



Jewish Federation
OF GREATER DALLAS

#FedProud



Whether caring for people in need or nurturing and sustaining Jewish identity for future generations, the Federation is where our community comes together as one; where we, as a community, develop innovative responses to critical, often life-threatening issues; where anyone who needs help can get it; where an energized Jewish community grows and celebrates; and where everyone, including you, can make a difference right now. #FedProud

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Meet Mark Kreditor

Mark Kreditor, the Federation's current Board Chair, came to Dallas in 1981 and started his company **Get There First Realty**. During the next 33 years, his business grew to become one of the largest single family property management companies in the Southwest.

He joined his first board in 1983 working with past Federation Campaign Chair **Nate Levine** and current Federation FRD Chair **A.J. Rosmarin** on the **Jewish National Fund** board of directors.

As an avid jogger and finisher of 13 marathons, he founded the **JCC's Bagel Run**, which for the past 31 years, has been an annual event held every Mother's Day. He first became involved with Federation in the mid 90's working on the real estate division and chairing the marketing committee. Mark became more active in campaign and co-chaired the annual campaign with **Ari Susman** from 2010-2011 and then **Sandy Donsky** from 2010-2013 and served as a board officer under past presidents **David Veeder**, **Jeff Rasansky**, **Cindy Sweet Moskowitz**, and **Dan Prescott**.

As Federation Board Chair, Mark has a front-row seat to the immense amount of good that is done in Dallas, Israel and around the world through the generosity of the more than **5,000 Dallas-area donors** to Federation's annual campaign.

“

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”

Mark's goals for his two-year Board Chair term include:

1. **To make our Federation the best it can be by welcoming the nearly 1,500 new Jews that arrive each year to North Texas.** To help reach this goal, an outreach and engagement committee was started chaired by lay leaders **Ynette Hogue** and **Jim Tolbert** with the objective to work with our professional team to make the welcoming process to our community, to our schools and to our shuls be the most positive experience for every new Jewish Texan;
2. **To form an even better connection so everyone in our community is aware of all the good our Federation does in Dallas and throughout the world.** We are continuing our efforts towards a more defined branding campaign, we have erected posters and signs at our synagogues and we continue to work with our partner agencies to more fully recognize and connect us to their supporters and users. We are engaging and connecting new donors every day and take great pride in knowing that through the pledges and gifts of support to the Jewish Federation of Greater Dallas, it is now in its strongest and best position ever to offer needed resources and funding to our agency and community partners; and
3. **To help everyone feel, experience and personally benefit from the power of tzedakah.**



All around Dallas, we're celebrating 70 years of Israeli independence! Join the Jewish Federation of Greater Dallas and the Dallas Jewish community throughout the year to mark this momentous anniversary and look toward the future with community-wide celebrations.

UPCOMING EVENTS

CHAI COMMUNITY MISSION TO ISRAEL FEBRUARY 12-20, 2018

Dallas is heading back to Israel to celebrate Israel's 70th birthday. We'll experience Israel like never before with exclusive tours, unparalleled access to sites and high-ranking officials, and spectacular mega events.

ISRAEL INDEPENDENCE DAY MAY 6, 2018 | NOON-4 PM Aaron Family JCC, 7900 Northaven Rd

A day to celebrate Israel with the whole community. Experience fun and interesting activities for all ages, Israeli food and products.

COMMUNITY CONCERT MAY 24, 2018 Dallas Arboretum, 8525 Garland Rd

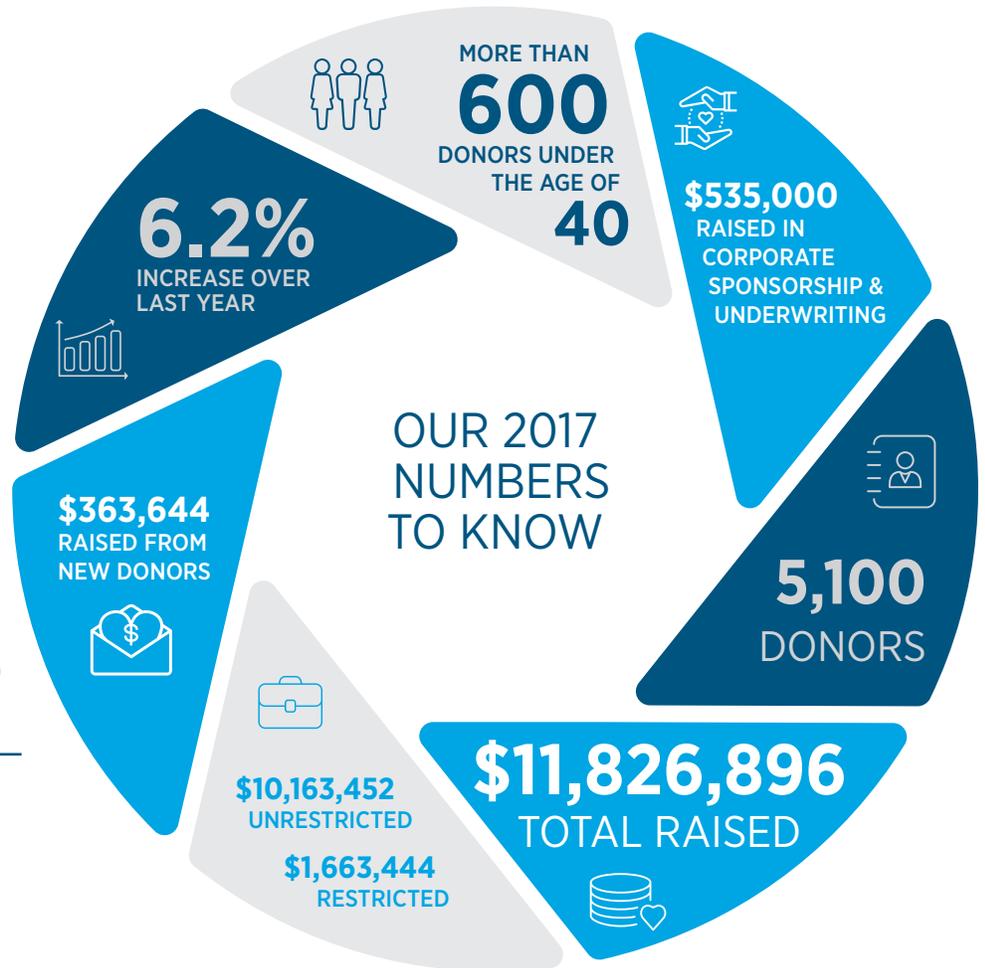
Celebrate Israel with a concert on the lawn. Details coming soon.

To find more information and see a listing of Israel at 70 community events, visit jewishdallas.org/israel70



If you would like to get to know Mark a bit better, feel free to contact him at mark.kreditor@gmail.com.

RECORD-SETTING CAMPAIGN MEANS RECORD-BREAKING IMPACT IN DALLAS, IN ISRAEL AND AROUND THE WORLD



The Jewish Federation of Greater Dallas's **107th Annual Campaign** generated an impressive and record breaking year raising **\$11,826,896** and benefiting **60 Jewish organizations and initiatives worldwide**, extending from the Dallas area all the way to the Western Galilee. Of the total funds raised, **\$10,163,452 million were unrestricted** donations made to the 2017 Annual Campaign—an **increase of \$359,452**, (3.5%) compared to the 2016 campaign. The annual campaign also showed a **9.2% increase in overall allocations** including both restricted and unrestricted dollars.

Unrestricted donations are allocated to community partner agencies and affiliated Federation program departments. Annual Campaign dollars allowed for further allocations of **\$855,000 of Community Impact Grants (CIG)** to beneficiary agencies and for the fourth consecutive year, non-partner agencies received outreach and engagement grants totaling **\$81,600**. **Outreach and Engagement grants** provide

support to congregations and Jewish organizations that connect to those who are not yet part of our Jewish community. Organizations include **JET, DATA, Temple Emanu-El, Texas Jewish Arts Association, Israeli Scouts** and many more.

"We could not be more excited to have closed a record campaign this year," said **Bradley Laye**, President & CEO of the Jewish Federation of Greater Dallas. The passion and tenacious spirit from both our professional and lay leadership was the driving force behind the success of the 2017 campaign. Knowing that every dollar raised will positively impact not only our own Dallas Jewish community, but also people in need in Israel and around the globe is humbling to say the least," he added.

More than **5,000 donors** participated in this year's campaign—**600** of whom are **under the age of 40**. These donors will make it possible for the Federation to allocate funds that serve both Jewish and non-Jewish communities over the next year.

According to **Mark Kreditor**, Board Chair, Jewish Federation of Greater Dallas, "The dollars allocated from our Annual Campaign provide significant and necessary funds to support numerous agencies across Dallas and around the world."

"The funding allows these agencies to provide services to many who otherwise could not afford it. We touch every facet of need within our community whether it is feeding the frail and elderly, providing programs for youth, teens and young adults, to combatting BDS across the country, and everything in between. Without the support of our donors and volunteers, these agencies would be financially unable to meet many of their needs. Therefore, we are honored to serve in our role of federated giving," he added.

View our infographic online at jewishdallas.org/infographic to see the impact made by your dollars.



The Pacesetter Event—Highlighting Impact

Between life-size dinosaurs and dancing water molecules, Federation’s annual **Pacesetter Event**, chaired by **Susan & Michael Davidoff, Cheryl & Paul Gardner** and **Pam & Michael Pidgeon**, was held on Monday, November 6 at the **Perot Museum of Nature and Science** and welcomed **more than 150** of our community’s philanthropists for an evening of connection and community.

to engaging the younger generation to take “their place” at leading and setting the pace in our community, the evening was a success on all accounts.

We are grateful to our **Pacesetters**, those philanthropists who give **\$12,000 annually** to the Federation’s Annual Campaign, for their commitment and generosity to our community. The event brought in more than **\$2 million** that night.



Featuring **Nancy Spielberg**, award-winning documentary filmmaker (and yes, Steven’s sister!), and case for giving speaker **Lee Wunsch**, CEO of the **Jewish Federation of Greater Houston**, the evening highlighted the impact that our Pacesetters make on our annual campaign and on the community. Whether it’s supporting organizations in our partner region of the Western Galilee, to participating in mission trips to Prague and Poland which enrich their own understanding of our history,



The YAD Event—A Mind-Bending Experience

Thursday, October 26 brought out the best and the brightest of our Dallas Jewish young adults to the **2018 YAD Event** featuring guest speaker **Michael Teplitsky** and world-famous mentalist, mind-reader and entertainer **Sidney Friedman**.

The evening, chaired by **Tammy & Adam Diamond, Marissa & Rob Solls** and **Jodi & Seth Weisblatt**, was held at **The Empire Room** in Dallas where guests were welcomed with a red carpet and paparazzi photographers making everyone feel like Hollywood royalty!

Marilyn Monroe, Austin Powers and **Elvis** (impersonators, of course!) mingled in the crowd adding to the “Hollywood” theme of the night.

Of those in attendance, **132 gifts** were closed, of which **58 were new gifts**. The total dollars raised was **\$72,116** compared to the same gifts from the same donors last year that totaled **\$53,194—a 36% increase!**

To find out more about our young adult division, visit jewishdallas.org/yad.



#hereforyouhouston

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Jewish Federation Coordinates and Delivers More Than 160,000 Items for Houston Relief Efforts

The Jewish Federation of Greater Dallas combined efforts with Jewish Federations of North America (JFNA), the Federation's national organization, which enabled prompt and immediate action to provide basics like food, water, cleaning supplies, trauma counseling and other necessities as thousands sought refuge from the catastrophic floods brought by **Hurricane Harvey in Houston** and the surrounding areas.

Destruction from Hurricane Harvey was massive. Some Jewish institutions were completely destroyed while others sustained heavy damage. Houston's Jewish community — especially the tens of thousands of children and elderly, desperately needed help. JFGD and hundreds from across the greater Dallas area answered the call.

JFNA (including dollars from the Dallas Federation) has raised more than **\$18 million** to meet urgent needs of the hurricane victims that will help fund important recovery work like helping rebuild damaged homes and restoring Jewish institutions. Additionally, **Dallas Kosher** along with three local caterers, **Simcha Kosher Catering**, **A Taste of the World Catering**, and **Texas Kosher BBQ**, with funding provided by the Dallas Federation, along with area congregations provided more than **1,500 meals a day** to the Houston community all based out of **Houston's Beren Academy**. **Stevens Transport via the Aaron family**, provided the refrigerated semi to transport the meals to Houston.

"When asked for my help in the Houston relief effort, I did not hesitate for a moment. My only questions were, how

many meals do you need and when," said **Lowell Michelson**, owner of Simcha Kosher Catering. "It was a tremendous effort by many and incredible to think that in less than 48 hours, **more than 3,000 meals** were on their way to Houston," he added.

On Sunday, September 3, the Dallas Jewish community came together to load a semi-truck, provided graciously by **Harold Gernsbacher**, with more than **4,000 boxes**, carrying more than **160,000 items**, delivered through Amazon Prime purchased by our local Jewish community and Federation's **National Young Leadership Cabinet (NYLC)**, the premier young leadership organization managed by JFNA.

Steven Davidoff, a member of JFNA's NYLC, said, "When our friends, family and community asked for assistance we mobilized via our network and rapidly organized a coordinated relief effort delivering hundreds of thousands of items and individual rescue products in less than 48 hours to our sister city and community in need."

Before lunchtime, **Artie Allen**, CEO of the **Aaron Family JCC**, and **Bradley Laye**, Federation President & CEO, commuted and delivered the truckload to the **Evelyn Rubenstein Jewish Community Center of Houston** with much of the journey captured via Facebook Live. "I was proud of the speed in which the Dallas Jewish community mobilized efforts; it's this kind of response that makes this community so special," said Allen. "When we arrived in Houston, the gratitude and magnitude of what we provided brought tears to the eyes of many of those in need," he added.





Jewish Federation
OF GREATER DALLAS

7800 Northaven Rd.
Dallas, TX 75230

SHOW US YOUR #FEDPROUD!

Share the moments in your life on social media that have been impacted by Federation using #FedProud.

To help us continue the good work the Federation does, donate online at jewishdallas.org/donate.

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ONE NIGHT

BB&T

THE PACESETTER EVENT

SUPER SUNDAY/GOOD DEEDS DAY

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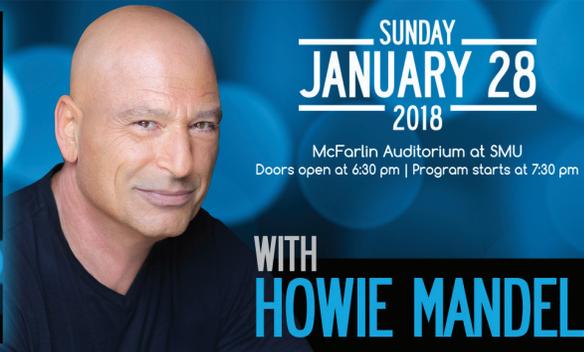
Thank you to our 2018 Federation Underwriters

The YAD Event

Leo and Rhea Fay Fruhman Foundation/

Beverly and Joe Goldman

BB&T presents
ONE NIGHT
ONE night. ONE event. ONE community.



It's Back...ONE Night. ONE Event. ONE Community.

Be sure to register to **ONE Night** starring comedian **Howie Mandel** as we come together as a community to connect, celebrate and laugh. There is no charge to attend the event but a suggested minimum gift to the Federation's Annual Campaign is required. More information can be found at jewishdallas.org/onenight.