

Milwaukee Jewish Federation Task Forces and Committees

Each year, dedicated community volunteers devote their time and talents to a variety of task forces and committees to enable the Milwaukee Jewish Federation to achieve the strategic goals that guide the organization's activities and direction. The achievement of these goals enables a successful approach to supporting our Jewish family in Israel, in our national and international communities and here at home.

CHAIRS OF COMMITTEES

Agency Review CouncilSusan Lubar Solvang

Coalition for Jewish Learning (CJL) Advisory Board Jennifer Saber

- Day of Discovery Committee Judy Baruch, David Blumberg
- Day School Grant Allocation Committee
 Gwen Rivkin
- Holocaust Education Resource Center Executive Committee Harry Pelz

Community Planning & Allocations Committee Mitch Moser, Marlene Lauwasser

 Creative Thinking in ChallengingTimes
 Marlene Lauwasser

Finance Committee

Marci Taxman

- Audit Subcommittee Sanford Mitz
- Budget Subcommittee Scott Sampson

- Fiscal Stewardship Subcommittee
 David Werner
- Properties Subcommittee Fred Croen
- Investment Subcommittee
 J. Lewis Perlson

Financial Resource Development Committee Betsy L. Green

Israel & Overseas Committee Keith Lindenbaum

- Partnership 2000 (P2K) Advisory Committee Melinda Swartz
- Shlichut Program Committee Nancy K. Barnett
- Yamim Committee
 Yonatan Zvi

Jewish Community Foundation (JCF) Board of Trustees David J. Lubar

- Endowment Committee David J. Lubar
- Grants Committee
 Abigail Nash

• JCF Scholarship Committee Jody Kaufman Loewenstein

Jewish Community Relations Council Judy Kristal

Jewish Museum Milwaukee

Marianne Lubar, President

- Archives Committee
 Clarice Resnick
- Development Committee Penny Deshur
- Membership Committee Barbara Blutstein
- Program Committee Jane Chernof

Marketing Committee Linda Marcus

Volunteer Engagement/Leadership Development Committee Susan Stern

 Young Leadership Council Rebecca Guralnick, Mitchell A. Nelles

Wisconsin Jewish Chronicle Task Force Michael L. Green

AGENCIES, PROGRAMS AND PARTNERS

Milwaukee Jewish Federation Programs and Services

Coalition for Jewish Learning Israel Center Jewish Community Foundation Jewish Museum Milwaukee Wisconsin Jewish Chronicle

Milwaukee Jewish Federation Local Constituent Agencies

BBYO – Wisconsin Region
Harry & Rose Samson Family
Jewish Community Center
Hillel Foundation University
of Wisconsin (Madison)
Hillel Milwaukee
Jewish Beginnings Lubavitch Preschool
Jewish Family Services
Jewish Home and Care Center
Milwaukee Jewish Day School
The Academy (Hillel)
Yeshiva Elementary School

Properties Acquired and Managed for the Jewish Community by the Milwaukee Jewish Federation

Evan and Marion Helfaer Community Service Building Golda Meir Apartments Habush House Hillel Student Center, Joseph & Vera Zilber Building Lieberman Apartments Maurice S. Surlow Senior Residences Max and Anita Karl Jewish Community Campus

Major National and Overseas Partners

American Jewish Joint Distribution Committee
Jewish Agency for Israel
Jewish Federations of North America

AMESSAGE

from Your President and Executive Vice President



e are very pleased to present 2009-2010: Report to the Community.

The longstanding mission of our Federation is to provide funding, staffing and support for vital human needs, educational, social and community-building services locally, nationally and internationally in Israel and around the world. This year we take special pride in the completion and approval of our Community Covenant, or *Brit Kehillat*: an agreement between Federation and our partner agencies. This document provides a clear description of the responsibilities and obligations we each assume as we work together to achieve our mutual goals. By committing to the shared ideals reflected in this Covenant and

collaborating in our efforts, we can ensure that succeeding generations will enjoy the fruits of our communal undertaking.

This past year saw other significant signs of progress. We completed a strong Annual Campaign, exceeding last year's results. The Jewish Community Foundation created many new donor advised funds, and our investment return improved significantly. We welcomed the Jewish Community Relations Council as a core function of the Milwaukee Jewish Federation. We gathered nearly 800 strong to attend the Dead Sea Scrolls exhibit at the Milwaukee Public Museum. Our Women's Division launched a strategic planning process as we vision for the future. Our agencies brought our community to life with education, celebration and a wide array of programs and services. A key overseas partner, the Jewish Agency for Israel (JAFI), completed a historic reframing of its mission and purpose to focus on ensuring a strong, shared future for Israel and the Jews of the Diaspora.

Lingering effects of the economic downturn forced difficult decisions, as we continued to refine our scope of operations, identify economies and embrace collaboration. And, in May, 2010, we said a sad good-bye to one of our own, long-time Federation Executive and the architect of our Jewish community, Melvin S. Zaret, who left behind an extraordinary legacy of commitment to Jewish values.

We ask you now to reaffirm *your* commitment to a community of deep compassion, dedication, courage and resilience. And if you're not now part of our community, we extend a warm welcome for you to join us as we meet the challenges before us and continue to celebrate our lives, our history, our families, our vibrant community, our festivals and our faith.

Respectfully,

Jerry Benjamin, President

Richard H. Meyer, Executive Vice President



& Accomplishments 2009-2010

Milwaukee Jewish Federation: Building Community and Developing Financial Resources.

In 2009-2010, as we recovered from earlier financial challenges, we strengthened community by gathering, learning, teaching and celebrating together. We helped people in need, upheld our Jewish values, and honored our bonds with Israel.

We completed a \$6.9 million Annual Campaign. The Jewish Community Foundation provided more than \$1 million for community allocations, and Foundation assets were up 16%. A promising new corporate sponsorship initiative was developed. We presented films, lectures, plays and musical performances. We traveled to Israel and welcomed Israeli visitors to Milwaukee. We gathered in celebration, in support and in remembrance. And we signed Jewish Milwaukee's first-ever Community Covenant, recognizing that the ties that bind us together are much stronger than any differences that divide us.

Right: Founder of Ethos Water and former Vice President of Starbucks Coffee Company Jonathan Greenblatt delivered a powerful message of social responsibility at the 2010 Annual Campaign Opening Event in October.

Below: In May and June, the Israel Center hosted a visit by the "Cooking Mamas," women of diverse ethnic roots who live in our Partnership 2000 region of the Sovev Kinneret.





Right: In April we joined Jews around the world in celebrating Israel's Independence Day with a Walk for Israel. Photo: Dan Zaitz



Milwaukee Jewish Federation 2009-10 Officers

President:

Jerry Benjamin

Vice Presidents:

Frederick R. Croen Idy Goodman Betsy L. Green Moshe Katz Keith Lindenbaum David J. Lubar Mitchell Moser

Treasurer:

Marci Taxman

Secretary:

Scott Sampson

Executive Vice President

Richard H. Meyer

Nathan Fishbach

Women's Division Officers

Idy Goodman

President

Andrea Schneider

2010 Women's Campaign Chair

Vice Presidents:

Eileen Graves Dr. Sharyl Paley Susan Pittelman Jill Plavnick Lauri Roth Sue Strait Marci Taxman Leslie Usow

Board of Directors

Albert B. Adelman Craig Adelman William Appel Bruce Arbit+ David Arnstein Stan Azimov Daniel Bader + Nancy Barnett David Becker Jerry Benjamin ++ Joseph M. Bernstein Nathan Bernstein Mark E. Brickman+ Stephen L. Chernof Bettv Chrustowski◆ Dr. Judith Coran Fred Croen ** **Brad Dallet** James Deshur Penny Deshur Gregory Dorf Stephanie Dykeman Judith Eigen Harry L. Epstein Suzy Ettinger

Howard Frankenthal Jennifer Friedman Jane Gellman + Bruce Glaser Barbara Glazer Mark Goldstein Idv Goodman + + Donald Grande Betsy L. Green ◆◆ Michael Green **Beverly Greenberg** Todd Gruen Judy Guten◆ Robert L. Habush Rabbi Jacob Herber James Hiller Lorraine Hoffmann Nathaniel Hoffman Jeanne Jacobs Marc Jacobson Gerald J. Kahn Moshe Katz◆◆ Phillip Katz Judi Ketten

Judy Kristal◆ Michael Lappin R. Todd Lappin* Marlene Lauwasser◆ Keith Lindenbaum ◆◆ Jody Kaufman Loewenstein+ David P. Lowe David J. Lubar ** Michael Maistelman **David Marcus** Linda Marcus+ Felicia Miller Sanford Mitz+ Mitch Moser ◆ ◆ Abigail Nash+ Mitchell A. Nelles Laurance Newman Dr. Sharyl Paley Arleen Peltz Beverly Perlson J. Lewis Perlson Susan Pittelman Jill Plavnick Stephen E. Richman Lauri Roth

Ali Ruvin Richard Ruvin Julie Sadoff Michael Sadoff Scott Sampson ◆ ◆ Allen L. Samson Alexander Satanovsky Karen Schapiro Andrea Schneider◆ Jeffrev S. Schuster◆ Candace Schwam Diane Seder Jodi Habush Sinykin Debra Slater Amy Berkovits Stein Gerald Stein Sue Strait Melinda Swartz Marci Taxman + + Leslie Usow Stephanie Wagner Ruth Wallace David Werner Dr. Eric Zall Melvin S. Zaret* Yoni Zvi◆

^{◆2009-2010} Executive Committee

^{♦ \$ 2009-2010} Officers

^{*} of blessed memory



2010 Annual Campaign LEADERSHIP























Andrea Schneider. 2010 Women's Campaign Chair

Moshe Katz 2010 Annual Campaign Chair

Andrea Schneider 2010 Women's Campaign Chair

Bill Appel

Bruce Arbit Scott Arbit Diana Azimov Mariya Basin Nathan Bernstein Barbara Blutstein

Mark Brickman

Allan Carneol Betty Croen

Fred Croen

Brad Dallet Jim Deshur Penny Deshur Dana Emold Steve Fmold Andrea Florsheim Zvi Frazer

Jane Gellman

Rosalie Schlitz Gellman **Shel Gendelman**

Idv Goodman

Seema Gorens Barbara Grande Eileen Graves

Betsy Green

Mike Green Beverly Greenberg

Rebecca Guralnick

Robert L. Habush

Bonnie Jacobson

Debra Katz Jody Kaufman Loewenstein Lauri Roth

R. Todd Lappin*

Marlene Lauwasser

Cindy Levy

Hal Karas

Betty Lieberman

Joan Lubar Chip Mann **David Marcus Greg Marcus** Linda Marcus Melina Marcus Susan Angel Miller

Cheryl Moser Mitch Moser Mitchell A. Nelles

Dr. Sharyl Paley Marilyn Pelz Jill Playnick

Susan Richheimer Todd Richheimer Hilary Richman Josh Richman

Stephen Richman

Dottie Rotter

Mert Rotter

Scott Sampson Jeff Schuster

Dr. Corey Shamah Jerry Stein Marty Stein Susan Stern Henry Stern III

Sue Strait

Melinda Swartz Janice Waisman Ruth Wallace David Werner Yonatan Zvi

Bolded names denote 2010 Campaign Cabinet Advisors.

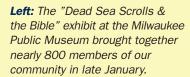
* = Of blessed memory

2010 Benjamin E. Nickoll **Young Leadership Award Recipient**



The 2010 Annual Campaign achievement includes gifts from more than 3000 generous donors.





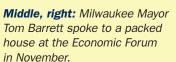


























Our Young Leadership Division brings together the next generation of Jewish Milwaukee to nurture commitment and leadership skills. The December YLD Latke Vodka event, pictured here, was a great success.



Acclaimed Milwaukee author John Gurda signed copies of his new book, One People, Many Paths: A History of Jewish Milwaukee, at the Jewish Museum Milwaukee.



& Accomplishments 2009-2010

The Local Partner Agencies of the Milwaukee Jewish Federation: Building Community by Providing Programs and Services. The 10 local partner agencies of the Milwaukee Jewish Federation provide a wide array of essential educational, social welfare, care-giving, family activity and other services that ensure a strong and healthy Jewish Milwaukee community. Federation supports these agencies through local allocations, through funding from the Jewish Community Foundation and through the provision of infrastructure assistance.

Right: Jewish Family Services began construction in summer 2009 on their now complete, 66-unit affordable housing facility, Deerwood Crossing Senior Residences in Brown Deer. Studio, one- and two-bedroom residences give seniors the flexibility to age in place with dignity.

Middle, right: The Milwaukee Jewish Day School curriculum culminates with the annual 8th grade trip to Israel. This photo of our 8th grade students and their teachers was taken in Jerusalem in June. 2010.

Middle, left: BBYO – Wisconsin Region enables area students to maintain a strong connection to the Jewish community as they move through their high school years. Here, BBYO students gather at the Spring Regional Convention.









At the University of Wisconsin (Madison) Hillel students rallied for Holocaust awareness. In 2009-2010 students continued to enjoy their new home, the Barbara Hochberg Center for Jewish Student Life.



Hillel Milwaukee student leaders constructed a new Sukkah at the Hillel Student Center, Joseph and Vera Zilber Building in October. Over the past year, Hillel saw growth in the number of students participating in regular programming.



of Income and Community Allocations for 2010-2011

SOURCES OF FUNDS

Annual Campaign 2010	6,927,541
Jewish Community Foundation	1,005,000
Other	97,014

Total Funds Available for Distribution \$8,029,555

National Allocations

National Federation Agency Alliance

National Federation Agency Amance	50,700
Other National Agencies	4,000
National Funding Council Dues	2,325

Total National Allocations \$93,025

COMMUNITY ALLOCATIONS

Local Agencies, Programs, and Services

BBYO – Wisconsin Region	63,830
Coalition for Jewish Learning	252,120
Harry & Rose Samson Family JCC	1,049,400
Hillel Foundation – UW (Madison)	50,400
Hillel Milwaukee	111,830
Interfaith Conference of Greater Milwaukee	10,000
Israel Center/Partnership 2000	45,380
Jewish Beginnings Lubavitch Preschool	87,600
Jewish Family Services	468,000
Jewish Home and Care Center	19,200
Milwaukee Jewish Day School	463,212
The Academy (Hillel)	221,528
Wisconsin Jewish Chronicle	19,600
Jewish Museum Milwaukee	83,240
Yeshiva Elementary School	89,060
Support to cover additional occupancy fees	47,013

Total Local Agencies/Programs Allocations \$3,081,413

Financial Resource Development

Annual Fundraising and Community Outreach	964,341
Jewish Community Foundation	390,495

Total Financial Resource Development \$1,354,836

Community Organization and Central Services

Community Planning	195,197
Finance and Administration	819,968

Total Community Organization & Central Services \$1,015,165

Other Services and Expenditures

including Shrinkage Reserve and Professional Fees

\$521,916

Israel and Overseas

Overseas Partners:

Jewish Federations of North America (JFNA) American Jewish Joint Distribution Committee	
Jewish Agency for Israel	\$1,715,868
Elective and Designated JFNA Overseas Programs	
Birthright Israel	30,000

Total Israel and Overseas Allocations \$1,963,200

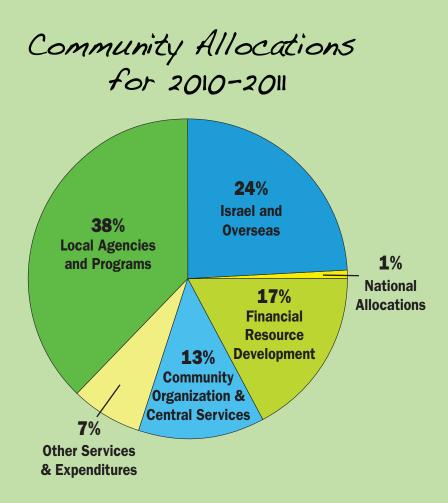
OTAL COMMUNITY ALLOCATIONS CO. CO.



2010-2011 Community Allocations

Like Federations across North America, in 2009 – 2010, the Milwaukee Jewish Federation worked to recover from earlier financial challenges. We are learning to live with less and to reinvent our community at a level commensurate with our resources. Community allocations for 2010-2011 reflect this cost-effective approach to programs, services and activities.

We are grateful to the MJF Executive Committee and the Officers and Board of Directors for the time, talent and energy they devoted to meeting the continuing challenges of community allocations in this time of tentative recovery.





The Harry & Rose Samson Family Jewish Community Center (JCC) established the Jewish Community Garden on June 16, 2010. A wide cross-section of the Milwaukee Jewish community participated in this project, which will teach children about stewardship of the earth and provide fresh produce for the Jewish Community Pantry. Shown here (I-r): Jody Hirsh, JCC Judaic Director; Cathy Goldman, Garden Committee; Jacqueline Goldman; Judy Miller, MJDS Head of School and Max Samson, Congregation Shir Hadash.























Kindergarteners at Jewish Beginnings learn and explore, building a strong foundation for their future education.



Rosalie Gellman smiles for the camera at the Chai Point and Lakeside Enrichment Program's picnic at the Jewish Home & Care Center during summer 2009.



Yeshiva Elementary School students - (I-r) Tova Appel, Menucha Avruch and Yehoshua Shalom Green – in conversation with Marianne and Sheldon Lubar on a visit to the Jewish Museum Milwaukee. Photo: Judith Eigen.

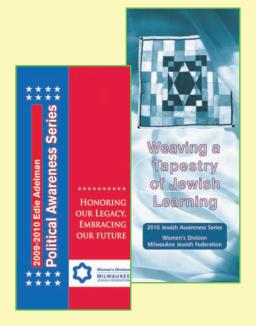


Kindergarten and first grade students at Hillel Academy shared their knowledge and love of Torah at the 2010 Hillel Academy Torah Fair.



& Accomplishments 2009-2010

The Women's Division of the Milwaukee Jewish Federation: Building Community through the Power of Women. The Women's Division continued to set an example of Jewish communal life with high energy and deep commitment. The 2010 Women's Campaign achieved a total of nearly \$2 million. We drew special strength from our Lion of Judah and Pomegranate donors. Political and Jewish Awareness educated women from all sectors of our community. An amazing annual meeting featured the combined achievements of the Women's Division and the Jewish Women's Endowment Fund.





The 2009-2010 Lion of Judah and Pomegranate event, made possible by a generous gift from Nita Soref, was an elegant "high tea." The program featured "The Faces of Aliyah," and included remarks by Ethiopian artist Assia Avera (shown here).

Jill Plavnick received the 2010

Ann Agulnick Young Leadership

Award at the Women's Division

Annual Meeting.



drea Schneider (note non-perishable food items stacked in front of the

podium for later donation to the Jewish Community Pantry): and outgoing

WD President Idy Goodman with incoming President Susan Angel Miller.



The Jewish Community Foundation

Building Community through Planned Giving and Endowment Development



Nita Soref, 2010 JCF Legacy Leadership Award Recipient

The Jewish Community Foundation partners with donors to help them plan for the future and fulfill their philanthropic goals through planned giving. The efforts of its professional staff and volunteer leadership have positioned the Jewish Community Foundation to continue to provide exemplary service to donors and beneficiary agencies. Through the years, the Jewish Community Foundation has worked with many families and their advisors to create gifts that have met estate and tax planning challenges while providing significant resources for the future well-being of the community.

This year, the Jewish Community Foundation has worked with donors to create many new donor advised funds and endowment funds. At the same time, more than \$13 million have been distributed in this year alone from funds held at the Foundation, as donor advised fund holders continue to recommend gifts to support a wide array of programs and services that serve the local and global Jewish communities.



In Memoriam Melvin S. Zaret

1918-2010

For more than 50 years, Melvin S. Zaret was no less than the heart and soul of the Milwaukee Jewish community. In terms of leadership, vision, passion and commitment to Jewish federation work, Mel was guite simply in a class by himself. Motivated by a single-minded dedication to human welfare and the relief of human suffering, Mel served as executive of the Milwaukee Jewish Federation and its predecessor organization from 1955 through 1984. Following the end of his tenure, he continued to share his wisdom generously with all of us. We will never forget this towering figure of Jewish communal life. May Mel Zaret's memory and legacy be for a blessing to his family and to our Jewish community. (Mel is shown at left with his beloved wife Eva, signing his story for the Jewish Community Foundation's Book of Life.)

Community M I S S I O N Statement

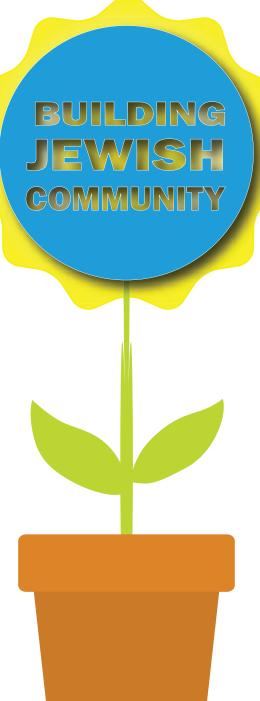
Through the development of community-wide financial support, planning and allocations, the mission of the Milwaukee Jewish Federation is to ensure the continuity of the Jewish people, to enhance the quality of Jewish life, and to build a strong and unified Jewish community in Milwaukee, in Israel and throughout the world.

In fulfilling its mission, the Federation is committed to the principles of *Klal Yisrael* (the collective unity of the Jewish people), *tzedakah* (the obligation to care for one another) and *tikkun olam* (improving the society in which we live).

2009-2010: Report to the Community focuses on the key concept of building Jewish community. Over this past year, we have devoted time and energy to the development of a Community Covenant, a document designed to bring us together by explicitly stating the commitments that Federation and our local partner agencies have made to one another. These promises bind us together and help us to build and strengthen our community.

Throughout this report, you will find examples of how your support through the Milwaukee Jewish Federation and the Jewish Community Foundation has added power and vibrancy to our community. Your commitment, volunteerism and financial contributions are making it possible, even in times of uncertainty, to maintain vital programs and services and continue our tradition of responsiveness to the needs of the worldwide Jewish community.





Milwaukee Jewish Federation











Autumn Anfang

Chief Financial Officer

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Marketing and Communications Director

John E. Bennett

Network Administrator/Report Writer

Bert L. Bilsky

Associate Executive Vice President and Executive Director, Jewish Community Foundation

Barbara Budish

Graphic Designer

Pat Cornett

Accounting Manager

Elsie Crawford

Israel & Overseas Planning Associate

Nancy Dedo

Controller (through 4/10)

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Manager of Community Properties

Caren B. Goldberg

Director of Planned Giving and Endowments

Elizabeth Goldberg

Director of Volunteer Engagement

Kathy Heilbronner

Interim Director, JCRC (through 6/10)

Lauren Rose Hofland

Women's Division and Affinities Director

Becky Kunkler

Accountant/Benefits Administrator

Tanva L. Mazor-Posner

Campaign Director (through 5/10)

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Executive Vice President

Ryan Mulholland

Investment Accountant

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Director of Donor Relations

Jeanne Paluszynski

Communications Coordinator

Sheryl Primakow

Director of Community Planning

Robert J. Spangenberg

Maintenance Manager

Margery A. Stein

Special Projects Director (through 6/10)

Beth E. Weeks

Staff Accountant (through 7/09)

Coalition for Jewish Learning/ Nathan and Esther Pelz Holocaust Education Resource Center (HERC)

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Executive Director

Joan Champion

HERC Coordinator

Cynthia G. Cooper

Creativity Center Staff

JoAnne S. Gaudynski

Teen Enrichment Coordinator

Diane C. Hahn

Scholarship Coordinator

Laurie L. Herman

Library/Media Center Coordinator

Alice Jacobson

Creativity Center Director

Mary Murphy

HERC Educator

Bonnie Shafrin

HERC Director

Karen S. Torem

Professional Development Coordinator

Eve Joan Zucker

Family Education and Advanced Degree Coordinator

Israel Center

Rakefet Ginsberg

Community Shlichah, Israel Center Director (through 7/09)

Paz Goldschmidt

Community Shlichah, Israel Center Director

Jewish Museum Milwaukee

Kathie E. Bernstein

Executive Director

Ellie Gettinger

Educator

Jay P. Hyland

Archivist

Wisconsin Jewish Chronicle

Yvonne Chapman

Production Manager

Jane Dillon

Sales Associate

Elana Kahn-Oren

Editor (through 6/10)

Shelly M. Sampon

Circulation Coordinator, Administrative Assistant – Marketing

Administrative Staff

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Cynthia Jansen

Executive Assistant

Lynn Poelzer

Executive Assistant, Jewish Community Foundation

Kasia Ciszewski (through 8/10)

Jeri Danz (through 7/10)

Alice B. Greenfield

Caitlin Heideman

Joan R. Larsen

Amanda Stein

Jammie Schrab (through 5/10)

Cheryl Vaughn-Modjeska

Jessica Wittig

Tracy Wroblewski (through 7/10)

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