

EVERY VOICE COUNTS

JEWISH
ROCHESTER'S
2019 REGIONAL
SURVEY

Working draft

Acknowledgements & Gratitude

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Acknowledgements & Gratitude

- **While credit and recognition have already been provided for myself, Judy Azoff and Janet Sunkin, acknowledging our respective leadership roles, “Every Voice Counts” was by no means accomplished by our trio alone.**
- **There is no way that “Every Voice Counts” could ever have achieved its impact without the dedication, hard work, and support of so many others across our Jewish community.**
- **Although it is impossible to remember, or even know, how many of you helped us in ways we may not even realize -- and while many of you may therefore go unrecognized individually in the slides which follow -- please know how grateful we are for your collective impact, not only on our community’s survey, but also on our community’s thriving future.**

**With sincerest respect and gratitude,
Jocelyn Goldberg-Schaible, Rochester Research Group**

To Our Federation's Community Partners

Your professional and/or volunteer leaders sat with us and thoughtfully told us what you wanted to learn from and about our Jewish community to help your own organizations, agencies, schools and synagogues thrive. Then you helped drive participation of your members and stakeholders to the survey. For all that, we are grateful.

- Jewish Family Service
- Jewish Senior Life
- Louis S. Wolk Jewish Community Center of Greater Rochester

- Hillel Community Day School
- Derech HaTorah of Rochester
- Talmudical Institute of Upstate New York
- ORA Academy

- Max & Marian Farash Charitable Foundation
- William & Sheila Konar Foundation

- National Council of Jewish Women
- Hadassah
- Beth Hatvilah Mikvah
- Chabad Lubavitch of Rochester
- Chabad Lubavitch of Pittsford

- Congregation Beth Hakneses Hachodosh
- Congregation Beth Hamedresh-Beth Israel
- Congregation Etz Chaim
- Congregation Light of Israel
- Temple Beth Am
- Temple Beth David
- Temple Beth El, Rochester
- Temple Beth El, Geneva
- Congregation Beth Sholom
- Temple B'rith Kodash
- Temple Emanu-El, Rochester
- Temple Emanu-El, Batavia
- Temple Sinai

To the “Every Voice Counts” Survey Committee Members

- **Dr. Rachel Farkas and Dr. Jacob Moalem enthusiastically co-chaired our survey committee alongside Judy Azoff. You and your committee members helped test and pilot the survey questionnaire through its various stages, and provided valuable feedback. Once the survey was launched, you helped to drive participation – not only by encouraging your own friends and contacts, but also by distributing posters and spreading the word via “pop-up” efforts at selected public spaces like the Brighton Farmer’s Market, Sabra Grill, Camp Seneca Lake departure mornings, etc. To all of you, we are grateful.**
- **Judy Abelman (ex officio)**
- **Ted Alexrod**
- **Rina Chessin**
- **Lauren Rehaviva Deutch**
- **Tiffany Erdle-Meyer**
- **Jacob (Jack) Finkelstein**
- **Elliot Fix**
- **Isobel Goldman**
- **Jim Grossman**
- **Miriam Mammon**
- **George Mitris**
- **Bill Moehle**
- **Gabriella Nozik**
- **Dalit Spendel**

To Several Specific Individuals Whose Help Went Above-and-Beyond

- **Dr. Jacob (Jack) Finkelstein, PhD URMC, who in 2010 not only chaired the “Count Me In” survey committee, but also helped to design the methodology used for that survey’s population projections. He then helped to reaffirm and reiterate that methodology for consistent application in our 2019 “Every Voice Counts” survey.**
- **Jane Amstey, as former Director of JCC Camp Seneca Lake, welcomed us to camp during summer 2019 to interview a full range of teenaged campers and staff members (ages 13-19) and choreographed a remarkably effective interviewing process. Lori Field at the JCC provided similar access to her day camp staff members, and helped encourage camper parents to participate as well. Also at the JCC, Andrea Miller encouraged survey participation through the Rochester Jewish Film Festival, and Ralph Meranto not only encouraged his Center Stage audiences to participate but even coined the phrase “Jewish Adjacents” to help us reach, and affectionately describe, our non-Jewish survey participants.**
- **Isobel Goldman, as former Director of Grants & Special Projects at the Max and Marian Farash Charitable Foundation, not only championed the survey from its inception, but even worked with us at Camp Seneca Lake to oversee and assist in our teen interviewing.**
- **At Jewish Senior Life, the leadership and staff – with extraordinary support from Mike King and Jane Knickerbocker – not only allowed us to interview their residents on site, but encouraged an amazing team of their own staff members to roll up their sleeves, grab a JSL iPad, and conduct individualized “Every Voice Counts” interviews right alongside us. Not only did their efforts help us understand our community’s Jewish elders, but their non-Jewish counterparts as well.**

...and for all that, we are grateful.

To Several Specific Individuals Whose Help Went Above-and-Beyond

- **Rabbi Dovid Mochkin of Chabad's Camp Gan Izzy allowed us to encourage survey participation among his camp staff and parents on camper pick-up evenings. Rabbi Yitzy and Rishi Hein welcomed us to Sunday morning parents breakfast at Pittsford Chabad to do the same. Tracie Glazer invited us to Hillel School's ice cream social to encourage participation among her HCDS parents.**
- **Brighton Farmers Market was an invaluable way to reach out into the community, and for that opportunity we are grateful for the support from Brighton Town Supervisor Bill Moehle [who even wore an "every Voice Counts" tee-shirt around the market] and from Jewish Family Service, who allowed us to share their Brighton Food Cupboard booth to spread the word.**
- **David & Ruthie Cohen, the owners of Sabra Grill – another excellent venue for reaching a broad cross-section of Jewish Rochesterians -- welcomed "Every Voice Counts" volunteers to introduce the survey and encourage participation amongst their diners.**

...and for all that, we are grateful.

To the Media who Helped Tell the “Every Voice Counts” Story and Encourage Participation in our Survey

- ❑ WXXI’s Evan Dawson featured us on his “Connections” program. You can listen to that broadcast via this link: <https://www.wxxinews.org/post/connections-discussing-goals-jewish-federations-every-voice-counts-survey>
- ❑ Spectrum News interviewed several of us – both survey planners and survey participants – for a story that appeared both on-air and online: <https://spectrumlocalnews.com/nys/rochester/news/2019/07/15/jewish-rochester-s-every-voice-counts-survey-2019->
- ❑ Fox Rochester’s “Good Day Rochester” interviewed us in a TV broadcast you can view at <https://foxrochester.com/news/good-day-rochester/every-voice-counts-survey-launches-for-jewish-rochester>
- ❑ Both WROC-TV8’s RochesterFirst.com and WHEC-TV10 posted online press releases that helped launch the survey to early community-wide awareness: <https://www.rochesterfirst.com/news/jewish-federation-launches-survey-to-get-a-closer-look-at-local-antisemitism/>
<https://www.whec.com/news/online-survey-seeks-input-from-local-jewish-community/5403815/>
- ❑ Brother Wease featured us on his morning radio show in a lively and frank discussion focused on both the survey and the issue of anti-Semitism.
- ❑ The Jewish Ledger helped spread awareness of the survey and its potential impact to their readership in both their print and online editions.

Additional Individuals Whose Help Went Above-and-Beyond

Within our Jewish Federation organization,

- Laura Tartaglia coordinated many very complicated logistical arrangements with great attention to detail and consistent positivity.
- Margot Cohen and her marketing team created a stunning graphic approach for the survey, and a powerful marketing plan that clearly exceeded all expectations. Special thanks to Gitana Mirochnik for her social media work.
- With Margot's departure, Karen Bresson has carried on to ensure that the "Every Voice Counts" findings will have ongoing access via the Federation's website for everyone everywhere seeking insight into Jewish Rochester.
- Amy Libenson is now taking on the responsibility of helping to ensure that "Every Voice Counts" will have effective follow-up and ongoing support.
- And no one could have been more empowering supporters of the "Every Voice Counts" initiative than our Federation CEO, Meredith Dragon, alongside Rina Chessin (immediate past President) and Julie Nussbaum (current President).

...and for all that, we are grateful.

To the Max and Marian Farash Charitable Foundation

- **Your generous funding support for this survey made the entire accomplishment possible. You enabled us to not only achieve a survey that was more comprehensive in terms of content than any undertaken by a Jewish community in North America, but also to achieve a rate of participation success that significantly outpaced those of our far larger Jewish community counterparts.**
- **And for that, we will always be hugely grateful to Hollis Budd, Susan Rosenbloom, Megan Bell, and Board Chair Thomas Jackson -- as well as all the Trustees and members of the Foundation Grants Committee.**