

Annual Report

2014

President's Message



Natalie S. Rudolph, Ph.D.

The measure of a community is its ability to engage and support its members, in both good times and bad. For Jews, community expands our mishpacha, our extended family, by providing a network of friends who nurture and sustain us, celebrate with us and mourn with us, stand up to advocate for us and sit quietly to be present with us. And we Jews define community very broadly,

extending from our own congregations and towns to Jews around the world and especially to Israel.

This summer tested the strength of our extended community as we watched the terrible events unfolding in Israel. The brutal kidnapping and murder of three young students in Gush Etzion triggered an escalating cycle of violence: the retaliatory murder of a Palestinian teen, the 50-day barrage of rockets from Gaza into southern and central Israel, and Operation Protective Edge, Israel's incursion into Gaza to destroy the missiles and stop the Hamas offensive. As I write these words, a cease-fire has ended the hostilities and we pray that it will not only hold but will lead to a lasting peace.

In response to these events, the local Jewish community rallied together in solidarity and support. We gathered, 350 strong, for our own "Stand With Israel" rally in Worcester to voice our support for Israel when it was under attack. These expressions of support were especially powerful for Israelis living in our communities and for families with relatives currently in Israel, whom we embraced. And we responded generously to the "Stop the Sirens" campaign – our community raised close to \$30,000.

Fortunately, our community had good events to celebrate as well. Temple Emanuel Sinai successfully completed its first year as a single reintegrated Reform congregation. We welcomed two new rabbis this summer: Rabbi Valerie Cohen at Temple Emanuel Sinai and Rabbi Aviva Fellman at Congregation Beth Israel. Pardes, Worcester's community-wide Jewish supplemental school, thrived in its second year and looks

forward to entering its third year even stronger than before by coordinating some of its programs with the long-running community-wide Hebrew High School.

We welcome our 13th group of Israeli Young Emissaries to Central Massachusetts, Tal Livni and Aviv Jerbi. Young Emissaries are high school graduates who defer their army service to volunteer for a year as cultural ambassadors of Israel. They are part of the Partnership 2Gether program between Central Massachusetts and the city of Afula and Gilboa region in north-central Israel. We plan to celebrate this "bar/bat mitzvah" year milestone with the community.

We also recognize the 25th anniversary of Rachel's Table, an award-winning program that distributes donated and specially purchased food to agencies that feed hungry families and individuals in the greater Worcester area. Food is distributed through food pantries, soup kitchens and other community meal programs. The Children's Milk Fund purchases milk for needy children. A program of Jewish Federation, Rachel's Table relies on its large contingent of dedicated volunteers to collect and deliver food. Watch for notices about a community celebration of this milestone.

Jewish Federation is the central "Jewish address" for Central Massachusetts. With advice from the community-wide Leadership Council (professional and lay leadership of all the local Jewish organizations) and guidance from the Governing Board, we assess the well being of the community at large. We pay particular attention to needs that can fall through the cracks between individual agencies, and seek opportunities to promote communication, cooperation and collaboration in ways that conserve total community resources. Our funded programs are carefully balanced to represent various age groups, program types (social service, educational, celebratory, infrastructure, etc.) and communities within our region.

What ensures that we can successfully implement these programs? You, our Federation family! We salute the many members who generously donate their time, talent and resources to Federation. It is through community that we are sustained and strengthened. May we go from strength to strength.

Federation Year in Review



Elected Members stand

Federation Annual Meeting

The 66th annual meeting of the Federation was highlighted by an inspiring talk from Birthright Alumnus Rachel Cohen. The daughter of a Christian preacher and a Jewish mother, her story described her Jewish journey and her eagerness to help create a vibrant and meaningful community. The Governing Board of the Federation was elected and the 2014 annual Federation campaign was announced.



Shir Ba'Emek Concert

Shir Ba'Emek

To help celebrate Yom Ha'Atzmaut Shir Ba'Emek, Afula's musical ensemble performed for us in May.

Partnership2Gether

Our partnership with Afula/Gilboa continues to grow as more and more of our community members visit the region. We continue to fund the Women's Rape Crisis Center, Beit Singer, a youth village for children at risk, and the Tarbut community, a group of young adults who work with disadvantaged children and families through a varied cultural arts program. A new program-the Young Ambassadors -works with 10th and 11th Graders from the region to prepare them for leadership roles in their communities and to serve as the future young emissaries

and counsellors to our community. And did you know that members of our community can stay free of charge at Kibbutz Yizreel while visiting the region? An authentic kibbutz breakfast is included.

JFNA General Assembly

The annual conference of the Jewish Federations of North America was held in Jerusalem, this past November. Representing our community were President Natalie S. Rudolph and Executive Director Howard Borer.



Central MA Stands with Israel

Operation Protective Edge

This past summer, Israel took action against Hamas after countless missiles and rockets were indiscriminately fired from Gaza against Israeli civilians. We came together as a community to show our support for Israel. Featured speakers included Judy Yuda who reported live via skype from our Partnership2Gether region, Women's Philanthropy Chair Toby Richmond, who had just recently returned from a JFNA mission to Israel, the Vice Consul of Israel to New England Ronit Nudelman Perl, Tslil Swissa, our summer camp shaliach, and Ann Pava, JFNA's women's national campaign chair. Close to 400 members of our community attended this gathering.



Federation Presidents Past & President
From L-R: Michael Sleeper, Mark Cutler, David Persky, Robert Adler, Natalie Rudolph, Peter Herman, Jordan Robbins, Howard Fixler



Something caught their attention in Israel.

Mission to Israel

An exciting mission to Israel took place last November. Our participants included first timers and returnees. Home hospitality at Kibbutz Beit Hashita in our Partnership region, a guided tour of the Jamale checkpoint, the border crossing between the Gilboa region and Jenin, a wine tasting at the Carmel Winery, the first in Israel, a festive Shabbat dinner with a past young emissary and exploring Tel Aviv and Jerusalem were just a few of the highlights of the trip. Watch for our next mission!

Foundation

There are many in our community who have had the foresight and commitment to establish funds with Federation to ensure a steady flow of dollars in perpetuity for specific and general programs. Examples include, funding for seniors programming, for family education, for upkeep of cemeteries etc. It's easy to set something up for a small amount of money. We encourage you to contact the Federation for more information on how to set up a fund. We would like to thank The Mel Cutler Foundation for setting up a permanent fund to help provide funding for the young emissary program in perpetuity.

Committees

Three new committees were formed this year:

A *marketing committee* chaired by new Federation board member Jason Epstein has been meeting regularly to develop a marketing strategy and evaluate marketing materials to help our community better understand what the Federation is and what it does.

An *Israel and Overseas Committee* chaired by Federation board member Jeff Narod has conducted a survey on people's attitudes towards Israel in order to create a comprehensive Israel education and advocacy program. The committee has also been active in

monitoring our local press vis a vis the latest Israel-Hamas crisis.

A *planning and development committee* chaired by past Federation president Howard Fixler has been looking into the programs, finances and operations of the Federation to ensure that its objectives are being met and that the financial models in place will continue to support and provide the services and programs that are essential to the well being of the community.



Panelists of our March dialogue.

Latino- Jewish Dialogue

Under the initiative of the Federation two programs were held this past year: Immigration stories from both communities facilitated by Eva Milona, director of MIRA (Massachusetts Immigrant & Refugee Advocacy Coalition) and How Culture and Religion play a role in political attitudes and decisions. Panelists included City Councilor Sarai Rivera, City Councilor Moe Bergman, Senator Harriette Chandler, Former City Councilor Juan Rivera, former Worcester Mayor Jordan Levy and Worcester School Committee member Hilda Ramirez



Our Lions visit with JFNA Past General Campaign Chair, Susie Stern.

Rachel's Table

Rachel's Table is proud to be celebrating its 25th anniversary this year. This year we have provided over 470,000 pounds of food and milk-at no cost-to the

hungry in Worcester. That includes over 45,000 gallons of milk for thousands of children through 21 social service agencies and \$15,000 worth of fruits and vegetables for the city's summer meal program for children.



Pardes Performs

Education

Pardes, Worcester's community religious school entered its second year of operation. With new director Talia Mugg, a well-known and respected local educator, the school continued to bring the children of our community together within a warm and progressive learning environment. A joint project of Temple Emanuel Sinai, Congregation Beth Israel and the Federation, the school meets once a month together at the JCC for a joint Shabbat program, and separately at the children's own congregation for the rest of the month. Special programming like the Chanukah Shorty concert add to the vibrancy of the program. This year a special committee will be working to promote the school to families who are currently not connected to a congregation.

Worcester Hebrew High welcomed Wendy Davis Wong as its new director. Hebrew High provides a sound and varied program for High Schoolers to continue their Jewish education. Through different electives throughout the year, our youth are exposed to the many facets of Jewish experiences. This year Hebrew High will be meeting on Wednesday evenings, which is the same day that Pardes meets.

Passport to Israel

The collaborative project among the Federation, our local congregations and individual families provides an incentive program for families desiring to have their children participate in an Israel peer group experience between the end of tenth grade until the age of 26. Currently we have 56 children enrolled in the program.



Rabbi Swartz leads a Session at Torathon.

Torathon

Torathon continues to be a much anticipated educational program in our community. With over 30 courses being offered throughout the evening, Torathon exposes our audience to the many facets of Jewish learning from Kabbalah to Talmud to Israel to Jewish calligraphy to Israeli dancing to Contemporary Issues facing the Jewish world. This past November, educators, Rabbis, community leaders and experts in their fields taught and facilitated sessions for over 200 people.



Clean up time.

Worcester Hebrew cemetery

This past year, Worcester Hebrew cemetery experienced two major acts of vandalism. In September the cemetery's equipment shed was destroyed by arson and in July over 30 gravestones were overturned. Thanks to David Eagle of Eagle Leasing who replaced the equipment shed, and the Auburn police chief who has taken a very active role in attempting to capture the perpetrators, the cemetery is being well taken care of. The Federation under the volunteer leadership of Jordan Robbins and Bernie Rotman, continues to manage the cemetery. Plans are now underway to merge the Worcester Hebrew cemetery with Chevra Kadisha Cemetery.



Rei Ifergan at Pardes.

Young Emissary Program

Under the umbrella of the Partnership2Gether program, we once again welcomed 2 young emissaries to our community. Rei Ifergan and Linoy Tsaban, 2 post High School students brought Israel alive to countless Jewish and non-Jewish groups during their 10 months of service. Hosted by local families these young people embody the spirit and energy of Israel. We bid Rei and Linoy l'hitraot and welcome Aviv Jerbi and Tal Livni



Our Young Adults discuss how our dollars should be allocated.

Harold N. Cotton Center for Leadership Excellence

This past year the program focused on young adults with a series called: "What it Means to be a Young Jew in America Today". This 4 session program included speakers from The Cohen Center for Modern Jewish Studies at Brandeis University, UJA-Federation of New York, a panel of our own local rabbis, and our young emissaries culminated the series by relating their experiences as young Israelis.

Clark Hillel

This active campus group continues to bring together Jewish students at Clark and other area colleges and universities. A more active Israel advocacy program has been initiated and was kicked off last year with a busload of Worcester area students on Birthright Israel, a nationally sponsored program, in which our Federation participates, which brings college aged students to Israel on a free 10 day Israel experience. Clark has also initiated a study abroad program with Haifa University and has rolled out a kosher meal program.

"...With an Outstretched Arm..."

Over the past year, the Outreach program of the Jewish Federation of Central Mass has continued its mission to welcome and serve many newcomers, and not-so newcomers, learn about, and engage within our Central Mass Jewish Community.

Shalom Newcomer – In May, we held our annual Newcomers event, a Sunday morning brunch at the home of JFCM Board member Paul Silverman, extending invitations out to over 50 newcomers of various ages and backgrounds.



Bernie Rotman looks on at PJ Library 5th Anniversary Party.

PJ Library and Young Jewish Families – Our PJ Library program continuously helps engage new families into our community. With the help of a newly formed PJ/Young Jewish Family Volunteer Council this year, we celebrated the 5th birthday of PJ Library in Central Mass with a celebration in partnership with all our local Jewish organizations, and local retailers who helped donate supplies and refreshments. Over 125 people attended. During the next year, we will be introducing monthly Storytimes, Tikkun Olam events, and will be announcing the increase of the subscriber age from 6 ½ years old to 7 ½ years old.



Our Young Adults celebrate Shabbat.

Young Adult Division (YAD) – The YAD group has seen a significant growth in outreach, engagement and activities. Over the past 2 years, we have created a YAD Council that has helped further consistency in social, holiday and leadership programming. This past year we also had our first YAD Cotton Leadership, a 3 part series called “What it Means to be a Young American Jew Today” with plans in the making for another series this upcoming year, and a YAD Leadership Mission to Israel. And, we are welcoming our 3rd group member to the JFCM Board of Directors.

General Outreach – Our ‘concierge’ service continues to help people of all ages who desire information and guidance within our Jewish and secular communities including the assisting out-of-towners looking to move into the Central Mass Community and helping them settle here.

Social Media – Our social media outreach continues to market, grow and engage through various sites including JewishCentral.org; Jewish Central Facebook; Jewish Federation of Central Mass Facebook; PJ Library Facebook; Young Adult Division Facebook; Meet-Up Sites for Young Adults and Young Families, and our newly revamped website.

Scholarship programs

With continuing generous funding from the Freelander Family Foundation and allocations from the Federation campaign 32 children were awarded scholarship to attend camp this past summer.

JFCM Mission

JFCM is dedicated to the preservation and enrichment of Jewish life in Central Massachusetts and throughout the world.

To carry out our mission we maintain the following objectives:

- To strengthen Jewish identification and sense of community by maximizing the involvement of Jews in Jewish communal life;
- To develop and increase the philanthropic resources and capacity of the Central Massachusetts Jewish Community;
- To assist and promote the contribution of its member, beneficiary, and constituent institutions, synagogues, agencies, and organizations in meeting varied educational, cultural, religious, social, recreational, and welfare needs of the community;
- To recognize our commitment to and interdependence with the State of Israel, and to foster and enhance our eternal link with Israel through cultural, economic and spiritual support;
- To participate and assist in efforts to improve the social, economic, and cultural condition of world Jewry; and
- To maintain and strengthen ties and understanding between the Jewish community and the broader society.

2013-2014 Leadership

JFCM Officers/Executive Committee

Natalie S. Rudolph, Ph.D. *President*
 Abbie Averbach, *Vice President*
 Jonathan Sigel, *Vice President*
 Sheila Trugman, *Vice President*
 Dan Fins, *Secretary*
 Allan Shriber, *Treasurer*

JFCM Governing Board

Howard Alfred	Jeff Narod
Jason Epstein	Toby Richmond
Steve Heims	Paul Silverman
Sharon Krefetz	Michael Skolnick
David Lipschitz	Michael Sleeper
Ben Lyons	Steve Sosnoff

Allocations Committee

Abbie Averbach, *Chair*

Pardes

Karen Kaufman, *Chair*

Passport to Israel

Fred Shuster, *Chair*

Foundation Investment Committee

Wayne Ushman, *Chair*

Clark Hillel

Bernie Rotman, *Chair*

P2K Area Representative

Dennis Lindenberg

Latino Jewish Dialogue

Carol Goodman Kaufman, *Chair*

Cemetery Committee

Jordan Robbins & Bernie Rotman, *Co-Chairs*

Rachel's Table

Nancy Spitulnik, *President*

Finance

Allan Shriber, *Chair*

Leadership Council, Nominating Committee, Planning & Development

Howard Fixler, *Chair*

Campaign

Sheila Trugman, *Chair*

Personnel Committee

Jonathan Sigel, *Chair*

Marketing Committee

Jason Epstein, *Chair*

Israel & Overseas

Jeff Narod, *Chair*

JFCM Staff

Howard Borer, *Executive Director*

Edie Ryan, *Controller*

Bonnie Luks, *Campaign Associate*

Lisa Thurlow, *Office Manager*

Mindy Hall, *Outreach Director*

Talia Mugg, *Pardes Director*

Wendy Davis Wong, *Hebrew High Director*

David Coyne, *Hillel Director*

Joyce Siegel, *Torathon Coordinator*

Michael Swartz, *Cotton Leadership Coordinator*

Liz Baker, *Young Emissary Coordinator*

Carla Szymanski, *Rachel's Table Director*

Lissa Kasakoff, *Rachel's Table Coordinator*

2014 Campaign, Grants, and Endowment



- 52% / \$510,086
Helping Our Local Community Thrive
- 26% / \$247,834
Taking Care of Jews Around the World
- 22% / \$218,069
Managing Today, Planning for Tomorrow

Total Raised 1,174,558

Total Allocated* 975,989

*Total Allocated includes distributions from Endowment funds

Helping Our Local Community Thrive 510,086

Educating our children and youth 94,540

Supplementary Relig. Education	45,000
High School	10,360
Community Programs	4,180
Special Needs Education	20,000
Family Education	15,000

Building community and strengthening Jewish identity 313,210

Federation Programs	89,208
Camp Scholarships	18,000
Leadership Programs	21,880
Outreach Programs	45,989
Cultural and Educational Programing	33,789
Synagogues	19,745
Cemetery Expenditures	23,649
Colleges	41,350
General Community Programs	14,800
Capital Needs	4,800

Caring for our elderly and helping families in need 102,336

Services for the Elderly	72,766
Health and Wellness agencies and foundations	29,570

Taking Care of Jews Around the World 247,834

Participating in nation building in Israel 161,170

Jewish Agency for Israel/JDC/ORT	161,170
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Strengthening ties with Israel and our Partnership comr 78,262

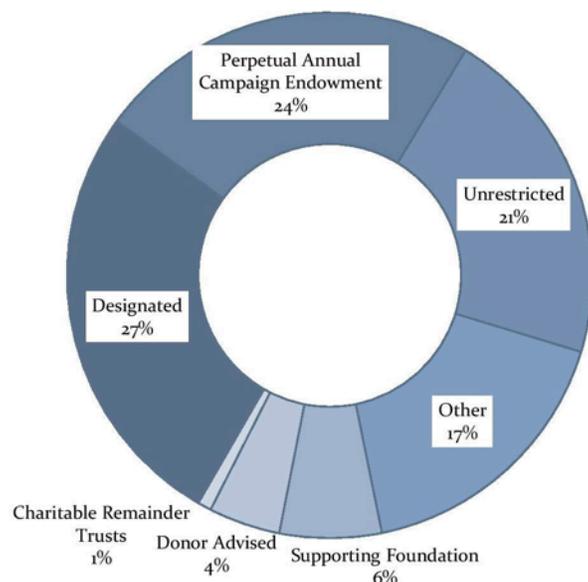
Partnership 2000	21,000
Young Emissaries	35,000
Birthright Israel	7,500
Israel Trip Scholarships	14,762

Building the American Jewish community 8,402

Managing Today, Planning for Tomorrow 218,069

Campaign Operations	107,995
General & Adminstrative	129,070
Reserve for Uncollectible Accounts	(18,996)

FOUNDATION ASSETS



Asset Type	Amount
Designated	\$ 3,019,403
Perpetual Annual Campaign Endowment	\$ 2,686,614
Unrestricted	\$ 2,387,716
Other	\$ 1,940,229
Supporting Foundation	\$ 710,727
Donor Advised	\$ 500,041
Charitable Remainder Trusts	\$ 95,832
Total Assets	\$ 11,340,562

Have you checked out....

Our social network site:

www.jewishcentral.org

Our website:

www.jewishcentralmass.org

JEWISH FEDERATION OF CENTRAL MASSACHUSETTS, INC. AND AFFILIATE

**KEY FINANCIAL RATIOS
FOR THE YEARS ENDED SEPTEMBER 30, 2013 AND 2012**

	<u>2013</u>		<u>2012</u>	
	<u>AMOUNT</u>	<u>RATIO</u>	<u>AMOUNT</u>	<u>RATIO</u>
1) UNRESTRICTED OPERATING PUBLIC SUPPORT AND REVENUE:				
Public support:				
Grants, contributions and fundraising	\$ 1,165,938	76.0%	\$ 961,745	84.1%
Revenue:				
Program income	199,974	13.1%	50,085	4.4%
Rental income	86,648	5.7%	49,800	4.4%
Investment income appropriated for operations	76,601	5.0%	77,234	6.8%
Miscellaneous	2,495	0.2%	4,408	0.4%
Total unrestricted operating public support and revenue	<u>1,531,656</u>	<u>100.0%</u>	<u>1,143,272</u>	<u>100.0%</u>
2) OPERATING EXPENSES:				
Program services:				
Federation	573,750	35.8%	398,475	28.1%
Foundation	195,304	12.2%	263,964	18.6%
Rachel's Table	264,025	16.5%	232,331	16.4%
Clark Hillel	73,130	4.6%	76,663	5.4%
Pardes	171,263	10.7%	41,455	2.9%
Other programs	70,085	4.4%	78,376	5.5%
Total program services	<u>1,347,557</u>	<u>84.2%</u>	<u>1,091,264</u>	<u>77.0%</u>
Supporting services:				
General and administrative	146,653	9.2%	223,674	15.8%
Fundraising	107,995	6.6%	102,137	7.2%
Total supporting services	<u>254,648</u>	<u>15.8%</u>	<u>325,811</u>	<u>23.0%</u>
Total operating expenses	<u>1,602,205</u>	<u>100.0%</u>	<u>1,417,075</u>	<u>100.0%</u>
Contributions, grants and allocations	508,121	31.7%	415,647	29.3%
Salaries and related, net of contract labor	549,932	34.3%	437,428	30.9%
Occupancy	63,672	4.0%	61,416	4.3%
Other	480,480	30.0%	502,584	35.5%
	<u>1,602,205</u>	<u>100.0%</u>	<u>1,417,075</u>	<u>100.0%</u>
3) Changes in unrestricted net assets from operations	<u>\$ (70,549)</u>		<u>\$ (273,803)</u>	
4) Unrestricted Operating Net Assets	\$ 2,595,531		\$ 2,123,794	
Average Monthly Expenses	<u>133,517</u>		<u>118,090</u>	
Number of months in unrestricted operating net assets	<u>19.44</u>		<u>17.98</u>	
4a) Unrestricted Net Assets, excluding property and equipment	\$ 5,291,762		\$ 4,836,314	
Average Monthly Expenses	<u>133,517</u>		<u>118,090</u>	
Number of months in unrestricted net assets, excluding property and equipment	<u>39.63</u>		<u>40.95</u>	

** Not adjusted for internal revenues and expenses.