

Knoxville Jewish Alliance

2023

Annual Report



KJA Mission

The mission of the Knoxville Jewish Alliance is to serve the Jewish people locally, in Israel, and throughout the world.

KJA Vision

Through coordinated fundraising, community-wide programming, social services, and educational and other activities, the Knoxville Jewish Alliance seeks to:

- Build community in a welcoming and dynamic space
- Provide assistance for those in need
- Promote Jewish culture and identity
- Develop effective Jewish leaders
- Enhance community relations locally, regionally, nationally & internationally
- Operate and maintain the Arnstein Jewish Community Center

Dear Members,
2023 ends remarkably with a long list of KJA accomplishments.

We started the year with the first in-person KJA Shabbat weekend in three years. There is no replacement for face-to-face advocacy, including a special Campaign event for a 40-and-under cohort at Potchke Deli and a thank-you dinner for our major donors at KoPita, our Campaign ebb and flow is back to normal.

Our Board set out to accomplish three major goals this year, and I am pleased to report we met them. First, we set out to reinvigorate BBYO. With the help of staff, community, and board members, we have steady double-digit attendance at BBYO and BBYO Connect events from summer to winter! Second, we focused on staff development and sent Tara and Anna to FedPro in Chicago. Third, we sought to move toward a full-time KJA executive director, and now our funding is in place.

Our advocacy at the State level paid off with timely dividends by increasing the security grants from \$500k to \$750k. KJA's \$10K investment turned into \$150K of security funding for our Knoxville Jewish Institutions. We are thrilled with this outcome!

Our preschool has expanded AGAIN and is now under the leadership of Louise Lindsay. In addition, Erin Gaines moved to a full-time salaried Assistant Director position - a major staffing accomplishment! Our Camp and swim teams were massive successes! Our outdoor facility improvements included shade structures on our playgrounds and the Iroff-Rayman Community Pavilion.

Mazel tov to everyone who helped the KJA in the long list of accomplishments achieved!

A handwritten signature in black ink, appearing to read 'Bryan Goldberg', written in a cursive style.

Bryan Goldberg, Knoxville Jewish Alliance President



KJA Staff

Tara Bain

Director of Community Engagement and Hillel at UTK

Anna Iroff-Bailey

Director of Jewish Life

Louise Lindsey

Director of Preschool at AJCC Early Childhood Program

Erin Gaines

Assistant Director of Preschool at AJCC
Early Childhood Program

Ed Hunter

Director of Finance

Nicki Russler

Archivist

Andrea Martindale

Office Administrator

EXECUTIVE BOARD

President: Bryan Goldberg

Vice President: Campaign: Renee' Hyatt

Vice President: Children and Youth: Martha Iroff

Vice President: Community Engagement: Noa Barak

Vice President: Jewish Community Services: Rosalie Nagler

Secretary: Debbie Abrams-Cohen

Treasurer: Bernard Bendriem

Immediate Past President: Chip Rayman

BOARD MEMBERS AT LARGE

Karen Ferency

Scott Jacobson

Stephanie Kodish

BOARD MEMBERS

Budget: Jeff Tinley, Eric Mayer

Community Relations Committee: Karen Robinson

Hillel at UTK: Briana Rosenbaum, JP Dessel

Israel Partnership: Marc Forman

Jewish Family Services: Nancy Becker, Dahlia Smith, Nancy Britcher

Long Range Planning: Scott Hahn

Programs: Virginia Kessler

AUTOMATIC BOARD MEMBERS BY VIRTUE OF COMMUNITY POSITION

Michael Zemel, Advisory Committee Chairman, Chabad of Knoxville

Mark Siegel, Chairman of the Board, Heska Amuna Synagogue

Jim Bogard, President Jewish Congregation of Oak Ridge

Kathy Young, President, Temple Beth El

Ellen Markman, President, Knoxville Jewish Day School

Barbara Mintz, President, Hadassah

Stephen Rosen, President, Knoxville Jewish Community Family of Funds



Shade Structures have been installed over the sand boxes and playground equipment on the Playground. Covered by a grant and donor.



A 20 foot X 40 foot metal covered pavilion with a concrete floor, sidewalk from the soccer field steps to the pavilion, picnic tables and grill for use by Camp, Preschool, Jewish Institutions and Members.



The addition of a portable classroom on our campus will allow for 40 additional students. Also, a covered walkway was installed leading from the portables to the main building.

Planted shrubs and trees to beautify our south property line hiding the railroad tracks, providing privacy and acting as a noise buffer. Multiple donations for loved ones by members of our Jewish community were received.



The Community Garden was donated by Rachael Feinbaum, the Feinbaum family and Larsen Jay as part of Rachael's Bat Mitzvah. Preschool teacher Bob Grimac will manage the garden.



With support from Hillel International, hours were dedicated to increase fundraising. For the 2023-2024 academic year, a total of \$9,952 was raised during Hillel Global Giving Week.

Hillel at UTK



With an investment for an engagement intern from Hillel International, Hillel at UTK engaged 109 students, an increase of 14 percent since 2022. Students gathered for Shabbat dinners, one-on-one coffee meetups, campus and community events, holiday gatherings, and the annual Israel focused Shabbaton in the Smokies.



More than 1,100 households received the printed bimonthly HaKol magazine in 2023. A digital version is found on the KJA website.



Media & Communications

KJA Connection 2023 readership is 1,067 with an open rate of 60%, a 12% increase since 2022.

YOUR alliance

Operating Expenses

Children & Youth

Milton Collins Day Camp.....	\$180,062
PJ Library.....	\$15,464
Preschool at AJCC.....	\$922,371
Smokin Salmon Swim Team.....	\$16,741
	\$1,134,638

Community Engagement

Community Relations Committee..	\$2,567
Media & Communications	\$37,731
Cultural/Social Programming.....	\$32,526
Knoshville.....	\$11,526
	\$84,350



Jewish Community Services

Archives.....	\$9,448
Hillel at UTK.....	\$28,975
Jewish Family Services.....	\$52,954
	\$97,377

Arnstein Jewish Community Center

Facility.....	\$214,787
Offices.....	\$130,809
Pool.....	\$105,240
Annual Campaign.....	\$12,726
	\$463,562

in numbers...

Grants received

• Harold Grinspoon Foundation -----	\$6,583
• Hillel -----	\$26,036
• Jewish Federation of Nashville and Middle TN -----	\$4,500
• KJCFF - KJA Controlled Funding-----	\$2,000
• KJCFF Funding -----	\$3,250
• Our Daily Bread -----	\$25,828
• Tennessee State-----	\$178,257
• TN Dept. of Safety & Homeland Security-----	\$49,000
• United Way of Greater Knoxville-----	\$146

Total: \$283,190

Capital Improvments

• Preschool Expansion-----	\$132,000
• Preschool Renovation-----	\$68,000
• Facility ReKey-----	\$8,000
• Pool Furniture-----	\$4,000
• Network upgrade-----	\$28,000
• Pool Pump-----	\$8,000
• Pavilion-----	\$28,000

Total: \$276,000

Annual Campaign Raised

\$293,878

*as of 12/13/23

Israeli Crisis Fund raised

\$60,898

The preschool's philosophy and curricular approach is focused on exploration and experimentation, leading to art that is individual and student-centered.



Preschool is committed to being a welcoming environment for parents; they are always welcome in classrooms. And, they enjoy celebrating holidays and special events with their children.

84 enrolled students with waitlists for 6 out of 8 classrooms.



Students play outside at least twice a day, exploring and developing gross-motor and social-emotional skills.

In the summer, the focus on fun is enhanced, as preschool becomes camp! A highlight for all is pool play every day.

Fundraising at the spring 2023 Art Gala increased by over \$1,000.

Grants awarded of \$178,257 for school improvements and teacher retention.



930
registrations
over the 9 weeks
of summer
camp.

MCDC was at
capacity with a
waitlist for all nine
sessions.



Parent Volunteer, Kaleigh McVety
Head Coach, Hayden Cooper
Assistant Coach, Ethan Griffin
Assistant Coach, Molly Barnes

66 Swimmers participated
in the 2023 season.

14 Athletes competed at the 2023
GKAISA City Championship Meet.

Social and Cultural Programming



Knoxville Festival



Knoxville Festival



Knoxville Festival



Shabbat at the Pool



Meet & Greet
Rabbi Cantor Sirotz



Meet & Greet
Rabbi Cantor Sirotz



Vigil for Israel at AJCC

This year, KJA programming engaged all ages through a spectrum of events. We created Jewish community spaces, as well as Knoxville community spaces.

We gathered at AJCC, at local synagogues, at coffee shops, and in Washington D.C. for social, cultural, and social justice events.

Thank you for joining us in 2023!



JFNA at Potchke Deli



JFNA at Potchke Deli



Yom HaShoah at JCOR



Yom HaShoah at JCOR



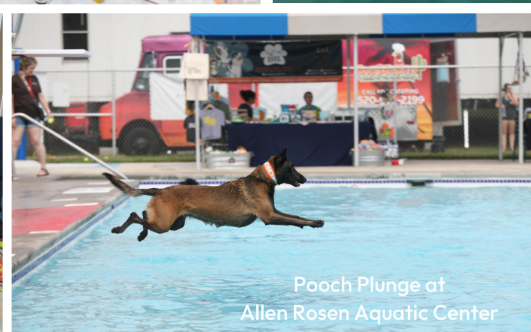
Luminous Inks Workshop at AJCC



Jewish Book Month at TBE
with PJ Library & PJ Our Way



Luminous Inks Workshop
at AJCC



Pooch Plunge at
Allen Rosen Aquatic Center



Pooch Plunge at
Allen Rosen Aquatic Center

PJ Library and PJ Our Way provide an invaluable gift of free, monthly Jewish books to our families. For some families, this might be their only concrete connection to their Judaism and the Jewish community. For all families, these books and activities empower parents to share and teach about Judaism in their home. This year, PJ Library celebrated Israel's 75th anniversary with an Israel board game and celebrated Hanukkah with story cards and giant dreidels. Our monthly e-newsletter helps parents connect with local family programming and provides blog posts, podcasts, virtual programming, and more to help families connect with the broader Jewish community as well.



Our 2nd annual Rosh Hashanah Fall Bash at Deep Well Farm was a huge success with KJDS and Temple Beth El Religious School.

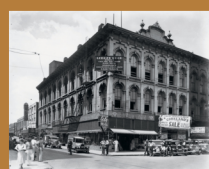
BBYO is a pluralistic Jewish teen movement that focuses on fun, meaningful experiences for teens in grades 9-12 that inspire a lasting connection to the Jewish people. BBYO's unique programming includes social programs, community service projects, and Judaic enrichment programs. BBYO Connect is a parallel experience for students in grades 6-8 who want to enjoy social, recreational, athletic, cultural, and Judaic activities.



Gert Weinstein chapter kneading memories together as they master the art of Challah-making.



BBYO and BBYO Connect held a series of joint pool parties with pizza, swimming, and ping pong this summer.



Market Square West looking north and Union Avenue running west. Cole's Drugs, 1 Market Square; Corkland's, 3 Market Square, 1937.

Thompson Photograph Collection, McClung Historical Collection.



200 block of Gay Street, east side, looking south. Diftler's Credit Jewelers, The Club, Red Top Beer, Dixie Loan Co., and United Loan Co. Photo taken 1937.

Thompson Photograph Collection, McClung Historical Library.



Market Square looking North from Union Avenue, showing Market House, with parts of Market Square West and East, 1928.

Thompson Photograph Collection, McClung Historical Collection.



The activity that energized the Archives Committee for several months was the planning and execution of a walking tour of a portion of downtown Knoxville's historic Jewish businesses in October. The Archives Committee hopes this will be the first of several such tours. Committee members, community member extraordinaire Mary Linda Schwarzbart, staff member Anna Iroff-Bailey, and vice president Rosalie Nagler worked diligently to provide an entertaining and educational walk for 44 Knoxvilleans on a beautiful fall morning, ending with a brunch at Potchke. The Alice, George, and Kenneth Palmer Fund of the Knoxville Jewish Community Family of Funds helped make the event possible. Volunteer docents shared their knowledge of Knoxville Jewish history with the participants, who received a map of the route with a list of most of the businesses mentioned on the walk and their locations noted on the map.

Jewish Family Services



Dedicated to promoting, strengthening, and preserving individual, family, and community well-being in a manner consistent with Jewish philosophy and values, Jewish Family Services provided resources throughout this year.

- Collection Drive to support Susannah's House Intensive Outpatient Program for mothers in recovery
- First Friday Shabbat at Sherrill Hills Retirement Resort
- Jewish holiday gifts for senior citizens
- Volunteer visits for Jewish residents at local retirement communities
- Equipment loans for medical needs

