

Knoxville Jewish Alliance Annual Report



2022

Our Alliance started this year with high expectations and a staff full of excitement. Through an enormous amount of hard work, extra hours and true community dedication, I believe our results met our expectations. This doesn't happen through wishing it, or writing an article...it takes HARD WORK!

Hard work our staff put in, whom I truly believe is unparalleled in their devotion, care and commitment to our community. Hard work our Executive Board and General Board put in by helping to fill the gap created by not having an Executive Director. Hard work by all the volunteers sharing their passion with our community. Without the combined efforts of these groups, our organization would not be able to accomplish a fraction of what we have done in 2022. But you may ask...what have we done and what are we doing?

I like to tell people the Knoxville Jewish Community far out punts our coverage. There exists in Knoxville almost every aspect of Jewish life a person or family could want to find in a larger city.

Our alliance underwrites Hillel at UTK and provides our local students a director, an amazing array of programming, and a transition from student life to adult life. Our PJ Library program interacts with young families and provides them a fun and interactive entry point to Jewish life. Our Jewish Family Services provides vital "behind the scenes" help to individuals at their times of greatest need as well as continuing to provide Jewish life experiences to our community members in assisted and adult living centers. Our thriving Preschool's Judaica programming introduces expressions of Jewish life to our youngest. Our camp programming is exceptional, and our pool is the highlight of Jewish summer life in Knoxville again. Our Alliance's staff serves as a great resource for the entire community.

Of special note is what our statewide Federation coordinated effort was able to achieve. Active and engaged both locally and on a state level, we have accomplished MAJOR milestones in 2022.

One of our main goals was accomplished when we were able to get \$500,000 for nonprofit security grant funding to be included in the state budget. This funding was ADDITIONAL State monies allocated over and above the Federal Homeland Security Nonprofit Grants. Tennessee is now one of only 6 states to enact such budget items.

We supported the passage of the Antisemitic bill, which prohibits and bans in all K-12 schools, all discriminatory acts, and practices committed against individuals or institutions based on the individual's or institutions Jewish religious practices or on the tenets of the Jewish religion, shared Jewish ancestry, or Jewish ethnic characteristics. To determine whether the act was anti-Semitic, local agencies must take into consideration the definition and examples of anti-Semitism taken from the working definition of antisemitism adopted by the International Holocaust Remembrance Alliance (IHRA).

We supported the passage of Anti-BDS legislation. As enacted, it prohibits a public entity from entering into a contract with a company unless the contract includes a written certification that the company is not currently engaged in, and will not for the duration of the contract engage in, a boycott of Israel. We worked to pass the National Holocaust Remembrance Resolution early in this legislative session and supported additional funding for the Tennessee Holocaust Commission.

Before 2022 closes and we turn our eyes to next year, let us all take a moment and reflect how blessed our community is to have our Alliance. We get things done that other communities our size only dream of. We should remain grateful to each other and engaged as a community so that we can continue providing meaningful Jewish life experiences for many years to come!



Bryan Goldberg, Knoxville Jewish Alliance President



Officers

President: Bryan Goldberg

Vice President- Campaign: Renee' Hyatt

Vice President- Children and Youth: Martha Iroff

Vice President- Jewish Community Services: Rosalie Nagler

Secretary: Debbie Abrams-Cohen

Treasurer: Bernard Bendriem

Immediate Past President: Chip Rayman

Board Members At-Large

Jeff Becker

Cody Hanford

Rachel Milford

Committee Chairs

Budget: Jeff Tinley

Children's Programs: Betty Golub

Community Relations Committee: Karen Robinson

Hillel at UTK: Briana Rosenbaum

Israel Partnership: Marc Forman

Jewish Family Services: Dahlia Smith

Long Range Planning: Stephanie Kodish

Programs: Virginia Kessler

Automatic Board Members by virtue of community position

Michael Zemel, Advisory Comittee Chairman, Chabad of Knoxville

Josh Hedrick, Chairman of the Board, Heska Amuna Synagoue

Hilary Shreter, President Jewish Congregation fo Oak Ridge

Kathy Young, President, Temple Beth El

Ellen Markman, President, Knoxville Jewish Day School

Harriet Glasman, President, Hadassah

Stephen Rosen, President, Knoxville Jewish Community family of Funds

Laura Sadler

Senior Director of Development & Jewish Community Services

Kristen Cannon

Director of Preschool at AJCC Early Childhood Program

Tara Bain

Director of Community Engagement and Hillel at UTK

Anna Iroff-Bailey

Director of Jewish Life

Ed Hunter

Director of Finance

Nicki Russler

Archivist

Andrea Martindale

Office Administrator

Michael Zeller

Bookkeeping Assistant

Grants, donations, operating funds, and strong, productive leadership have allowed for a remarkable year for facilities. The list of accomplishments is extensive.....



AJCC Building:

- Painted throughout
- Multiple classroom, office, hallway upgrades with new flooring, cabinets, air conditioners, ceiling tiles
- New roof
- The kitchen went through a complete redesign which included New refrigerator, range, stove, freezer, sink, stainless steel cabinets, shelving, and a new prep table



Grounds:

- Installed aluminum fence
- 5 brick columns with capstones for entrance and exit gates with KJA logo
- 15 redbud trees planted
- Cleared and excavated the Pool Park
- Cleared brush at rear of lower parking lot as part of reclaiming the lower parking lot
- Excavated and cleared trees and brush on front hillside creating an open, sloping view of the soccer fields
- Added Big Red and Little Red storage barns at playground plus a shed



Pool:

- Plastered pool incorporating blue & white Stars of David
- Installed "Jerusalem Stone" look on front & side of pool house
- Placed "Allen Rosen Aquatic Center" recognition sign
- New outdoor shower
- New chairs, chaise lounges, picnic tables and VIP furniture
- Painted exterior and interior pool buildings
- Replaced rotten eaves, soffits, lumber on lifeguard building
- Installed Shade structure in Pool Park

Grants received

- SWORPS Preschool -----\$444,771
- KJCFF Community Funding----- \$26,036
- KJA-controlled KJCFF Funding-----\$20,654
- Preschool food support (O.D.B)-----\$16,014
- Hillel at UTK: Hillel International & Nashville Federation-----\$9,709
- Tennessee Disabilities Coalition-----\$7,800
- Harold Grinspoon Foundation-----\$3,195

Capital Improvements

- Security-----\$167,000
- Pool -----\$148,000
- Roofing-----\$10,000
- Deane Hill Fields-----\$5,000
- HVAC-----\$4,000

Total : \$349,292

**Annual Campaign
raised
\$225,667 ***

*as of 12/09/22

**\$241,799 was raised for
the pool renovation
and to start the pool
endowment fund.**

Community Engagment
\$98,208

in numbers...

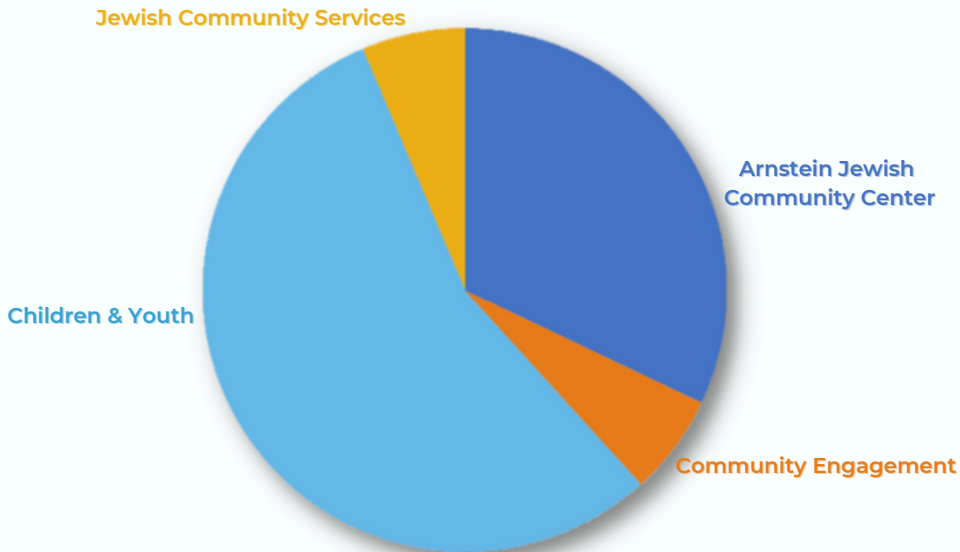
Children & Youth

Milton Collins Day Camp.....	\$142,333
PJ Library.....	\$16,343
Preschool at AJCC.....	\$708,365
Smokin Salmon Swim Team.....	\$11,000
	\$878,041

Community Engagement

Community Relations Committee..	\$2,895
Media & Communications	\$51,787
Cultural/Social Programming.....	\$34,141
Knoshville.....	\$9,185
Greater Knoxville Men's Club.....	\$200
	\$98,208

Your campaign dollars at work



Jewish Community Services

Archives.....	\$13,519
Partnership2Gether.....	\$4,901
Hillel@UTK.....	\$29,544
Jewish Family Services.....	\$53,097
	\$101,061

Arnstein Jewish Community Center

Facility.....	\$142,700
Offices.....	\$127,183
Pool.....	\$239,281
	\$509,164



PJ Library offers stories for children from birth to 12 years old.

213 Subscriptions



PJ Library and PJ Our Way provide an invaluable gift to our families. These free, monthly Jewish books provide a low-barrier way to participate in the Jewish community. For many families, this might be their only concrete connection to their Judaism and the Jewish community. For all families, these books empower parents to share and teach about Judaism in their house, regardless of their personal Jewish education.



PJ Fun Zone at Knoxville 2022 run by parents volunteers!



Over 180 PJ Library families attended events in 2022



Preschool at AJCC was a sponsor for the community Hanukkah celebration, Knoxville, and also acquired a new campus garden in hopes to provide fresh fruits and vegetables for our students and the community.



70 full-time preschool equivalencies enrolled!



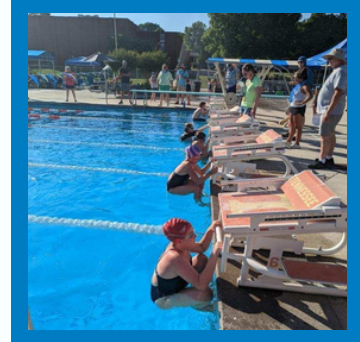
Rosh Hashanah celebration



Music and Motion with Mr. Bob



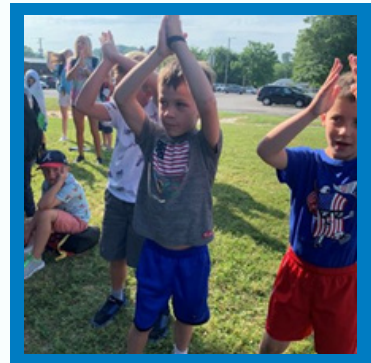
The Smokin' Salmons enrolled 57 swimmers and fulfilled a total of 6 meets with AJCC hosting three.



CHILDREN AND YOUTH



The Milton Collins Day Camp ran for 9 weeks hosting more than 100 campers each week! They enjoyed the refurbished pool, late nights at the J, and so much more.



Programming

In 2022, KJA Programming brought the Knoxville Jewish community together through large community-wide events as well as sponsoring intimate events where we could learn and grow together. In collaboration with all the Knoxville area Jewish organizations, Knoxville returned in 2022 bigger and better than ever. KJA Programming also worked with area organizations to host well-attended Yom HaShoah, Shabbat at the Pool, and Hannukah events. As well as helping out with all events that use the KJA campus, Programming organized the UT Faculty Lecture series, monthly Rosh Chodesh circle, KJA Gives Thanks (which collected coats and food items for local charities), community yoga, and an enlightening outing to the Titanic museum.



40 people visited the Titanic Museum in Pigeon Forge.



KJA partnered with the Tennessee Holocaust Commission in honor of Yom HaShoah. Larry Leibowitz sharing the important work the THC does in our state.

Community Relations Committee



The Community Relations Committee built relationships in our community by sponsoring FBI 101.

The Committee and KJA board joined federations across Tennessee successfully lobbying for religious nonprofits. Of the \$500,000 historical funds awarded, \$487,000 was dedicated to Jewish institutions in the state.

Media & Communications



The 2022 HaKol was reimagined and 11 issues were printed, as well as digital versions sent via KJA Connection and placed on our website.

1,100 households received the HaKol this year



KJA This Week was redesigned to create KJA Connection. The open rate increased from 36% in 2021 to 48% in 2022, along with our readership from 990 to 1,010 emails.

COMMUNITY ENGAGEMENT

Membership

Annual: 134



Summer: 85



Jewish Family Services

JEWISH COMMUNITY SERVICES



The JFS Jewish Response to the Crisis in Ukraine event was the KJA's largest in person crowd for a speaking engagement in over three years.



The JFS Committee has 6 new long-term care residents this year whom we visit regularly for Shabbat and holidays.

Barbara Winick Bernstein Archives of the Jewish Community of East Tennessee



Archives fulfilled a request for information on Adolph Ochs, sought by News Sentinel columnist Georgiana Vines who was spearheading a project to erect a plaque in his honor.



Archives co-chair Michael Burnett provided the funds to establish an Archives Fund!

Hillel at UTK



From Shabbat services and dinners to collaborative philanthropy projects and a Shabbaton in the Smokies, Hillel at UTK has engaged more than 75 Jewish students in 2022, an increase of 22 percent from 2021.

Partnership2Gether



Partnership2Gether
GLOBAL NETWORK
Hadera - Eiron Region
Southeast US - Czech Republic

P2G has been active in building a relationship between Knoxville and Israel. After a two-year absence due to Covid, programs are coming back to life. This past year's programming for women, Passover, and the High Holidays were very well attended.

Thank **YOU**
for sharing time
with us in 2022.



Knoxville
JEWISH ALLIANCE

THE **STRENGTH** OF A PEOPLE. THE **POWER** OF COMMUNITY.

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