

# 2018-2019 ANNUAL REPORT



Jewish Federation  
OF GREATER NEW ORLEANS

## GIVING GROWS COMMUNITY

# JEWISH FEDERATION OF GREATER NEW ORLEANS BOARD OF TRUSTEES 2018-2019

Henry A. Miller, Board Chair\*

\*Joshua S. Force, Board Chair Designate Elect

\*Dr. Marc Behar, Vice-President

\*Brian Katz, Vice-President

\*Dana Shepard, Secretary

\*David Radlauer & \*Kathryn F. Shepard, Treasurer

Aleeza Adelman  
Bradley Bain\*  
Jody Braunig  
Robert Brickman  
Barri Bronston  
Gail Chalew  
Jared Davidson  
Michael Dodd  
Shellye Farber  
Michael Finkelstein

Mara Force  
Michele Gelman\*  
Dr. Charles Glaser  
Ashley Merlin Gold  
Julie Green\*  
Rabbi Gabriel Greenberg  
Nate Kanter  
Barbara Kaplinsky  
Ellen Kessler  
Shawn Kiefer

Ann Z. Kientz  
Neil Kohlman  
Jonny Lake\*  
Andrea Lestelle\*  
Seth Levine  
Stacey Weinreb Lutz  
Amy Malish  
Larry Manshel  
Jan Miller\*  
Melinda Mintz\*

Carole Neff  
Gail Pesses  
Sidney Pulitzer  
Joshua L. Rubenstein\*  
Peter Seltzer  
David Shepard  
Peter Sperling  
Rob Steeg  
Jackie Stern  
Steven Stern

Joanna Sternberg  
Helen Stone  
Ben Swig  
Ann Thompson  
Hallie Timm  
Dr. Daliah Wolfson  
Ellen Yellin  
Max Zwain

## HONORARY BOARD

The Honorary Board is comprised of living past presidents of the Jewish Federation of Greater New Orleans.

Harold A. Asher  
Joan S. Berenson †  
Allan Bissinger †  
Jane K. Buchsbaum †  
Alan Franco  
Joel Friedman

Bobby Garon  
Dr. Marshall I. Gottsegen  
J. Jerome Hanaw  
Hugo Kahn  
Morton H. Katz  
Abe B. Kupperman

Dr. Julius L. Levy, Jr.  
Julie Wise Oreck  
Lou Rippner †  
Dr. Edward Soll\*  
Carol B. Wise

\*Executive Committee Member

† Deceased during this period

‡ Former Executive Director, Jewish Federation of Greater New Orleans

## MISSION STATEMENT

The Jewish Federation of Greater New Orleans serves as the central coordinating body for the Jewish community.

Its purpose is to build and sustain a vibrant Jewish community in the Greater New Orleans area, and, in

accordance with Jewish tradition, to ensure the continuity of the Jewish people in

America, Israel and throughout the Diaspora.

# JEWISH FEDERATION OF GREATER NEW ORLEANS BOARD OF TRUSTEES 2019-2020

Joshua S. Force, Board Chair\*

\*Brian Katz, Vice Chair

\*Jonny Lake, Vice Chair

\*Melinda Mintz, Vice Chair

\*Kathryn F. Sheperd, Treasurer

\*Dr. Marc Behar, Secretary

Aleeza Adelman  
Bradley Bain\*  
Aaron Bloch\*  
Jody Braunig  
Barri Bronston  
Gail Chalew  
Jared Davidson  
Michael Dodd  
Shellye Farber\*  
Mara Force\*

Michele Gelman\*  
Alice Yelen Gitter\*  
Dr. Charles Glaser  
Ashley Merlin Gold  
Julie Green  
Lisa Heller  
Susan Hess  
Betsy Kaston  
Nate Kanter  
Ellen Kessler

Shawn Kiefer  
Ann Z. Kientz  
Sara Kottle\*  
Larry Lehmann\*  
Austin Marks\*  
Donald Meltzer  
Mark A. Mintz  
Carole Neff  
Gail Pesses  
David Radlauer

Joshua L. Rubenstein\*  
Peter Seltzer  
Dana Shepard  
David Shepard  
Rabbi Todd Silverman  
Rob Steeg\*  
Chuck Stern\*  
Jackie Stern  
Joanna Sternberg  
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Julie Wise Oreck  
Dr. Edward Soll  
Carol B. Wise

\*Executive Committee Member

‡ Former Executive Director, Jewish Federation of Greater New Orleans

## IN MEMORIAM

Three past presidents of the Jewish Federation of Greater New Orleans passed away in 2018 and 2019:

**Joan Berenson, Allan Bissinger, and Lou Rippner.** May their memories be for a blessing.

# A MESSAGE FROM OUR CEO

Dear friends,

Two years ago, I articulated a plan to transform the Federation and its role within the New Orleans community – not just the Jewish community, but New Orleans as a whole. With your help, it's striking how far we've come in that relatively short period.

Over the past two years, we've focused on several themes. First of all, it's been extremely important to unify our Greater New Orleans Jewish community, and to build relationships and bridges across all of our Jewish organizations, agencies, and synagogues. It hasn't been easy, but we've made strides in resolving some of the longstanding community issues inherited from past generations, and I would like to believe Federation has become a more open, more friendly organization.

I view our role as that of a community engager. Our responsibility is to service the wishes and needs of a very diverse community, and to listen, learn, and communicate more effectively. Like any successful organization, in order to stay relevant, it's critical that we evolve – and that we connect our work to the desires, priorities, and needs of the community. In 2020, we are launching a new strategic planning process to help us identify the data points that will push the next incarnation of our evolution.

Secondly, we've consistently tried to ramp up the development of financial resources to help our agencies and the community at large, and to wholly fund our new programming and initiatives. And we are certainly seeing significant success. We saw a \$100,000 increase in the 2018 Annual Campaign. Even this year we raised \$60,000 more than 2017, and would have exceeded last year's campaign numbers but for the unfortunate passing of some incredibly special donors over the past year. Additionally, sponsorship dollars have grown annually from \$55,000 to more than \$325,000, thanks in part to a brand new program that we recently introduced for high-level sponsors called the Federation Patrons program. Our grant efforts have additionally brought in well over \$200,000, covering everything from social action to enhanced security measures at Jewish structures. All totaled – and independent of the Annual Campaign – we've raised nearly \$700,000 in new, incremental revenue over two years, nearly 14 times more in external revenue than we did in 2017!

We've also thought outside the box with respect to our role within the wider New Orleans community. In this vein, because of the Goldring Family Foundation, the Federation has recently received a one-time gift which will allow us to continue to broaden all of our outreach and relationship-building initiatives. Equally important, other major donors have expressed an interest in supporting similar initiatives on a topic of exceptional interest to our Jewish community. Similarly, another important program is the new Sherry and Alan Leventhal Family Foundation Center for Interfaith Families. Thanks to the Leventhals' generosity, this new center will serve as a community resource to help families navigate the often challenging topic of interfaith marriage and related matters.

All of this serves to illustrate the point that we are continuing to effectively refresh the Federation's identity—we have to appeal to our longstanding supporters, while at the same time welcoming a younger, diverse, post-Katrina demographic of Jews in New Orleans. We've broadened our programming, we've been more involved in social justice and advocacy, we have created more creative marketing outreach in how we connect and communicate, and we've formed solid partnerships with organizations all over town – Jewish and non-Jewish – in an effort to appeal to whatever interests someone might have. While some may primarily focus on Israel and some on Jewish education, or some on other community issues, the mantra that we started two years ago and still continue to follow is that not everything the Jewish Federation does will appeal to all, but at least one thing the Jewish Federation does will appeal to everyone. We've widened the tent. We've listened.

I'd like to thank our lay leadership, who have provided a forum for healthy debate, and have been instrumental in moving this organization forward in so many respects.

Over the past two years, we've implemented incredible programs: our Jewish Mentorship Program—which connects young professionals with established mentors; JP NOLA—which serves our LGBTQ community; and JNEXT, which engages forty- and fiftysomethings in our New Orleans Jewish community. These programs are incredibly important pieces of our evolution, and I believe they will long be a part of our community.

While the past two years have been highly successful, it's even more important now to look towards the future. We have several challenges still facing us.

First, an observation. Being at the helm of the Jewish Federation has given me a truly great perspective on the outstanding work being done by our agencies and synagogues. We can kvell with much pride over the number of people served by our community partners, as well as the exceptional spiritual and communal support provided by our clergy and synagogues.



*(continued, next page)*



## A MESSAGE FROM OUR **CEO** *(continued from previous page)*

As our community grows and changes, so, too, do the challenges facing us all. Going forward, your Federation will work to enhance fundraising and resource development. Our Annual Campaign is making strides, but we know we can and must do more. While on a JFNA mission this summer, all of us took away that supplemental giving and endowments are two of the most important new vehicles being pursued by Federations across the country in an ever-challenging fundraising environment. We plan to prioritize those, and to work hand-in-hand with our partners at the Jewish Endowment Foundation of Louisiana. Together in partnership, we'll address not only annual giving, but the legacy giving which will sustain the community over the coming decades.

We have also created a security committee, working exceptionally hard to ensure our community is safe. This issue is at the top of our priority list, and more will be shared in the new year.

In a broader sense, we want to continue to aggressively advocate for Jewish interests, which is a vital to our community. True to our mission statement, we will continue to advance a pro-Israel agenda and to fight Boycott, Divestment, and Sanctions efforts in our own community. And really, we need to offer tremendous thanks to Governor Edwards, because Louisiana is now only the third state to have both an executive order and a statute formally opposing BDS.

Given the diversity of our community, especially with a younger demographic, Federation will also work hard to create a safe conversation space to engender constructive discourse on all issues. I'm very much looking forward to the continued robust growth of our Israel education and engagement programs, including Partnership 2Gether, the Edie and Paul Rosenblum Gift of Israel Program, Amiel BaKehila, Resetting the Table, and more.

The Jewish Federation of Greater New Orleans is on the right track for future success. With the largest Katz-Phillips Leadership Development Class in years, we're cultivating leadership for generations to come. We're continuing to engage a wide array of people through JNOLA, and our new program, JNEXT. Our JCRC outreach efforts have been especially noteworthy, from additional advocacy to partnerships spanning the wider New Orleans community, including our HBCU Speaker Series: Presented by Morris Bart. Our overarching goal – which is one I believe to be incredibly crucial – is to ensure the Jewish Federation and Jewish community are viewed as contributing and respected partners across New Orleans.

We are strong. We are energized. And we are fueled by your support. Thank you again for giving me the opportunity to be part of our incredible community and to help lead Federation.

As Anne Frank once mused, "How wonderful it is that nobody need wait a single moment before starting to improve the world."

Together, all of us are doing just that.

**ARNIE D. FIELKOW**  
**CEO**

### JEWISH FEDERATION *team*

Arnie D. Fielkow	Chief Executive Officer
Sherri A. Tarr	Chief Operating Officer
Joel Meariman	Controller
Melody Kirkwood	Office Manager / Executive Assistant to the CEO
Caitrin Gladow	Marketing & Communications Director
Mithun Kamath	Staff Counsel / Director of Governmental Affairs & External Partnerships
Michelle Neal	Director of Education and Allocations
Tana Velen	NextGen & Programming Manager
Garrett Moore	Sponsorship & Strategic Revenue Manager
Sidney Payne	Facilities Manager
Brenda Montamat	Office Assistant

# BECAUSE WE HELP PEOPLE *everywhere*

Since 1913, the Jewish Federation of Greater New Orleans Annual Campaign has directly supported local, national and overseas programs—supplying critical services to those in need, strengthening the Jewish people, and inspiring a lifelong passion for Jewish life and learning. 70% of the funds raised stay here in our community, while 30% is allocated to overseas services.

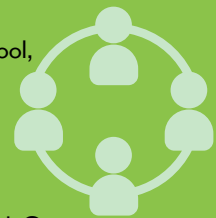
Our primary role? To raise the funds, so that our partner agencies can focus on what they do best: providing invaluable social services across New Orleans and around the world. **In 2018, the Annual Campaign raised the most since Hurricane Katrina - \$2,704,721. In 2019, the Campaign raised \$2,660,400.**

## WHERE OUR FUNDS *go*

The funds we raise are allocated to three main pools: community support, Israel and overseas social services, and Federation programming and operations.

### CONSTITUENT & BENEFICIARY AGENCIES

We help fund four local constituent agencies: the Jewish Community Center, the Jewish Community Day School, Jewish Family Service, and Tulane Hillel. These organizations receive unrestricted core funding and capital allocations, investment fund allocations, and other revenue sources. We additionally fund a number of beneficiary agencies.



### METAIRIE CAMPUS SUBSIDY

Our Goldring-Woldenberg Jewish Community Campus houses the Metairie Jewish Community Center, the Jewish Community Day School, the Jewish Federation, and until 2019, the ADL South Central Region. The Federation substantially subsidizes rent and maintenance costs.

### COMMUNITY PROGRAMS

This includes missions, the Edie & Paul Rosenblum Gift of Israel Program, Communal Hebrew School Vouchers, and the Jewish Newcomers Program.



### FEDERATION OPERATIONS & PROGRAMMING

The Federation's operating costs include JNOLA, JNEXT, the Jewish Community Relations Council, the Katz-Phillips Leadership Development Program, social action outreach, and administrative/staffing costs.

### ISRAEL & OVERSEAS

We allocate funds to the Jewish Federations of North America (our umbrella organization), the Jewish Agency for Israel, including Partnership2Gether, the American Jewish Joint Distribution Committee, and World ORT.



## DID YOU KNOW?

Over the past year, your campaign dollars supported 18,139,038 hours of home health care to elderly Jews across 11 time zones and 11 countries through the American Jewish Joint Distribution Committee (JDC).

# ALLOCATIONS & *funding*

The funds raised through the Annual Campaign and other revenue streams are allocated into three primary blocks: support for our Greater New Orleans community and its Jewish agencies, funding for Israel and overseas needs, and Federation programming and operations. Most funding is allocated to the four constituent agencies—including a substantial subsidy to make the Goldring-Woldenberg Jewish Community Campus affordable to its tenants—as well as local and national beneficiary agencies. The Federation’s operating budget is overseen by a lay-driven Finance Committee, chaired by the Federation Treasurer. **70% of what is raised each year through the Annual Campaign is directed to local organizations, and 30% is distributed to overseas agencies.**

Here’s the breakdown of allocations for 2018 and 2019:

<p><b>ADL</b> \$17,550 (2018   unrestricted) \$17,150 (2019   unrestricted)</p> <p><b>Avodah</b> \$4,000 (2018   unrestricted) \$3,750 (2019   unrestricted)</p> <p><b>B’nai B’rith Youth Organization</b> \$3,500 (2018   unrestricted) \$3,000 (2019   unrestricted)</p> <p><b>Chabad Jewish Student Center</b> \$4,000 (2018   unrestricted) \$4,000 (2019   unrestricted)</p> <p><b>Communal Hebrew Vouchers to Synagogues</b> \$60,000 (2018   restricted   145 students) \$61,600 (2019   restricted   154 students)</p> <p><b>Goldring/Woldenberg Institute of Southern Jewish Life</b> \$2,500 (2019   unrestricted) \$1,500 (2018   unrestricted)</p> <p><b>Hadassah</b> \$750 (2018   unrestricted) \$750 (2019   unrestricted)</p>	<p><b>Hillel International</b> \$500 (2018   unrestricted) \$100 (2019   unrestricted)</p> <p><b>Jewish Children’s Regional Service</b> \$14,000 (2018   unrestricted) \$14,000 (2019   unrestricted)</p> <p><b>Jewish Community Center</b> JCC Metairie \$57,629 (2018   unrestricted) JCC Metairie \$57,629 (2019   unrestricted) JCC Uptown \$238,211 (2018   unrestricted) JCC Uptown \$238,211 (2019   unrestricted) JCC Metairie/Uptown \$29,030 (2018   capital allocations) JCC Metairie/Uptown \$22,367 (2019   capital allocations)</p> <p><b>Jewish Community Day School</b> \$60,000 (2018   unrestricted) \$60,000 (2019   unrestricted) \$2,934 (2018   capital allocations) \$7,783 (2019   capital allocations)</p> <p><b>Jewish Family Service</b> \$136,250 (2018   unrestricted) \$136,250 (2019   unrestricted) \$8,000 (2018   capital allocations) \$8,000 (2019   capital allocations)</p>	<p><b>Jewish Federation of Greater New Orleans (for the benefit of the Goldring-Woldenberg Jewish Community Campus)</b> \$4,226 (2018   capital allocations) \$7,683 (2019   capital allocations)</p> <p><b>Jewish War Veterans</b> \$750 (2018   unrestricted) \$750 (2019   unrestricted)</p> <p><b>LimmudFest New Orleans</b> \$1,250 (2019   unrestricted)</p> <p><b>Moishe House</b> \$1,300 (2019   unrestricted)</p> <p><b>Taglit: Birthright Israel</b> \$10,500 (2018   unrestricted) \$10,500 (2019   unrestricted)</p> <p><b>Slater Torah Academy</b> \$1,350 (2018   unrestricted) \$1,350 (2019   unrestricted)</p> <p><b>Tulane Hillel</b> \$75,000 (2018   unrestricted) \$75,000 (2019   unrestricted) \$7,000 (2018   capital allocations) \$7,000 (2019   capital allocations)</p>
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## DID YOU KNOW?

In 2018, your campaign dollars helped offer over 7,400 hours of support to individuals suffering from Alzheimer’s disease or related dementia, and respite to their caregivers through the Jewish Community Center’s ACE (Alzheimer’s Care and Enrichment) program—and touched the lives of 475 members of our Jewish community through Jewish Family Service including social work, counseling and senior services.

# FINANCIAL RESOURCE *development*

The Jewish Federation of Greater New Orleans works diligently to raise funds from less traditional streams, including corporate partnerships and grants from foundations across the country. These funds have made it possible to launch groundbreaking community programs like JPNOLA, JNEXT, the annual civil rights trip, and more - and fuel our social action and community relations efforts in Greater New Orleans.

YEAR	NAME	AMOUNT
2018	Bank Leumi	\$3,000
2018	Baton Rouge Foundation	\$1,000
2019	Dr. Marc Behar	\$1,500
2018	Richard & Vivian Cahn	\$3,000
2018	Carr Riggs & Ingram	\$3,500
2018	Cox Communications	\$3,000
2019	Crescent City Jewish News	\$7,500
2018	Emily Schoenbaum	\$27,500
2019	Emily Schoenbaum	\$27,500
2018	Dr. Juan & Ana Gershanik	\$500
2018	Hancock Whitney	\$50,000 <i>(includes \$25,000 for constituent agencies)</i>
2019	Hancock Whitney	\$50,000 <i>(includes \$25,000 for constituent agencies)</i>
2018	Herman Herman & Katz	\$4,000
2018	William & Susan Hess	\$500
2019	Highflyer	\$1,500
2019	Humana	\$10,000
2018	Jewish Endowment Foundation	\$7,500
2019	Jewish Endowment Foundation	\$16,500
2018	Jones Walker LLP	\$17,000
2019	Jones Walker LLP	\$17,000
2019	Lake Lawn Metairie Funeral Home	\$3,000
2019	Lakeside Toyota/Northshore Toyota	\$3,333
2019	Law Office of Karl Bernard	\$10,000
2018	LCMC/Touro Infirmary	\$8,400
2019	LCMC/Touro Infirmary	\$8,400
2018	Richard Lipsey	\$5,000
2019	Alan Meltzer	\$5,400
2018	Metairie Bank	\$5,000
2019	Metairie Bank	\$10,500
2019	Morris Bart	\$12,500
2018	Madalyn & Robert Schenk	\$500
2019	Schoenbaum Family Foundation	\$40,000
2018	Leopold & Karen Sher	\$1,000
2019	Sher Garner Cahill Richter Klein & Hilbert, L.L.C.	\$5,000
2018	Eddie Soll	\$1,000
2018	Donna Sternberg	\$5,000
2018	Tharp-Sontheimer-Tharp	\$500
2018	Oscar J. Tolmas Charitable Trust	\$100,000
2019	Oscar J. Tolmas Charitable Trust	\$90,000
2018	Dr. Michael & Lynne Wasserman	\$500
2018	Wells Fargo	\$2,500
2018	Carol Wise	\$20,000
2019	World Trade Center New Orleans	\$2,500
2018	Zandan Foundation Fund	\$1,000
2019	Anonymous	\$10,572

**2018 TOTAL: \$270,900 | 2019 TOTAL: \$332,705**

**TOTAL FOR 2018 AND 2019: \$603,605**



# BECAUSE GIVING GROWS *community*

## 2019 ANNUAL CAMPAIGN

The Annual Campaign is the cornerstone that supports the building of a vibrant Jewish community in Greater New Orleans, Israel, and 59 countries around the world. Every year, our community-wide campaign raises funds that help support the vital human services and Jewish education provided by our local, national, and international agencies. These funds have a daily impact on the education of children, strengthening of family life, providing care and comfort to frail elderly, and sustaining our partnerships here and overseas.

The 2019 Annual Campaign continued our customary breakdown of 70% local, 30% overseas distribution of funds. It is through the generosity of our Jewish community that the Federation is able to provide support. Your financial contribution enables us to fulfill the obligation of tzedekah. Tzedekah means justice, and justice demands that we as Jews connect with those who are in need. Thank you to everyone who contributed to our 2019 Annual Campaign.

Note: in the list that follows, 2 endowed Lions are anonymous donors.

### \$100,000 +

Goldring Family Foundation  
Woldenberg Foundation

### \$50,000 - \$99,999

Cahn Family Foundation  
Alan & Diane Franco  
Milton Rosenson Fund  
Anonymous (1)

### \$25,000 - \$49,999

Mr. & Mrs. Morris Bart ●  
Sydney & Walda Besthoff  
Foundation  
Marjorie Bissinger ●  
Harriet Handelman  
Maury A. Herman  
Dr. Julius L. & Donna Levy, Jr. ●  
David & Jan Oreck  
Marshall & Julie Wise Oreck ●  
Bill & Leslie Rau  
Leon Rittenberg Family  
Foundation  
Anonymous (1)

### \$10,000 - \$24,999

Carol & Harold Asher ●  
Darryl & Louellen Berger  
Allan\* & Nancy Bissinger ●  
Jane Bories  
Vivian & Richard Cahn ●  
Janice Caplan

Dr. Scott S. & Marjorie\* Cowen  
Dora Ferber Lion of Judah  
Endowment Fund  
Joshua & Mara Force  
Robert Force  
Forgotston Philanthropic Fund  
Richard & Linda Friedman  
Robin Levy & R. Justin Garon ●  
Ana & Juan Gershanik  
Dr. Kurt Gitter & Alice Yelen  
Charles & Cathy Glaser  
Susan & Lou Good  
Mauriciu Arnold Granet  
Designated Fund  
Robert & Shirley Haspel  
Foundation  
Lisa & Mark Heller ●●  
Sandra Heller ●  
Mr. & Mrs. Fred L. Herman  
Russ & Sandra Herman  
William & Susan Hess  
Dr. & Mrs. Harris Hyman III  
David & Jill Israel  
Lisa & Brian Katz ●●  
Morton & Carole Katz ●●  
Fran & Jonathan Lake  
Sherry & Alan Leventhal  
Jan & Henry Miller  
Mintz-Easthope Foundation  
Morris & Melinda Mintz  
Peter & Barbara Newhouse  
Dr. Sanford Paillet  
Sarah & Joe Pasternack, Jr.  
Sidney & Joyce Pulitzer ●

David Radlauer & Julie Schwartz  
Joshua L. Rubenstein ●  
Louis & Dana Shepard  
Karen & Leopold Sher  
I. William & Jane Sizeler  
Karen & Dr. Eddie Soll ●●  
Nancy & Steve Timm ●  
Bernard Van Der Linden  
Beverly Wainer ●  
Harold Wainer  
Dr. Michael & Lynne  
Wasserman ●●  
Carol B. Wise ●  
Robert & Marie Wolf  
Frances S. Wolff ●

### \$5,000 - \$9,999

Dorlene Alaynick  
Jack & Phyllis Allmont  
Judy Barrasso & Brent Barriere  
Gerald Berenson Fund  
Valerie Besthoff  
Dr. Edward & Elissa Bluth  
Kelley & Guy Brenner  
Robert & Caroline Brickman  
Rick & Ina Davis  
Michael & Tracey Dodd  
Arnie & Susan Fielkow  
Mike & Marcy Gertler  
Louis A. & Lillian L. Glazer  
Family Foundation  
Carol Good  
Byrde Haspel Lion of Judah  
Endowment Fund

Babs Isaacson Lion of Judah  
Endowment Fund  
Dr. Alan & Linda Jacobs  
Dorothy S. Jacobs  
Scott & Leslie Jacobs  
Stanley & Peggy Jacobs  
Tamara Jacobson ●  
Terry & Shellie Jacobson  
Dr. & Mrs. David B. Kaplan  
Dr. Mark & Susan Kappelman  
Ellen & Stan Kessler  
Betty Kohn  
Ruth & Larry Kullman  
Stephen & Mara Kupperman  
Darleen Jacobs Levy  
Anne Lowenburg ●  
Stephen & Ellen Manshel  
Tamara Mayer Lion of Judah  
Endowment Fund  
Lois Mexic Lion of Judah  
Endowment Fund  
Julie Grant Meyer ●  
Betty Meyers Lion of Judah  
Endowment Fund  
Parkside Foundation  
Dr. Stuart & Ida F. Phillips  
Dr. William & Karen Pinsky  
Hannah Rau  
Rebecca Rau  
Paul & Edith Rosenblum  
Stephen & Sandra Rosenthal  
Alvin & Madilyn Samuels  
Jonathan & Debbie Schlackman  
Florence & Richard Schornstein

\*Deceased

● Lion of Judah Endowment / ● Perpetual Annual Campaign Endowment



Lee Sear  
 Kathy & Hal Shepard  
 Dr. Ivan M. Sherman  
 Scott & Julie Silbert  
 Robert & Pamela Steeg  
 Maureen Weil Stein, MD  
 Rodney & Jane Steiner  
 Janice & Louis Stern  
 Teri Tanenbaum ●  
 Dr. Matthew & Sherri Tarr  
 Anne Uhry Lion of Judah  
 Endowment Fund  
 Bruce & Ellie Wainer  
 James Weiss & Audrey Browne  
 Hon. Jacques L. Wiener, Jr.  
 & Sandra M. Feingerts  
 Marc & Jill Winston  
 Edward Young  
 Dr. Jack S. Zoller  
 Anonymous (1)

## \$2,500 - \$4,999

Jacqueline & Beryl Ames  
 Dr. Marc Behar  
 Jack & Jennifer Benjamin, Jr.  
 Dr. Marc Bernstein  
 Dr. & Mrs. Harris M. Blackman  
 Nini & Henry Bodenheimer  
 Bob & Mindy Caplan  
 Dr. Stuart & Gail Chalew  
 Dr. Gerald Cohen  
 Carla & Louis Fishman  
 Dr. Richard Gitter  
 Dr. Dov & Margie Glazer  
 Susan & Howard Green  
 Steven & Ann Harris  
 John Haspel  
 Albert & Rea Hendler  
 Endowment Fund  
 Dr. Howard & Marcia Hirsch  
 Julanne R. Isaacson  
 Andrew & Carmen Jacobs  
 Lee & Jacob Kansas  
 Judge Jacob & Vicki Karno  
 Sybil Kline  
 Herman Kohlmeyer, Jr.  
 Dr. Barry & Charlotte Leader  
 Lawrence Lehmann &  
 Dashka Roth  
 Rene Lehmann ●  
 Charles & Renee Levy III  
 Donald I. Levy

Barbara & Sanford Maslansky  
 Andree Moss  
 Richard & Carole Neff  
 Dr. Thomas Oelsner  
 Dr. Efrain & Ilana Reisin  
 Dr. Gary & Jenny Rich  
 Emily Hart Rosen  
 Marilyn Rosenson  
 Madalyn & Robert Schenk  
 Shirley & Ralph Seelig  
 Peter & Vicki Sperling  
 Bruce Spizer  
 Mark & Amy S. Stein  
 Sylvan & Judy Steinberg  
 Steven W. Usdin  
 Judge Miriam & Bruce Waltzer  
 Richard Wilkof  
 Wayne & Amy Yuspeh  
 Marilyn Paillet Zackin  
 Charles Zucker  
 Endowment Fund  
 Anonymous (1)

## \$1,000 - \$2,499

Michael Allweiss  
 Stefanie Allweiss  
 Aimee & Steven Bain  
 Herbert & Sue Barton  
 Mark & Jaymi Baum  
 Dr. Neil & Linda Baum  
 Allan & Nikki Berger  
 Donna Kay Berger  
 Ronna Burger & Robert Berman  
 Shelly & Benay Bernstein  
 Steven Bingler & Linda Usdin  
 J. Joseph & Lee Blotner  
 Harry Blumenthal, Jr.  
 Mr. & Mrs. Robert A. Bories  
 Joy & Andrew Braun  
 Lee & Tamie Bressler  
 Dr. Daniel & Melanie Bronfin  
 Mr. & Mrs. Perry S. Brown  
 Alan & Sandra Burshell  
 Morris Campell  
 Designated Fund  
 Dr. Daniel Caplan  
 Mrs. Rose P. Cohen  
 Jay & Avery Corenswet  
 Greg & Joan Cox  
 Jerome & Cathy M. Dattel  
 David & Sue Daube  
 Lenny Davis

Jill Dupre & Joshua Mayer  
 Warren & Rachel Edelman  
 Dr. Mark & Rochelle  
 Adler Effron  
 Robert & Ann Eisen  
 Richard & Kyna Epstein  
 Dr. Nathan & Leslie Fischman  
 J. David Forsyth  
 Jean Frank  
 Tripp & Heidi Friedler III  
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 Idan & Lina Warshawski  
 Mr. & Mrs. Ralph Watermeier  
 Shirley R. Axinn Watsky  
 Sarah Wexler  
 Jason & Christine Baer White  
 Bernard Widofsky  
 Robert Witrock  
 Dr. Mark & Barbara  
 Workman  
 David & Lisa Wurtzel

Liz Yager  
 Dean & Darlene Yellin  
 David & Gretchen Zalkind  
 Louis & Betty Zelman  
 Paul Zimmering  
 Joshua & Julia Zuckerman  
 Sam & Jennifer Zurik II  
 Melanie & Sam Zurik, Jr.  
 Gary Zwain  
 Anonymous (4)



\*Deceased  
 ● Lion of Judah Endowment | ● Perpetual Annual Campaign Endowment

Cut at the line and return in the enclosed envelope.

## JEWISH FEDERATION OF GREATER NEW ORLEANS 2020 ANNUAL CAMPAIGN

I hereby pledge to the Jewish Federation of Greater New Orleans the sum of:

\$18  \$36  \$54  \$72  \$100  \$180  \$250  \$360  \$500  \$750  \$1,000  Other \$ \_\_\_\_\_

\_\_\_\_\_ please print name

\_\_\_\_\_ your signature

\_\_\_\_\_ address city state zip

\_\_\_\_\_ cell phone email address

### METHOD OF PAYMENT (PLEASE PRINT)

Enclosed is my check  Please charge my  Mastercard  VISA  AMEX  Bill me  annually  quarterly  monthly

\_\_\_\_\_ name of cardholder

\_\_\_\_\_ card #

\_\_\_\_\_ sec. code

\_\_\_\_\_ billing address

\_\_\_\_\_ exp. date

Please detach and return this form in the enclosed envelope. You can also visit [www.jewishnola.com](http://www.jewishnola.com) to make and pay your pledge. Pledge payments are due in full by December 31, 2020.

# BECAUSE WE GROW *community*

## JNOLA

JNOLA serves members of the Greater New Orleans community between the ages of 21-39. 2018 and 2019 saw innovative growth within JNOLA. Some highlights from the past two years:

The 2018 midterm election played a large role in JNOLA's partnerships, including volunteering with the National Council of Jewish Women (NCJW) for their voter registration drive to register more than 1,000 Louisiana Voters. JNOLA also partnered with Moishie House, Urban League of Louisiana Young Professionals, Hispanic Young Professionals of Louisiana, 504ward, and United Way Young Leaders Movement, for a Voter Registration party that highlighted the unanimous jury amendment.

JNOLA partnered with the Urban League of Louisiana Young Professionals for an evening of reflection and discussion on Juneteenth and civil rights with special guest speakers Dr. Rebecca Mark and Keith Plessy, who is the descendent of Homer Plessy (Plessy vs. Ferguson).

Because so many young professionals in New Orleans are unaffiliated, the JNOLA Jewish Life Committee created Shabbat events with local synagogues to make members aware of the wonderful clergy and congregants offered by each area synagogue.

JNOLA's annual professional networking event, JNETWORK, was hosted by John Hairston, CEO of Hancock Whitney Corporation and Joseph Exnicios,

## MENTORSHIP PROGRAM

The Jewish Federation Mentorship Program presented by Emily Schoenbaum and Jones Walker launched in May 2019 with a reception held at The Shop at the Contemporary Arts Center. Guest speaker, Michael Hecht, President and CEO of Greater New Orleans, Inc., highlighted the importance of connecting successful members of our community to those who are still building their careers as a way of keeping talent in New Orleans to grow our local economy. 2017-2019 Federation Board Chair, Henry Miller, who spearheaded this initiative, highlighted the face-to-face mentorship and micro grant opportunities available through the program. In November 2019, the program partnered with JNOLA for a professional development event called Professionalism Unplugged. **Learn more by visiting [jmentor.org](http://jmentor.org).**

## JNEXT

In the fall of 2019, JNOLA reduced its scope to ages 21-39. For forty- and fiftysomethings (with a little buffer on each side!), the Jewish Federation is proud to present JNEXT. JNEXT seeks to attract, engage and grow the Jewish community in the Greater New Orleans area for those in their 40s and 50s. The goal is to provide opportunities for social engagement, cultural programs and service outreach while celebrating Jewish identity, unique traditions, and the future of Jewish New Orleans. JNEXT launched in November 2019 with a bread and hummus cooking demonstration led by Chef Alon Shaya and Graison Gill of Bellegarde Bakery, who traveled together to Israel this year. **To learn more, visit [jewishnola.com/jnext](http://jewishnola.com/jnext).**



President of Whitney Bank. Quentin L. Messer, Jr., President & CEO of the New Orleans Business Alliance, was the keynote speaker of the event, which assisted attendees in making professional connections and receiving career advice from Professional Anchors.

In both 2018 and 2019, JNOLA hosted its annual December gala, at which attendees donated to Second Harvest and ADL.

JNOLA was excited to hold its first young professionals Passover Seder in partnership with Temple Sinai and Bill and Susan Hess.

JNOLA launched a new series in 2019: Off the Clock with JNOLA! On the last Thursday of every month, the JNOLA Professional Networking Committee hosts a networking happy hour at a local venue. Attendees grow their professional network by mingling with peers and successful members of the Jewish community. **Learn more at [jewishnola.com/jnola](http://jewishnola.com/jnola).**

## DID YOU KNOW?

In 2018, your campaign dollars powered Jewish student life through Tulane Hillel, which engages over 91% of the Jewish campus population.



## JP NOLA

In 2018, the Jewish Federation launched an LGBTQ division called JP Nola (Jewish Pride New Orleans). JP Nola's mission is to provide information, resources, and affirmation to Louisiana's LGBTQ Jewish population. The Federation is actively building relationships with local synagogues, agencies, and other organizations to support, partner with, and promote relevant programming and events. JP Nola also focuses on advocacy at the legislative level. Highlights from the past two years include a Krewe du Vieux launch party and the Chanukah Dinner and Candle Lighting gathering, as well as an LGBTQ Interfaith Seder at Temple Sinai, Pride Prom with Big Freedia in May 2019, marching in the City of New Orleans' Pride Parade, and a Pride Shabbat at Touro Synagogue in June. **To learn more, visit [jewishnola.com/jpnola](http://jewishnola.com/jpnola).**



## JEWISH NEWCOMERS PROGRAM

The Newcomers Program is one of the Jewish Federation's most unique programs. It aims to help those who are new to the city feel welcomed. In 2018 and 2019, the Federation held annual Newcomer welcome events at the home of Morton and Carole Katz, and at Zony Mash Beer Project. There are still hundreds of Jews moving to New Orleans each year. **To learn more, visit [jewishnola.com/newcomers](http://jewishnola.com/newcomers).**

## KATZ-PHILLIPS LEADERSHIP DEVELOPMENT PROGRAM

The Lemann-Stern Leadership Development Program began in 1960 for the purpose of training outstanding young men and women in the Greater New Orleans Jewish community for positions of leadership. Graduates of the program have served on the boards of every Jewish agency, synagogue and organization in our community, and have used the knowledge gained from the program to benefit the wider New Orleans community as well. The Program was formally renamed the Katz-Phillips Leadership Development Program in 2015. The 2017-2019 Katz-Phillips class graduated from the program in January 2019, and a new class - our largest in 35 years - began the program in the fall of 2019. Staffed by Sherri Tarr and advised by Julie Green and Mark Mintz, the current class traveled to Israel in October 2019. **To learn more, visit [jewishnola.com/young-leadership/leadership](http://jewishnola.com/young-leadership/leadership).**



### 2019-2021 KATZ-PHILLIPS LEADERSHIP DEVELOPMENT PROGRAM CLASS

Josh & Casey Denson  
Mitch Frank  
Harris Golden & Ashley Barriere  
Eric & Jillian Greenberg  
Adam Kancher & McKensie Kirchner  
Andy & Paige Katz  
Stefan Kostolitz

Ben & Megan Lowenburg  
Chandler & Chelsea Nutik  
Sarah Schatzmann  
Derek Shanman & Elise Henry  
David Shepard  
Sami Slovy  
Aran Toshav & Rebecca Friedman

Brian Weimer  
Joshua & Julia Zuckerman  
Max & Lorenza Zwain

## DID YOU KNOW?

Over the past year, your campaign dollars helped add a faculty Rabbi to the Jewish Community Day School, further connecting students to their Jewish identity and values.



# BECAUSE WE CONNECT WITH *Israel*

## EDIE AND PAUL ROSENBLUM GIFT OF ISRAEL PROGRAM

The Edie and Paul Rosenblum Gift of Israel Program offers extraordinary grant funding to send local Jewish teens to Israel for an immersive (minimum of 3.5 weeks) trip to Israel. The funding is structured as follows: \$4,000 from the Edie and Paul Rosenblum Gift of Israel Program, \$2,500 from an anonymous donor and \$750 from participating synagogues. Additionally, participants with a savings account reflecting a balance of \$1,000 or more were eligible for an additional \$500 Savings Bonus. This unforgettable experience gives our future leaders the opportunity to more fully understand our Jewish homeland. From 2018-2019, the program funded Israel experiences for 20 students from our community—and one student received the Hans and Donna Sternberg Study in Israel Scholarship toward a year of study in Israel. **Learn more at [jewishnola.com/goi](http://jewishnola.com/goi).**

### 2018-2019 TRIP PARTICIPANTS

Marley Aamodt	NFTY/Jacobs
Emma Benjamin	NFTY/Jacobs
Joshua Brennan	NFTY/Jacobs
Isabella Danzig	NFTY/Jacobs
Caila Dolhonde	NFTY/Jacobs
Tanner Fawer	NFTY/Jacobs
Isabella Fee	Alexander Muss High School
Kaitlin Gelman	NFTY/Jacobs
Maddie Goff	NFTY/Jacobs
Max Jacobson	Alexander Muss High School
Eli Jaffe	Alexander Muss High School
Susannah Knights	NFTY/Jacobs
Emma Meyer	NFTY/Jacobs
Yehuda Potash	NFTY/Jacobs
Chaya Rivkin	Mechon Shoshanat Yerushalym
Rebecca Rubin	BBYO Passport
Nola Timmins	Heller High
Benjamin Wilkins	NFTY
Zachary Wilkins	NFTY Sports Camp
Jessica Zweifler	NFTY/L'Dor V'Dor

## DID YOU KNOW?

Over the past year, your campaign dollars assisted 270,950 underserved Israelis through the Jewish Agency for Israel, including *Mechinot* for at-risk youth preparing for military service.

## AMIEL BAKEHILA

The Jewish Federation works hard to connect our community with Israel, and in 2018 launched the Amiel BaKehila program. The Greater New Orleans region was one of only three selected by the Israeli Ministry to Diaspora Affairs to participate in Amiel, an outreach and education initiative designed to help Americans feel closer to Israel.

The educators, artists, and rabbis who have come to the community thus far have participated in activities such as: leading programming for young children at the Jewish Community Day School and Slater Torah Academy; presenting to City of New Orleans Department of Homeland Security and Emergency Preparedness officials about Israeli emergency rescue protocols; offering start up advice; and conducting a glassblowing workshop. The Amiel program will continue into 2020. **To learn more, visit [jewishnola.com/jcrc](http://jewishnola.com/jcrc).**



# BECAUSE WE *connect to community*

The Jewish Community Relations Council (JCRC) serves as the Federation's internal and external outreach arm, primarily through four focal points: anti-Semitism and Israel advocacy, social and legislative action, inter-community and multi-faith partnerships, and governmental affairs.

The JCRC worked hand in hand with both the legislative and executive branches of the State of Louisiana to formally recognize Israel's 70 years of independence. This anniversary was celebrated on May 22, 2018 by both the Louisiana Senate and House, and by Governor John Bel Edwards and First Lady Donna Edwards, who hosted a reception at the Governor's Mansion attended by approximately 100 community leaders.

In October, the JCRC launched a formal partnership with WBOK 1230AM to highlight and explore African-American/Jewish relations, with a show co-hosted by Oliver Thomas and lay leader, Lynne Wasserman. The promotional launch show included Federation CEO Arnie Fielkow and iconic chef Leah Chase. The radio series has continued into 2019 with more fascinating guests and topics.

In November 2018, the Federation inaugurated its new annual Youth Civil Rights Trip, a second major piece. This day-long educational field trip gave almost 100 Jewish and African-American middle school students and chaperones the opportunity to visit various sites in Alabama that were significant to the civil rights movement. The trip participants visited the Edmund Pettus Bridge in Selma; the 16th Street Baptist Church in Birmingham; and the Birmingham Civil Rights Institute; as well as the Anne Frank Tree in Birmingham. In November 2019, the second annual trip took more than 60 middle school students on the same path, this time joined by Keith Plessy and Leona Tate.

The JCRC's Nourish initiative is designed to feed both the body and the soul, and in that vein partnered with Grace at the Green Light, an organization that provides meals to New Orleans' lowest-income residents in 2018. To further assist Grace at the Green Light's clients, Federation led a sock and oral care drive. In June 2019, volunteers landscaped the New Orleans Women's and Children's Shelter, planting a butterfly garden and creating an art installation. In

November 2019, Mitzvah Day partnered the Federation with NOLA Tree Project and NOLA Trash Mob to plant 75 trees in City Park's Couturie Forest—including one planted in honor of those who lost their lives in the Tree of Life Synagogue shooting in 2018.



In January 2019, the Jewish Federation collaborated with a number of community organizations for a special evening on trade and economic development featuring Governor John Bel Edwards. Hosted by the University of New Orleans, the event focused on the governor's trade mission to Israel, and his vision for the economic partnership between Louisiana and Israel in the future.

This was followed in April 2019 with a reception and panel discussion at the Port of New Orleans on how politics in Israel and economics intersect, with a special focus on the April 2019 election in Israel. The panel featured Ambassador Yoram Ettinger (former Minister for Congressional Affairs at Israel's Embassy in Washington), Dr. Leonary Ray (Associate Professor in the Department of Political Science at Louisiana State University), Rabbi Reuven Spolter (Director of the Israel Ministry for Diaspora Affairs' Amiel BaKehila program), and Guy Tessler (President of Connex: America Israel Business Connector).



April also marked the kickoff of the 2019 Jewish Federation of Greater New Orleans HBCU Speaker Series: Presented by Morris Bart. This three-part series was created to connect the Jewish and African-American communities in the Greater New Orleans area on relevant topics of mutual interest. Subsequent lectures were held at Dillard University and Southern University at New Orleans.

In December 2018, the JCRC launched the Alex Schoenbaum Jewish Scholarship Fund Award Ceremony and Assembly in partnership with sponsor Emily Schoenbaum and St. Augustine High School. 3 award recipients were selected from a pool of students who had authored essays exploring bigotry, and received tuition scholarships. In December 2019, six students, out of a pool of 140, were awarded scholarships. This program was established in memory of Emily Schoenbaum's father, an all-American football player at Ohio State and the founder of the Shoney's restaurant chain.

# BECAUSE WE LOOK TO THE *future*

## CENTER FOR JEWISH/MULTI-CULTURAL AFFAIRS

In our ongoing quest to adhere to the principle of *tikkun olam* (“repairing the world”), the Jewish Federation of Greater New Orleans has broadened its mission over the last two years to incorporate more programs that more directly outreach to the wider community, both Jewish and non-Jewish. In line with this expanded mission, the Federation is establishing an initiative that will contain all of the Federation’s existing and new external relations programs. The Center for Jewish/Multi-Cultural Affairs will be placed within the Federation’s governance structure, but will be led by its own Advisory Committee as well as a full-time, dedicated Director. The Center was made possible by a generous gift from the Goldring Family Foundation, which has funded the Center as a three-year pilot program.



The Center for Jewish/Multi-Cultural Affairs is a groundbreaking concept, as the Federation’s research has shown that no other Federation is undertaking such a project. The Center will initially focus on four primary outreach areas: [1] African-American relations; [2] LGBTQ relations, through the existing Jewish Pride New Orleans (JP NOLA) program; [3] Latin-American relations; and [4] multi-faith relations. Additional outreach areas may be added over time. Programs that are already underway will be brought under the Center’s auspices, and new program ideas will be developed.

**The Center will formally launch on January 1, 2020, with a major launch event tentatively scheduled for Spring 2020.**

## SHERRY AND ALAN LEVENTHAL FAMILY FOUNDATION CENTER FOR INTERFAITH FAMILIES

Historically, interfaith programming has been present in the New Orleans area, particularly among the Reform synagogues. First established in the late 1980s and early 1990s, these programs included Taste of Judaism classes, Intro to Judaism courses, and social events bringing interfaith couples together. Jewish Family Service offered support groups, individual counseling, and speakers to guide interfaith families facing family issues concerning holidays and life cycle events. By the time Hurricane Katrina hit in 2005, most programming had been discontinued because couples and families did not find separate opportunities necessary. Clearly, the programming had accomplished what it set out to do - welcome and integrate interfaith couples and families to the Jewish community, and to encourage their active participation.



population is considerably younger, and consists of many young couples and families.

Over the past two years, the Federation has worked to develop and expand programs that address needs and gaps within our community, from JNEXT to Jewish Pride NOLA, including our Jewish Mentorship Program and Nourish, our social action arm.

Based upon national trends and our own local research, there is a demonstrated need to better serve interfaith couples and families. The Federation is positioned centrally to serve as the vehicle for an interfaith center, in coordination with the area synagogues and Jewish communal organizations. An interfaith center will address the needs of the interfaith community by engaging couples and families, and actively inviting them to connect to Jewish life in a comfortable way of their choosing.

**The Sherry and Alan Leventhal Family Foundation Center for Interfaith Families will launch July 1, 2020.**

Since Hurricane Katrina, though, the Greater New Orleans Jewish community has been reinventing itself. While the numbers have surpassed to pre-storm levels, the current



**Jewish Federation**  
OF GREATER NEW ORLEANS

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# GIVING GROWS COMMUNITY

*This document represents information as of December 5, 2019. We apologize for any omissions or errors.*