMEN'S DIVISION

A vibrant and strong part of the JCFR, the Women's Division achieved the \$1 Million mark for contributions made to the 2016 Annual Campaign.

Throughout the year, the Women's Division recognized and pinned: 3 new Lions of Judah, 2 new Ruby Lions, 1 new Sapphire Lion and 6 new Pomegranates.

This year's Woman of Valor/L'Dor V'Dor honoree was Carolyn Grandis. At the event honoring her, guests heard an update from Yaron Gamburg, Counselor for Academic & Public Affairs for the Embassy of Israel and Nir Evron, an Israeli Artist in Residence at Virginia Commonwealth University.

At the annual Lion of Judah/Pomegranate event, the group heard from speaker, Linda Scherzer, a former Mideast correspondent for CNN. The Lions are looking forward to the International Lion of Judah Conference in September being held in Washington, D.C.

**BARBARA KIKEN**, *Women's Division Chair*

**AMY NISENSEN**, *Women's Division Vice Chair*

## EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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\* *Executive Committee*  
 \*\* *of blessed memory*

## STAFF

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“It remains important to me to stay connected and engaged in the critical mission of the Federation here in Richmond and abroad. This mission not only ensures the prosperity of our people, but also gives the same gift to my children that I received by watching the passion and pride of my family. Engaging in Federation is our way of taking care of our community locally and worldwide.”

- SARA VILLALONA



THE STRENGTH OF A PEOPLE  
 THE POWER OF COMMUNITY

# 60 DAYS OF IMPACT



Deane Dubansky is JCFR's Assistant Secretary/Treasurer and a participant of 60 Days of IMPACT.

## PLANNED GIVING & ENDOWMENTS

### PERPETUAL ANNUAL CAMPAIGN ENDOWMENTS (PACE)

- Endowment Fund (*Anonymous*)
- Daniel Backer Family Legacy Fund
- Herman Brent\* Memorial Annual Campaign Endowment Fund
- Selma and Jacob\* Brown Annual Campaign Endowment Fund
- Tom and Susie Byer Annual Campaign Endowment Fund
- Mark Cargin\* Perpetual Annual Campaign Endowment Fund
- Anne\* and Ernst\* Fischer Annual Campaign Endowment Fund
- Nathan\* and Elsie Lee\* Forb Annual Campaign Endowment Fund
- Gilbert Grossman\* Perpetual Annual Campaign Endowment Fund
- Hanna Grossman\* Annual Campaign Endowment Fund
- Jerome Gumenick\* Perpetual Annual Campaign Endowment Fund
- Kitty G. Hirsh\* Annual Campaign Endowment Fund
- S. Harold Horowitz \* Perpetual Annual Campaign Endowment Fund
- Inge & Harold Horowitz Perpetual Annual Campaign Endowment Fund
- Malcolm\* and Willa Kalman Annual Campaign Endowment Fund
- Stewart & Sandy Kasen Perpetual Annual Campaign Endowment Fund
- Nathalie\* & Philip\* Klaus Annual Campaign Endowment Fund
- Harry Lyons\* Annual Campaign Endowment Fund
- Elinor Bloom Marshall \* Legacy Fund
- Aaron Misrach\* Annual Campaign Endowment Fund
- Abby W. Moore Charitable Endowment Fund
- Sara Belle and Neilson November Annual Campaign Endowment Fund
- Mildred\* and Bennie\* Perlin Annual Campaign Endowment Fund
- Adam S. Plotkin Perpetual Annual Campaign Endowment Fund
- Richmon Family Legacy Fund
- Richard Samet Family Legacy Fund
- Elise Bloom Scherr & Irving Yale Scherr Legacy Fund
- Richard\* and Betty\* Schwarzschild Annual Campaign Endowment Fund
- Stuart Siegel Annual Campaign Endowment Fund
- Sandra Sisisky Lion of Judah Endowment Fund, Annual Campaign Endowment Fund
- Gail \* and Harold P.\* Straus Annual Campaign Endowment Fund
- Ben A. Wallerstein\* Annual Campaign Endowment Fund
- Dorothy Meyers Wizer, Lion of Judah Endowment Fund, Annual Campaign Endowment Fund
- Hortense Wolf\* Annual Campaign Endowment Fund

From that success (as JCFR Women's Division chairperson), came the confidence to accept other challenges and opportunities to lead. I moved forward to be the Chairman of the Board of Governors for the four facilities of the Beth Shalom Home in Richmond and Virginia Beach.

- DEANE DUBANSKY

# How will you assure Jewish tomorrows?



What aspects of Jewish life do you cherish most—learning, community, worship, caring for those in need or social justice? Whatever you care about most, by leaving a legacy you ensure the things you value are sustained for future generations.

**Call us at 804-545-8656 to create your legacy.**



**Richmond Jewish Foundation**

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