



JEWISH COMMUNITY FEDERATION OF RICHMOND
Annual Report to the Community 2018

Together we have the power to change the world ✧ *Together we have the power to change the world* ✧ *Together we have the power to change the world*



Jewish Community Federation of Richmond

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Mission Statement

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.

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Photo: Sterling Silver Kiddush Cup, c.1869, from the Beth Ahabah Museum & Archives collection.



A MESSAGE FROM THE PRESIDENT & CEO

Our Jewish Community Federation of Richmond celebrated its 84th anniversary of bringing the Richmond Jewish community together. Through collective action you helped meet Jewish needs and advanced Jewish life. Through Federation you helped kids attend summer camp, learn and grow. You worked to ensure inclusion for people of all abilities, backgrounds and circumstances, and provided critical infrastructure and support. You responded to crises at home and abroad and worked to address, alleviate and stem the rising tide of anti-Semitism locally and nationally. Federation, thanks to you, helped secure our Jewish future by working with the Richmond Jewish Foundation to continue Life & Legacy, a groundbreaking effort to secure legacy and bequest gifts for our community. Together we began planning for Richmond in 2025 and beyond through our Navigating the Future Community study and committee, which brings together the entirety of our Richmond Jewish community agencies, and synagogues to think, learn and strategize together.

Whether your support comes through the Annual Campaign, a supplemental donation, endowment or legacy gift, your donation has the power to make a greater impact than you might imagine.

- Your Federation support funds vital agencies and programs in Greater Richmond, in Israel and in more than 70 other countries worldwide. You sustain a reli-



able safety net of social services; maintain meaningful educational and identity-building initiatives; provide critical rescue and relief to individuals and communities touched by natural disasters, wars and acts of terror; and help to ensure a bright tomorrow for the Jewish people.

- Your Federation donation allows your philanthropic intentions to come to life in the most effective and efficient way possible. Your gift joins with hundreds of others to multiply your impact and ensure that we maximize and leverage every gift to make the biggest difference, 365 days a year.
- Your Federation is a volunteer-driven organization, powered by passionate, caring people who give their time to make our world a better place. Federation volunteers thoughtfully guide the distribution of financial resources; use advocacy efforts to leverage Federation dollars and secure additional funding; and provide thousands of hours of hands-on assistance to community organizations and their clients.
- Impact Grants funded programs that connected members of our community; funded education and interfaith outreach; and established a new help hotline to ease the burden of those in need of help.

Since our founding in 1935, we have remained proudly dedicated to the sacred principle that "All Jews are responsible for one another." Your trust and partnership brings these values to bear every hour of every day. Thank you for your ongoing generosity and support.

Nannette Shor
President

Daniel Staffenberg
Chief Executive Officer



On May 14, 1948, in Tel Aviv, Jewish Agency Chairman David Ben-Gurion proclaimed the State of Israel, establishing the first Jewish state in 2,000 years. In an afternoon ceremony at the Tel Aviv Art Museum, Ben-Gurion announced the words: "We hereby proclaim the establishment of the Jewish state in Palestine, to be called Israel," prompting applause and tears from the crowd gathered at the museum. Ben-Gurion became Israel's first Prime Minister.

The Jewish Community Federation of Richmond and the Richmond Jewish Community celebrated this momentous occasion in many different ways. There were concerts, Israeli food, movies, art and much more. JCFR, along with the Weinstein JCC and the Richmond Council for Jewish Education co-sponsored an afternoon event with Israeli Superstar D'ganit Daddo. Community members also experienced a taste of Israel through the Bar Kochva's Shuk, camel rides and henna tattoos.



ANNUAL CAMPAIGN

For over 80 years the Jewish Community Federation of Richmond has supported Jews here in Richmond, Israel and in over 70 countries across the world. Our tradition of caring for the Jewish people is the foundation of the Federation's mission. Our fundraising efforts, partnerships with beneficiary agencies and international organizations, along with your support help us fulfill this mission every day.

This year our campaign focused on the Unmet Needs in our community. Our agencies and synagogues are struggling to meet the increased demands of our community. Core areas include Hunger & Poverty, Security, Senior Care, and Educational Scholarship Support. These are challenging programmatic and financial needs for which we must work toward finding collaborative solutions. Each of these increasing categories of need are shared by our local community and the communities we support through the programs of our overseas partners, the Jewish Agency and the Jewish Joint Distribution Committee.

You are the start of something powerful.

Here at home and around the world, Federation works to support, sustain and revitalize Jewish life. But we can't do it without you. Your contribution is what makes everything possible, enabling us to meet the needs of people in ways no other organization can or will.

Jewish learning is a torch that illuminates our history and our future.

Federation works to keep the flame burning bright. From a Purim storybook that arrives on the doorstep of an interfaith family to a scholarship that helps a child attend day school; from Hebrew classes at a senior center, to insights gleaned at an Israeli film festival, your gift helps power Jewish learning in endless ways.

How does faith fit into my life?

What does being Jewish mean? Your gift helps people of all ages and backgrounds discover their own personal answers—through Birthright trips, community gatherings and more. As they learn, we're learning, too; how to modernize traditions to keep them relevant, while preserving their meaning. As people awaken to the power and promise of their Jewish identity, new seeds are planted and our legacy is strengthened.

Goodness is not a single act.

It's the sum of many parts. Which is why Federation is always at work, powering the Jewish community in ways you might not think of, in places you'd never suspect. We're there in times of crisis, sowing the seeds of hope. We're there in quiet moments that transform lives and strengthen our legacy. Right now, thousands of people need us in a multitude of ways. This is your moment to help. Join us, and be the start of something powerful.

In the midst of suffering, Federation can offer strength.

We go where the needs are greatest—supporting communities working to rebuild in the wake of natural or financial disasters, and ensuring that families in crisis are never without food, clothing, shelter, warmth or medicine.

Thank You!!!

At the heart of our Annual Campaign our volunteers and donors are committed to building a stronger and more vibrant Jewish community together and improving Jewish lives, wherever they may be. Your dollars directly benefit those in need here in Richmond, in Israel and in over 70 countries around the world.

The work of the Federation's Annual Campaign would not be possible without the tireless work of our campaign volunteers and leadership. These volunteers help steward the process of asking one person to help another that neither of them might ever meet.

We are so grateful to our 2018 Campaign Volunteers and 2018 Annual Campaign leadership team.

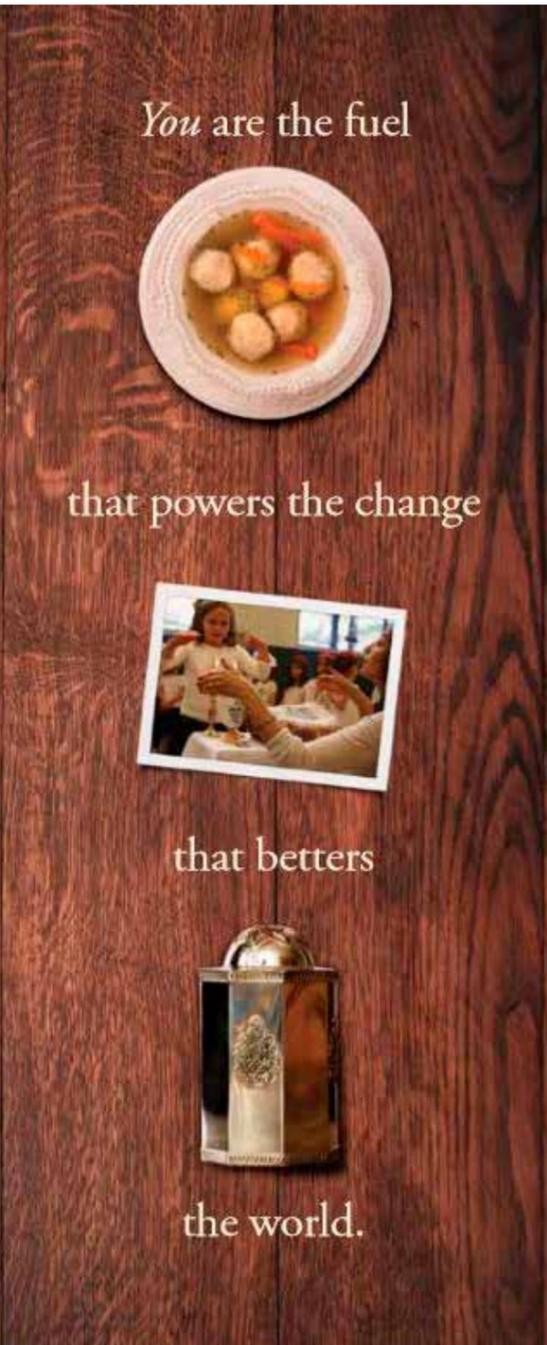
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ANNUAL
CAMPAIGN

\$2,824,962

RAISED FROM
1,293 DONORS

144 NEW DONORS
TO THE CAMPAIGN





2018 Campaign Cabinet

Seth Kaplan
General Campaign Chair

Gary Goldberg & Russ Jennings
Men's Division Co-chairs

Jill Goldfine
Woman's Division Chair

Robyn Galpern, Amy Melnick-Scharf & Yael Fletcher
Women's Division Vice-chairs

Zach Brenner
Young Leadership Chair

Helen Horwitz
Campaign Mentor

YOUNG LEADERSHIP DIVISION (YLD):

Network JCFR & Young Adult Division Campaign

The Young Leadership Division of the JCFR serves to connect young professionals (22-45) with meaningful involvement in the Jewish community through a wide variety of programming, focused on: philanthropy, leadership development and overall social and engagement opportunities. The Young Leadership Division breaks down into the Young Adult Division Campaign, and Network JCFR.

Network JCFR: Network JCFR serves to create community for young professionals through a variety of educational, cultural, volunteer and social events. Network JCFR provides enrichment for young Richmonders and newcomers alike, in all facets of life, from professional and religious to cultural and communal.

Over the past year, Network JCFR continued to be the premier outlet for outreach and engagement programs for young professionals. There has been an assortment of programs to engage many young adults and encourage them to become a part of Network JCFR. Their participation makes a difference through mitzvot, building life-long friendships and strengthening our community. The premier event, the Network JCFR Hanukkah Party,

reached record level of attendance for a young professional event with 96 people!

Young Adult Department: YAD provides the opportunity for young professionals to engage in the JCFR Annual Campaign. Through the annual YAD Campaign Event, participants learn about the importance of philanthropy and the impact the JCFR has on Jewish Richmond. The YAD Campaign event this past year brought the first of what will be an annual FED talks event. The TED talk style event helped share impactful Federation stories in a relatable way. YAD campaign workers are educated about how to 'make the ask' and raise funds for the JCFR Annual Campaign.

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Honeymoon Israel

Through the support of private donors and the JCFR IMPACT GRANTS program, Honeymoon Israel's first Richmond trip came to fruition this year.

Honeymoon Israel provides immersive trips to Israel for locally based cohorts of couples who have at least one Jewish partner, early in their committed relationship. This program creates communities of couples who are building families with deep and meaningful connections to Jewish life and the Jewish people.

Richmond's first cohort consisted of 15 couples, and was staffed by Federation's Jesse Feld, and Bonay Kodesh's Rabbi Patrick Beaulier. The trip was a dream come true for so many who had never been to Israel. The group visited holy sites in Jerusalem, climbed Masada, floated in the Dead Sea and of course took in the culturally rich world that is Tel Aviv. Through the trip, the couples bonded over their similarities and differences. Since the trip, the group has become actively engaged in Jewish life in Richmond. They have had many reunion parties (almost once a month) and have become active participants in synagogues and Jewish agencies. Honeymoon Israel did not just provide a great trip, they helped build Richmond's Jewish community.

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FEDERATION

Affiliate & Beneficiary Agencies



Beth Shalom Lifecare Community is the premier lifecare community in Richmond offering a continuum of care. Their mission is to provide comprehensive, compassionate healthcare for individuals of all faiths in a campus environment and homelike setting. Beth Shalom Lifecare Community offers an array of options to meet the changing needs of their residents.



Carole and Marcus Weinstein Jewish Community Center is a place where people of all ages and faiths belong. The Weinstein JCC strives to maintain the highest standards for facilities and programming and offer classes, services and events that contribute to the well-being of the Jewish and Richmond Community.



JFS has provided exceptional guidance and support to individuals and families of all ages, faiths and income levels for more than 165 years. JFS provides counseling, adoption, home care and a variety of other services throughout the Richmond area. JFS's belief is that everyone is entitled to services that enrich their lives and help their overall well-being.



Rudlin Torah Academy (RTA), an accredited private Jewish K-8 day school, is open to Jewish youth of all backgrounds. RTA—a part of the Richmond, Virginia community since 1966—puts academic excellence within each student's reach.



The Virginia Holocaust Museum preserves and documents the Holocaust in exhibits and its archival collections. Through the permanent exhibit, educational programming and outreach the museum employs the history of the Holocaust and other genocides to educate and inspire future generations of Virginians to fight prejudice and indifference.

FEDERATION

Departments & Programs

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 of community consensus locally, statewide, nationally and globally. The JCRC is proud to promote communal ties and to speak publicly for the four JCRC pillars throughout Richmond and beyond. In an increasingly concerning threat environment, the JCRC also coordinates community-wide security matters.

Community Security Apparatus (CSA) The JCRC's community security portfolio has grown significantly in the past year. This began after the arrests of local white supremacists who planned to attack Synagogues and Black Churches. Those felons are now incarcerated, but local and Federal law enforcement officers believe the need to develop and maintain robust and vigilant community security remains. The past year has shown a surge in hate-crimes (locally and nationally) and the threat of violence from homegrown extremists has increased. The Secure Community Networks—a Federation and joint project of JFNA and the Conference of Presidents of Major Jewish Organizations—with which we work regularly, enumerated over 176 anti-Semitic incidents from January 1, 2017 - February 20, 2017 alone.

To that end, the CSA meets on a semi-regular basis and receives regular communications from the JCRC director, who serves as the Jewish community's point of contact on safety and security. The CSA includes agency and synagogue volunteer and professional leadership, community security professionals, five local police and sheriffs' offices, the State Police, the Federal Bureau of Investigation, and the U.S. Department of Homeland Security. In December, the JCRC hosted a DHS "Active Shooter Workshop" for city-wide Houses of Worship.

Fighting the BDS Movement Each year, dozens of Richmond's young adults head to college campuses nationally. Many face pressure to condemn Israel or are ostracized because they support Israel. On August 2, a special JCRC program was held to teach college students about the anti-Israel, Boycott, Divestment and Sanctions Movement (BDS) and to discuss media engagement.

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JCRC'S FOUR PILLARS

- 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 greater Richmond





Standing Together In the face of increased bigotry, racism, hatred and anti-Semitism, Richmonders united. The JCRC took a leadership role in assembling a series of powerful community events, guided by the Virginia Center for Inclusive Communities, which gathered diverse community partners. Our JCRC proudly and publicly joined multiple local events declaring, “We Stand Together.”

Just as in 2015 the JCRC stood with the Islamic Center of Bon Air when its Mosque was targeted with racism and defamation, our interfaith partners stood with us during the massive wave of anti-Semitism in 2016 and 2017. One such event was held at Emek Sholom Holocaust Memorial Cemetery, specifically to support our Jewish community.

Overall, more than 2,500 Richmonders participated. A cornerstone of our community outreach is believing that when we stand with our communal partners we strengthen our community as well as theirs.

Virginia Jewish Advocacy Day was held at the Virginia State Capitol on January 30, 2018. Community members from each of the four JCRCs statewide gathered to meet their legislators to advocate for issues of importance. As in years past, the Richmond Chapter of Hadassah co-sponsored the Richmond delegation. In addition to speaking with each community’s respective delegates and senators, participants were addressed by Governor Ralph Northam, Lt. Governor Justin Fairfax and Attorney General Mark Herring.

Israel Fellows JCFR continues to fund the Israel Fellows Program at the Hillels of Virginia Tech and University of Virginia. Israel Fellows educate the campus communities about Israel and coordinate responses to anti-Israel events, connect students to Israel travel opportunities and empower students providing tools for pro-Israel activities and Jewish life engagement on campus.

JFNA General Assembly Every year the Jewish Federations of North America (JFNA) convenes the General Assembly, a three-day conference featuring inspiring speakers, professional and volunteer development workshops and invigorating conversation. The conference attracts thousands of volunteer and professional leaders from Federations across North America and Israel.

This year the GA was held in Los Angeles, California, and focused on Jewish identity in the media and entertainment industry, the work of Federations in the face of Hurricane Harvey, and the need to engage millennials in the Federation’s work. Highlights included an update on the North American-Israeli relationship from Israeli President Reuven Rivlin and a teleconference address from Israeli Prime Minister Benjamin Netanyahu.



Other key speakers included Los Angeles Mayor Eric Garcetti; Rabbi David Wolpe, senior Rabbi at Sinai Temple in Los Angeles; Sean Rad, Co-founder of Tinder; and Rachel Samekh, founder and CEO of Swipe Away Hunger.

We hope you will join our delegation at the GA as we represent our Federation and Jewish community in Tel Aviv, Israel from October 22-24, 2018.



Outreach & Engagement

Shalom Richmond Newcomers Each fall as families and friends gather to celebrate the New Year, the Federation welcomes newcomers to the community in partnership and collaboration with local agencies and synagogues. Together we welcome community members new to the area and new to involvement in the Richmond Jewish community, and share information about ways in which they can become involved. This past year, newcomers and representatives of the partner groups enjoyed each other’s company at the Weinstein JCC. They were treated to a special gallery exhibit of local artists and Weinstein JCC team member, Dave Decker, as he showcased his artwork, much of which highlights Richmond’s beauty.

Enterprise Circle Enterprise Circle is an affinity group that provides networking opportunities for the Jewish Richmond business and professional communities. Enterprise Circle continues to bring community members together to foster networking opportunities and an active participation in Jewish life. A recent highlight of the Enterprise Circle’s year was a panel discussion featuring two successful multi-generational Richmond Family businesses: The Richmond Group and Victor Products.

PJ Library Richmond is proud to have been a PJ Library community since 2008, and since then more than 850 children have received this wonderful gift of monthly books. This year 300 children in the Richmond area are receiving monthly materials in the mail as 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. RCJE continues to focus on communal holiday and educational programs, such as Camp Sababa, Educator Workshops, Purim, Passover and Israeli Festival celebrations. RCJE also provides subsidies for local educators. Camp Sababa is in its 8th year. Over 50 campers and Israeli teens from our Partnership-2Gether community, Hadera-Erion, participate in this program.

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144



new donors to the Federation Annual Campaign

627

families affected by terror in Israel receiving help from Jewish Federations of North American Terror Support Initiative

ONE GIFT

from 1385

donors creates impact to Jewish Richmond



\$11,697

raised in Richmond for Emergency relief from hurricanes and floods



Israeli fellows at UVA and Virginia Tech Hillel



3,000

families in Israel supported JDC Family First initiative and education program which includes employment counseling

30



of the participants in RVA's Honeymoon Israel are now involved in their local community



1,000

Lone soldiers in Israel supported by the Jewish Agency's Wing's program



53

Richmond Coalition for Jewish Education's Camp Sababa campers for summer 2017

3,200

households receiving The Reflector each month to stay connected to Jewish Richmond



200

new Life & Legacy gifts to the entire Richmond Jewish community



\$12,000

to help launch the JFS-led Richmond Jewish Care Line through an Impact Grant

150

statewide participants advocating for our communities at VA Jewish Advocay Day



IAI \$32,000

in funds from the annual campaign supporting synagogues and Jewish educators



1,400

participants with an RVA connection have traveled to Israel with Birthright Israel



2,000

Jewish internally displaced people in Ukraine

27

Network JCFR Events engaging young professionals in the Richmond Jewish community

32

local businesses supported the community by advertising in The Reflector

40+

students participated in Rudlin Torah Academy's enrichment activities of computer coding, Spanish, chess & soccer



9,646

visits to jewishrichmond.org in the past year



teens participating in the BBYO Zaporozhye exchange program funded by Impact Grants



3,744

PJ Library books sent to Richmond kids this year

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.

The JCFR continues to support 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.

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The Reflector The JCFR publishes *The Reflector*, a monthly community newspaper that 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 3,800 homes, synagogues and agencies throughout the Richmond Jewish community and via email to community members who prefer a digital version. The past year saw an increase in advertising to support expanded content. To stay up-to-date on what's happening with the Federation and our Jewish community, visit jewishrichmond.org to sign up for weekly emails and follow us on Facebook.



Richmond Jewish Coalition for Literacy (RJCL) RJCL continues to work with students at Swansboro Elementary School in Richmond City and Laburnum Elementary School in Henrico County. The successful Readers' Café is in full swing at both schools and one-on-one mentoring continues to be a focal point at Swansboro. Volunteers are sharing at least one hour per week, serving as both tutors and mentors to the students and often help out teachers in the classrooms. Federation works to develop entry points to Jewish communal life through social action programs such as RJCL.



2018/2019 IMPACT GRANTS

Impact Grants foster innovative approaches to help build a more vibrant Richmond Jewish community.

JFS– Richmond Jewish Care Line \$12,000

JFS, along with a collaborative group of Jewish organizations, has come together to address the growing basic needs of the Richmond Jewish community. These funds will support a pilot program for a crisis hotline and emergency funds to support access to food and emergency aid for community members in need. A Jewish individual or family in crisis who requires help with basic needs of food, emergency financial assistance, or childcare would call the Richmond Jewish Care Line. The Care Line will be administered by a JFS case manager who will meet with the individual or family within 48 hours to assess their situation. The Impact Grant funding, along with support from community donors, will also allow JFS and the collaborative team to gather real data, which will be the building blocks, for a comprehensive and coordinated Jewish community strategy to address the issue of basic needs in our community.

BBYO \$8,000

BBYO begins its second year of a program helping the Jewish teen community of Richmond strengthen their connection to the global Jewish community. During the first year a group of Ukrainian teens and engagement staff visited Richmond and participated with Richmond teens in programming. Four teens have traveled to Ukraine to continue to build these relationships. The intent is to continue to provide teens with a tangible connection between their local involvement in youth groups to the work that happens with Federation and other countries around the world.

Jewish Life at VCU \$20,000

For a second year, Jewish Life at VCU was awarded a grant opportunity through Hillel International to hire an Engagement Fellow as a full time member of their staff. The two-year program is valued at \$75,000 per year, of which Hillel International covers two thirds of that cost. The new hire has diversified the staff and tremendously increased the reach of Jewish Life at VCU. More resources will continue to be available to VCU students through engagement programming, strategic collaboration with local Jewish organizations and student leadership development.

KBI Jewish Student Union–Teen Richmond Israel Program (TRIP) \$8,000

In its second year, the TRIP program is a series of seminars that educates Richmond's Jewish teens about Israel and helps them explore and grow their own Jewish identity through a love of Israel. This program will help create a cadre of four TRIP Fellows, who will attend the AIPAC policy conference, participate in a summer experience on The Jerusalem Journey and will be responsible for running two Israel focused community programs.

Interfaith Programming \$15,000

Out of the ten applications submitted, three focused on Interfaith Programming: Weinstein JCC, Congregation Or Ami (second year request), and a collaboration between Congregation Or Atid and Temple Beth El. The Impact Grant Committee asked these organizations to join together to work in partnership on Interfaith programming. The group has already met to outline goals and make a plan for programs.



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Israel & Overseas

Your Federation provides funding to The Jewish Agency and the American Jewish Joint Distribution Committee (JDC). The Jewish Agency works to build a vibrant future for Israel and the Jewish people. It continues to serve as the lead Aliyah agency and has helped bring in over 3 million people to the Jewish State. The Jewish Agency facilitates our Partnership2Gether (P2G) programs with our Israeli sister-city of Hadera-Eiron

and nine other communities in the Southeast Consortium. P2G's people to people platform has fostered meaningful relationships between Israelis and Diaspora Jews through a variety of programs like the Tikkun Olam teen summer exchange, Running2Gether Jerusalem Marathon, School Twinning, Leadership2Gether and much more.

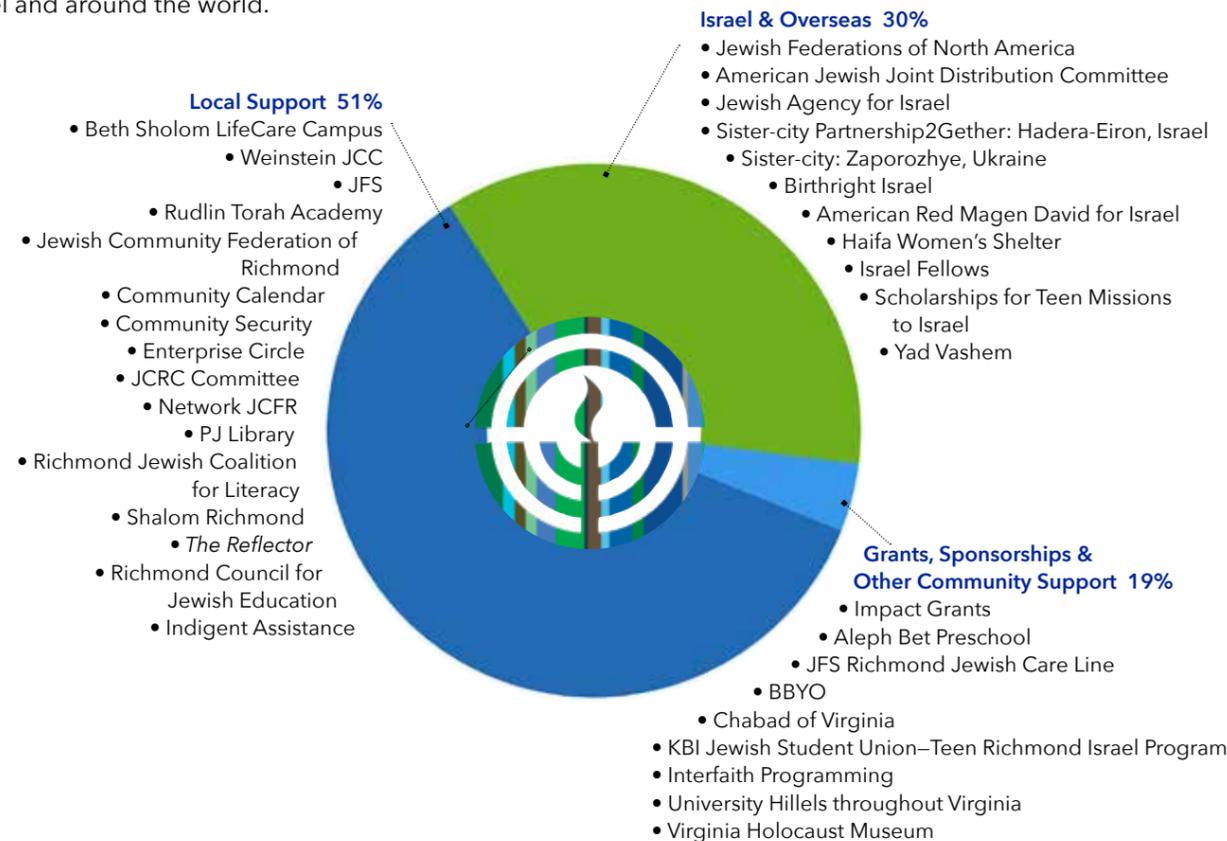
JDC operates in over 70 countries, reaching Jews in need with life-saving assistance including food and medical assistance, winter relief, Jewish education and continuity and so much more. In particular, the JCFR supports JDC's work helping impoverished Jews in eastern Ukraine, who are now international refugees and internally displaced people. The JCFR took on a five-year commitment to aid the Jewish community of the Ukrainian city of Zaporozhye, our sister-city. Community members have visited Zaporozhye on a variety of missions.

JDC, JFNA, and Federations around the country continue to play an active role in responding to global emergencies. With our collective fundraising ability, JDC is often the first organization on the ground to provide support. Whether it is a flood or a hurricane, JDC offers immediate



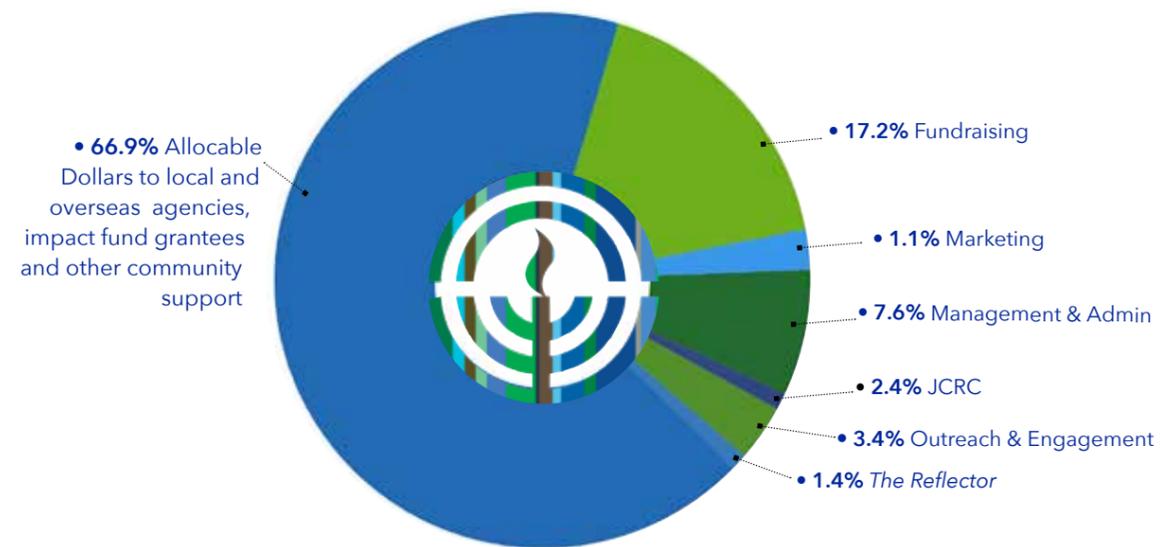
RESOURCE DISTRIBUTION

For the 2018-2019 fiscal year, the Federation will distribute funds to agencies, organizations and programs in Richmond, in Israel and around the world.



OPERATING BUDGET AS A PERCENTAGE OF TOTAL ANNUAL GIVING

The Jewish Community Federation of Richmond is proud to be among the most efficient non-profit organizations in terms of both fundraising and operating expenses based on peer benchmarks and other similar organizations.*



* According to the National Center for Charitable Statistics, industry standards for fundraising efficiency recommend that non-profits spend a maximum of 35% on their fundraising and administrative expenses, as reported by the Urban Institute Center on Nonprofits and Philanthropy and Indiana University Center on Philanthropy.



JEWISH COMMUNITY FEDERATION OF RICHMOND

Executive Committee

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Barbara Kiken*	
Rabbi Michael Knopf	
Rabbi Yossel Kranz	

* Executive Committee
** of blessed memory



JCFR Professional Team

Daniel Staffenberg Chief Executive Officer
Alissa Aronovici Campaign Director
Rod Brinks Reflector Ad Sales
Jesse Feld Young Adult Organizer & Communications Specialist
Daniel "Doni" Fogel Director of Jewish Community Relations & Israel and Overseas Programming
Bonnie Hite Controller
Raymond "Skip" Kozakewicz Reflector Editor
Ellen Moncure Campaign Administrator
Diane Munsey Administrative Assistant
Sara Rosenbaum Director of Operations

ENDOWMENTS & PLANNED GIVING



The Jewish Community Federation of Richmond is grateful for the generosity of its 128 Legacy donors! A special thank you to the 44 new Life & Legacy donors this year. Together these community members have ensured a vibrant Jewish Richmond for decades to come.

ANNUAL CAMPAIGN ENDOWMENTS (ACE)

Anonymous
Daniel Backer
Herman Brent*
Selma & Jacob* Brown
Susie & Tom Byer
Mark Cargin*
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Aaron Misrach*
Abby W. Moore
Sara Belle & Neilson* November
Mildred* & Bennie* Perlin
Adam S. Plotkin
Diane M. & Michael W. Richmon
Samet Family
Elise B. Scherr & Irving Yale Scherr
Richard* & Betty* Schwarzschild
Stuart Siegel
Gail* & Harold P.* Straus
Ben A. Wallerstein*
Hortense Wolf*

LION OF JUDAH ENDOWMENTS (LOJE)

Anonymous (2)
Rhona Arenstein
Judy Becker
Selma Brown
Melissa Scherr Brownstein
Beatrice Fine
Karin Fine
Jill Goldfine
Helen Horwitz
Willa Kalman
Sandy Kasen
Rachel Rosenbaum Khitrick
Barbara Richman Kiken
Elinor B. Marshall*
Joanne Moore
Sara Belle November
Catherine S. Plotkin
Barbara M. Rabhan
Diane M. Richmon
Elise B. Scherr
Janie S. Schwarz
Betty Schwarzschild*
Nannette L. Shor
Sandra Sisisky
Susan B. Sisisky
Allison P. Weinstein
Carole Weinstein
Dorothy Meyers Wizer
Sonia Zinder

MOSES MAIMONIDES SOCIETY

Jerome* & Gigi Gumenick
Nathan* & Sophie* Gumenick
Harry* & Harriet* Grandis
Edward* & Elizabeth* Hirschler
Nathaniel* & Amy Krumbein
Hyman Meyers*
S. Sidney* & Anne* Meyers
Larry* & Deborah* Sterling
B. David Peck
Charles* & Rhoda* Thalhimer
William Thalhimer, Jr.* & Barbara* Thalhimer
Marcus & Carole Weinstein

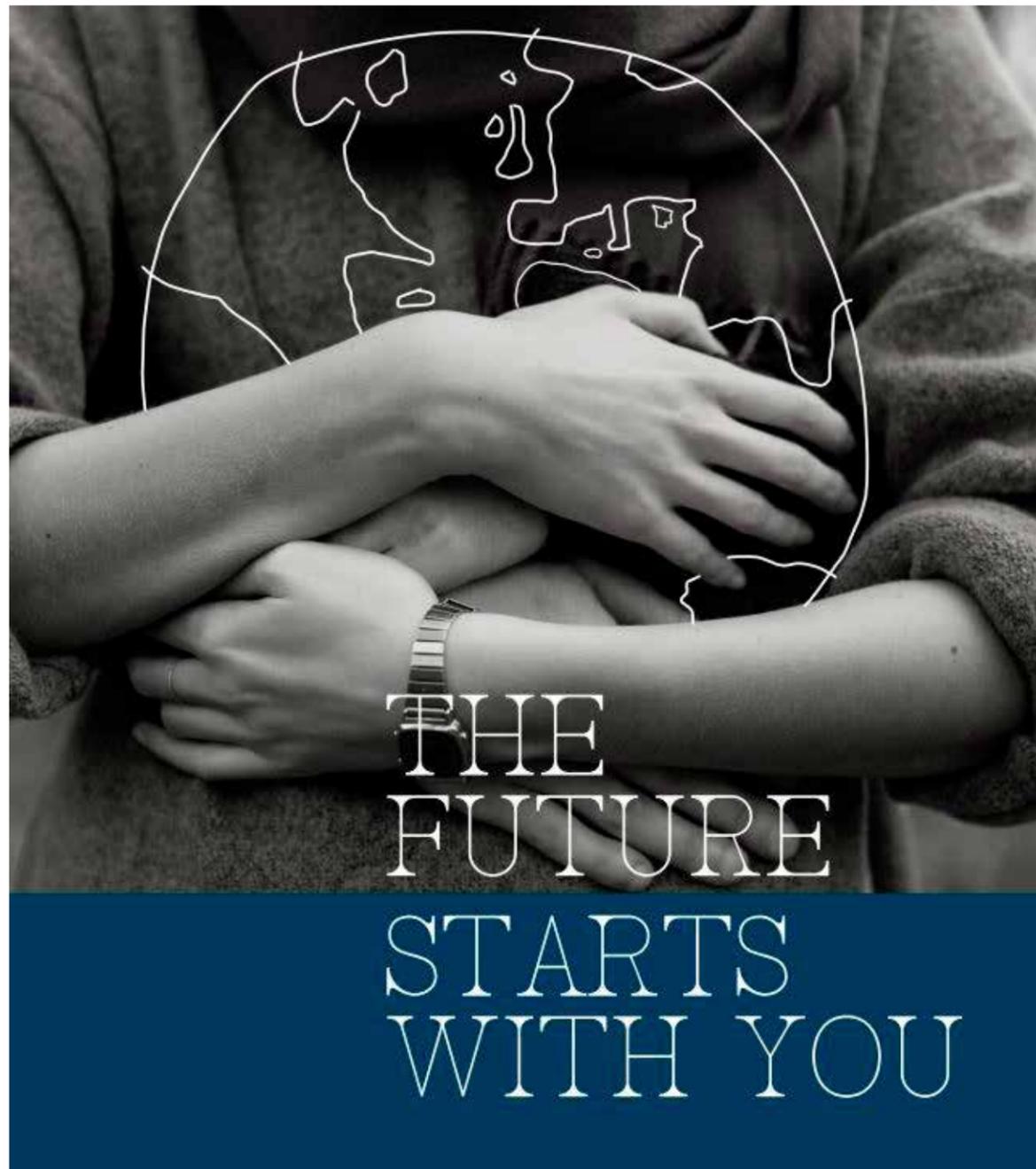
LIFE & LEGACY

Anonymous (9)
Ellen Renee & Louis Adams
Ronnie & Susan Adolf
Rhona & Irving Blank
Frona & Alan Colker
Marilyn Lipsitz Flax & Robert Flax
David & Robyn Galpern
Linda & Rick Gary
Jill & Howard Goldfine
Frances F. Goldman
Matthew Grossman
Russ Jennings
Seth & Lisa Kaplan
Neil S. Kessler
Hedy Lapkin
Jeanette* & Eric* Lipman
Amy Melnick-Scharf
Susan & Stephen Meyers
Martin J. Miller
Ellen Moncure & Richard Lustig
Ashley & Christopher Noell
Josh & Suzanne Peck
Catherine Strause Plotkin
Gail & Jim Plotkin
Barbara Richman Kiken
Rachel Rosenbaum Khitrick
Beth & Dan Rosenthal
Richard & Jessica Samet
Marcia Shor
Nannette L. Shor
Nathan A. Shor
Dan & Peggy Siegel
Daniel Staffenberg
Sara Shocket Waskin
Jim Weinberg
Dean Whitbeck

* of blessed memory

**LIFE & LEGACY is a legacy endowment program of the JCFR, in partnership with the Harold Grinspoon Foundation (HGF), Richmond Jewish Foundation and the Ruth M. & Samuel S. Wurtzel Fund of RJF.





Creating a Legacy - why now?

When nothing is certain, the one thing we've been able to count on is the gift of our Jewish heritage. A nurturing community. A sense of belonging. Core principles and traditions that have given our lives meaning and purpose. Now those very gifts are facing their own future of uncertainty.

As we look to younger generations whose priorities are diverse and changing, it's crucial that we, the leaders of today, take action now to protect the future of Jewish life. A legacy gift is a demonstration of your belief in the continuity of Jewish life for generations to come. By leaving financial resources to Jewish causes you care deeply about, you can ensure future generations have an opportunity to embrace our heritage.



I make a difference in Jewish lives.



Why do I give? With Federation, I know my gift is used wherever it's needed most. I may be helping a Holocaust survivor to live with dignity. I may be assisting someone in my own town — someone I don't even know — to get a job so they can take care of their family. Maybe I'm helping kids in Eastern Europe reclaim their heritage. The important thing is, I'm doing something vital to help every single day.

I can give strength to people in need.

Why Federation? My family arrived here from Soviet Russia when I was 15 — with nothing. Federation gave us clothing. A roof over our heads. Whatever we needed to make a fresh start. I knew then, that I wanted to give back — so Federation could keep helping other people like they'd helped us.



I open the doors to learning.

What's most important to me? Besides my family... Judaism and Jewish learning — for any child, any family who wants it. Jewish education encompasses our values, culture and heritage. Without this knowledge, we can't build a future.



Donate. Volunteer. Make a difference.

www.jewishrichmond.org

You have the power to strengthen the Jewish community — at home and in 70 countries around the world. Give to Federation.



Together we have the power to change the world ✧ Together we have the power to change the world ✧ Together we have the power to change the world ✧ Together we have the power to change the world ✧ Together we have the power to change the world ✧



Jewish Community Federation
OF RICHMOND

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