Celebrating the POWER of COMMUNITY
In 2011-2012, the Milwaukee Jewish Federation raised funds through its Annual Community Campaign and the J-Help Emergency Assistance Campaign totaling $7.1 million. These funds were allocated to local agencies, programs and services as well as to national and Israel & Overseas partners and for general community support; approximately $740,000 raised through the J-Help Campaign went directly to assist community members in need.

The Jewish Community Foundation has grown to more than $101 million in total assets through the creation of new funds, contributions to donor advised and endowment funds, and investment return. Funds from the Jewish Community Foundation are distributed to support the Annual Campaign, our agency partners, local and national Jewish and secular organizations.*

COMMUNITY MISSION 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).

*At the time of this printing, our official totals have not been compiled. This report presents estimated round numbers.
A MESSAGE from your Board Chair and Interim Executive Director

We are very pleased to present this story of community and to look back at the accomplishments of 2011-2012. This has indeed been a year like none other. Moving ahead from last summer’s Jewish Community Summit and Strategic Action Session, we have learned to listen to your voices and plan for a future based on your dreams. The Reimagining and Transition have required hours of meetings, conversations, writing and rewriting, emails, phone calls and more, and our community has responded with an unprecedented level of volunteer involvement and commitment. Your generosity of time and talent has exceeded all expectations, and words cannot express our gratitude.

As you will see in this report, while the work of Reimagining has been a passion and a priority, our community has accomplished a great deal of additional, important work during 2011-2012. We completed and published the ground-breaking Jewish Community Study of Greater Milwaukee 2011; raised nearly three-quarters of a million dollars to help people in need in our own neighborhoods through the J-Help campaign; sharpened the focus of our direct service programs; conducted a successful search for a new Federation CEO; and raised sufficient funds to stabilize our community allocations. We’ve taken pride in outstanding achievements by our partner agencies; we’ve continued to convene, connect, advocate, educate, celebrate, foster and nurture; we’ve strengthened our ties to Israel and to Jews around the world.

We have learned to embrace change, and to listen – really listen – to the community and its vision for the future. These months have been challenging and exhilarating, and never have we been prouder to belong to and to serve the Milwaukee Jewish community.

Respectfully,

Jerry Benjamin, Board Chair

Sheryl Primakow, Interim Executive Director
30,000 approximate number of self-identified Jewish persons living in our area, based on the Study

“Engaged, connected to one another, connected to Israel, invested in living Jewish lives:” characteristics of our community, according to the Study

Reimagining & Transition

266 volunteer hours spent on Reimagining and Transition meetings and conference calls

300 community members attended the Jewish Community Summit at the end of June 2011

- Reimagining and Transition: informed every aspect of budgeting and planning for 2012-2013
- Financial Resource Development and Outreach: two highest priorities for MJF, based on community input

J-Help Community Assistance Campaign

$740,000 raised during 2011-2012

- Tzedakah and tikkun olam: two Jewish values given voice and substance by the J-Help effort

Jewish Community Study of Greater Milwaukee 2011

400 donor advised funds

300 restricted funds for MJF, agencies and synagogues

34 charitable gift annuities and remainder trusts

MJF Women’s Division

$1.6 million raised by the 2012 Women’s Campaign for the community

107 Lions of Judah in our community

Outreach, engagement, support and leadership development: areas in which Women’s Division leads the way in our Jewish community

In excess of $1.5 million: total dollar commitment of the new Milwaukee Jewish Day School Tuition Grant Program

7319 individuals and school children visited the JMM 2011-2012

2348 individuals attended programs at JMM 2011-2012

70 older adults served by the Lakeside Senior Enrichment Program 2011-2012

Jewish Museum Milwaukee

Jewish Community Relations Council

700 students in synagogue schools supported by CJL’s Congregational School Initiative (CSI)

Coalition for Jewish Learning/Holocaust Center

17,173 participants in Nathan and Esther Pelz Holocaust Education Resource Center (HERC) programs 2011-2012

3321 participants in JCRC programs 2011-2012

32 anti-Semitic incidents required JCRC intervention 2011-2012

2 Community Shlichim strengthen ties to Israel with the Jewish community and beyond

3827 Milwaukeeans built bonds with Israelis through Shin Shins and other partnership delegations 2011-2012
Wisconsin Jewish Chronicle
7,800 households receive the monthly Chronicle

Jewish Museum Milwaukee
7,319 individuals and school children visited the JMM 2011-2012
2,348 individuals attended programs at JMM 2011-2012

Jewish Community Relations Council
3,321 participants in JCRC programs 2011-2012
32 anti-Semitic incidents required JCRC intervention 2011-2012

Israel Center
2 Community Shlichim strengthen ties to Israel with the Jewish community and beyond
3,827 Milwaukeeans built bonds with Israelis through Shin Shins and other partnership delegations 2011-2012

Partner Agencies
“A Hidden Jewish Gem in the Midwest :” phrase used by the Executive Director of the World Confederation of Jewish Community Centers to describe our own Harry & Rose Samson Family Jewish Community Center

Coalition for Jewish Learning/Holocaust Center
700 students in synagogue schools supported by CJL’s Congregational School Initiative (CSI)
17,173 participants in Nathan and Esther Pelz Holocaust Education Resource Center (HERC) programs 2011-2012

Jewish Museum Milwaukee
7,319 individuals and school children visited the JMM 2011-2012
2,348 individuals attended programs at JMM 2011-2012

Jewish Community Relations Council
3,321 participants in JCRC programs 2011-2012
32 anti-Semitic incidents required JCRC intervention 2011-2012

Israel Center
2 Community Shlichim strengthen ties to Israel with the Jewish community and beyond
3,827 Milwaukeeans built bonds with Israelis through Shin Shins and other partnership delegations 2011-2012

Partner Agencies
“A Hidden Jewish Gem in the Midwest :” phrase used by the Executive Director of the World Confederation of Jewish Community Centers to describe our own Harry & Rose Samson Family Jewish Community Center

Coalition for Jewish Learning/Holocaust Center
700 students in synagogue schools supported by CJL’s Congregational School Initiative (CSI)
17,173 participants in Nathan and Esther Pelz Holocaust Education Resource Center (HERC) programs 2011-2012

In excess of $1.5 million: total dollar commitment of the new Milwaukee Jewish Day School Tuition Grant Program
SUMMARY OF CAMPAIGN INCOME AND COMMUNITY ALLOCATIONS 2011-2012

We are grateful to the MJF Executive Committee, which played a major role in the allocations process for 2012-2013, while the Community Planning and Allocations (CP&A) Committee was on hiatus during 2011-2012.

SOURCES OF FUNDS

Annual Campaign 2012 6,378,122
One-time Emergency Campaign (J-Help) 740,308

Total Funds Available for Distribution $7,118,430

COMMUNITY ALLOCATIONS

Local Agencies, Programs, and Services

BBYO – Wisconsin Region 63,830
Coalition for Jewish Learning 141,000
Harry & Rose Samson Family JCC 974,400
Hillel Foundation – UW (Madison) 50,400
Hillel Milwaukee 110,643
Interfaith Conference of Greater Milwaukee 9,000
Jewish Beginnings Lubavitch Preschool 86,670
Jewish Family Services 463,033
Jewish Museum Milwaukee 74,916
Lakeside Senior Enrichment Program (JHCC) 18,996
Milwaukee Jewish Day School 456,464
One-Time Emergency Campaign (J-Help) 740,308
The Academy (Hillel) 200,959
Yeshiva Elementary School 108,165

Total Local Agencies/Programs Allocations $3,498,784

Israel & Overseas

Overseas Partners:

Jewish Federations of North America (JFNA)
American Jewish Joint Distribution Committee
Jewish Agency for Israel $1,604,674
Elective and Designated JFNA Overseas Programs 261,226

Total Israel & Overseas Allocations $1,865,900

National Allocations

National Federation Agency Alliance 25,000

Total National Allocations $25,000

Community Support Expenditures

Allocation for MJF Core Operations (Does not include grants and other offsetting revenue sources)

Total Community Support Expenditures $1,296,486

Other Services and Expenditures

Including Bad Debt Reserve and MJF’s Fair Share of the JFNA National Operations $432,260

TOTAL COMMUNITY ALLOCATIONS $7,118,430
The Jewish Community Foundation is the central resource for planned giving and endowments in our community and provides the expertise to structure and manage gifts that benefit current and future generations.

Each year the Jewish Community Foundation provides essential support to our community through grants and distributions from funds. In 2011-2012, these grants and distributions totaled more than $12 million. At the close of 2011-2012, total assets of the Jewish Community Foundation topped $101 million.

Summary of Grants and Distributions Totaling $12,000,000

- Milwaukee Jewish Federation (Includes Annual and Capital Campaigns): 39%
- National and Overseas Jewish Organizations: 22%
- Local Jewish Organizations: 12%
- Local Secular Organizations: 13%
- Local Beneficiary Agencies: 9%
- National and Overseas Secular Organizations: 5%

David J. Lubar – Chair
Jewish Community Foundation
MILWAUKEE JEWISH FEDERATION
More than the Sum of Our Parts

In addition to the Partner Agencies that educate our children, nurture our youth, care for our older adults and provide social, cultural and recreational services, the Milwaukee Jewish Federation includes core and direct services that offer essential programs and functions to enhance our Jewish lives.

Israel Center, strengthening our crucial connection with the people of Israel

Wisconsin Jewish Chronicle, building community by bringing you news of our community

Nathan and Esther Pelz Holocaust Education Resource Center, teaching the lessons of the Holocaust and ensuring that the world will never forget

Coalition for Jewish Learning, supporting Jewish education throughout our community

Jewish Community Relations Council, advocating for Jews everywhere, leading the fight against anti-Semitism and joining in interfaith efforts

Jewish Community Foundation, the community’s central resource for planned giving and endowments, providing personalized service to assist individuals and families in achieving their charitable goals

Jewish Museum Milwaukee, telling the story of Jewish Milwaukee through displays, interactive exhibits and outstanding programming
A SPECIAL THANK YOU

Soon after 2011-2012 drew to a close, Jerry Benjamin concluded his three-year term as MJF Board Chair. Jerry’s leadership saw us through times of change, challenge and achievement, including: recovery from the economic downturn, integration of the Jewish Community Relations Council as a core function of MJF, Reimagining and the first steps of Transition, stabilizing of community allocations, the Jewish Community Study of Greater Milwaukee 2011, changes in professional leadership, successes for the Jewish Museum Milwaukee, the J-Help Campaign, the Community Covenant and much much more. The Milwaukee Jewish community is grateful to Jerry for his energy, commitment, humor and wisdom. May you go from strength to strength!

Top: Mitch Moser – 2012 Annual Campaign Chair
Below: Joan Lubar & Andrea Schneider – 2012 Women’s Campaign Chairs
MILWAUKEE JEWISH FEDERATION
2011-2012 OFFICERS

Board Chair:
Jerry Benjamin

Vice Chairs:
Fred Croen – Strategic Planning
Mitch Moser – Annual Campaign
Marlene Lauwasser – Community Planning & Allocations
Nancy K. Barnett – Israel & Overseas
David J. Lubar – Jewish Community Foundation
Susan Angel Miller – Women’s Division

Treasurer:
Marci Taxman

Secretary:
Andrea Schneider

Interim Executive Director
Sheryl Primakow

Women’s Division Officers

President:
Susan Angel Miller

Vice Presidents:
Idy Goodman
Eileen Graves
Susan Pittelman
Jill Plavnick

2012 Women’s Campaign Chairs
Joan Lubar
Andrea Schneider

Board of Directors

Craig Adelman
Joyce Altman
Bruce Arbit
Danny Arnstein
David Arnstein
Rabbi Pinchas Avruch
Stan Azimov
Daniel Bader
Nancy K. Barnett
Adam Bazelon
Jerry Benjamin
Joseph M. Bernstein
Nathan Bernstein
Alan Borsuk
Mark E. Brickman
Ellis Bromberg
Jayne Butlein
Stephen L. Chernof
Betty Chrustedowski
Nita Corré
Fred Croen
Brad Dallet
Joe Devorkin
Gregory Dorf
Suzy Ettinger
Andrea Florsheim
Jane Gellman
Rosalie S. Gellman
Bruce Glaser
Barbara Glazer
Mark Goldstein
Idy Goodman
Don Grande
Eileen Graves
Betsy L. Green
Michael Green
Beverly Greenberg
Todd Gruen
Rebecca Guralnick
Judy Guten
Rabbi Jacob Herber
Sara Hermanoff
James Hiller
Lisa Hiller
Nathaniel Hoffman
Lorraine Hoffmann
Marc Jacobson
Moshe Katz
Judi Ketten
Michael Lappin
Marlene Lauwasser
Betty Lieberman
Jody Kaufman
Loewenstein
Roberta London
David P. Lowe
David J. Lubar
Joan Lubar
Michael Maistelman
Linda Marcus
Susan Angel Miller
Sanford Mitz
Cheryl Moser
Mitch Moser
Abigail Nash
Mitch Nelies
Laurence Newman
Sharyl Paley
Arleen Peltz
Beverly Perlson
Jill Plavnick
Josh Richman
Stephen E. Richman
Lauri Roth
Richard Ruvin
Scot Sampson
Allen L. Samson
Karen Schapiro
Rabbi Yosef Schlussel
Brian Schupper
Andrea Schneider
Jeffrey S. Schuster
Diane Seder
Rabbi Shmaya Shmotkin
Dan Sinykin
Jodi Habush Sinykin
Susan Lubar Solvang
Amy Berkovits Stein
Gerald Stein
Louise Stein
Becca Steinman
Sue Strait
Melinda Swartz
Marc Taxman
Leslie Usow
Stephanie Wagner
David Werner
Eric Zall

† 2011-2012 Executive Committee
‡‡ 2011-2012 Officers
Each year, dedicated community volunteers devote their time and talents to a variety of committees and work groups to enable the Milwaukee Jewish Federation to achieve the strategic goals that guide the organization’s activities and direction. During 2011-2012, the number of volunteer committee hours escalated dramatically, accelerated by the work of Reimagining and Transition.

**CHAIRS OF COMMITTEES**

**Coalition for Jewish Learning (CJL) Advisory Board**  
Susie Rosengarten
- **Day of Discovery Committee**  
  Susie Fono, Judy Wolkenstein
- **Day School Grant Allocation Committee**  
  Penny Wynn
- **Holocaust Education Resource Center Executive Committee**  
  Harry Pelz
- **Holocaust Education Resource Center Operations Committee**  
  Edith Shafer

**Community Planning & Allocations Committee**  
Marlene Lauwasser
- **Agency Review Council**  
  Susan Lubar Solvang

**Israel & Overseas Committee**  
Nancy K. Barnett
- **Kesselman Scholarship Committee**  
  Pam Frydman-Roza, Michal Rosenthal
- **Partnership2Gether (P2G) Advisory Committee**  
  Pnina Goldfarb, Melinda Swartz
- **Shlichut Program Committee**  
  Eileen Graves
- **Yamim Committee**  
  Yonatan Zvi

**Jewish Community Foundation (JCF) Board of Trustees**  
David J. Lubar
- **Endowment Committee**  
  David J. Lubar
- **Scholarship Committee**  
  Allan J. Carneol

**Jewish Community Relations Council (JCRC)**  
Joyce Altman
- **Anti-Semitism/Constitutional Law Task Force**  
  Aaron Bernstein
- **Interfaith Relations**  
  Michael Pollack
- **Israel Advocacy & Education Task Force**  
  Jane Avner
- **Social Justice/Domestic Policy Task Force**  
  Naomi Soifer

**Milwaukee Jewish Federation Executive Search Committee**  
Dan Bader

**Milwaukee Jewish Federation Economic Forum Planning Committee**  
Eric Butlein, Linda Goren-Levey

**Milwaukee Jewish Federation Finance Committee**  
Marcy Taxman
- **Audit Subcommittee**  
  Sanford Mitz

**Jewish Museum Milwaukee**  
Marianne Lubar, President
- **Acquisitions and Collections Committee**  
  Marjorie Margolies
- **Development Committee**  
  Penny Deshur
- **Education Committee**  
  Ethan Lasser
- **Membership Committee**  
  Beverly Greenberg
- **Program Committee**  
  Jane Chernof

**Reimagining Steering/Transition Committee**  
Judy Guten, Marlene Lauwasser

**Young Leadership Council**  
Andrea Florsheim, Rebecca Guralnick

**AGENCIES, PROGRAMS & PARTNERS**

**Milwaukee Jewish Federation Programs and Services**
- **Coalition for Jewish Learning**
- **Israel Center**
- **Jewish Community Foundation**
- **Jewish Community Relations Council**
- **Jewish Museum Milwaukee**
- **Wisconsin Jewish Chronicle**

**Milwaukee Jewish Federation Local Partner 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 & 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
Looking Forward…

As the fiscal year 2012-13 began, MJF moved into the future by hiring a new CEO/President, Hannah Rosenthal, who was at the time of her hire serving as U.S. Special Envoy to Monitor and Combat Anti-Semitism. With deep Wisconsin roots and an international presence, Hannah accepted the position based on a strong interest in MJF’s Reimagining and commitment to change. We look forward to Hannah’s leadership!

ANNUAL REPORT TEAM
Stephanie Wagner, Marketing Chair
Laura Barnard, Marketing and Communications Director
Barbara Budish, Graphic Designer
Shelly M. Sampon, Project Manager