

President's Message

Completing my third and final year as President of the Jewish Federation of Central Massachusetts, I have come to believe in three ideas:



Howard Fixler

- 1) We are living in what future Jewish historians will consider another Golden Age for Judaism.
- 2) Jewish communities are like living breathing beings, growing and changing over time.
- 3) In Central Mass, shaping the future of the Jewish Community is totally in our own hands.

The impact of these ideas on us will be the subject of my report

Golden Age

Jewish Central Massachusetts, stretching from Sturbridge, Barre, Brookfield and Petersham in the West, on through Worcester and Shrewsbury to Westborough in the East, South through Auburn, Millbury, Grafton and North through Princeton, Clinton and Bolton, has 10 active synagogues and 2 JCCs. From opportunities for serious Talmud study at Yeshiva Achei Tmimim to Israeli Dancing at Boroughs JCC, regular Shabbat and Holiday observance at all 10 synagogues, an annual community wide Jewish Film Festival, Torathon, an Author Series at Worcester JCC, there are opportunities galore for all of us to experience our own personal Judaism. Jewish Central.Org is a great place to keep tabs on what is going on.

This past spring, our Federation signed a letter of agreement with Clark University providing an opportunity not only to solidify each organization's support of Hillel but to find ways for our community to take advantage of the rich intellectual life at the University.

Another sign of our Golden Age is regular opportunity for travel to Israel. Our Executive Director, Howard Borer just returned from a 2 month sabbatical in Israel. I met up with Howard this past July when I joined the 2012 Jewish Federation of North America's Campaign Chairs Mission to Moscow and Israel.

A week before my trip, I was thrilled to see Ben and Cara Lyons travel to Israel on the JFNA's Young Leadership Mission. On October 23rd, members of our community will be leaving on a JFCM sponsored mission to explore "The New Israel".

Finally, for those of us unable to travel to Israel, our Young Emissary Program continues to serve as not only a living bridge

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.

between our two countries, but as a link between the institutional building blocks which form the strong foundation of our own community. This year's emissaries, Dror Ben-Ami and Lidor David have done an extraordinary job sharing their lives and educating us about history, culture, religion and politics in Israel. We wish them well as we prepare to welcome Inbar Cohen and Shahar Peleg to Central Massachusetts for what we expect to be another great year!



Meeting with Ethiopian Children at Mevasserat Zion Absorption Center.

Growth and Change

In his book "American Judaism", historian Jonathan Sarna quotes Jewish philosopher Simon Rawidowicz as having said "...our incessant dying means uninterrupted living, rising, standing up, beginning anew." Yes, there are changes, but through our adaptation to change and participation in shaping our future, we celebrate our past as we excitedly build for the future. As I have presided over the Board these past three years, our vision for the Jewish Community of Central Massachusetts has steadfastly been that our community must be recognized as active, inclusive and welcoming for all Jews, that our institutions must individually remain strong amidst the establishment of a culture of collaboration and communication and that JFCM will remain a

catalyst for strengthening the Jewish community.

The Federation, through the Harold Cotton Leadership Institute, continues to provide opportunities for current and future leaders of our community to learn and grow. The presentation by the sociologist and demographer Dr. Stephen Cohen on the Evolving Nature of Contemporary American Jewish Identity back in November was particularly pertinent as he presented such subjects as "The Jewish Sovereign Self" and the concept of Peoplehood vs. the more current Purposehood; ideas suggesting a more individualistic, boundary traversing, non-institutional oriented quest for Jewish meaning and connection.

Combing Community Vision and an understanding of the future, Temple Emanuel and Congregation Beth Israel have continued to work toward a community supplementary religious school with concrete plans to begin operation in September 2012. The school will not only serve children and families from both congregations, the leadership has taken a giant leap forward by opening to unaffiliated Jews in our community, assuring that our planning is consistent with our vision which establishes that we must create multiple portals of entry for Jews to connect with the greater Jewish Community.

Another notable collaborative effort is the Family Center of Westborough. With the help of an allocation from JFCM, Jewish Family Services of Worcester and Burroughs JCC will now be able to bring a wide array of counseling and social services to local residents.

Another exciting initiative funded by this year's campaign will be the upcoming inaugural year for Shir Joy a community-wide chorus program which will be coordinated at Congregation B'nai Shalom in Westborough. Music brings people together and we can look forward to hearing from the group sometime next year at community events.

Our Jewish Community Relations Council, under the leadership of Carol Goodman Kaufman, responding to a need in our community for Information on the State of Israel, sponsored Israel Education Day back in March. The focus was to present Israel in a positive light against a backdrop of ever dynamic and volatile media coverage.

Mindy Hall, JFCM Outreach Director, after attending this year's Jewish Outreach Institute's Conference on Judaism in the year 2030, writes, in an article in our new on-line magazine, Jewish Central Voice, "...the message is loud and clear; we need to be an open community and grow with whatever new situations come before us..."

Shaping the Future

On the recent Campaign Mission, all 101 of us, professionals and lay leaders from around the U.S.A, had an opportunity to meet up at Bar-Ilan University in Ramat Gan, Israel with 3,000 young adults on Birthright from all over the world. As we were entering the stadium from behind the stage to attend the MegaEvent, I heard the loud music and excited young voices, all adding to a decibel level I normally attempt to avoid. As we rounded the side of the huge platform stage, I looked out at thousands of faces

filling the large stadium. What immediately struck me was the placement of a large section, right up in the middle of the action, of blue empty seats. Who are they reserved for, I thought as we marched in amid the chaos? Suddenly the music stopped and the young hip host was announcing the arrival of the delegation of campaign leaders from the Jewish Federations of North America. The young crowd erupted, all on their feet, cheering as we found our way to our seats. I was filled with a sense of pride, representing the Jewish communities of Central Massachusetts and the United States. I immediately sensed the symbolic nature of being placed smack in the middle of all these young people, who are participating in what many would consider is the most significant program in the Jewish world of philanthropy today, Birthright. For without support of Federations, among other important individuals and organizations, the crowd would be a lot thinner. Those running the program and those in attendance knew the centrality of our role in making the event happen and I in turn recognized our own opportunities, even as a small Federation, to make a difference, to change the world.

As Federation President these past few years I have had the opportunity to work with so many people, lay and professional, who across our community, strive in their efforts on a daily basis to make this a stronger, more vibrant Jewish Community. I am humbled by the efforts of our Board members, officers, educators, Rabbis and executives who engage in discussion and debate, often long into the night, struggling with complex issues and important

decisions always looking for ways to elevate our community to higher levels of excellence. Despite the hard work and challenges ahead, I am 100% convinced that the destiny of our community, the “uninterrupted living, rising, standing up, beginning anew” is completely within our control and we will make the right decisions.



Visiting Red Square

I would like to thank all the Board members of JFCM who have stuck with me and supported me these last three years and I especially want to thank our Executive Director, Howard Borer, who, as he returns from his two month sabbatical in Israel, is re-energized to begin his 11th year of service to our community. I feel quite fortunate to have someone as bright and talented as Natalie Rudolph follow me as President, and she in turn is lucky to have a professional who is both seasoned and innovative with whom which to form a partnership for leadership. I look forward to working with both Natalie and Howard as I assume the role of 2012 Campaign Chair. Many thanks to Jonathan Sigel, Michael Sleeper, David Persky and Peter Herman who have trained me for my next assignment.

Throughout the three years I have had the honor of meeting, both here and abroad, with many outstanding professionals from our international

partners, American Jewish Joint Distribution Committee (JDC), Jewish Agency for Israel (JAFI) and World ORT. These highly trained and committed individuals ensure that our dollars are used to maximum impact on the lives of our Jewish brothers and sisters in need in Israel, Russia and 70 other countries around the world.

Finally, along with Howard, it has been a pleasure and an honor to know and work with our office staff, Bonnie Luks, campaign associate; Renee Vinik, controller and Lisa Thurlow, administrative assistant and our program and department directors: Rabbi Michael Swartz, Cotton Leadership; Carla Szymanski, Rachel's Table; David Coyne, Clark Hillel; Liz Baker, Young Emissary Program; Sue Summit, Worcester Community High School; Mindy Hall, Outreach Director and Joyce Siegel, Tapestry of Jewish Life. Each, working year round on our behalf, through their unique talent and experience, and with the support of our member agencies and synagogues, ensuring that we can live our vision of a Jewish community where Jewish identity is strong and where there are varied opportunities for community members to meet their spiritual, cultural and educational needs.

Please take the time to read through this report as I think you will find the information most interesting. We are proud of our accomplishments this year and I know you will be as well.

Best wishes for a Happy and Healthy New Year,

Howard Fixler

Federation Year in Review

Harold N. Cotton Center for Leadership Excellence

Thanks to the Harold N. Cotton Memorial Fund, the Cotton Leadership program celebrated its 3rd anniversary. The opening program was a community wide lecture by basketball legend, Kareem Abdul-Jabbar, at the Hanover Theater. This series of workshops held throughout the year for Jewish community leaders included topics dealing with contemporary issues facing the American Jewish community. Guest speakers included Dr. Steve Cohen, Jonathan Kessler, Theodore Sasson, and Derrek Shulman



Kareem Abdul-Jabbar

Clark Hillel

Hillel, the college student group that celebrates Jewish culture, identity, pluralism, and community, is recognized as Clark's largest, most active, collaborative, and visible organization. Hillel is a major force on the college scene and a contributor to the area's Jewish community with 400 Clark student members, and smaller groups of student members at other Colleges of Worcester Consortium schools. This student directed group, a program of JFCM, sponsors speakers, films, informal

classes, diverse and spiritually inspiring student lead services, and kosher holy day and Shabbat meals. Student leaders often work with area religious schools and youth groups and on staff at Jewish summer camps. Recent alumni have moved to Israel, gone to work for Hillel or in other professional capacities in the Jewish community, become volunteer community leaders, and continued studies in rabbinic school or in other programs of advanced Jewish study. This year, with a new more formal collaborative relationship between Clark University and Federation, Hillel hopes to expand kosher dining options and formal Jewish studies, to build on campus pro-Israel advocacy, and to establish a study abroad in Israel program.

Rachel's Table

Rachel's Table delivers thousands of pounds of food donations every week to Worcester's hungry at 40 shelters, pantries, group homes, day programs and soup kitchens. The Children's Milk Fund program purchases 905 gallons of milk for low income children every week. Rachel's Table also provides fruits and vegetables for the city's summer meal program to help children when schools are closed and purchases special food items for the homeless helped by the Homeless Outreach and Advocacy Program (HOAP). Rachel's Table donated almost 500,000 pounds of food and milk in the past year. With more and more people in the community affected by the current economic problems, Rachel's Table is helping more people than ever.

Afula Youth Orchestra

The Afula Youth Orchestra performed for our community in April at a concert at Congregation Beth Israel. Over 30 local families opened up their homes and hosted these young ambassadors from Israel. The group also joined the orchestra at Algonquin High School in Northborough for an early morning performance



Afula Youth Orchestra

Visit of JFNA CEO

In April the President and CEO of the Jewish Federations of North America, Jerry Silverman paid a visit to our community and spoke to our Leadership Council and Federation board. Mr. Silverman outlined his 3 focus areas for the coming years:

- Global Jewish Responsibility-serving as the vehicle and spokesperson to enable timely and strategic action on global and domestic issues of concern to the Jewish people
- Thought Leadership and Idea Generation-Generating new and innovative ideas that support Federation and the Federation movement as a whole
- Strengthening Federations-Providing services to Federations that support and enable them to be the best.

Israel Education Day

In light of the initiative to delegitimize Israel, the Community Relations Council conducted a morning program dealing with this issue. Dexter Van Zile from CAMERA spoke to a plenary session of over 100 people. The group then divided up into two smaller groups to discuss technological and medical innovations in Israel.

13 Hope Avenue

With diligent work by Jordan Robbins, the Federation was able to secure over \$300,000 in federal grant money to help clean up a contaminated property which was donated to the community several years ago. With the cleanup of the facility the building will be able to be sold and generate income for the community.

Outreach

Federation continues to embark on significant outreach efforts and has created websites to encourage this engagement. Our young Jewish professionals and young Jewish family groups have been growing. Through various programs and events many unaffiliated members of our community have begun to engage with one another and connect to the Jewish community in different and varied ways.



Young Jewish Professionals at New Year Honey Tasting event.

Partnership 2000

Partnership 2000 now has a new name: We are Partnership2gether. We continue to be an active member of our Southern New England Consortium (SNEC) that partners with Afula/Gilboa in Israel. Among the programs we support are a rape crisis center, a youth village for children at risk, a mentoring program for middle school students and a cultural community made up of post army young adults whose purpose it is to support children at risk through the arts. In addition the flagship program of the region-the Young Emissary program continues to bring a touch of Israel to our community.



Young Emissaries Lidor & Dror

Community Religious School

Over the past several years, a Federation educational task force was looking into how better to deliver afterschool religious education in our community. As a result of this project and a JESNA study, a committee was formed to look into how to create a community religious school. An initial steering committee was created and as a result of the work done by this group a Community Religious School will be opened in September 2012. The primary participants in this program will be the religious schools of Temple Emanuel and Beth Israel. The school will also be open to

unaffiliated members of our community

Foundation

The Jewish Community Foundation of the Federation continues to ensure the financial future of our community. Over this past year, several new funds have been created. The Federation was left a bequest from Sulamith Blackberg. This \$1,000,000 donation will help assist many in need and provide funding to the Ha'Emek Hospital in our Partnership 2000 community in Afula/Gilboa. Deb Fins established the DFA Fund for Elder Care Education and Support, and the fund supported a spring workshop for care givers. Bea & Saul Feingold Fund for Seniors was also created.

Federation Annual Meeting

The JFCM 63rd Annual Meeting was highlighted by a presentation from Steve Kraus of JESNA, releasing the results from the Jewish education study that was commissioned early last year on behalf of the Federation to explore the possibilities of establishing a Community Hebrew School.

The Samuel Seder Young Leadership Award was presented to Edward L. Sherr. The award presented to him included a trip to the Jewish Federations of North America General Assembly which was held in New Orleans.



Edward Sherr receiving Samuel Seder Young Leadership Award.

Exodus Commemoration

2010 marked the 25th anniversary of Operation Exodus whereby millions of Soviet Jews were allowed to immigrate to Israel and the United States. In commemoration of our community's efforts in raising funds for this endeavor author Gal Beckerman spoke to the community about this milestone in Jewish history. His book, *When They Come for Us, We'll Be Gone* subsequently won a Jewish National book award.

New E-Magazine

The Federation launched a new e-magazine this spring that features articles of local interest. This continues to add to the ways we communicate with our community.

Torathon

This year, the community conducted another very successful Torathon. This coming together of community educators and Rabbis is one of the flagship programs of the Federation and consists of multiple sessions dealing with various aspects of Jewish life.

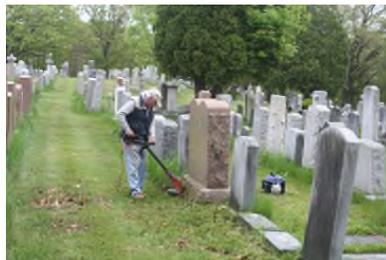


Class from Torathon

Cemetery

Over the past several months a cemetery committee of the Federation has been actively engaged in merger talks between the Worcester Hebrew and Chevra Kadisha cemeteries. Both these cemeteries have agreed to a merger and once this merger is completed, the merged cemetery will then be

transferred to the Jewish Cemeteries Association of Massachusetts for their oversight and management. JCAM operates many cemeteries throughout the state and by entering into this agreement this community will ensure the perpetual care and maintenance of these two cemeteries. In addition a complete database and map of those 2 cemeteries can now be found at jewishcentralmass.org/jewishcemeteries



Jordan Robbins helps during a cemetery cleanup.

Camper Scholarship Program

With continuing funding from the Frelander Family Fund and the Foundation for Jewish Camp, 16 children were awarded \$1500 scholarships to attend a Jewish resident summer camp. Federation has been privileged to act as the administrator for this program for our community. In addition, JFCM provides scholarships for several others in the community who are not necessarily eligible for this scholarship as well as scholarships for children and young adults visiting Israel.

General Assembly

The Jewish Federations of North America held its annual General Assembly in New Orleans. As part of that event a half day was spent by the participants in a community service project to assist the city of New Orleans in its revitalization even after 5 years after Hurricane Katrina.

Israel Trips

Through JFCM's Passport to Israel program, many of our community youth have had the opportunity to visit Israel on a peer trip while in high school. Through a partnership with Federation, Synagogues and the participating families, funds are set aside in a special savings account which is made available to the participating student at the end of 10th grade.

PJ Library

The PJ Library continues to distribute books to children between the ages of 6 months and 6 ½ years through the Harold Grinspoon Foundation, the Harold N. Cotton Memorial Fund and the Jewish Federation of Central Massachusetts. 200 slots have been made available and there is currently a waiting list to join this exciting program. This program allows age appropriate books of Jewish content to arrive in homes on a monthly basis.



PJ Library holiday program.

Hebrew High

Hebrew High, a partnership among Temple Emanuel, Congregation Beth Israel and the Jewish Federation of Central Massachusetts completed another successful year. This program, which is open to any high school aged youth in our community, continues to provide an interactive, informal educational environment that promotes Jewish identity and learning.

2010-2011 Leadership

JFCM Officers/Executive Committee

Howard Fixler, *President*
 Douglas Cutler, *Vice President*
 Natalie Rudolph, *Vice President*
 Jonathan Sigel, *Vice President*
 Steve Sosnoff, *Secretary*
 Jeff Solomon, *Treasurer*
 Jordan Robbins, *Immediate Past President*

JFCM Governing Board

Larry Cann	Hal Rudnick
Carol Goodman Kaufman	Edward L. Sherr
David Lipschitz	Marcy Shuster
Robert Mack	Michael Sleeper
Brett Malofsky	Nina Stoll
Jeff Narod	Alan Yaffe
David A. Persky	

Allocations Committee

Marcy Shuster, *Chair*

Education Task Force

Howard Alfred & Abigail Averbach, *Co-Chairs*

Passport to Israel

Fred Shuster, *Chair*

Jewish Community Foundation

Michael Sleeper, *Chair*

Foundation Investment Committee

Wayne Ushman, *Chair*

Clark Hillel

Bernie Rotman, *Chair*

P2K Area Representative

Dennis Lindenbergl

Community Relations Council (CRC)

Carol Goodman Kaufman, *Chair*

Past Synagogue Presidents Council

Robert S. Adler

Cemetery Committee

Jordan Robbins

Rachel's Table

Nancy Spitulnik, *President*

Finance

Jeff Solomon, *Chair*

JFCM Staff

Howard Borer, *Executive Director*
 Renee Vinik, *Controller*
 Bonnie Luks, *Campaign Associate*
 Lisa Thurlow, *Office Manager*
 Mindy Hall, *Outreach 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*

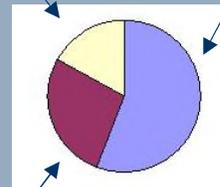
2011 Campaign, Grants, and Endowment

17% / \$178,993

Managing Today,
Planning for Tomorrow*

56% / \$590,718

Helping Our Local
Community Thrive*



27% / \$287,061

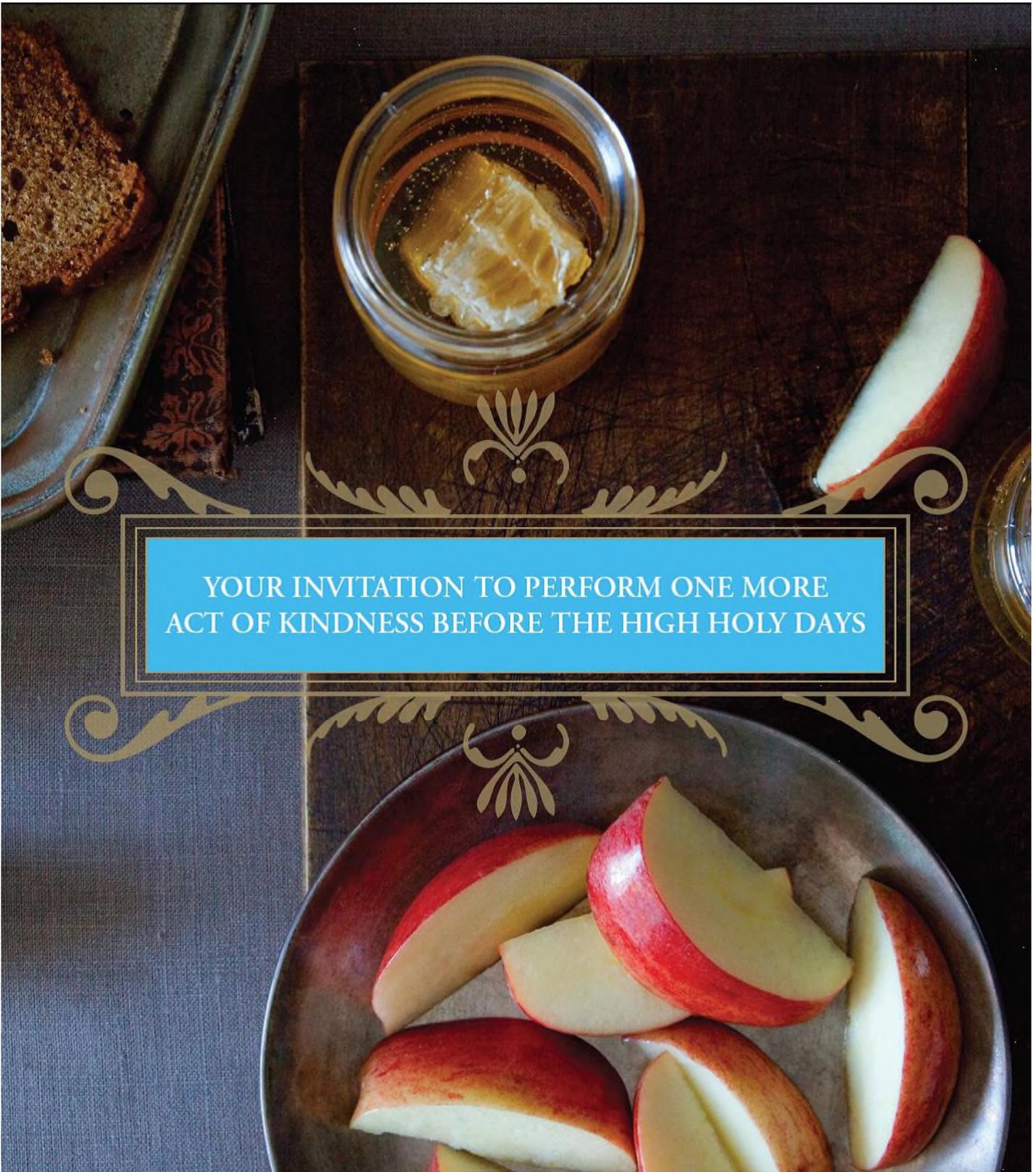
Taking Care of Jews
Around the World*

Total Raised: \$1,931,977

Total Allocated: \$1,056,772*

Helping Our Local Community Thrive	590,718
<i>Educating our children and youth</i>	98,666
Supplementary Religious Education	36,900
High School	12,792
Scholarship Grants	3,475
Community Programs	327
Community School	12,700
Special Needs Education	19,680
Family Education	12,792
<i>Building community and strengthening Jewish identity</i>	328,099
Federation Programs	100,000
Youth Programs	1,476
Leadership Programs	34,236
Outreach Programs	79,416
Cultural and Educational Programming	59,507
Synagogues	28,920
Colleges	15,332
General Community Programs	6,752
Capital Needs	2,460
<i>Caring for our elderly and helping families in need</i>	163,953
Services for the Elderly	98,871
Tzedakah Fund	20,737
Health and Wellness agencies and foundations	44,345
Taking Care of Jews Around the World	287,061
<i>Participating in nation building in Israel</i>	148,267
Jewish Agency for Israel	148,267
<i>Helping Jews in need around the World</i>	64,598
American Jewish Joint Distribution Committee/World ORT	37,067
National Jewish Agencies	27,532
<i>Strengthening ties with Israel and our Partnership community</i>	70,308
Partnership 2000	23,714
Young Emissaries	35,424
Birthright Israel	4,920
Passport to Israel	6,250
<i>Building the American Jewish community</i>	3,888
Managing Today, Planning for Tomorrow	178,993
Campaign Operations	98,400
Planning, Allocation and Educational Budget	100,860
Reserve for Uncollectible Accounts	(20,267)

*includes allocations made from Jewish Community Foundation



YOUR INVITATION TO PERFORM ONE MORE
ACT OF KINDNESS BEFORE THE HIGH HOLY DAYS

This Rosh Hashanah and Yom Kippur, we're not asking you to make a resolution for next year, we're asking you to do something meaningful right now. Your donation will help pay for food, medicine and employment counseling to help families get back on their feet. And it'll pay for other things you can't put a price on. Like connecting every generation to Israel and inspiring a lifelong passion for Jewish living. **Do a world of good. Make a world of difference.**



www.jewishcentralmass.org