

**2018 ANNUAL REPORT
2017–18 SUMMARY FROM
MERYL K. AINSMAN & JEFFREY H. FINKELSTEIN**

Message From the Chair and CEO

Jewish tradition reveres learning. Yet, in *Pirkei Avot*, Ethics of the Fathers, we read, “The essential thing is not study, but deed.” The message, of course, is that study should drive action. Knowledge must come first, to provide the tools and insights needed to set directions for the future.

This view prompted the Jewish Federation of Greater Pittsburgh to undertake its 2017 Jewish Community Study, funded by the Federation’s Jewish Community Foundation. The data told us that our community has grown, that needs have changed and that people are seeking new ways to be part of Jewish life in Pittsburgh. With this understanding, we have embarked on the “deeds.”

- We’ve expanded our work in diversity and inclusion, working to make ours a welcoming community for all. We are advocating on the local and national levels for the rights of people with disabilities, and we conferred with an LGBTQ+ advisory group. We are partnering with other organizations to fight discrimination.
- We are boldly addressing security needs in our community and its institutions. In 2017–18, through our Community Security Program, some 4,000 Jewish communal workers learned about threat assessment and completed active-shooter training. Meanwhile, we work in tandem with law enforcement, school officials and others who help keep our community safe.

Our Community Study has inspired new directions in programming, with Jewish learning and engagement at the core.

- To increase Jewish enrollment in Jewish early childhood education programs, we offered marketing assistance and assessment, training, and expertise to Jewish preschools.
- Young adults are benefiting from OneTable Pittsburgh, which provides funding and resources to facilitate meaningful Shabbat dinner experiences to help participants create an enduring Jewish tradition. Young adults are also benefiting from Pittsburgh’s implementation of Honeymoon Israel, which connects couples to Jewish life via an educational Israel trip and follow-up programming.
- Shinshinim, a program that brings two specially trained Israelis to our community to work with local agencies and organizations, will make Israel come alive in creative ways for Pittsburghers of all ages.

To make all this and more happen, we generate funding through several sources. This year our Community Campaign raised \$13.4 million* to help address our agencies’ current needs. Our Jewish Community Foundation added \$23 million to its assets which now stand at \$260 million, to provide a stream of funding to meet future needs.

This has been a record year for securing dollars through the Educational Improvement Tax Credit (EITC) and Opportunity Scholarship Tax Credit programs, which enable businesses to lower their tax liability by contributing money for scholarships at Jewish day schools and preschools. This year state tax credit programs generated \$5.9 million, to facilitate 742 scholarships for children in Jewish day schools and pre-kindergarten programs.

Combined with record corporate, foundation and supplemental giving — including a generous \$900,000 grant from the Jewish Healthcare Foundation — community support of the Jewish Federation reached a record \$45.9 million.

To make all our efforts more effective and efficient, this year the Jewish Federation modified its governance practices and bylaws. A new streamlined structure will help us focus our vision of a strong, dynamic Jewish community.

In this way, we will ensure that our deeds match our learning — and that all is for the good of our entire community.



Meryl K. Ainsman
Chair of the Board



Jeffrey H. Finkelstein
President & CEO

**Based on projected Campaign pledges as of Aug. 17, 2018.*

THE FEDERATION'S FINANCIAL RESOURCE DEVELOPMENT

The Jewish Federation of Greater Pittsburgh is the central fundraising and planning organization for the Pittsburgh Jewish community. By bringing people together, the Jewish Federation maximizes financial impact and can leverage the expertise of professional and volunteer leaders.

The Federation engages in a wide range of financial resource development efforts to help ensure a stream of funding to keep the community strong and vibrant.

THE COMMUNITY CAMPAIGN

Giving through the Community Campaign supports the Jewish Federation's services to the community that are best centralized: planning and coordinating care across Jewish organizations; saving money through shared purchasing; identifying critical needs; and overseeing community-wide priorities, such as building safety and security.

Commitments to the Community Campaign support many local Jewish organizations. These organizations serve every community member through every life stage and life challenge. The Community Campaign also strengthens the Jewish community in Pittsburgh, in Israel and around the world.

To engage donors with the Community Campaign, the Federation presents programs through the Young Adult Division, Women's Philanthropy and Men's Philanthropy. These programs offer meaningful learning, leadership development and volunteer activities and give community members a chance to celebrate and to commemorate together.

THE JEWISH COMMUNITY FOUNDATION

The Jewish Community Foundation enables donors to fulfill their philanthropic dreams and leave a legacy that will impact our community in the decades to come. Resources made possible by endowments, trusts, bequests and philanthropic funds help address pressing needs, enrich our culture and strengthen our community now and into the future.

Donors to the Jewish Community Foundation work with Foundation professionals to choose a vehicle suited to donors' circumstances. These vehicles may include an annuity that provides payments during the donor's lifetime; a life insurance policy; a permanent endowment; or a donor-advised fund, which serves as a low-cost philanthropic fund with tax advantages.

The Foundation's Centennial Fund for a Jewish Future (CFJF) provides immediate and ongoing financial resources for Jewish learning and engagement. CFJF funds formal and informal education, Israel travel for youth, Jewish summer camp, and other activities that connect youth to our rich heritage. By removing cost barriers to high-quality programming, CFJF makes Jewish experiences widely accessible.

A Legacy Fund, created during a donor's lifetime or through a will or trust, provides income in perpetuity to the Community Campaign. Because the fund is created in the donor's name, a Legacy Fund helps ensure that the donor's philanthropic tradition — as well as a vibrant Jewish Pittsburgh — will continue.

The Jewish Community Foundation partners with the Harold Grinspoon Foundation to bring the Grinspoon LIFE & LEGACY™ program to Pittsburgh. This program helps Jewish organizations secure after-lifetime gifts to ensure that these institutions continue to thrive.

CORPORATE GIVING

Many corporations and businesses provide essential event sponsorships that defray the costs of these events, enabling the Jewish Federation to use more donor dollars to address community needs.

In addition, the Federation raises funds through the Pennsylvania Educational Improvement Tax Credit (EITC) program and the Opportunity Scholarship Tax Credit (OSTC) program. Participation in these programs results in need-based scholarships that allow children to attend Jewish day schools and pre-kindergarten programs in Pittsburgh and elsewhere in Pennsylvania.

SUPPLEMENTAL GIVING

Jewish Federation professionals work closely with major donors who wish to give above and beyond their increased Community Campaign commitments to make an impact in areas about which they feel especially passionate.

FUND DISTRIBUTION & PLANNING

The Jewish Federation of Greater Pittsburgh, the largest Jewish grant-making organization in Pittsburgh, helps people in Western Pennsylvania, in Israel and around the world. The Federation works with direct-service agencies to address current Jewish needs and to plan for the future.

The Federation engages a broad cross-section of community members in the funding process, bringing a wealth of viewpoints and expertise to ensure that the programs and institutions that enrich Jewish community remain strong and vibrant.

Funding and planning efforts focus on three areas of need:

- **Aging and human needs.** Federation efforts help the Federation's partners provide services to seniors, individuals with disabilities, families in crisis and others who are vulnerable.
- **Jewish Life and Learning.** Federation planning and funding result in a range of programming. Examples include formal sessions in a Hebrew school, experiential learning, and immersive experiences at overnight Jewish camps.
- **Israel and Overseas.** Federation's contacts provide quick emergency response — such as food and health care to Jews in Europe — and long-term Jewish-identity initiatives, such as educational trips for youth and cultural exchanges with Israel.

COMMUNITY BUILDING THROUGH PARTNERSHIPS & PROGRAMMING

As a convener of Jewish agencies and other organizations that share the same mission, the Jewish Federation of Greater Pittsburgh forms synergistic partnerships to address communal needs.

For example, each of three beneficiary agencies of the Federation — Jewish Association on Aging, Jewish Community Center of Greater Pittsburgh (JCC) and Jewish Family and Community Services — offers distinct services to Pittsburgh's aging individuals and their families. With Federation support the three agencies work under the umbrella of AgeWell Pittsburgh. The result is coordinated case management that enables many elderly people to remain safe and healthy in their own homes.

Among the tools that Pittsburgh's Jewish organizations use in planning are two Jewish Federation-funded research initiatives:

- *The Pittsburgh Jewish Community Scorecard*, a metrics-driven initiative, collects data and facilitates review of community performance. The Scorecard helps Jewish

Pittsburgh use resources efficiently and identify actions that will help Jewish Pittsburgh grow.

- *The 2017 Greater Pittsburgh Jewish Community Study*, funded by the Federation's Jewish Community Foundation and conducted by The Cohen Center for Modern Jewish Studies at Brandeis University, is a report based on more than 2,100 interviews involving Jewish residents of the Pittsburgh area. The study, the first since 2002, charted the current size and characteristics of the Jewish community, reporting on demographics, geographic distribution, institutional participation, and need. Results of the study will help community leaders keep Jewish Pittsburgh's programs relevant and responsive.

In addition, Federation programs, initiatives and affiliates offer community-building programs and services. Examples are:

- *Classrooms Without Borders* (CWB) offers Jewish learning through travel and special events. CWB focuses on "educating the educators" about Israel, the Holocaust and Jewish history. CWB also sponsors speakers and cultural events for the community and the public.
- *The Community Relations Council* (CRC) educates and advocates for change locally, nationally and internationally. Programs have included missions to Washington, D.C.; Israel advocacy training; diversity education; an economic summit of Israeli and Pittsburgh political and business leaders; and interfaith dialogues. CRC's Greater Pittsburgh Jewish Council convenes representatives from local Jewish organizations to examine issues significant to the Jewish community and Greater Pittsburgh. CRC's Urban Affairs Foundation supports initiatives that strengthen the community and region.
- *The Holocaust Center of Pittsburgh* provides programs to commemorate and memorialize the Holocaust and its victims and to teach the tragic lessons of the Holocaust. The staff of the Holocaust Center works with educators to create age-appropriate curricula and innovative ways of teaching tolerance.
- *The Jewish Federation Volunteer Center* matches volunteers with community agencies and the organizations that need them. On Mitzvah Day, an annual event that the Volunteer Center plans, more than 1,200 volunteers serve at more than 100 sites in the Pittsburgh region. Ongoing Volunteer Center options include VOOM! (Volunteer Opportunity of the Month), which enables volunteers to try a volunteer task without making a long-term commitment; volunteer missions to Israel; and projects designed for small groups.
- *Partnership2Gether* celebrates the Pittsburgh Jewish community's sister-city relationship with Karmiel and the Misgav region of Israel while building enduring relationships. Partnership2Gether engages youth by bringing Israeli teens to Pittsburgh and sending counselors in training, from the JCC's Emma Kaufmann Camp, to Israel. Partnership2Gether supports regional development that helps build and strengthen Karmiel and Misgav and provides Pittsburghers with a home address in Israel.
- *The Community Security Program* — through communications, awareness, training, partnerships and exercises — helps to create a culture of security within Jewish Pittsburgh and Greater Pittsburgh.

- *South Hills Jewish Pittsburgh* increases opportunities for Jews in Pittsburgh's southern suburbs to engage in Jewish activities. The initiative works in partnership with South Hills synagogues and the JCC. In 2018, South Hills Jewish Pittsburgh transitioned fully to become part of the Jewish Community Center of Greater Pittsburgh.

THE COMMUNITY WE SERVE

The Federation engages a broad cross-section of community members in the funding process, bringing a wealth of viewpoints and expertise to ensure that the programs and institutions that enrich the Jewish community remain strong and vibrant.

SOME AGENCIES & PROGRAMS FUNDED THROUGH THE COMMUNITY CAMPAIGN

AGING & HUMAN NEEDS

- ☐ AgeWell Pittsburgh ‡
- ☐ The Aleph Institute
- ☐ Friendship Circle
- ☐ Jewish Assistance Fund
- ☐ Jewish Association on Aging*
 - Anathan Club
 - Home Health Services & Outpatient Rehabilitation
 - Jewish Community Center
 - Mollies Meals (kosher meals on wheels)
 - Charles Morris Nursing & Rehabilitation Center
 - Sivitz Jewish Hospice & Palliative Care
 - Weinberg Terrace
 - Weinberg Village
- ☐ Jewish Family and Community Services (JFCS)*
 - Career Development Center of JFCS
 - Central Scholarship & Loan Referral Service, a program of the Jewish Federation
 - SOS Pittsburgh
 - Squirrel Hill Community Food Pantry
- ☐ Jewish Residential Services*
 - Howard Levin Clubhouse
- ☐ Riverview Towers*
- ☐ Squirrel Hill Health Center

STRENGTHENING JEWISH COMMUNITY

- ☐ The Edward & Rose Berman Hillel Jewish University Center*
- ☐ Community Relations Council of the Jewish Federation of Greater Pittsburgh
- ☐ Holocaust Center of Pittsburgh
- ☐ Jewish Cemetery & Burial Association
- ☐ Jewish Community Center of Greater Pittsburgh*
 - Diller Teen Fellows

- HaZamir Choir
- J-Serve
- Emma Kaufmann Camp
- James & Rachel Levinson Day Camp
- Teen Engagement Initiative
- Teen Philanthropy
- Youth Group Program Grants
- ☐ Jewish Federation Volunteer Center
- ☐ ReelAbilities Film Festival
- ☐ PJ Library

ISRAEL & OVERSEAS

- ☐ American Jewish Joint Distribution Committee
- ☐ Birthright Israel
- ☐ Jewish Agency for Israel
- ☐ Jewish Federation Israel Scholarship Program
- ☐ Onward Israel
- ☐ Partnership2Gether

JEWISH LIFE AND LEARNING

- ☐ Jewish Federation Department of Jewish Life and Learning
- ☐ Federation Educational Enrichment Fund (supporting 17 congregational schools)
- ☐ Community Day School*
- ☐ Hillel Academy of Pittsburgh*
- ☐ Yeshiva Schools*
- ☐ The Edward and Rose Berman Hillel Jewish University Center of Pittsburgh*
- ☐ Jewish Community Center of Greater Pittsburgh*
Department of Teen Learning and Engagement
- ☐ Kollel Jewish Learning Center
- ☐ Holocaust Center**
- ☐ Friendship Circle
- ☐ PJ Library
- ☐ JECEI Early Childhood Initiative
- ☐ Israel Education
- ☐ Classrooms Without Borders**

***Beneficiary agency of the Jewish Federation of Greater Pittsburgh**

****Supported agency within the Jewish Federation of Greater Pittsburgh**

‡AgeWell Pittsburgh is a joint program of three Federation beneficiary agencies: Jewish Association on Aging, the Jewish Community Center of Greater Pittsburgh and Jewish Family and Community Service.

HIGHLIGHTS

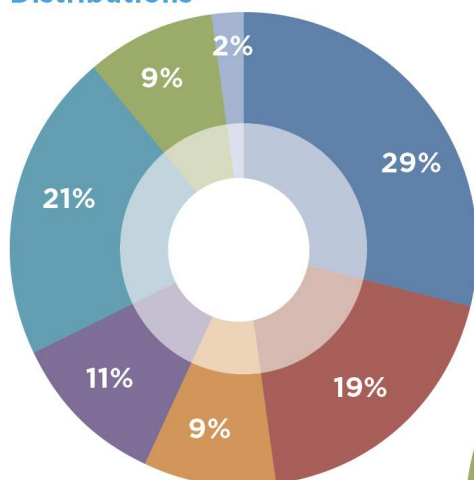
COMMUNITY CAMPAIGN

The 2018 Community Campaign raised \$13.4 million*, thanks to more than 3,700 generous donors—including more than 630 new recorded donors.

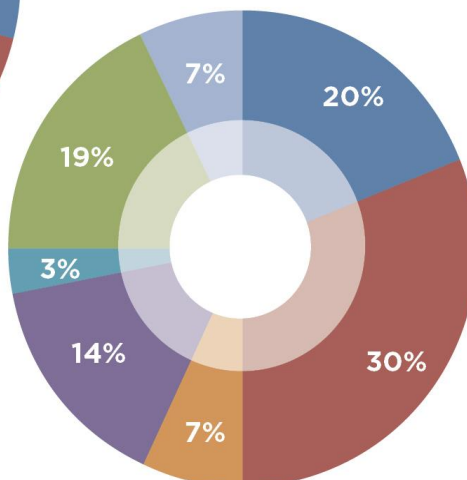
2018 TOTAL FINANCIAL RESOURCE DEVELOPMENT DISTRIBUTIONS

\$27,881,424

Total Financial Resource Development
Distributions[†]



Community Campaign Distributions
Based on \$13.4 million raised



Community Impact Key

Jewish Learning

Overseas Funding

Israel Travel & Local Israel Programming

Jewish Community Life

Community Programs, Agency Support[‡]

Aging & Human Needs

National Agencies

[†] Unrestricted funds from Jewish Community Foundation,
Centennial Fund for a Jewish Future, and Community Campaign
[‡] Includes Jewish Federation Initiatives

** Based on Campaign commitments as of August 17, 2018.*

TOTAL FINANCIAL RESOURCE DEVELOPMENT

The \$13.4 million* that the Community Campaign brings in from private philanthropy enables the Jewish Federation of Greater Pittsburgh to raise additional money through corporations, foundations and government sources. The foundation support includes a generous \$900,000 grant from the Jewish Healthcare Foundation that goes to Jewish healthcare and human services agencies. Combined giving from the Community Campaign and these other organizations plus supplemental giving from some of the Jewish Federation's largest donors resulted in total giving of \$45.9 million in 2017-18.

Several exciting new programs and changes were implemented under the support of the Community Campaign:

1. Lion of Judah and Shofar Society Appreciation event: To recognize and show our appreciation, members of our Shofar Society and Lions of Judah gathered for a joint program to hear from Arielle Di-Porto, Acting Director of the Aliyah Section in the Aliyah and Klitah Unit of The Jewish Agency for Israel.

2. Men's Philanthropy Social Events – Men's Philanthropy expanded their events with Scotch and Cigars in February. With 30 men in attendance, the gentlemen networked and enjoyed each other's company at Three River's Cigar. The second event took place in July where the men took a tour of the Roberto Clemente Museum and enjoyed social hour at Maggie's Farm Rum.

3. J'Burgh/Purim Party – Shalom Pittsburgh and J'Burgh joined forces for the first time to host the annual Young Adult Purim Party at the Children's Museum of Pittsburgh. The Willy Wonka themed costume party drew over 150 attendees.



Lion of Judah & Shofar Society Appreciation Event Chairs Lori Plung (far left) and Steve Latterman (far right) and attendees Lou Plung (inside left) and Bob Shure (inside right) socialized during the event's pre-reception.



(Left to right) J'Burgh board member Sam Kline, Emily Brok and Eli LaBelle posed for a photo at the Shalom Pittsburgh-J'Burgh Young Adult Purim Party. This is the first year the two organizations partnered to present the event. Both Shalom Pittsburgh and J'Burgh provide programming that builds community and connections among young Jewish adults.

** Based on Campaign commitments as of August 17, 2018.*

Women's Philanthropy

The Community Campaign's Women's Philanthropy had many notable accomplishments this year. In the fall, 90 women attended the 2018 Hannah Kamin Annual Lion of Judah Event with Rabbi Shira Stutman.



(Left) Chair of Jewish Federation's Women's Philanthropy Susan Berman Kress and (right) Women's Philanthropy Co-Chair Jane Rollman pose with guest speaker Rabbi Shira Stutman at the Jewish Federation's 2017 Hannah Kamin Annual Lion of Judah Event. Attendees at the annual luncheon are women who have made a minimum commitment of \$5000 to the Jewish Federation's Community Campaign or created a permanent endowment to ensure their \$5000 or greater Campaign commitments in perpetuity.

- **The Lion of Judah Lunch and Learn Series** this year featured Eric Lidji, Director of the Rauh Jewish History Programs & Archives at the Senator John Heinz History Center; Rabbi Danny Schiff, Foundation Scholar; and Rabbi Mark Staitman, Rabbinic Scholar. The three presented a program entitled "Back to the Future" looking at the history of Jewish Pittsburgh and its implications for our future.
- Women's Philanthropy fundraising resulted in **16 new Lions of Judah** (women making a commitment of \$5,000 or more in their own names), **6 new Ruby Lions of Judah** (women making a commitment of \$10,000 or more in their own names), **2 new Sapphire Lions of Judah** (women making a commitment of

\$18,000 or more in their own names), and **3 new Emerald Lions of Judah** (women making a commitment of \$25,000 or more in their own names).

- In addition, 17 women became new participants in the **Lion of Judah Endowment (LOJE)** program, creating permanent endowment funds that will continue supporting their Lion of Judah-level gifts in perpetuity. These endowments will support the Jewish Community Foundation's Legacy Fund campaign to encourage all donors to endow their gifts.
- Women's Philanthropy hosted four great sessions of **E3: Empowered, Educated, Engaged Jewish Women**. Many new women attended these events, and this program continues to grow. At E3 events, attendees participate in discussions, social action projects and unique learning opportunities, all through interacting with influential Jewish women in our community. E3 provides a platform for women to educate each other on current social, political, and cultural issues as they relate to Judaism and Jewish identity. Events included "Women Helping Women," in which participants prepared brunch for the residents of Bethlehem Haven and the Women's Center and Shelter of Greater Pittsburgh, and "Sweet New Year," in which attendees had the opportunity to create a floral arrangement for their Rosh Hashanah celebrations.
- In its second year, **Ladies Who Lunch**, a program in partnership with the National Council of Jewish Women and the Jewish Women's Foundation has continued to grow and attract many new attendees.
- In the spring, 135 women attended the **2018 Spring Event** with Elad Shippony presenting a musical story called *The Wandering Israeli*.

Men's Philanthropy

This year has been an extremely successful year for Men's Philanthropy. A record 25 men increased their giving to join the **Shofar Society** level (men contributing at least \$5,000 to the Jewish Federation of Greater Pittsburgh's Community Campaign in their name), and over 40 men joining us at the Men's Philanthropy giving level (contributing at least \$1,000 to the Community Campaign).



(Left to right) Jason Kushner, Steve Latterman, Sandy Ehrenreich and Michael Regan enjoy some drinks at the 4th Annual Men's Night Out Event.

Men's Night Out

This past year, Men's Philanthropy, chaired by Jeff Weisband and Larry Lebowitz, sponsored the fourth annual Men's Night Out event. The featured speaker — Former ESPN Analyst & Pittsburgh Steeler, Merril Hoge — drew more than 200 attendees to celebrate philanthropy in our community.

This year, Men's Philanthropy brought back its **Conversations That Count** program series. The series was designed to create dialogue between experts in a given field, our Foundation Scholar Rabbi Danny Schiff and our community to examine important issues of today. This year attendees met with Pennsylvania's Attorney General Josh Shapiro to discuss how we balance law and order with civil liberties. In addition, members of our Men's Philanthropy gathered for an opportunity to strengthen the bonds of friendship, to meet new people and to learn about the work of the Jewish Federation at a sold out **Scotch and Cigar event**.

Young Adult Division

Events

In 2017-2018, the Young Adult Division (YAD) and its outreach and engagement arm Shalom Pittsburgh hosted 29 successful events. A total of 480 unique individuals attended Shalom Pittsburgh activities while total attendance at YAD and Shalom Pittsburgh events, including individuals who attended multiple events, reached 2,205.

For the first time this year, Shalom Pittsburgh and J'Burgh joined forces to host the annual **Young Adult Purim Party** at the Children's Museum of Pittsburgh. Over 150 young adults turned out for the Willy Wonka themed costume party and enjoyed a candy buffet, chocolate fountain, drinks, dancing, a photo booth and silk screening. . This event launched a new relationship in which J'Burgh will move from Hillel JUC to the Jewish Federation of Greater Pittsburgh.



Young adults brought the celebratory spirit of Chanukah to the 12th annual Vodka Latke event, this year with a pajama-party theme. Vodka Latke is presented by Shalom Pittsburgh, a program of the Jewish Federation of Greater Pittsburgh. Event chairs and Host Committee members, posing with a giant stuffed elephant, model the suggested attire of the evening. Top row, left to right: Matt Feinman, Aaron Weiss, Emily Weiss, Sam Kline, Dave Scheimer, Leah Cullen and Jordan Katz. Bottom row: Matt Sandler, Sharon Feinman, Jackie Perlow and Stacey Horvitz. Not pictured: Amy Herlich.

The Young Adult Division also funded and helped to launch **OneTable** in our community. OneTable is a national organization that supports adults in their 20's and early 30's to create and host their own Shabbat dinners with the goal of inspiring an enduring Shabbat practice. Shalom Pittsburgh partnered with OneTable to host **Nosh:pitality**, a signature event for OneTable. The event was a pickling workshop at which participants learned to make their own homemade pickles and sauerkraut.

Shalom Pittsburgh offered a wide range of programs, including ***Shabbat Dinners, Wine and Wisdom*** and other social events. Back by popular demand in 2017-2018 was the 7th Annual ***Apples and Honey Fall Festival***, which took place at The Waterfront Town Center in Homestead and drew nearly 1,500 participants to Rosh Hashanah-themed family activities. The 12th Annual ***Vodka Latke: Party with a Purpose*** drew a crowd of 265 young adults in their sleepwear for this pajama-themed party. Young adults attended the annual Hanukkah event while also collecting underwear and feminine hygiene products for local charities.

Other notable Shalom Pittsburgh events included ***Ladies Night Out*** at Hatch Art Studio, an evening of crafting and bonding; and ***Tikkun Olam at the Zoo*** in collaboration with PJ Library, a program for families with young children funded by the Jewish Federation and administered by the Jewish Community Center of Greater Pittsburgh. Shalom Pittsburgh hosted several other events throughout the year with other community partners including J'Burgh, Moishe House, Repair the World, PJ Library and synagogues just to name a few.

Leadership and Philanthropy

The Federation's Young Adult Division continued to develop young leaders through two programs focused on leadership development and philanthropy: the ***Wechsler Leadership Development Institute and SteelTree***. This year 18 fellows graduated from the Wechsler Leadership Development Institute and have started to implement various programs tackling the 3 needs they identified in the community; 1) Networking Opportunities, 2) Outreach and Engagement and 3) Connecting to the Greater Pittsburgh Community. Through ***SteelTree***, members make a collective impact on Pittsburgh's Jewish community by allocating grant funding for proposal-based projects. SteelTree board members make a \$500 increase to their Community Campaign contribution, and those dollars are matched and supplemented by grants from the Jewish Community Foundation and from a private donor. In 2018, the SteelTree Fund distributed \$42,000 to support innovative projects focused on Jewish continuity in Pittsburgh while the board members themselves contributed over \$31,000 to the 2018 Community Campaign. SteelTree gained 9 new board members this year for a total of 23.

The Young Adult Division also hosted two fantastic programs for members of their ***Ben-Gurion Society*** (BGS), a giving society for young adults who give \$1,000 or more to the Community Campaign. In 2017-2018, BGS membership grew by 19 members to a total of 80.

AWARDS

EMANUEL SPECTOR MEMORIAL AWARD

2018 recipient: CYNTHIA D. SHAPIRA

The Spector Award is the highest honor presented by the Jewish Federation of Greater Pittsburgh. The award is given for exemplary service to the community in a single year or over the course of many years.

GERALD S. OSTROW VOLUNTEER OF THE YEAR AWARD

2018 recipient: DAVID SUFRIN

This award recognizes the special efforts of a volunteer leader who has dedicated significant service to the community and has fostered partnerships among the Federation and its agencies.

IRA AND NANETTE GORDON COMMUNITY PROFESSIONAL ACHIEVEMENT AWARD

2018 recipient: MATTHEW BOLTON

To encourage talented new professionals in communal work to continue in this field, the Gordon Award recognizes a professional who, in the early years of his or her career, demonstrates outstanding service to the Jewish Federation, its beneficiary agencies and the Jewish community.

DORIS AND LEONARD H. RUDOLPH JEWISH COMMUNAL PROFESSIONAL AWARD

2018 recipient: NANCY ZIONTS

The Rudolph Award recognizes the exceptional personal and professional commitment of a Jewish communal professional employed by the Federation or one of its partner agencies. The awardee is selected for his or her contribution to improving the quality of services offered in the community and to the enhancement of Jewish life.

NATALIE NOVICK WOMAN OF PHILANTHROPY AWARD

2018 recipient: ELAINE KRASIK

The Natalie Novick Award is presented every year at Women's Philanthropy's Spring Event and recognizes a woman who has demonstrated leadership both in the community and for the Jewish Federation's Women's Philanthropy.

PNC COMMUNITY BUILDERS AWARD

2018 recipient: HALPERN FAMILY

The PNC Community Builders Award recognizes a Jewish Federation leader or leaders whose volunteer efforts have resulted in a stronger and more vibrant Greater Pittsburgh community.

SHORE-WHITEHILL AWARD

2018 recipient: MATTHEW A. KELLER MD

Created in 1996, the Shore-Whitehill Award celebrates volunteers who promote, through advocacy or direct service to individuals or families, the inclusion of people with disabilities in the fabric of Jewish life.

SONIA AND AARON LEVINSON AWARD

2018 recipient: THEODORE GOLDBERG

The Levinson Award is presented to recognize demonstrated leadership advancing intergroup relations in harmony with the Jewish ideals of social justice.

Corporate Sponsorship

The Jewish Federation stands by a mission to strengthen Jewish Pittsburgh and the entire Pittsburgh community. Many corporations and businesses support our mission and generously gave \$45,725 to support Federation programming this year. Thanks to corporate sponsorship for events, the Federation can provide meaningful, substantive programming. Each dollar that corporate sponsors provide is a Campaign dollar that the Federation can use to support the community.

2017–18 CORPORATE DONORS & SUPPORTERS

In 2017–18, businesses that participated in these programs provided more than \$5.8 million, resulting in 742 scholarships to children attending Jewish day schools and pre-kindergarten programs.

CORPORATE SPONSORS

The Federation is proud to recognize and thank the following corporate contributors. This list includes corporate donors that contributed \$1,000 or more and have permitted use of their names.

Anonymous (2)

BilkeyKatz Investment Consultants, Inc.

Citizens Bank of Pennsylvania

Cohen & Grigsby, P.C.

Daniels & Miller

The Davis Companies

Duquesne University

Fort Pitt Capital Group

General Wire Spring Co.

Highmark Blue Cross Blue Shield

JMD Properties

James Joshowitz

Kades & Cheifetz LLC

Kamin Realty Co.

KeyBank

Marcus & Shapira LLP

McKnight Realty Partners

The Charles M. Morris Charitable Trust—Distribution Committee:

Charles S. Perlow Esq.,

William C. Rudolph, PNC Bank NA

Murray Avenue Kosher

Oxford Development Company

Louis Plung & Co., LLP

PNC Financial Services Group, Inc.

S&T Bank

South Hills Jewish Pittsburgh

Robbin Steif

Trau & Loevner

TWIN Capital Management, Inc.

UPMC Health Plan

Wagner Agency, Inc.

Woodland Management

EITC & OSTC DONORS

The following corporate donors have generously contributed \$5.9 million through the Pennsylvania Educational Improvement Tax Credit (EITC) and Opportunity Scholarship Tax Credit (OSTC) programs. This year, through these initiatives, donors provided 742 scholarships for children to attend Jewish day schools and pre-kindergarten programs.

Advanced Computer & Network Corp.
Apex Diamonds
Apter Industries
A.R. Building Company Inc.
Artay Inc.
Atlas Materials Recycling Corporation
Bob and Micki Bell at Great Clips
Broudy Printing
CBRE Richard Ellis
CleanCare
Comcast
Concast Metal Products Company (A Cubed Corporation)
Ditto, Ken & Steve Shriber
Dollar Bank
Eisner Law, PC
First Capital Corporation
Freid-El Corporation, Pfeffer Family
Glimcher Brokerage, Inc.
Glimcher Group, Inc.
Guttman Energy
HM Life Insurance Group
Home Instead Senior Care, Inc.
Huntington Bank
Impel Strategies, LLC
JKM Trading Company
KeyBank
Littles Shoes
M&D Properties
Marvista Real Estate Holdings LLC
McKnight Development Corporation
McKnight Realty Partners
Merlin Fiorano, LLC
Midnight Blue Technology Services
Ed & Janie Moravitz
MSA—The Safety Company
Nartak Media Group
Northwest Savings Bank
NTA Enterprise
Pittsburgh Jewish Scholarships
PNC Bank N.A.
Charles Porter & Hilary Tyson

Karen & Tony Ross
S&T Bank
Signature Financial Planning
Robbin Steif, LunaMetrics
Town Development
Trumbell Corporation
UHS of Pennsylvania
UPMC Health Plan

The Donor Center

The Donor Center is an internal initiative to help ensure that every interaction a donor has with the Federation creates positive feelings about giving. This effort starts with fine-tuning internal processes and ensuring that our staff team is working in the most efficient ways possible.

Over the past year, the Donor Center has continued to utilize its database in order to create efficiencies and to keep donor information current and accurate. The department has also spearheaded the effort for interdepartmental collaboration between Development, Finance, Marketing and Information Technology.

Emergency Campaigns

Unfortunately, several emergencies struck this year. The Jewish Federation of Greater Pittsburgh reacted immediately to help the victims of Hurricane Harvey in the communities of Houston, San Antonio, Galveston, Corpus Christi and other surrounding cities. These areas received record-breaking rain and extensive damage to their homes and cities. Due to the generosity and compassion of community members, the Jewish Federation of Greater Pittsburgh raised over \$50,000 in relief funds that went directly to those in need on the ground.

Later this year chaos struck due to the ongoing eruption of the Fuego volcano in Guatemala. All funds collected went directly and immediately towards disaster relief through the American Jewish Joint Distribution Committee (JDC), who distributed the money to the affected areas.

Only because of Community Campaign contributions year in and year out can the Jewish Federation respond quickly in emergencies. The Campaign supports a network of Jewish Federations and the JDC around the world in ongoing operations that have “boots on the ground” to help in emergencies. Jewish Federation support also lasts beyond the initial emergencies through long-term support for the Jewish organizations in these communities that continue to rebuild after other emergency relief agencies leave. The network of Jewish Federations and our international partners make this sustained help possible.

COMMUNITY BUILDING

In 2017–18, the Jewish Federation of Greater Pittsburgh’s community-building efforts included planning, programming and service expansion.

Taking Care of the Most Vulnerable

According to the new Jewish Community Study, members of 23% of Jewish households in Pittsburgh consider themselves “poor,” “nearly poor,” or “just getting along.” The Jewish Federation helps these households in a variety of ways.

JFUNDS: Many people have no financial safety net when faced with an unexpected expense. They may not know where to find help or how to piece together help from several sources to address all their needs. To reduce need efficiently, the Federation facilitated the creation of JFUNDS, a collaboration involving the Jewish Assistance Fund, SOS Pittsburgh, the Hebrew Free Loan Association of Pittsburgh, the Central Scholarship and Loan Referral Service, and the Jewish Federation’s Israel Scholarships. Although each participating organization is a separate 501(c)(3) nonprofit, they work together to enhance access to Jewish-community funding for medical needs, college tuition or home repair.



The Jewish Federation of Greater Pittsburgh’s Marketing Department met with the JFUNDS board to create this new logo for the collaborative organization.

Israel Scholarships and Programs

The Federation's Community Campaign supports the Israel Scholarship program which enabled 95 teens to participate in educational trips to Israel with peers, including 35 who received additional need-based funding due to the generosity of **The Stanley and Flo Mae Moravitz Israel Scholarship Endowment Fund** of the Jewish Federation's Jewish Community Foundation.

The Israel Scholarship program provides non-need grants of \$1,750 for all eligible teens going on eligible programs, as well as need-based grants up to \$3,000, making the Israel experience a more achievable opportunity for numerous families in Pittsburgh. Teens can receive an Israel scholarship, including need-based and non-need-based grants, up to two times (not in the same year). Ranging from summer programs to gap year and study abroad, as well as local programs like Diller Teen Fellows, EKC Staff In Training (SITs) and the Community Day School 8th grade trip, the Jewish Federation's Israel Scholarship program makes an enormous difference every year by increasing the affordability of such programs.

In partnership with the **Helen Diller Family Foundation**, the Jewish Community Center of Greater Pittsburgh and Partnership2Gether, the Jewish Federation supported 40 Diller Teen Fellows. These students participated in a 12-month leadership development and Jewish experience program in Pittsburgh, Karmiel, and Misgav, guided by their junior counselors and coordinators. The program included a full exchange, with the Karmiel/Misgav Diller teens visiting Pittsburgh and the Pittsburgh Diller teens visiting Israel. On the Diller Teen Fellows' visit to Israel, their counterparts in Karmiel/Misgav hosted them for a week.

Daniel Lebovitz, a Diller Teen Fellow in Cohort 6, reflected on his experience in the Diller program. He said, "Three months into the Diller program, I had gained twenty Jewish best friends from all across Pittsburgh. I had two Junior Counselors who looked after me like an older brother or sister would, and I had a program director whom I could always count on to support me and my development as a Jewish teen and leader. The...program strengthened my Jewish identity, provided me with a greater Jewish community and sense of belonging, furthered my knowledge of Judaism, and strengthened my connection to Israel." Daniel went on to become a junior counselor to Diller Cohort 8. .

Birthright Israel took local university students to Israel both in winter 2017 and summer 2018 for a free ten day trip to Israel. The Jewish Federation's Community Campaign supports half of this cost.

The Jewish Federation's campaign allocation to **Onward Israel** helped to fund a record-breaking 45 university students' trips to Israel for the summer. These students will intern for Israeli businesses and companies while learning about Israel through periodic educational trips and programs with their fellow interns.

The Emma Kaufmann Camp (EKC) SIT (Staff in Training) Program of the Jewish Community Center of Greater Pittsburgh offers an extraordinary amount of life-skills and training, including a three-week long trip to Israel to create future staff leaders at EKC. Both Jewish summer camping and Israel travel have proven to be highly effective in shaping children's lives in a positive way. Camp and Israel travel instill Jewish values and increase kids' sense of Jewish identity, leading to measurable increases in Jewish affiliation when they reach adulthood. In the summer of 2018, the Jewish Federation supported 15 Pittsburgh teens to participate in the SIT program. They spent three weeks in Israel, one of which was in Karmiel/Misgav, Pittsburgh's Partnership2Gether region.

The Jewish Federation's **Israel Scholarship** program and **Partnership2Gether** provided funding for 20 8th graders from CDS for their culminating trip to Israel, which included spending one day with their peers from Karmiel/Misgav. Together they took a guided walk through the Tel Dan nature reserve; visited the Golan Heights; enjoyed chocolate tasting at the De Karina Factory; and experienced breathtaking views from the top of Mount Bental. The Community Campaign funds both the Israel Scholarship program and Partnership2Gether.

Passport to Israel

In addition to the Israel Scholarship program, **The Passport to Israel** program facilitates Israel experiences for youth by enabling families to plan and to save — and to have the Jewish Community Foundation match their savings. 38 new children enrolled in the program this year.

Partnership2Gether brought seven delegations to Pittsburgh this year: campers from Karmiel/Misgav who attended second session at EKC; educators who participated in a week-long "Face2Face" brainstorming process with Pittsburgh counterparts; the Emergency Volunteer Project training team; the Diller Teen Fellows; the "YAD2Gether" Young Adult group; the Waldman International Holocaust Arts and Writing first- and second-place winners; and a delegation of Israeli dancers from Karmiel/Misgav who performed during Yom HaZikaron and Yom Ha'atzmaut. A total of 50 Pittsburgh host families housed 87 Israeli delegates.

The Waldman International Arts and Writing winners engaged with teens from four Pittsburgh schools. In the summer of 2017, 18 Israeli campers from Karmiel/Misgav spent three weeks at Emma Kaufmann Camp, building relationships with American campers and providing our EKC campers with day-to-day interaction with Israeli peers. Reflecting on her experience in Pittsburgh with the YAD2Gether delegation, Israeli delegate Keren Azrad reflected that "the people here [in Pittsburgh] are excited about being Jewish and want to be connected to Israel. It was an eye-opener to see people who love and are proud of being Jewish. You make me want to be a better Jew and a better Israeli. If you can do it I can do it."

In addition to people-to-people programs, Partnership2Gether also supports regional development in Karmiel/Misgav. The launch of the Bounty of the Land Garden—an archeological garden celebrating the culture of the grain, the vine and the olive grove in the Galilee—will educate thousands of students and tourists every year about the historical importance of agriculture in the land of Israel.

Yom HaZikaron Observance. More than 400 people attended the annual Yom HaZikaron ceremony in memory of Israel's fallen soldiers and victims of terror for a moving and impactful ceremony.

Yom Ha'atzmaut Celebration. Over 600 people attended Israel's 70th Independence Day. The celebration featured an incredible live band performance by IsraBand, a dance performance by dancers from Karmiel and Misgav, a community-wide Israel mural painting activity, delicious Israeli food, Israeli dancing and children's games.



Make a picture, take a picture: At the Jewish Federation's Yom Ha'atzmaut celebration, attendees of all ages had the opportunity to help complete a community mural created by artist Daniel Cascardo. The mural will be displayed in the community after completion.

Israel and Overseas Projects

A Community Campaign allocation provides funds that are directed to Israel and overseas organizations. In 2017-2018, the Jewish Federation helped fund these efforts in Israel:

- **Economic Empowerment for Women**, a business incubator for Israeli Jewish and Israeli Arab businesswomen in the Galilee.
- **ELI** (Israel Association for Child Protection), an organization dedicated to decreasing the number of abused children with special needs and to treating the emotional consequences of abuse.
- **Ethiopian National Project**, an organization providing Ethiopian-Israeli students in grades 7–12 with scholastic assistance and emotional, social and nutritional support.
- **Kibbutz Eshbal**, an educational kibbutz which operates a *mechina* – or an army preparatory program – for at-risk youth. Most of the participants in the year-long *mechina* program are Ethiopian-Israelis. Throughout the year they learn leadership skills that improve their prospects for a meaningful service in the Israel Defense Forces.
- **Hand in Hand Galilee Bilingual School**, a multicultural school where Jewish and Arab Israelis interact daily on the basis of equality and mutual respect, learning to appreciate each other's culture, religion and history.
- **Krembo Wings**, the only inclusive youth movement in Israel for children and youth with and without disabilities. Krembo Wings provides weekly activities for young people, increasing the self-confidence of the disabled children and fostering a sense of belonging for all the participants.
- **Leket Israel**, Israel's largest food bank. Leket is a leader and expert in food rescue throughout Israel. The organization sources, collects and redistributes fresh, perishable, quality food from farms, hotels, military bases and catering halls. This food would otherwise go to landfills.



During the site visits, Federation staff and volunteers visit several organization like HaShomer HaChadash: A national organization established in 2007 aimed at addressing the issue of agricultural theft. They left feeling so inspired by their work that the Federation decided to support their organization among serval others this year.

- **Israel Elwyn**, an early-intervention program for children with multiple disabilities who are not independently mobile. The goal of the program is to enable children to use the innovative Wizzybug powered wheelchair.
- **Kishorit**, a home for life for special-needs adults in the Western Galilee. The Jewish Federation funded an organic garden, allowing residents to develop employment skills and join the Work on Organic Farming initiative.
- **Orr Shalom**, an emergency foster for children 5 years old and younger who have been removed from their homes as a result of neglect and/or abuse.
- **Yad Sarah**, an organization that assists sick, elderly injured and special-needs individuals by providing the free loan of medical and rehabilitative equipment. Funding from the Jewish Federation helped establish Yad Sarah in the Karmiel area.
- **Yemin Orde**, a youth village and boarding school that helps immigrant and at-risk youth define their personal identities and integrate into Israeli society by deepening their connection to Judaism and to Israel.
- **ERAN**, helping train 30 new volunteers to provide telephone and online crisis services through ERAN's Karmiel Branch. The training will enable them to provide mental health support for children, teens, young adults, IDF soldiers, seniors, Holocaust survivors, new immigrants and veteran Israelis.
- **Ayalim**, helping to bring promising young Israelis to live in the Negev and the Galilee. The program promotes social development and helps to develop areas in Israel's periphery. Karmiel's Ayalim Student Village houses 28 students who volunteer in several educational programs in local elementary and high schools.

- **Jordan River Village**, enabling students with disabilities from Karmiel and Misgav to enjoy life-changing experiences at the Jordan River Village camp.
- **HaShomer HaChadash**, bringing 10,000 volunteers to the Karmiel/Misgav area to work the land together. Volunteers cultivate Jewish identity and values while ensuring the sustainability of farms that suffer from agricultural terror and theft.
- **Tsofen High Technology Centers**, helping to overcome economic and societal barriers to create a shared society. Tsofen focuses on integrating Israeli-Arab citizens into high-tech jobs.

In 2017-2018, the Jewish Federation also helped to fund these overseas efforts outside Israel:

- **American Joint Distribution Committee (JDC)**, providing elderly Jews in need in Moldova with hunger relief, medical care and winter relief.
- **Jewish Agency for Israel**, helping to revitalize Jewish life in Moldova by providing meaningful experiences that help Jewish youth develop a sense of Jewish peoplehood and leadership skills. Programs include JAFI's Jewish summer camp and an informal after-school program.
- **World ORT**, developing and sustaining Jewish life in Moldova through investing in teachers and students at the ORT Herzl Technology Lyceum school, located in Kishinev.
- **WUPJ**, helping students enroll in the Institute for Modern Jewish Studies, Moscow. This school will help to cultivate a generation of progressive rabbinic leadership in the Former Soviet Union.

The Pittsburgh Jewish Community Scorecard

In 2017-2018, the Pittsburgh Jewish Community Scorecard continued collecting data from local Jewish communal institutions, tracking progress and measuring impact in Jewish education and social services. The data help to inform decision-making and to expose areas of need within the community.

The 2017 Pittsburgh Jewish Community Study

The Community Study provides communal leaders, planners, and members with an understanding of the size and character of the Jewish community in order to drive action.

Key findings include:

- An estimated 49,000 Jewish adults and children live in nearly 27,000 households throughout the greater Pittsburgh area.
- The Jewish community is spreading out geographically.
- Overall, 76% of children in Jewish households are being raised Jewish in some way.
- Pittsburgh-area Jews display similar patterns of denominational affiliation as the overall US Jewish population.
- Pittsburgh-area Jews value their Jewish community ties.
- Approximately three-fifths of Pittsburgh-area Jewish adults have visited Israel or lived there
- The majority of Pittsburgh-area Jewish households are financially comfortable, but economic insecurity is a concern for some households.
- One-quarter of Jewish households include at least one person with a chronic health issue or disability and one-third include at least one person who required and received mental health services

The Jewish Community Scorecard staff held numerous planning sessions with a variety of stakeholders, from executive directors to rabbis to donors and volunteers. These sessions aim to translate study findings into actions that Jewish organizations can take to serve the community better. The sessions also identified areas of further research.

Western PA Jewish Cemeteries Initiative

The Jewish Cemeteries Task Force met for a final time in November 2017. The task force members agreed to move forward with the business plan that an outside consultant and Federation staff created based on information from a comprehensive study of the region's cemeteries. The Jewish Federation's Jewish Community Foundation funded the outside consultant to complete this study.

That business plan laid out a framework for a communal cemetery management organization that can take on the care of as many Jewish cemeteries as needed. The plan recognizes that, in light of demographic and geographic realities that our community is facing, only through working together can we sustain our cemeteries long-term. The task force intends to transform the current community cemetery organization, the Jewish Cemetery & Burial Association, into a more robust organization capable of meeting the growing needs of the region's Jewish cemeteries.

Having met its goal of evaluating the problems threatening the region's Jewish cemeteries and coming up with a plan of addressing those issues, the task force disbanded. The business plan estimated that a \$4 million endowment will sustain the communal cemetery organization so that it can take care of

cemeteries without adequate resources of their own. The next step is to begin fundraising for this endowment.

Early Childhood Education (ECE) School Assessment

Dr. Roberta Goodman, an expert evaluator from Chicago, has been working with Pittsburgh-area Jewish early childhood education centers since the beginning of the Jewish Early Childhood Education Initiative (JECEI) eight years ago. She has conducted on-site assessments of JECEI outcomes aimed at improving school excellence and meaningful Jewish living and learning.

Over a span of two years (2017-2019), the Jewish Federation will help to transition from having this outside evaluator conduct the assessment to a sustainable self-assessment model. Each of the nine Pittsburgh JECEI/Bonim Beyachad schools will then be able to work on self-improvement in the future.



Our Pittsburgh Cohort arrived in Italy for the Reggio Emilia conference and joined 51 other Jewish early childhood educators from Boston, Chicago, District of Columbia, Israel and Maryland. They were given a walking tour of the city and learned more about its rich history by parent volunteers from Reggio Children.

This process requires time, training, resources and the creation of a self-assessment team at each school. The new assessment will help schools to compare their Jewish early childhood centers to the Pittsburgh Shared Community Goals for Excellence in Jewish Education and the Standards of Excellence (Rose Community Foundation, Denver/Boulder Colorado) after having taken a baseline picture. The assessment will help school leadership to determine what steps to take to strengthen their school. Overtime, it will allow them to see where and how they have grown. Assessment, reflection, planning, and implementation are all part of a continuous cycle of improvement, a commitment of striving for excellence.

ECE Peer-to-Peer Networks

- The Dr. Solomon and Sarah Goldberg Memorial Endowment Fund of the Jewish Community Foundation of the Federation supported a Reggio Emilia Study Seminar in October 2017 for early childhood education directors, lead educators, Pittsburgh JECEI/Bonim Beyachad consultants and the Director of Early Childhood Education. This study seminar included several mandatory orientation sessions prior to the travel seminar. These orientation sessions—a set of intensive, shared professional development experiences—enabled bonding among the participants. The resulting Reggio Study Seminar cohort continues to meet on a regular basis as a peer-to-peer network to support one another on their Reggio journeys in their schools.
- Jewish Federation also convened another peer-to-peer professional network among six Studio Educators from our Pittsburgh JECEI/Bonim Beyachad early childhood education centers. School directors at Beth Shalom, Community Day School, Squirrel Hill JCC, Temple Emanuel, Temple Ohav Shalom and Yeshiva selected Studio Educators at their schools to participate in this unique professional development opportunity. Pittsburgh JECEI/Bonim Beyachad consultant Barbara Moser facilitated the discussions. The ongoing shared learning opportunities will support the studio educators and their centers as they continue to find inspiration from the Reggio Emilia approach through a Jewish lens.
- At the recommendation of the Director of Early Childhood Education, several of the new Bonim Beyachad schools (Beth Shalom, Hillel Academy, Rodef Shalom and Yeshiva) formed individual Study Groups for the first time this year. Center directors and educators both participated in these groups. Together with a Bonim Beyachad facilitator, these Study Groups met up to nine hours over the course of the year to engage in a serious study of the Reggio Emilia approach. The Study Group both provides the participants with professional development and shapes learning communities. These activities make a positive impact on classroom practices in the schools.

ECE Mystery Shopper Study

- The Federation launched a one-year study in April 2017 intended to make our Pittsburgh JECEI/Bonim Beyachad sites the preferred choice of early childhood education with Jewish families throughout the Greater Pittsburgh area. The “mystery shopping” program will assess how well the schools work with new families with the goal of helping the schools to be more competitive with other early childhood centers. Market Viewpoint, LLC conducted professional sales and customer service evaluations of the nine Pittsburgh JECEI/Bonim Beyachad sites.
- Market Viewpoint will “shop” each of the nine sites quarterly over the course of one year; we are now concluding the third quarter of the study. Each quarter, each site receives telephone, in-person and web evaluations of their early childhood education enrollment inquiries. Regular evaluations over the course of a year are effective at improving sales and customer service performance for organizations.

ECE Marketing and Enrollment: Building Training and Consulting Services

- To best support the Mystery Shopping Study, the Federation provided our Pittsburgh JECEI/Bonim Beyachad schools and their host institutions with professional development and one-on-one coaching. Each center will strengthen their knowledge and skills in recruitment, customer service and enrollment conversion. The Jewish Federation retained Julie Wassom, President of The Julian Group, Inc., a marketing and sales training and consulting firm with a

specialty in early care and education, to provide these services. Julie also worked with seven of the nine Pittsburgh JECEI/Bonim Beyachad schools on creating a 2018-19 Marketing Action Plan and/or creating a Parent Ambassador Program. All seven schools also came away with the tools to continue evaluating and updating the Marketing Action Plan annually.

Jewish Life and Learning

The Jewish Life and Learning Department worked to achieve two strategic priorities: strengthening existing educational systems and catalyzing new initiatives in Jewish learning and experiences.

Strengthening Existing Systems

- For the second year, Jewish educators at congregational schools and JLine received **professional development** through a Gratz College's NEXT program, which provides online courses geared to teachers at part-time schools. Jewish Federation supported the work by covering tuition and by granting a stipend to teachers who completed a course.
- On June 6, the Jewish Federation presented the **Grinspoon Award** for Excellence in Jewish Education to Sharon Serbin, who is in her 20th year teaching at Adat Shalom Religious School and her third year teaching at Dor Hadash Religious School. In Pittsburgh, three sources fund this award, which includes a cash prize and money for professional development: the Barbara and Lester Parker Fund of the Jewish Community Foundation, The Harold Grinspoon Foundation and the Jewish Federation of Greater Pittsburgh.



Grinspoon Award for Excellence winner Sharon Serbin (middle right) poses with her mother and four sisters before the ceremony. The Grinspoon Award for Excellence in Jewish Education is supported in Pittsburgh by the Barbara and Lester Parker Fund for a Jewish Future of the Jewish Community Foundation, The Harold Grinspoon Foundation and the Jewish Federation of Greater Pittsburgh.

- The second annual **Teen Tikkun Leil Shavuot**, for grades 6-12, took place on May 19 during the same times as the adult Shavuot all-night learning sessions. Jewish Federation partnered with the JCC teen learning and engagement department and youth leaders from the community to bring educators and students from a variety of Jewish denominations together for serious learning. Over 90 teens attended.
- The Jewish Federation partnered with the JCC on two programs related to anti-Israel activity on college campuses. The two organizations piloted the **Israel Engagement Fellowship**, a five-session course for teens, followed by a two-hour session for parents of college students. Rabbi Danielle Leshaw, Senior Educator at Hillel International, led both courses. The Jewish Federation's Community Relations Council also participated.
- The Jewish Federation and the Centennial Fund for a Jewish Future, part of the Jewish Federation's Foundation, sponsored a **market research study on the potential for enrollment growth** at Community Day School. The study used interviews and surveys to determine the priorities of various market segments and to identify investments that could result in increased enrollment and sustainability. The final report is expected in July.

Catalyzing New Initiatives:

- With support from the Jewish Community Foundation and the Community Campaign, the Jewish Federation launched **OneTable Pittsburgh**, a program that seeks to empower young adults to create an enduring, in-home Shabbat dinner practice that participants find personally authentic. The resources for hosts include an online platform, nourishment credit, skill-building events and one-on-one coaching. Since July 2017, OneTable held 73 dinners with 1,110 seats at the table, serving 723 unique individuals.
- **Honeymoon Israel Pittsburgh** began recruiting for its first trip with support from the Centennial Fund for the Jewish Future of the Jewish Community Foundation and the Federation's Community Campaign. Honeymoon Israel provides highly subsidized, immersive trips to Israel for couples with at least one Jewish partner, early in their committed relationship. Both during the trip and in follow-up programming, Honeymoon Israel engages couples in open-ended inquiry into how they connect to the Jewish people and how they will incorporate Jewish values and traditions into their families. For the first trip in November, 32 couples applied for 20 available spaces.
- The Jewish Federation planned **Chai Mitzvah Ignite**, a book-group style Jewish exploration curriculum, for next year at a variety of sites. The 10-session curriculum covers a range of Jewish topics. Individual growth experiences in the areas of spirituality, social action, and learning supplement the book groups.
- For the second year, the Jewish Federation distributed **Jewish Life and Learning Grants** to support adult learning and experiences run and owned by community partners. The Federation also served as a resource and thought partner to help develop and refine projects. A subcommittee of the Federation's Jewish Life and Learning Commission defined criteria and reviewed grant applications. The Jewish Federation gave grants to the follow projects:
 - Kulam: The Pittsburgh Community Beit Midrash

- The Book of Ruth: A Shavuot Shpiel
- ChagSpa Urban Retreat
- Pizmon Community Concert

The Community Relations Council

The Community Relations Council (CRC) promotes harmonious relations and mutual understanding within and beyond the Jewish Community and supports the State of Israel. Four areas of focus help us reach these goals:

- 1) Combating anti-Semitism and anti-Israel activity
- 2) Interfaith and intergroup work
- 3) Government relations
- 4) Social justice



Campus Ambassadors on the Alternative Spring Break 2018 arrived in Israel and embarked on a graffiti tour in Tel-Aviv.

This year, CRC:

- Hosted the Israeli diplomats on two separate occasions to provide broader education on Israel to the Jewish and non-Jewish Pittsburgh community.
- Partnered with The Edward and Rose Berman Hillel Jewish University Center to continue Israel Campus Ambassadors, a program that develops student leadership who will support a pro-Israel climate on Pittsburgh college campuses. Eleven undergraduate students from Pitt, Carnegie Mellon and Duquesne visited Israel as part of the third cohort of ambassadors.

- Formed the Greater Pittsburgh Jewish Council, which convenes local professionals and lay people from all Jewish organizations in and around Pittsburgh to discuss key issues of importance to the community.
- Continued the partnership with Vibrant Pittsburgh, distributing \$50,000 to grassroots organizations that strengthen the region.
- Brought in experts on understanding Israel boycotts, divestment and sanctions (BDS) to educate Jewish community lay leaders, staff, students and rabbis.
- For the second year in a row, organized approximately 130 members of the Jewish community to march together in the LGBTQ+ pride parade with the slogan “Love Is Kosher.”
- Continued our support and partnership with the Black Political Empowerment Project’s CEIR (Corporate Equity and Inclusion Roundtable).
- Continued our partnership with the Catholic Diocese to run the Catholic-Jewish Education Enrichment Program (C-JEEP).
- Began plans to launch the civic engagement initiative #BeOurVotePgh around the 2018 election. In 2016, the initiative engaged approximately 1,750 Pittsburgh public high school students.



Approximately 130 people walked with the Jewish Federation of Greater Pittsburgh in the 2018 Pittsburgh Equality March to show their support for LGBTQ+ community. This is the second year the Jewish Federation has marched in the parade.

- Combatted a number of anti-Semitic incidents in the Greater Pittsburgh area through behind-the-scenes work and support for the targets of those incidents.
- Organized a “diversity panel” in the South Hills to educate approximately 50 teachers and administrators on issues facing the Jewish, Latino, African American, immigrant and LGBTQ+ communities.
- Lobbied more than a dozen elected officials on issues relating to healthcare, Israel and anti-Semitism.

- Engaged more than 500 community members in civic engagement programming with a Pittsburgh City Council town hall and with Democratic and Republican candidates for the U.S. House of Representatives Conor Lamb and Rick Saccone.

The Jewish Federation Volunteer Center



Volunteers from Angels from the Heart charitable foundation participated in Good Deeds Day this year, performing for and visiting with residents of Merakey Allegheny Valley School in Coraopolis. Over 650 volunteers donated their time and energy at a variety of projects throughout the greater Pittsburgh area on April 15, 2018

The Jewish Federation Volunteer Center matches volunteers with community agencies and the organizations that need them. On Mitzvah Day, an annual event that the Volunteer Center plans, more than 1,200 volunteers serve over 115 sites in the Pittsburgh region. Ongoing Volunteer Center options include VOOM! (Volunteer Opportunity of the Month), which enables volunteers to try a volunteer task without making a long-term commitment; volunteer missions to Israel; and projects designed for small groups.

The Jewish Federation Volunteer Center engaged 3,538 volunteers in 2017-2018, including some 1300 who have volunteered repeatedly through the Jewish Federation. Among this year's programs:

- This year the Volunteer Center increased the number of customized volunteer parties, which are designed to suit a group's specific interests.
- VOOM! (Volunteer Opportunity of the Month!) took volunteers to several new sites this year.
- I-Volunteer, a partnership with Friendship Circle, engaged this program's alumni in meaningful service.
- The ever-popular "mega events," Mitzvah Day and Good Deeds Day, engaged more than 1,700 volunteers. Mitzvah Day drew a record 1,200 participants to 115 sites. Good Deeds Day more than doubled in size and drew more than 650 volunteers to 52 sites.

Recent analysis of participation in the Volunteer Center among young adults suggests that these people are more likely to become active in other Jewish Federation activities and that many of these individuals also become donors to the Community Campaign.

South Hills Jewish Pittsburgh

South Hills Jewish Pittsburgh (SHJP) connects the more than 10,000 South Hills Jewish individuals and their families with each other, synagogues and other community agencies. Through community grants, innovative programming, robust social media and other communication platforms, SHJP creates opportunities for South Hills Jews to become more interconnected and to do “more Jewish together.”

Since its inception in July 2014, South Hills Jewish Pittsburgh has produced and participated in more than 250 individual events and activities, collectively engaging more than 20,000 South Hills Jewish community members. South Hills Jewish Pittsburgh has distributed \$170,000 in grant and programming funds in the past four years, underwriting cultural, educational, social, political and Jewish holiday activities across all denominational and demographic groups.

On January 1, 2018, South Hills Jewish Pittsburgh, which began as an idea for a suburban community engagement initiative five years ago, became a community engagement division of the JCC of Greater Pittsburgh. The JCC presents SHJP with opportunities to engage South Hills residents in new and exciting ways while still continuing a relationship with Jewish Federation. What was once perhaps a time-limited program now has new energy and the blueprint to sustain itself well into the future.



A large group of South Hills volunteers participated in this year's Good Deeds Day with the Jewish Federation's Volunteer Center at the JCC Pittsburgh - South Hills. They assembled "Zack's Packs" with Zachary's Mission and designed greeting cards for UPMC's "Project Cheer Up."

The Holocaust Center of Pittsburgh

This past year, The Holocaust Center of Pittsburgh has seen overwhelming growth and tremendous support for its programs. It has expanded its relationships with Jewish and non-Jewish communities across the city and surrounding counties. Foundations supporting The Holocaust Center during the fiscal year include The Pittsburgh Foundation, the Grable Foundation, Heinz Endowments, The Jewish Community Foundation of the Federation of Greater Pittsburgh, Jewish Women's Foundation, and the Chosky Foundation.

Last year the Jewish Federation's Holocaust Center reached more than 2,500 students, 200 teachers and 35 librarians as well as nearly 5,000 visitors to our center and to our programs around the city.



Director of the Holocaust Center Lauren Bairnsfather (middle) poses with Paul (left) and James (right) Guggenheimer at the Generations Speaker Series. The father and son spoke at the Holocaust Center about James's experience as a child refugee.

The Holocaust Center offers programs such as teachers' institutes. These institutes equip instructors to discuss the subject of the Holocaust to a generation of school children for whom it seems a long, long time ago. This generation of children have, according to a new national survey, a woefully limited concept of how the Holocaust came to be and who was affected.

The Holocaust Center also offers:

- Historically factual yet engaging field trips with middle and high school students across Western Pennsylvania, especially with underserved schools that cannot afford a field trip;
- Public programs across the city about humanity, diversity and hope; art and creative exhibits at our public space that speak of resilience and loss;

- A speaker series at which the children and grandchildren of Holocaust survivors share their loved ones' stories. Among other goals, this speaker series seeks to realize the vision that, while we may lose our beloved survivors, their voices and testimonies of atrocities they survived will never be silenced. This year, the **Generations Speaker Series** included talks from Moshe Baran and his daughter Avi Baran Munro; Alison Brown Karabin telling her grandmother Elizabeth Brown's story; and many, many others.

We partner with underserved communities and numerous nonprofits across Pittsburgh. These organizations include Center for Life in Hazelwood and East End Cooperative Ministries, where we use the lessons from the Holocaust to help communities fight against the injustices they are faced with.

This past year, the Holocaust Center became a member of the Jewish Foundation for the Righteous Holocaust Centers of Excellence Program. The Center also joined the Mayor of the City of Pittsburgh's Working Group for implementation of the OnePGH Resilience Plan along with Heinz Endowments, Grable Foundation, Pittsburgh Promise and Pittsburgh Public Schools.

Numerous programs and events of The Holocaust Center of Pittsburgh from July 2017 to July 2018 included:

Exhibits

Through the Lens of Teenie Harris: Activism and Spiritual Resistance, 1940 to 1970:

This original exhibit showcased a large number of photojournalist Harris's photographs, centered around the theme of activism and focusing on three topics: African Americans during World War II; Jewish women's involvement in reform of the 1950s and 1960s; and spiritual resistance during the Civil Rights era. The Pittsburgh Foundation, and The Jack and Sara Gordon Holocaust Cultural Endowment Fund, Leora Rogal Memorial Endowment Fund and the Holocaust Center Exhibits Endowment Fund sponsored the exhibit. The Jewish Federation's Jewish Community Foundation holds the latter three funds.

The Butterfly Project Exhibit:

The Butterfly Project is a San Diego-based international organization which aims to paint 1.5 million ceramic butterflies – one for each of the 1.5 million children lost in the Holocaust. Sponsored by The Lipsman Family Endowment Fund in memory of Charles and Hilda Lipsman (held by the Federation's Jewish Community Foundation), and with support from the Pittsburgh Foundation, the Butterfly Project exhibit is the culmination of a year of painting butterflies around Pittsburgh. The painted butterflies were incorporated into two original art installations.

After this very successful exhibit, The Holocaust Center received generous funding from the Heinz Endowments to continue this program—this time partnering with the Allegheny County Library Association. We began working with libraries across the City of Pittsburgh and Allegheny County in June 2018.

CHUTZ-POW! The Art of Resistance:

CHUTZ-POW! Superheroes of the Holocaust is an acclaimed comic-book series from the Holocaust Center of Pittsburgh that seeks, as its mission, to place stories of courage, resilience, and sacrifice at the forefront of Holocaust awareness. The Art of Resistance exhibit immerses viewers in the stories of real-life heroes who used various forms of resistance to defy the Nazis. The exhibit shows how their stories were brought to life in the comic series. It features artwork from *CHUTZ-POW! Volume 1: The*

Upstanders and *CHUTZ-POW! Volume 2: International Heroes*. The exhibit also features educational panels that discuss the contextual information behind the stories and different kinds of resistance.

Events

The Holocaust Center of Pittsburgh held two sold-out walking tours along with the Rauh Jewish History Program and Archives and Hill House examining the history of Jews and African Americans in the Hill District in conjunction with the Teenie Harris exhibit (see above).

We held our annual Yom HaShoah Commemoration, Waldman International Arts and Writing Competition and Award Ceremony and, on International Holocaust Remembrance Day, the first Pittsburgh Screening of *Sterne*. This rare but acclaimed East German movie in four languages explores a chance love during the Holocaust. Attendance for these events sold out.

The Holocaust Center held lectures that were at capacity from Dean Esther Raizen, Ph.D., University of Texas-Austin. A “drink and draw” event with South Hills Jewish Pittsburgh featured the lead artist of CHUTZ-POW Marcel Walker.

Other events included:

- “Book talk” and signing of *Wordwings* by Sydelle Pearl
- Book launch of survivor and Pittsburgher Yolanda Willis’ *A Hidden Child in Greece*
- “Teaching the Holocaust Through the Arts” teacher training
- “Raising Their Voices: Children’s Resistance Through Diary Writing and Song,” a lecture by Debórah Dwork
- Semer Ensemble klezmer concert, which was brought to us by Roz Rosenblatt (z”l)
- “From Berlin to Pittsburgh: One Family’s Story,” a Kristallnacht commemoration
- The first of two trainings with new recruits of the City of Pittsburgh Police Department on the role of law enforcement in Nazi Germany

Classrooms Without Borders

Classrooms Without Borders (CWB) provides experiential professional development and continuing education on the Holocaust and on Israel for educators, students and other people interested in learning about these topics.

CWB believes in using the country as a classroom; we provide unique travel experiences enriched with rigorous content and scholarly resources. To supplement these experiences, CWB offers internationally renowned speakers, exhibits, arts and direct applications to classrooms and to our community. To date, CWB has financially and academically supported 530 educators and partners with educators and administrators in 87 schools including public, charter, independent and parochial schools. In addition to educators, CWB has also provided these seminar experiences to over 400 adult and student learners.



Israel Arts and Culture Seminar participants join CWB at the Dead Sea.

Travel Seminars:

Classrooms Without Borders' Study Seminars are highly selective experiences for educators and learners from all frameworks and backgrounds. Each seminar group comprises participants who are committed to making lasting change in their communities. From the first of five pre-seminar workshops through the completion of the post-seminar project, the CWB experience engages, challenges and supports participants as they grow and apply their rapidly expanding knowledge. Our educators return from CWB study seminars inspired to make a change, and they directly impact over 12,000 students each year.

- In 2017 CWB supported 153 public, charter and independent school educators, students, and professionals to participate in Holocaust and Israel study seminars to Poland, Israel and Germany.
- In 2018 CWB has supported or will support 158 educators, students and community members to travel and learn in Spain, Poland and Israel.

Examples of our 2017-2018 Study Seminars include:

Israel Arts and Culture

In July of 2017, 35 art teachers, teaching artists and a cohort of administrators from the Pittsburgh Cultural Trust participated in an Israel Study Seminar specifically tailored for educators of visual and media arts. These participants developed a greater understanding of how the arts communicate, cultivate and connect cultures. Working alongside and learning from local artists, educators discussed techniques, strategies and practices that can be used in U.S. classrooms. Additionally, seminar participants were offered a window into the way in which Israeli art influences and bridges its diverse cultures.

Poland Personally

In the summers of 2017 and 2018, over 155 educators, students and adults travelled with Holocaust survivor Howard Chandler to sites of historical significance across Poland. With the guidance and support of expert scholars, participants gained a deeper understanding of Jewish life in Poland before, during and after World War II. Over the course of the seminar, each individual became a witness to the tragedies of the Holocaust. Participants returned home equipped to incorporate themes of tolerance and understanding into their curricula and communities in order to teach others to identify the early signs of racism and bigotry.

Curriculum Development & In-School Programs

CWB's involvement with teachers and students reaches far beyond the travel seminars. Thanks to a full curriculum and robust pre-trip workshops, as well as post-trip mentoring, educators are well enabled to create new and unique curricula for their students. Most alumni remain connected with our organization for years—attending lectures by world-renowned speakers, films, plays, and a multitude of events geared towards furthering professional development.

In 2017-2018, CWB impacted over 20,000 students and educators with 2 visiting Israeli artists, 4 Holocaust survivors, 4 internationally renowned scholars, 3 educational exhibits and 2 documentary films.

Additionally, in 2017 CWB began two initiatives that are directly impacting over 20,000 students and educators in the first year:

- CWB will host the Pittsburgh Willesden Lane Read that will impact 12,000 students in our region. This project commemorates the 80th year anniversary of the Kindertransport and includes performances, classroom instruction and the purchase of the biographical account of Lisa Jura The Children of Willesden Lane for all 12,000 students participating in the program.
- CWB is developing an educational Mobile App that will bring Holocaust survivor Howard Chandler's first hand testimony to teachers and students as they learn about the Holocaust. By integrating high-definition video interviews, audio experiences, and augmented reality, CWB will allow Howard to interact with new generations of learners for many years to come.

2017 Program Highlights

Letters to Sala

In January, after a highly successful run in 2016, the play *Letters to Sala* debuted in four additional schools (2 in Pittsburgh and 2 in West Virginia). Adapted from the book *Sala's Gift* by Ann Kirschner and based on a true account, the play *Letters to Sala* tells the remarkable story of a young Jewish girl's

survival during wartime Germany. This initiative included a travelling exhibit curated by the New York Public Library. This program impacted over 10,782 students in our region.

Aron Bielski

The last surviving Bielski brother, 90-year-old Aron Bielski (also known as Aron Bell), toured Pittsburgh this year. Bell was one of the four founding brothers of the partisan group that created a camp to shelter over 1,000 people during the Nazi invasion of the Soviet Union. Together the brothers created a safe haven for fellow Jews while also striking back against the Nazis and their supporters. During his time in Pittsburgh, Bell visited 6 partnering schools including Carnegie Mellon University and spoke at 2 public venues. The program reached 2000 students, educators and adults.

Avi Ben Hur

As CWB's Scholar in Residence, Avi Ben Hur toured Pittsburgh and West Virginia, speaking at partnering schools and universities. During his time here, Ben Hur led lectures on topics including current challenges facing the new U.S. administration in the Middle East, Jewish-German relations, fundamentalism, the origins of modern anti-Semitism and more. The program reached 870 students, educators and adults.

Dr. Gabriel Barkay Lecture Series

CWB welcomed renowned red Israeli archeologist and 6 Day War Veteran Dr. Gabriel Barkay for a series of Pittsburgh lectures. The lectures, which were free and open to the public, included the following topics: the history and politics of the Temple Mount, memoirs of his time as a soldier in the 6 Days War; the Temple Mount Sifting Project, the discovery of the earliest biblical verses in Jerusalem, and biblical archeology from David and Solomon. The program reached 330 individuals.

Judische Kulturbund Project

The Judische Kulturbund Project, a Washington, D.C.-based initiative, visited participating Pittsburgh schools to lead a variety of art- and music-based workshops. The workshops focused on exploring artistic responses to oppression through focusing on the Judische Kulturbund, a group of Jewish artists who organized an independent performing arts association in Germany in response to being fired from their jobs in 1933. During each session, students gained a deeper understanding of how members of the original Judische Kulturbund navigated Nazi-ruled Germany and how current day artists combat similar forms of racism and injustice that persist worldwide. The program reached 428 students, educators and other adults.

Howard Chandler

In December, Holocaust Survivor Howard Chandler toured 10 participating schools in Pittsburgh and West Virginia and spoke at a public event hosted at Rodef Shalom. Students who could not attend in person had the opportunity to attend via a virtual link provided by PA Cyber School. Chandler's visit left an impact on 5,000 middle and high school students, offering a first-hand experience of his resilience and hope, even in the darkest moments of history. The program also reached 250 educators and adults.

Resident Israeli F.I.N.E Artist

CWB partnered with the Fine Foundation and the Children's Museum of Pittsburgh to bring an Israeli artist to Pittsburgh to complete a 3-week residency. During the residency the artist worked closely with the museum, led in-school workshops in CWB partnering schools, and facilitated professional development workshops for CWB educators. This year's residency featured Merav Kamel, a soft

sculpture and visual arts artist from Tel-Aviv. Between museum patrons, elementary and middle school students, educators and community members, the program reached 5,718 people.

Whenever possible CWB offers modified versions of our school programming to the community, which serve to increase awareness and support while furthering our mission to promote tolerance and combat discrimination through education. These programs reached over 2,000 community members in the Greater Pittsburgh and Wheeling, West Virginia areas.

Other community program highlights included:

- Humans of Tel Aviv—after the successful run of this exhibit in 2016, the photography collection continued to visit partnering schools and community events this year. Israeli photojournalist Erez Kaganovitz founded Humans of Tel Aviv in 2012. The project aims to show the authentic cultural and human diversity of Tel Aviv and the country of Israel. The CWB-curated exhibit offers a small glimpse into the vast and complicated multitude of political, religious, cultural and lifestyle perspectives in Tel Aviv in hopes that viewers will see the humans behind it all. Approximately 1,000 people toured this exhibit in 2017-2018.
- Israel Night at The Museum and Israel Seminar Exhibit Opening—in May of 2018 CWB and the Children’s Museum co-hosted an evening celebration of Israeli art and culture. Activities offered included an artisan craft making market, Israeli eats and wine tasting, and more. The evening was also a reunion and debut of the visual and media arts’ exhibit created by our 2017 Israel Art and Culture Seminar participants, as well as a welcome party for our F.I.N.E. Israeli Artist. Impact: 200 educators, museum patrons and community members.

For a full report on Classrooms Without Borders activities in 2017-2018, visit www.classroomswithoutborders.org.

The Jewish Community Foundation

The Jewish Community Foundation enables donors to fulfill their philanthropic dreams and leave a legacy that will impact our community in the decades to come. Resources made possible by endowments, trusts, bequests and donor advised funds help address pressing needs, enrich our culture and strengthen our community. The Foundation, with more than \$260 million in assets under management at the end of 2017-18, encompasses 1,400 individual Foundation funds and reflects more than more than \$260 million in new money added in 2017–8. The Foundation added almost 1,400 new funds, including six new Lion of Judah Endowment funds, for a total of \$23 million in new dollars.

Foundation grants from unrestricted endowment exceeded \$891,000. The Centennial Fund for a Jewish Future distributed more than \$726,000 to support Jewish learning and engagement. Taken together with distributions from restricted endowments, donor-advised funds, Campaign endowments, and synagogue and agency funds, Foundation allocations totaled more than \$20.6 million.

Funding Highlights

In 2017–2018, the Foundation allocated grants totaling \$853,000 to provide funding for:

- **Grinspoon Life and Legacy Program** –Participation in a 4-year partnership program of the Harold Grinspoon Foundation that assists communities across North America, through partnerships with Jewish Federations and Foundations, to promote after-lifetime giving. Endowments raised through this program will benefit local Jewish day schools, synagogues, social service organizations, and other Jewish entities.

The program started with 12 participating Jewish Organizations in Pittsburgh. There are now 15 participating organizations with an additional 2 auditing organizations. The participating organizations are:

- Beth El Congregation of the South Hills
- Community Day School
- The Edward and Rose Berman Hillel Jewish University Center of Greater Pittsburgh
- Holocaust Center of Pittsburgh
- Jewish Association on Aging
- Jewish Community Center
- Jewish Family and Community Services
- Jewish Federation of Greater Pittsburgh
- Jewish Residential Services
- National Council of Jewish Women Pittsburgh Section
- Rodef Shalom Congregation
- Temple Emanuel of South Hills
- Temple Sinai
- Yeshiva Schools of Pittsburgh
- Auditing Organizations
- Beth Samuel Jewish Center
- Jewish Women's Foundation

- Pittsburgh Jewish Chronicle – The Chronicle relaunch has allowed the paper to reach a wider audience, at no subscription cost. The Jewish Federation’s Community Campaign contributed \$60,000 from a supplemental grant in 2016-2017, \$5,000 from a Community Campaign allocation this year and \$60,000 in advertising support (part of a three-year, \$60,000 per year commitment). The Jewish Community Foundation contributed an additional \$50,000.

The Centennial Fund for a Jewish Future, with \$24.3 million in total commitments, provided restricted grants totaling \$406,000 and unrestricted grants totaling \$320,200. The unrestricted grants funded these projects:

- **Onward Israel summer internships** for college students who build their resumes and their connection to Jewish life by working in Israeli businesses and organizations. Participation was at a record high, meeting our goal with 45 participants. The trip has a dramatic impact on Jewish continuity, with 68% of Onward Israel participants expressing a stronger sense of belonging to the Jewish community after returning home.
- **One Happy Camper Day School** grants supporting first-time participants in Jewish overnight camp programs, giving \$1,000 to campers attending for at least 19 days or \$750 to campers attending mini-sessions of 12-18 days. Covers campers who attend Jewish day school.
- **Honeymoon Israel** supports Pittsburgh-area coordinator and educator positions, as well as contributes to Israel trip experience for 20 committed local couples early in their relationship, with the goal of engaging them Jewishly in the context a cohort of similarly situated young adults.

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