



Dear Friends,

As we continue to process and come to terms with the horrific terrorist attack in Israel on October 7th, these last several weeks have been trying for so many, not only here in the greater San Gabriel and Pomona Valleys but all across the globe. Echoes of the past have caused fear and anxiety as the pictures, videos, and stories have been shared. As we grapple with this, our local community has turned to our Jewish Federation for guidance, information, and support. We are proud that we have been able to provide it during this challenging time, including the outreach we have done to our local college and university presidents and public schools superintendents about our concern for Jewish students, families, faculty, and staff on their respective campuses.

Even while our focus remains on Israel, our Jewish Federation has been working hard towards our mission to build community by strengthening and enhancing Jewish life in our community. We have been doing this by continuing our advocacy work on behalf of our local Jewish community to combat antisemitism and hate. In addition, our Cultural Arts program had a magical run of *Leading Ladies* (our Fall play), and we kicked off our 25th Annual Jewish Book Festival. We hope you will join us on Saturday, December 16 for our Stars of David concert at Temple Beth Israel of Pomona. The concert is part of our yearlong 30th Anniversary celebration.

We are excited to share with you this latest Federation FOCUS newsletter. Inside, you will get a recap on some of the activities and successes these last few months, as well as information about our joining the Southern California Jewish Security Alliance to further enhance the security efforts we are making to keep our community feel as safe as possible. We are also excited to share information about a new strategic marketing approach we are implementing that utilizes information we gathered from our 2021 Community Survey.

It is unclear at this point what the next few months have in store in Israel and for Jews around the world. Please know we continue to monitor the situation and are committed to keeping our community as informed and engaged as possible. Thank you for the ongoing support and participation we receive from community members like you. Together, we are showing people the power the community has... especially in challenging times like these.



Julie S. Solberg
President



Jason Moss
Executive Director



Julie S. Solberg
President



Jason Moss
Executive Director

**Building
Community,
Enhancing
Jewish
Life**

OUR IMPACT IN OUR

What do you like most about our Jewish Federation and what value does it add to our community?



Shari Herzfeld & Jan Robertson | Women's Forum

JAN ROBERTSON

I so appreciate how our Jewish Federation brings the Jewish community together in ways our local synagogues are unable to. My temple (like most Jewish congregations in this area) is small. By engaging with our local Jewish Federation, we get to know our brethren, who belong to other congregations or are not affiliated, and they help connect us to the larger Jewish world through things like the Secure Communities Network, the "Stand Up Against Jewish Hate" campaign, and the current Emergency Response for Israel. Since my congregation is small, we wouldn't have the resources to bring in the author of a current best-selling book, organize an event like "Every Person Has a Name," bring in the Consul General of Israel to talk to us, organize theatrical performances, holiday concerts, Jewish art exhibits, or lots of other events of Jewish interest that our Jewish Federation is able to produce, by drawing from a much larger audience. And having the Jewish Federation serve as a Jewish voice, where an individual or a single congregation might not be listened to, allows all of us to be heard.

RICHARD WEINER

We appreciate the support that has been given to individual synagogues in addressing security issues. It gives us insight into what is happening in the Jewish community nationwide and what we can do to help the Jewish community individually. We also look forward to events sponsored by our Jewish Federation, like the Jewish Book Festival. It lets the community know what transpires in our community and the surrounding areas. The support that our Jewish Federation gives to the entire Jewish community is invaluable.



Jewish Book Festival

JAMIE MONTES DE OCA

There are so many things I like most about our local Jewish Federation. I appreciate Camp Gan Shalom, which allows Jewish kids from all over the community to come together, bond, and have fun. My child has attended there since he was 4, he's nine now. He begged me to put him in Gan Shalom last summer. All the kids beg their parents to bring them back each year because they have so much fun. Our Jewish Federation also allows me to meet Jewish families from all of our local synagogues and those who don't belong to synagogues but are Jewish. It helps me make strong friendships and to raise my child surrounded by a supportive Jewish community. It's helped my child make Jewish friendships.

I also appreciate our executive director Jason Moss, who has worked to build relationships and goodwill in the non-Jewish community, and you see how that helps in these unprecedented times. I feel safer sending my kid to the local schools, knowing that Jason has already told them when the High Holidays are, so no big events will be scheduled at the same time. And he's already told them how the Jewish community feels so that I, as one parent, don't have to have that conversation with a large school alone. As I watch what is transpiring on college campuses right now, including at my alma mater, I truly see the value of what having a strong Jewish Federation can do through the connections it makes for our community.



Very happy campers | Camp Gan Shalom

TERRY TORNEK

As a 40-year resident of Pasadena, including service as a City Council member and Mayor, I am keenly aware of our region's tremendous diversity. I firmly believe that it is one of our strengths as a community. I am also acutely aware of how small the Jewish community is and, over the years, have been reminded of that reality by friends from the West side and the "other Valley." Significant diversity and our small numbers make me appreciate the activities of our Jewish Federation. We must make our presence

COMMUNITY



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known so as not to be forgotten, particularly when times get tough. That's why when Jason proposed the 25-hour Holocaust commemoration event and name reading at Pasadena City Hall – "Every Person Has a Name," I embraced it, although I must confess I was uncertain whether the community would support it. Now, our Jewish Federation is mobilizing elected bodies around the region to speak out against rising antisemitism on behalf of all of us. My granddaughter Annabella's involvement in Camp Gan Shalom and other Jewish Federation activities is a personal reminder of how our Jewish Federation touches the lives of our Jewish community in a positive way. We all must do what we can to help our Jewish Federation continue this important work in OUR Valleys.



Terry Tornek | Every Person Has a Name

SAVE THE DATE!
JOIN US TO CELEBRATE

30 Years

SERVING THE GREATER SAN GABRIEL
AND POMONA VALLEYS'
JEWISH COMMUNITY



JEWISH FEDERATION
OF THE GREATER SAN GABRIEL AND POMONA VALLEYS

SUNDAY, JUNE 23, 2024
CELEBRATORY BRUNCH
HONORING OUR PAST PRESIDENTS

LE MÉRIDIEN HOTEL | ARCADIA

OUR MISSION

To build community by
strengthening and
enhancing Jewish life.

OUR VISION

The Jewish Federation of the Greater San Gabriel and Pomona Valleys is a resource for everything Jewish in the greater San Gabriel and Pomona Valleys. We are a safe place for people to find their way into and connect with both their Judaism and the Jewish community. The programs and services we provide celebrate Jewish community and create opportunities for people to engage with the beauty and richness of Jewish culture. And, we are the Jewish voice for our local community, the eyes and ears who serve to locally educate and promote Judaism and Jewish life.

JEWISH FEDERATION BOARD OF GOVERNORS

Julie Solberg President	David Levy Vice President	John Carlton CFO	Julie Bank Secretary
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Jeanine Mann	Stuart Miller	Oran Reznik	

JEWISH FEDERATION STAFF

Jason Moss Executive Director	Rebecca Russell Program & Community Outreach Director	Cantor Judy Sofer Cultural Arts Program Director	Karen Galeana Operations & Communications Manager
Debby Singer PJ Library & PJ Our Way Program Director	Annabella Tornek Camp Gan Shalom Director & Social Media Coordinator	Susan Hain Bookkeeper	

BUILDING COMMUNITY, ENHANCING JEWISH LIFE

IMPACT STORY

Our Jewish Federation is a very valuable resource for information about Jewish issues locally and around the world, including most recently after the catastrophic attacks on Israel and the subsequent fallout. The updates and various resources they send out educate and help us to feel connected and to contribute in ways that are most impactful and accessible to us, simultaneously keeping us abreast of our Federation's local efforts to combat any backlash that may manifest in our children's schools or our daily lives. They also remind us that there are people to whom we can reach out to find comfort and support for ourselves, our children, and our families.

Our family has benefitted directly and significantly from the efforts of Jason Moss and the Jewish Federation. Our son faced significant antisemitic bullying and harassment last year at his school. It had been an issue my children had never faced, and a family friend referred us to the Jewish Federation. Jason took the time not only to speak to us about how we could best support our son and engage constructively with the school; he suggested literature and other resources that might provide our son with meaningful context and a sense of pride in his Jewish heritage and identity. Jason further reached out directly to the school administration and broader district to engage with them on antisemitism on their school sites and how to combat it immediately and effectively. Jason was so open and kind about our experience and did all of this with grace, humor, and deftness. It was a very dark and difficult moment in our lives, and the Jewish Federation provided immediate, palpable support and a sense of community.

It is wonderful for our community to have an organization like our Jewish Federation. It is a touchstone that makes us feel loved and more secure in our community while connecting us closer not only to the community at-large but also to the Jewish world. And it reminds us that there are people to whom we can reach out to find comfort and support for ourselves and our children. We proudly support our Jewish Federation of the Greater San Gabriel and Pomona Valleys.

- Christopher and Elizabeth Silber



The **Chesed Society** brings together visionary leaders and supporters who are dedicated to help the Jewish Federation build and strengthen the Jewish community here in the greater San Gabriel and Pomona Valleys.

Consider joining fellow supporters by becoming part of the **Chesed Society**.

To learn more and join contact
Jason Moss
jmoss@jewishsgpv.org
626-445-0810



2023 CHESSED SOCIETY MEMBERS

As of October 1, 2023

VISIONARY

(\$10,000 and above)

Bob Aronoff
Francine Katz
Harvey & Ellen Knell
Henry z"l & Rita Krieger
Barbara Ryder Levinson
Samuel & Ferrel Salen
Mark & Arleen Segal
Debby & Jack Singer
David & Gail Snyder
Eugene & Mindy Stein
Alan & Sandy Whitman
Amy Whitman

LEADER

(\$5,000 - \$9,999)

Marcia E. Alper
Nikki Ann &
Howard Applebaum
Mary Ann &
Michael Bernath
Neil Brown &
Karen Hochman Brown
Jordan Corngold &
Susan Blinkoff
Alexandra Douglas
Ruth & Richard Goldstein
Dr. Eve Kirschner
Dr. Michael &
Deborah Klein
Lori & Bob McKenna
Julie Solberg &
Ted Chandler

SUSTAINER

(\$2,500 - \$4,999)

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Ira & Virginia Blitz
Judith & Philip Callahan
John & Nancy Carlton
Sidney & Milly Jones
Janet Kadin
Sheila & Stanley Kay
Rabbi Jonathan &
Karen Kupetz
Stuart & Stacy Miller
Aty Rotter
Ruth Slater
Sandra Turkel

BUILDER

(\$1,000 - \$2,499)

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Sidney & Helene Blumner
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Kai S. Lam
Eri & Judith Cohen
Francine Cooper
Michael DiRosa
Don & Eileen Diamond
Maureen Gelberg
Ellen Gervase
Gretchen & Gary Gilbert
Josh & Sharon Golberg
Margery &
Gerald Goldman
Autumn &
Jared Goldstein

Edeena & Brian Gordon
Kenneth Gross &
Jan-Jan Wu
Valerie Gumbiner Weiss
& Aaron Weiss
Alice & Charles Holzman
Jana Kaplan
David & Ina Labowitz
Ricki Lane
Lawrence Lurvey &
Elena Martinez
Michael &
Agnes McGaha
Joshia & Janice Pais
Debby & Stan Parkhurst
Oran Reznik &
Julie Albrecht-Reznik
Ruth Roberts z"l
Louis Rubenstein
James & Denise Schaefer
Jack & Diane Schuster
Michael & Tamara Silver
Dr. Laura L. Sirott
Lew & Victoria Snow
Steve & Rene Steinberg
Edie Taylor
Miriam Teltser
David & Myra Weiss
Jonathon & Sarah Weisz
Robert Zeller

WE ARE CELEBRATING OUR WORK

OUR JEWISH FEDERATION HAS JOINED THE SOUTHERN CALIFORNIA JEWISH SECURITY ALLIANCE

In our continued focus on security, the Jewish Federation of the Greater San Gabriel and Pomona Valleys officially joined the Southern California Jewish Security Alliance (SCJSA). This integrated security partnership, initiated by the Anti-Defamation League (ADL) and the Jewish Federation of Greater Los Angeles, hopes to utilize a coordinated approach to prevent and combat antisemitic incidents and attacks in Southern California.

The Alliance will act as the central point of contact for Southern California law enforcement and elected officials on issues affecting Jewish security. As part of this strategic alliance, the Community Security Service (CSS) will also be bringing its expertise in volunteer security to enhance the collective effort of the Alliance.

The plan for the Alliance is to meet regularly to discuss and brief coordination efforts and action items; review and improve community activation plans/disaster response plans; develop protocols for issuing emergency community alerts and rapid response to emergencies; and to exchange information to create and share best practices.

When he announced the creation of SCJSA, Jeffrey Abrams, ADL's Regional Director, stated, "When you combine the resources and expertise each of these organizations bring, we are able to leverage each other's comparative advantages, joint mobilization of resources, including ADL's decades long Law Enforcement Advisory Committee which has built critical and lasting relations with local, state and federal law enforcement officials throughout Southern California."

Our Jewish Federation was the first of what is hoped for other Jewish Federations from across greater Southern California to join this effort.



OUR JEWISH FEDERATION'S MARKETING AND DEVELOPMENT STRATEGIC PLAN

Our Jewish Federation consistently looks for ways we can expand our program offerings and better articulate the benefit we add to the community, while remaining as relevant as possible. Since 2008, we have expanded our programs to include Business Networking Breakfasts, diverse and varied Cultural Arts programming, Every Person Has a Name, PJ Library, PJ OurWay, and the expansion of Camp Gan Shalom to include a 6th - 8th grade camp program (Manheegim), and 9th - 10th grade Counselor in Training (CIT). We also offer several special events, such as Town Hall meetings with the Consul General of Israel, Honoring Community Leadership brunches, and many concerts throughout the year.

We also changed how we communicate with the community. Our former monthly *Jewish Community News* newspaper was replaced by *JLife SGPV*. We have shifted to more online communication, including our weekly emails and community announcements.

Our advocacy work has increased as we work to fulfill our vision of being THE Jewish voice for our community. This has included advocating for Israel in public, combating antisemitism, making sure our local school districts know when major Jewish holidays, including the High Holidays, occur and many other instances. We also coordinate community fundraising efforts in response to natural disasters or other situations in which local community members want to help.

In March 2021, we conducted a Community Survey to better understand our community's desires and needs. One of the key findings of the survey was that people still had a hard time understanding exactly what our Jewish Federation does and the value we add to the community. Based on this, our Board of Governors and staff began looking at what we could do to address this uncertainty. One of the first action steps was the creation of this Federation FOCUS newsletter to directly address the community's desire to understand better what our Jewish Federation does. Our goal for this three- times a year newsletter is to provide periodic updates to the community, articulating the value our work is having on the community, and informing people about the specific programs and services we provide for our local Jewish community.

In addition, our Board of Governors formed a sub-committee and tasked it with developing a new organizational Marketing and Development plan. This plan aims to better inform and educate the community about who the Jewish Federation of the Greater San Gabriel and Pomona Valleys is, what we do as an organization, the value we add to the community, and how community members can get involved. Each of the objectives, strategies, and associated tasks are geared to increase awareness of our Jewish Federation and increasing engagement opportunities community members have with our Jewish Federation.

We are excited to implement this plan to help move our Jewish Federation forward into our next thirty years.

What we have done...

AUGUST

CAMP GAN SHALOM

Camp Gan Shalom concluded another successful summer with campers (and parents) raving about their experiences. Highlights from the summer included our camp field trips, friendly camp staff, special Friday programming, making challah, and many others fun activities. When asked why they chose to attend this summer, parents commented that their kids had the most fun every year. Plus, giving them a sense of community and a place where they could be with other Jewish youth was high on their list. Many families are already talking about next summer and campers cannot wait to return.



ANNUAL OUTREACH TO LOCAL SCHOOL DISTRICTS

Shortly before the start of each academic year, we send a letter, along with an 8-year Jewish calendar, to our local public school districts indicating when that year's High Holy Days and other important days occur. The letter also reminds them that according to the California Education Code, no student can be penalized in any way (i.e., harder quiz/test, inability to make up assignments, or in-class activities, etc.) for missing school due to religious observance. And with the rise of antisemitism and hate, our Jewish Federation is a resource that they can use if these kinds of incidents occur on their campus. Over the years, this outreach has established some strong partnerships and our ability to support Jewish students when issues arise.

OUR EXECUTIVE DIRECTOR APPOINTED TO L.A. COUNTY COMMISSION ON HUMAN RELATIONS

As a direct result of our Jewish Federation's ongoing work to combat antisemitism and all forms of hate in our local community, L.A. County Supervisor Kathryn Barger named our Executive Director, Jason Moss, to the L.A. County Commission on Human Relations. This commission promotes positive human relations in our richly diverse, multicultural county. The Commission works to develop programs that proactively address racism, homophobia, religious prejudice, linguistic bias, anti-immigrant sentiment, and other divisive attitudes that can lead to intercultural tension, hate crimes, and related violence. We are proud that our work is being recognized and take great pride that our Executive Director is part of this important work on a county-wide level.



PJ LIBRARY'S SUKKOT ENGAGEMENT

Part of PJ Library's success are the experiences we work hard to provide to our PJ families. We have created holiday engagement kits for the last couple of years so families can celebrate a specific holiday together. This fall, almost 50 families signed up to receive our Sukkot engagement kit, which was full of fun and informative Sukkot-related activities. What was special about this kit was that so many new families signed up. We look forward to continuing to provide these opportunities in the future.



You are cordially invited to join us for the

29th ANNUAL MEETING

of the Jewish Federation of the Greater
San Gabriel and Pomona Valleys

Sunday, January 7, 2024, at 10:00 a.m.
Pasadena Jewish Temple & Center

Catered Brunch Reception | \$30 per person
RSVP by January 4, 2024
There will be no solicitation of funds

Keynote Speaker

Greg Laemmle (President, Laemmle Theaters)

Recognition of Jewish Federation's Volunteer of the Year
Nancy Carlton

For tributes,
and to RSVP, visit:
www.jewishsgpv.org



EVERY PERSON HAS A NAME

**25-HOUR
HOLOCAUST REMEMBRANCE PROGRAM**

Honoring 30 Righteous Gentiles

**Saturday, January 27, 7 p.m. -
Sunday, January 28, 8 p.m.**

PASADENA CITY HALL &
LIVESTREAM ON FACEBOOK



- OCTOBER 2023

COMMUNITY ISRAEL SOLIDARITY RALLY AND SERVICE

Following the horrific and barbaric terrorist Hamas attack in Israel on October 7, our Jewish Federation coordinated a Community Solidarity Rally and Service, in partnership with the Pasadena Jewish Temple & Center, held the next day and attended by close to 500 people (either in-person or online). Joined at the event by Congresswoman Judy Chu and several of our community's rabbis, our community came together to show that they stand with Israel. The rally culminated with the entire audience on their feet with a powerful rendition of Hatikvah. As the war has continued, our three-times-a-week updates sent to the community have been greatly appreciated.



LEADING LADIES

When our community needed an opportunity to laugh, our JFed Players was ready to deliver with its fall production of *Leading Ladies*. This production was once again brought to life through the hard work and dedication of over 20 very talented and dedicated community members, including many fresh new faces – both on and off stage. Many in attendance shared that this was our funniest production yet. Between the five performances, close to 300 people attended. We are excited to take our community back to Anatevka for *Fiddler on the Roof* this coming April.



GAN KATAN

Gan Katan (Hebrew for “our little garden”) began blossoming again this fall. The parenting group, geared to families with kids ages 0-2, meets twice monthly at our Jewish Federation office. This innovative program focuses on engaging with other families to create a caring community, which brings families together to celebrate holidays, sing and dance, tell stories, learn a little Hebrew, and just hang out. We are excited to bring these families together once again and to watch our kids experience Judaism together.



COMBATING ANTISEMITISM

As of the writing of this update, 28 city councils within our geographic area have adopted resolutions, issued proclamations, or taken similar action denouncing antisemitism and all forms of hate. We have also reached out to the remaining cities who have yet to respond to our request and are hopeful that they will take similar actions that the city councils in the area have done. Our next step will be to work more closely with our local school districts and see how we can help them address and respond to the growing climate of hate evident in many schools around the country. In addition, we hope to meet and work closely with other groups that are targets of hate in order to build coalitions to respond to such incidents when they occur in our community.



Our Jewish Federation is sustained by community members like you.

Help us continue to be here for our community and ensure there is a strong Jewish presence in the greater San Gabriel and Pomona Valleys.

Donate today and know that your gift enriches the lives of so many in our community.

TO DONATE, VISIT: WWW.JEWISHSGPV.ORG





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JOIN US AS WE CELEBRATE WITH OUR JEWISH COMMUNITY
THROUGHOUT THE GREATER SAN GABRIEL AND POMONA VALLEYS.



DECEMBER 16, 2023 | 7:30 P.M.

STARS OF DAVID CONCERT

Story to Song
Temple Beth Israel of Pomona



MARCH 7 - 10, 2024

LADIES OF LAUGHTER COMEDY FEST:

Celebrating Funny Jewish Women
The Ice House | Pasadena



APRIL 6 - 28, 2024

FIDDLER ON THE ROOF

JFed Players
Porticos Art Space | Pasadena

CELEBRATING

30
YEARS

BUILDING COMMUNITY
STRENGTHENING AND ENHANCING JEWISH LIFE



JEWISH FEDERATION
OF THE GREATER SAN GABRIEL AND POMONA VALLEYS

For details and to register, visit: www.jewishsgpv.org