This year has proven to be an exciting one, continuing to build on the successes of last year! We remain grateful and appreciative for the tremendous support in helping raise the funds that support our local, national and international partners, and our Federation programs and services. Our campaign raised another record total, $5,037,250, thanks to our incredibly generous community members.

Federation continues to impact the community by focusing on those things that no individual institution can do on its own. Three examples stand out in 2019:

1) In light of the significant rise in antisemitism and the two attacks on synagogues in Pittsburgh and Poway, we have been leading the community on security initiatives to help protect and train our community. In partnership with the Secure Community Network (SCN), we are helping to secure our safe future.

2) Joining our community in August, 2019 will be four ShinShinim (young emissaries) from Israel. They will infuse our community with enthusiasm and a love of Israel. For the next 10 months, they will be working in our agencies, synagogues and public schools. We are thrilled to offer this program to our community.

3) In order to take the pulse of our community, we launched Every Voice Counts, a quantitative and qualitative study to understand current and future needs. This study will inform important community planning that will shape Jewish Rochester.

These new initiatives do not diminish the work we continue to do every day on your behalf through our various departments including the Levine Center to End Hate, CHAI (Center for Holocaust Awareness and Information), Community Relations (JCRC), Jewish Education & Engagement, Women’s Philanthropy, Roc City Jews, our Partnership with Modi’in, development and so much more. Federation programs, coupled with the relationships we have developed with our partner agencies, ensure that we are making our community strong and safe for all.

Thank you for your continued support. We could not do what we do without you — our incredible community members.

- Rina Chessin and Meredith Dragán
CHALLENGE:
Youth and teens are bombarded with competing messages on a daily basis, from school to friends to social media and beyond. Engaging young people in creative Jewish experiences is a top priority.

HOW WE HELP:

PEER LEADERSHIP FELLOWS
After significant research and communications with local partners, we signed on to pilot Peer Leadership Fellows, a national program that trains teens to be catalysts to connect their peers with Jewish life. Fellows are paid to build connections with unengaged Jewish teens, introducing them to the diverse menu of opportunities available in our community. Fellows learn cutting edge methods at a national training with other teens from across the country. They gather for local seminars that provide additional skill development, mentoring and community building.

G2 — THE GLOBAL INTERGENERATIONAL INITIATIVE
A PROGRAM OF PARTNERSHIP2GETHER

G2 provides grandparents with the opportunity to play an active role in paving their grandchildren’s Jewish journey.

Grandparents and grandchildren, ages 10-12, share specially designed activities and adventures in Rochester, culminating in a trip to Israel. There, they meet with other G2 pairs from around the country and connect with our Partnership2Gether community of Modi’in.

OVER 1,100 CHILDREN
have been enrolled in our PJ Library program to date. Participants receive free Jewish-content books mailed monthly to their homes. PJ Library activities engage families in communities throughout Greater Rochester.

PHOTO: Greg Francis
PHOTO: RC2 Photo

Above: Multiple generations turned out at our annual men’s service event on the morning of Super Bowl Sunday, February 3, 2019. “Super Goal” turned sorting donations at Foodlink into a fun competition.
MORE THAN 3,000 COMMUNITY MEMBERS kept vigil at Temple B’rith Kodesh in solidarity with the Tree of Life — Or L’Simcha Congregation in Pittsburgh after the massacre there in October of 2018. The Federation played a leading role in organizing the service, in collaboration with the Rochester Board of Rabbis.

CREATING A CULTURE OF SAFETY & SECURITY

CHALLENGE:
Hate has been on the rise across the country and beyond — and Jewish communities must focus increased attention on security. The US Jewish community experienced near-historic levels of antisemitism in 2018, including a doubling of antisemitic assaults and a total of 1,879 attacks against Jews and Jewish institutions. These included devastating attacks in Pittsburgh, PA and Poway, CA.

HOW WE HELP:
• Our Federation is a member of the Secure Community Network (SCN), exclusively dedicated to homeland security initiatives on behalf of the American Jewish community. SCN monitors hate and advises and trains us on best practices.
• We work closely with local law enforcement to maintain communication and a state of alert.
• We convene area school superintendents annually to address Jewish community concerns.
• We bring together regional legislators to advocate on behalf of our community.
• We mobilize community resources and lead communications in the event of threatening incidents.

THE FEDERATION ALLOCATED SUPPLEMENTARY FUNDING TO LOCAL SYNAGOGUES FOR HIGH HOLIDAY SECURITY
The Levine Center to End Hate was established at the Jewish Federation of Greater Rochester in the fall of 2018 with a generous $1 MILLION GIFT from the William and Mildred Levine Foundation.

Why Do We Hate?
The Levine Center to End Hate will host community-wide conversations on the topic “Why Do We Hate?”

Challenge:
How to unite Greater Rochester behind the very clear and powerful imperative to end hate

How We Help:
Engaging Youth
Through school- and youth-based partnerships, the Levine Center to End Hate is engaging today’s young people to become tomorrow’s leaders, with the goal of meeting youth where they are. We are working together to build understanding based on compassion and mutual respect.

Next Steps:
The Levine Center has partnered with RISE, the Ross Initiative in Sports for Equality, for the 2019-2020 year to bring youth leadership programs to Rochester area schools. Active in over 30 states, RISE equips athletes, students, coaches and administrators at all levels with the tools to address matters of racism, prejudice and intolerance.

In August, 18 coaches and athletic directors from seven local urban and suburban high schools attended a day-long training on the RISE curriculum for the fall season. Over a dozen high schools signed up to participate in the program in the winter and spring seasons.

Uniting Community
Working with local groups across Greater Rochester, the Levine Center is amplifying efforts to combat intolerance and prejudice through programming that explores differences. Our work activates collaborative responses to hate in all forms.

Next Steps:
Kicking off efforts to address hate through positive, outcomes-driven dialogue, the Levine Center brings Arno Michaels and Pardeep Kaleka to Rochester in November, 2019. Arno, a former white supremacist, and Pardeep, a Sikh community leader, are co-authors of The Gift of Our Wounds: A Sikh and Former White Supremacist Find Forgiveness After Hate and co-founders of Serve2Unite, an anti-hate educational organization.

To address fall-out in the wake of adverse events, the Levine Center to End Hate is leading a rapid response effort to express solidarity with targeted groups and bring people with diverse views together to engage with one another respectfully.

Over 300 people of diverse faiths, races and ages stood outside the Islamic Center of Rochester with messages of hope and solidarity on March 17, 2019, two days after the deadly shootings at mosques in Christchurch, New Zealand.
CHALLENGE: Bridging the growing divide between Jews in the diaspora and Jews in Israel is crucial to ensuring our strong future. At the Federation, our goal is to find the most effective, cutting-edge means of supporting pluralism at home and across the sea.

HOW WE HELP:

PARTNERSHIP2GETHER WITH MODI‘IN, ISRAEL

JOURNEY FOR IDENTITY (JFI)
JFI 8 concluded in August 2019. As usual, it was extraordinary. Almost 100 teens, from Rochester and Modi‘in, have now traveled together from Rochester to Poland and Israel, exploring American Jewish life, the Holocaust’s painful legacy and modern Israel. They become part of each other’s families and make friends for life.

RAMIM, partnering mid-career adults from Rochester and Modi‘in in a life changing exchange of Jewish knowledge, values and experiences, is another means of making compelling connections with Israel. We completed the fourth cycle of this program in 2018-19 (see the full group, right). According to one grateful graduate, “Ramim provides an incredible opportunity to reconnect and remind us that we can form beautiful relationships with the entire spectrum of Jewish expression if we are given the right time and setting. Ramim is an incredible blessing in the Rochester community.”

SHINSHINIM (a Hebrew acronym for Shnat Sherut or “year of service”) are the best and brightest of Israel’s recent high school graduates who defer army service for one year to become Israel emissaries in Jewish communities around the world. With support from the William & Sheila Konar Foundation, we have embarked on this very exciting program: our ShinShinim arrive in August, 2019.

THROUGH THE EDUCATION BRIDGE

of Partnership2Gether, an ever-expanding cohort of public schools and religious schools in Rochester have meaningful connections with students and teachers in Modi‘in.
**CHALLENGE:**
Israel has a unique history, and distinct challenges, that impact diverse expressions of Judaism. Israeli citizens, along with North American Jews, are committed to adopting a full range of legally endorsed marriage options.

**HOW WE HELP:**

$50,000

The Rochester Federation is committed to the mission of the Israel Religious Expression Platform (iRep): to effect meaningful change in issues relating to increased religious diversity in Israel. iRep strives to strengthen Israel’s civil society and to advance the cause of pluralism in the religion-state status quo.

**CHALLENGE:**
The rescue of Jews from Ethiopia in recent decades has greatly enhanced Israel’s cultural melting pot. Special attention is required to assist Ethiopian Israelis in adapting successfully to a vastly different way of life.

**HOW WE HELP:**

$25,000

We help advance the integration of Ethiopian Israelis with our commitment to SPACE (School Performance and Community Empowerment), providing supplementary support to improve student achievements.

**CHALLENGE:**
The former Soviet Union is home to the poorest Jews in the world; even retired doctors, teachers and engineers are struggling to live on pensions as low as $2 per day.

**HOW WE HELP:**

$120,000

Rochester Federation donors fund JDC to help provide lifesaving food, medicine, home care and heat to nearly 10,000 elderly Jews across 11 time zones.

**CHALLENGE:**
Creating meaningful connections between American Jews and Israelis requires a commitment to creative, person-to-person exchanges.

**HOW WE HELP:**

$175,000

The Rochester Federation has developed a people-to-people relationship with Modi'in, in collaboration with the Jewish Agency for Israel, that connects residents of all ages – students, professionals, teens and families – in ways that greatly expand our mutual understanding and personal connection.
**2019 FEDERATION INCOME, EXPENSES, GRANTS & DISTRIBUTIONS**

### TOTAL FEDERATION INCOME

**Annual Giving:**
- Federation Unrestricted Annual Campaign: $4,546,900
- Corporate Sponsorship: $85,350
- Supplemental Restricted and Program Grants: $325,000

Includes the gift from the William and Mildred Levine Foundation (see page 7) "Every Voice Counts" Grant: $23,000

**ANNUAL GIVING SUBTOTAL:** $5,255,250

**The Foundation:**
- Contributions from Donors to Endowment Funds: $2,289,200
- Contributions to Supporting Foundations: $88,800
- Foundation Investment Gain: $126,700
- Foundation Interest & Dividends: $532,700

**FOUNDATION SUBTOTAL:** $3,187,400

**Other Income:**
- Fund Fees: $833,300
- Foundation Unrestricted Grant: $288,000
- Allocation Revenue - Israel: $46,000
- Corporate Sponsorship: $85,350
- Programming Income: $421,000
- Pass Through Income: $277,000
- Demographic Study/Terror/LIFE & LEGACY™: $38,700

**OTHER INCOME SUBTOTAL:** $1,289,350

**TOTAL FEDERATION INCOME:** $9,732,000

### TOTAL FEDERATION EXPENSES

**Administration, Management & Program Support:** $651,464

**Fundraising Expenses:** $592,240

**Programming Expenses:** $1,717,496

**Fees & Misc. Expenses:** $253,550

**Other Pass Through Distributions:** $227,000

**TOTAL EXPENSES:** $3,441,750

### ALLOCATIONS, GRANTS & DISTRIBUTIONS

**National Agencies and Dues:**
- JFNA (Joint Federation of North America): $903,125
- Joint Distribution Committee: $20,000

Alleviating hunger and hardship, rescuing Jews in danger

**SUBTOTAL:** $2,928,425

**TOTAL COMMUNITY IMPACT:** $8,822,600

### DISTRIBUTION OF FEDERATION BUDGET

**PROGRAMMING EXPENSE DETAIL**

- **Programming (see details at right)**
  - Federation Local and Beneficiary Agencies:
    - Hillel at SUNY Geneseo, U of R and RIT: $20,000
    - Hillel Community Day School: $25,400
    - Additional one-time grant: $50,000
    - Louis S. Wolk JEWISH Community Center: $166,000
    - Additional one-time grant: $50,000
    - JEWISH Family Service Passport: $20,900
    - JEWISH Senior Life: $73,400
    - JENNY High School Network: $35,000
  - Special Needs Support & Programming:
    - Youth Groups: $2,750
    - Security Grants: $30,000
    - Missions: $10,000
    - Local Grants: $39,900
    - Local Israel Grants: $82,100

**SUBTOTAL:** $149,975

**FOUNDATION ENDOWMENT GRANTS & DISTRIBUTIONS SUMMARY**

**$2,194,900**

**LOCAL JEWISH ORGANIZATIONS**

**$275,100**

**LOCAL SECULAR ORGANIZATIONS**

**$216,900**

**SECULAR ORGANIZATIONS OUTSIDE ROCHESTER**

**$197,500**

**$44,000**

**JEWISH ORGANIZATIONS, ISRAEL & OVERSEAS**

### PROGRAMMING AREAS

- **Center for Holocaust Awareness and Information (CHAI):**
  Dedicated to advancement of public awareness of the Holocaust and its lessons

- **Community Relations:**
  Bringing together the JEWISH community, as well as interfaith partners, in the work of tikkun olam, repair of the world

- **Israel:**
  Educating our community on issues and engaging in celebrations

- **Jewish Education & Engagement:**
  Providing programming for families and teens and support for youth groups and JEWISH educators

- **Partnership2Gether:**
  Developing innovative programming with the people of MODIIN, Israel

- **Roc City Jews:**
  Nurturing community involvement among young JEWISH adults

The Foundation/LIFE & LEGACY™
- Our planned giving program, bringing philanthropic dreams to life

- **Women's Philanthropy:**
  Growing women leaders in the JEWISH community

- **Levine Center to End Hate:**
  Creating meaningful change for the entire Rochester community
WE COVERED 8 COUNTIES
in our region, asking leaders what they need to learn from and about – our Jewish community

WE MET WITH 30
jewish agencies, organizations, synagogues and schools

WE HEARD FROM OVER 1,600
community members (we’re still counting)

NEXT,
thanks to a grant from the William & Sheila Konar Foundation, the Federation is partnering with the Center for Learning and Leadership (CLAL) to make maximum use of the information we receive in planning for our community’s successful future.

WE COULDN’T DO IT WITHOUT YOU.

HISTORICAL GOAL ACHIEVED:
$5,037,250 RAISED IN 2019

We thank each and every donor for making our collective commitment to a secure Jewish future so successful. We acknowledge below all donors of $25 or more.

WE MET WITH 30
organizations, synagogues and community’s growth and future. This year, we also reached out to employees and members of our partner agencies, Jewish and non-Jewish.

On June 18, 2019, we embarked on EVERY VOICE COUNTS, a comprehensive online survey of the Greater Rochester Jewish community. This major Federation initiative, undertaken once a decade, is fundamental to our community’s growth and future. This year, we also reached out to employees and members of our partner agencies, Jewish and non-Jewish.

KING SOLOMON (2,010,000+ $499,999)
Ree & Marian Farkas
William & Sheila Konar Foundation
Sheila Konar

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We thank each and every donor for making our collective commitment to a secure Jewish future so successful.

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Lora & Deborah Zieger

LEADERSHIP
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Michael S. Rosen Foundation
Barbara & Alan Fishback

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Abe and Carolyn Meier
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Dr. Seth Zeidman & Dr. Eva Pressman
Mark & Deborah Zeger
B. J. Yudelson LOJE Fund

Memorial Fund
Dr. Steven & Diane Feldon

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The Foundation of the Jewish Federation of Greater Rochester helps individuals and families with philanthropic dreams to build a healthy, vibrant future in Rochester, Israel and throughout the country. Through The Foundation, with assets of approximately $46 MILLION, donors continue the sacred work of creating a world worthy of our dreams and passions from generation to generation.

To find out how you can share your dreams and passions from generation to generation, please contact Amy Libenson at The Foundation, 584.2184365.

SUPPORTING FOUNDATIONS
The Foundation is an independent non-profit entity with its own identity and organizational structure. It fulfills a dual public and – therefore – a tax-exempt entity – in support of the mission of the Jewish Federation of Greater Rochester.

Supporting Foundations

Federation Annual Campaign

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THANK YOU TO THE FOLLOWING CORPORATE SPONSORS. WE APPRECIATE YOUR FRIENDSHIP AND VALUE YOUR COMMITMENT TO MAKING THE ENTIRE ROCHESTER COMMUNITY STRONGER!

LIFE & LEGACY™ is a collaborative program that helps individuals and families create legacy gifts for Jewish causes they care about, providing a permanent source of support for our community. The Foundation of the Jewish Federation of Greater Rochester administers the program in partnership with 16 local synagogues and organizations in Jewish Rochester, which receive training and incentive grants from the Harold Grinspoon Foundation.

TOGETHER, WE ARE CREATING THE FABRIC OF THE ROCHESTER JEWISH COMMUNITY FOR GENERATIONS TO COME.

BY THE NUMBERS:

INVESTMENT IN LIFE & LEGACY (2018 — 2022):

$400,000 + $800,000 = $1.2 million

We specifically acknowledge, with our thanks, the following donors who have chosen to honor the Federation as a beneficiary in their LIFE & LEGACY commitments as of August 1, 2019:

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Josephine & Simon Braitman
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Donald J. Onimus
Kathy Paikoff
Joy Ryan-Pikarsky
Matthew & Erin Ryen
Dennis Rittenberg
Deborah Zeger

ANNIVERSARY CAMPAIGN
TO SECURE OUR FUTURE

INVESTMENT IN LIFE & LEGACY (2018 — 2022):

$400,000 + $800,000 = $1.2 million

INDIVIDUAL COMMITMENTS TO SECURE OUR FUTURE (as of August 1, 2019):

$10,607,964

ESTIMATED VALUE

*of blessed memory
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Find a staff directory at www.jewishrochester.org/aboutus

The Jewish Federation of Greater Rochester continues to welcome, respect and value the participation of all people including interfaith families, people of all abilities, religious practices, backgrounds, sexual orientation, gender identity, race and socio-economic status.

Cover: In J ROCband, a Jewish community teen collaborative supported by the Federation, teens in grades 8-12 meet weekly with leaders to learn and play music together. They perform in the community several times a year.

HUNDREDS ATTEND OUR ANNUAL YOM HASHOAH
(Holocaust Remembrance) program each year. Teens who take part in our Zikaron (Remembrance) program, which includes a trip to the Holocaust Memorial Museum in Washington, DC, take on leadership roles in this observance. Yom HaShoah is co-sponsored by the Louis S. Wolk JCC of Greater Rochester.
We celebrated “13 Extraordinary Women,” who each shared the secrets of their success (in three minutes or less) on May 22, 2019. The women, of diverse ages and lifestyles, were chosen on the basis of their impressive contributions to community - as volunteers, professionals and family members.