



Jewish Federation
OF ARKANSAS

THE **STRENGTH** OF A PEOPLE.
THE **POWER** OF A COMMUNITY.

Celebrating Community



ACTION

SUMMER 5776

INSIDE ACTION

SUMMER 5776

- JFAR BOARD AND STAFF REPORTS: 1-5
- 2016 JANE B. MENDEL TIKKUN OLAM AWARD CELEBRATION: 6-7
- 2016 JEWISH FOOD AND CULTURAL FESTIVAL: 8-9
- LIFE & LEGACY: 10-11
- 2015-16 JEWISH FEDERATION OF ARKANSAS ANNUAL REPORT: 12-13
- 2015 ANNUAL CAMPAIGN HONOR ROLL: 14-15
- 2016 ANNUAL CAMPAIGN: 16
- CONTRIBUTIONS: 17
- COMMUNITY CALENDAR: BACK COVER



Musicians perform at the 2016 Jewish Food and Cultural Festival. See more photos from this year's Festival on pages 8-9. Photo Credit: Doris Krain

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CONTACT US

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■ PRESIDENT'S MESSAGE

In May, I traveled to Israel for the first time in many years. While it had been far too long since my last visit, it felt as though I was there last week. I was there to visit my family and did not have the opportunity to visit any traditional Jewish landmarks, but the whole time I'm in Israel, I always feel like I'm in a second home, and the importance of the Jewish State's existence is always felt there.

It's hard for me to find the words to express how important being part of the Jewish Community is to me. However, it is easily felt when I travel to Israel, go through the gates of Henry S. Jacobs Camp, or go to Friday night services in Hot Springs, Little Rock, or really anywhere. There is a sense of belonging and understanding that I feel whenever I'm in a Jewish Community setting, and no amount of time or distance changes that feeling.

When I was in Israel, I saw Noa Zalutzki, a former JFAR Israeli Shlichah, for the first time in almost 7 years! Since she was in Arkansas, she has been married and had her first child, but again, when I was with her, I felt like the last time I saw her was last week. I really credit Noa with getting me involved with JFAR in the first place. She made a significant impact on the Jewish Community in Arkansas, and the relationships she built in her one year here have continued to bring strength to our community and to my life personally.



Noa with her son, Ziv, and Shelly in Tel Aviv, May 2016.

As I stated in the last edition of *Action*, being a part of the Jewish Community I live in, has been ingrained in me since I was a child, and I'm so honored to be a part of this small, but strong community we have built in Arkansas.

At 4:00 pm on April 10th, when the Jewish Food and Cultural Festival was over, I stood in that stadium with such pride and such joy that our small (in numbers) community, hosted thousands of people from all over Arkansas who came to taste our food, learn from our rabbis, shop from our vendors, and experience Jewish life in Arkansas. It says so much about what our volunteers are capable of doing and how much of an impact we can make on the community as a whole. I am so appreciative of those who gave their time and talents to make this year's festival another extremely successful event.

In September we will gather for the 2016 Jewish Federation of Arkansas Tikkun Olam Celebration where we will honor dedicated volunteers from across the state, as well as our Grand Honoree, Dick Williams. I look forward to the event and hope many of you will be able to join us there. Not only is it a wonderful opportunity for us to gather as a community, but it is also a chance for us to recognize members of our community who have gone above and beyond to make sure that the Jewish Community in Arkansas continues to thrive for generations to come.

The Jewish Federation of Arkansas seeks to be a home for all Jews in Arkansas, and I hope that you all will find a place in our community, if you have not already.

Sincerely,

Shelly Baron
President, Jewish Federation of Arkansas

DIRECTOR'S MESSAGE



Last year JFAR commissioned a Tikkun Olam Task Force to assess its annual awards event. Led by Jewish community volunteer Carol Mendel, herself a former Tikkun Olam Event Chair and Tikkun Olam Event Grand Honoree, the Task Force's primary challenge was to develop a clear mission for the event.

Everyone involved initially assumed that the mission would take months to develop. After only a few hours of discussion, however, we agreed unanimously that the mission was clear: celebrating community. We realized that when we recognize the hard work of the Jane B. Mendel Tikkun Olam Award winners from Jewish congregations and organizations throughout the state and pay tribute to the lifetime achievements of our Grand Honoree, we are ultimately acknowledging their contributions to community. The event is meant to be a celebration of and with our community.

To reinforce the mission and because it so aptly reflects the devotion to community, Jewish and non-Jewish, of our Grand Honoree Dick Williams, we have made "Celebrating Community," the theme of this year's event (see pages for 8-9 for more information).

As it turns out, "Celebrating Community" is also an apt paraphrase of the very mission of our Federation. From scholarships to Jewish camp to Caregiver Support to the Jewish Food and Cultural Festival, everything we do is intended as a celebration of our community. Investing resources in our community is our way of celebrating who we are as a community and what we can become.

Jewish Federation of Arkansas is here to celebrate the existence of our Arkansas Jewish community—at our annual Tikkun Olam Awards *and* throughout the year.

As Executive Director, I am grateful to be part of the celebration.

Marianne Tettlebaum
director@jewisharkansas.org

MISSION STATEMENT

To strengthen, support, and sustain the Jewish Community in Arkansas and to support Jews in need worldwide.

We fulfill our mission by:

- Acting as a statewide information and resource center for the Jewish community.
- Respecting the different expressions of Judaism and Jewish life.
- Raising and allocating funds to benefit and provide for the needs of Jewish individuals and communities.
- Basing our decisions and actions on the values of K'lal Yisrael (shared community), Tikkun Olam (repairing the world), and Tzedakah (justice, righteousness, and philanthropy).
- Supporting and providing programs and services that broaden our knowledge and perspectives of Jewish life and history, encourage fellowship, and foster Jewish identity.

MEET OUR PJ LIBRARY ADMINISTRATORS

Jewish Federation of Arkansas, in partnership with the Sisterhoods of Congregation Agudath Achim and B'nai Israel, is proud to support the PJ Library program, which sends Jewish-content books and music on a monthly basis to Jewish children from age six months to eight years. Created by the Harold Grinspoon Foundation, PJ Library is a national program implemented by local communities.



Our PJ Library Administrators, whose efforts are supported by a small stipend from PJ Library, help to plan programs for our PJ families and encourage new families and children to enroll.

See <http://www.jewisharkansas.org/pj-library> for more information or to sign-up.



CAROL VELLA

Carol Vella has assumed responsibility as the PJ Library liaison for Bentonville, given Jenny Max's move to Colorado. She lives in Bentonville with her two kids, Eliza (3) and Talia (2), and her husband, Jason. Both Carol and Jason work for Walmart. Originally from St. Louis, Carol now calls Northwest Arkansas her home, after 5 years. She is thrilled to be involved with PJ Library, having seen the impact that the books have on her kids' engagement with Judaism. Please reach out anytime with event ideas, requests, or just to chat!



ELLYN POLSKY

The PJ Library program, developed by the Harold Grinspoon Foundation, is all about bringing Jewish books and Jewish literacy into Jewish homes. My interest and work in Jewish Education and Literacy/Reading Development over the past 40 years have come together in my work to promote this wonderful opportunity to the Jewish families in Arkansas. Together we will create fun, age appropriate, Jewish experiences to complement the PJ Library books that are mailed to our families' homes.

Does your child have a Bubbe, Zayde, Savta, Saba, Nana, Grandma, or Grandpa? NOW THEY CAN RECEIVE THE GIFT OF PJ LIBRARY TOO!



For a limited time PJ Library grandparents living in the United States can receive four FREE PJ library books to bring extra FUN to your next visit. SIGN UP and give the grandparents in your life the opportunity to bring JOY and JEWISH into the precious reading moments that happen between a grandparent and grandchild. (While supplies last.)

**To sign up grandparents, go to:
<https://pjlibrary.org/Beyond-Books/Grandparents>**

■ CAREGIVING AND AGING UPDATE - CARING FOR SENIORS IN OUR COMMUNITY



There are so many decisions that come with life! White or wheat? Public or private school? Car or SUV? Just when we think we've got the hang of this thing called life we find out there are decisions to make about things we never thought about before. Here are some examples of the kinds of calls we get at the Jewish Federation of Arkansas.

"My mother's been in the hospital for her condition and we need help figuring out whether she should get rehab at home or in a facility? Which one would be best for her?"

"We've been getting along pretty well by ourselves for years, but with my wife's fall and my heart we're having trouble taking care of everything that needs to be done. We don't want to move. We want to stay in our home, but could probably use some help."

"My mother will be moving to Arkansas from up north. What's available in our area for her to do? How can she get involved? Where are the senior centers?"

"My father's not doing very well. I'm not sure if I should move him here with me or get him help where he is. I don't know if he could weather the move, but he's so far away and it's hard for me to take care of everything from a distance."

"The doctor said we should consider hospice. I don't know if that's the right decision. I'm lost."

If we only had to navigate the health care system and Medicare rules or be our loved one's advocate that would be enough, but these changes often come with their own emotional toll. Our life, as we know it, is changing and may never be the same again. It can really help to talk with someone who can help us figure out the system and shine a light on our options.

It is our great honor in the Caregiving and Aging program at the Jewish Federation of Arkansas to listen carefully to each person's situation - no two are ever exactly alike - and help our community members locate resources, identify options, and navigate their way through the maze of choices that accompany these life changes. We have been building our data bases, resources, and partnerships to help make the transitions easier. We now have lists of caregivers, transportation services, good, better, and best rehab centers, assisted living facilities, and skilled nursing facilities. When funds run low we can help families apply for Medicaid Waiver programs for adult day care, meals, help at home, personal care services and respite. When families are caring for their loved ones from a distance we send updates after each visit to let them know how their loved one is doing so they can keep up with changes. And we always remember to honor the caregiver who is doing this work for their loved ones every day.

Please contact us if you know of someone who could use a little support in this process. We're here to help!

Cindy Brown, LCSW, MA
Social Worker, Jewish Federation of Arkansas
cindy@jewisharkansas.org



SHALOM KELSEY!

Kelsey Lillard is the summer intern for the Federation. She attends graduate school at the University of Arkansas at Little Rock, earning her Master's in social work. She will graduate in May 2017. Kelsey has always loved working with people and looks forward to getting to know many clients at the Federation. In her free time Kelsey likes to hike, try out new recipes, and play with her kitten, Fendi!

■ FAMILY SERVICES UPDATE - CARING FOR THOSE IN NEED IN OUR COMMUNITY

The Family Services Committee of the Jewish Federation of Arkansas has a long history of helping community members with financial needs. Now we can support them in other ways too. In the past when someone called to request help with a utility bill or rent we were able to assist with their immediate need, but we were unable to provide the support needed to prevent future hardships. Now we are able to visit with the community member to learn about their situation and work with them to improve it. We carefully review the community member's expenses and income and help them develop sustainable budgets.

In the past few months we've helped several community members find jobs. Sometimes we help them obtain additional financial aid through SSI, the local Community Development Council, or Salvation Army. We also help them apply for jobs and even help them find transportation to get to the jobs. Occasionally we discover their living conditions are simply not sustainable, so we help them apply for subsidized living apartments or affordable housing. This helps stretch their money by spending less on rent and utilities. This is very exciting work and we're helping to grow a stronger community one family at a time.

Recently we helped a community member, Mr. Stephen Joel Speirs, move into a subsidized apartment house in Little Rock (see picture). After helping him obtain an apartment, we sent an email to the community in Central Arkansas requesting needed furniture and household items. While it will take some time to fully furnish the apartment and acquire all that he needs to be comfortable, he now has an affordable one bedroom apartment that is centrally located so he can use the bus for transportation.



Mr. Stephen Joel Speirs standing proudly in front of his new apartment building.

A few times a year the Jewish Federation of Arkansas gets requests from Jewish people who are living on the streets or passing through the state. We've always helped them get a hotel room and a hot meal, but now we're able to meet with them to learn how they came to be in Arkansas without a home and what specifically would help them the most. This spring we were able to help three of these kind folks find jobs and housing. Perhaps more importantly they found a sense of belonging and community.

Cindy Brown, LCSW, MA
Social Worker, Jewish Federation of Arkansas
cindy@jewisharkansas.org

Jewish Federation of Arkansas Presents

Celebrating Community



The 13th Annual Jane B. Mendel Tikkun Olam Awards
Sunday, September 25th • Little Rock Marriott Downtown

HONORING
RICHARD A. (DICK) WILLIAMS

ALSO CELEBRATING
THE 2016 JANE B. MENDEL TIKKUN OLAM AWARD WINNERS

TERRI COHEN

CONGREGATION AGUDATH ACHIM

ANITA AND DENNIS WILLIAMS

CONGREGATION HOUSE OF ISRAEL

MARIA AND RICHARD HOROWITZ

UNITED HEBREW CONGREGATION

**MARK KRAIN, RICKIE LOCKWOOD,
AND SUSAN STRAUSS**

JEWISH FEDERATION OF ARKANSAS

MURIEL LEDERMAN

CONGREGATION B'NAI ISRAEL

KATHY PEARSON AND

LEONARD SMITH

LUBAVITCH OF ARKANSAS

RACHEL DRANOFF

ATI'DAY YISROEL
EARLY CHILDHOOD CENTER

HELENE CARTER

CONGREGATION ETZ CHAIM

GENE TWERASER

TEMPLE SHALOM

JIM WILTGEN

HENDRIX HILLEL

RICHARD SONN

JEWISH STUDIES PROGRAM AT THE
UNIVERSITY OF ARKANSAS, FAYETTEVILLE

The Jane B. Mendel Tikkun Olam Awards were established through the generosity of the TRG Foundation to honor outstanding volunteers in the Jewish community.

■ NICE GUYS FINISH FIRST -

JIM PFEIFER INTERVIEWS DICK WILLIAMS, GRAND HONOREE OF JFAR'S 2016 TIKKUN OLAM AWARDS CELEBRATION

Dick, your name is on the door of one of the largest law firms in the State of Arkansas. Is it true that you were instead once headed to being perhaps our greatest sportswriter instead?

During my teenage years, I worked part-time as a sports writer, both in high school and in college. At the University of Texas I served as Campus Correspondent for the *Associated Press* and as Sports Editor of *The Daily Texan*. Purely by chance, I took a class in international law during my junior year just because it was offered on Monday, Wednesday, and Friday at 9 AM when there was an opening in my schedule. The course was so fascinating that I decided to become an international lawyer which meant that a law degree would be necessary. Growing up, I had always refused to consider the possibility of becoming an attorney because it seemed so boring.

About the same time, it occurred to me somewhat belatedly that journalism paid poorly. Moreover, I recognized that I did not have the writing talent of my friend and classmate, Willie Morris, who went on to become the Editor of *Harper's Magazine* at the age of 29 and the author of many bestselling books.

You and other Jewish attorneys have become leaders in the legal field, but at the time you graduated, you found anti-Semitism in the profession in your native Texas. Tell us about this and how you overcame it.

I grew up in central Texas and attended the University of Texas where both of my parents had graduated. My father, who was an attorney in Fort Worth, died when I was five years of age. I was confirmed at the Temple in Waco. After my mother remarried when I was thirteen, my high school years were spent in the small town of La Grange, Texas, which has achieved lasting fame as the location of *The Best Little Whorehouse in Texas*.

There was only one other Jewish student in my high school, and we were not close friends. My best friend during those years was named Bill Anders. He later became famous as an Apollo 8 astronaut who read from Genesis on the first flight around the moon on Christmas Eve in 1968 and went on to have a distinguished business career as president of General Dynamics. My first serious encounter with anti-Semitism occurred when I learned that all of the major Houston law firms were unwilling even to interview any Jewish graduate and that the big Dallas firms had a quota system. This angered me to the point that I rejected any thought of practicing in Texas. I met Ann during my junior year as an undergraduate though we didn't begin dating until my senior year. We decided to get married the summer before I entered law school. She was from Little Rock so I spent several holidays here. I liked Little Rock so much that I decided to practice law here. During my visits I became acquainted with Charles Eichenbaum who represented most of the Jewish businesses in Arkansas. While I had planned to join his firm, I changed my mind at the last minute and instead accepted an offer from the Wright firm.

You were Co-chair of Temple B'nai Israel's 150th year anniversary celebration. Why do you think celebrating our history is so important?

Jewish history has always played an important role in Ann's family because her great-grandfather Joseph Pfeifer arrived in Little Rock at the outset of the Civil War. He was the founder of Pfeifer's Department Store, one of the three major department stores in Little Rock, each of which had Jewish owners. Members of these three families, along with other Jewish business owners, played a major role in the commercial and philanthropic life of Little Rock. For example, Ann's grandfather Preston Pfeifer created Pfeifer Camp for at-risk children in memory of his father Joseph Pfeifer.



Dick, as a past President of the organization, tell us of your hopes for the future of Jewish Federation of Arkansas.

When I served as president during the Six Day War, the very existence of Israel was threatened. Today, fortunately, the threat has lessened to the extent that JFAR can spend a far greater percentage of its contributions locally.

Your service to the Arkansas community at large has been and continues to be significant. You've had leadership roles in Easter Seals, CHI St. Vincent Infirmary, to name a few, as well as in professional organizations. You get rave reviews in your current service as an educator at LifeQuest. Tell us about this activity.

As a lawyer, I actively sought speaking engagements in the areas of tax, estate planning, and law firm management. Upon my retirement I began looking around for an opportunity to read purposefully again, rather than doing all of my reading for fun, and also to speak in front of large groups as I had done for all of my legal career. Quite by chance, I encountered a retired friend, Dr. Robert Moore, while both of us were swimming at the Little Rock Athletic Club. I asked him what he was doing to keep busy. He replied that he enjoyed attending LifeQuest, an organization of senior citizens interested in continuing education. The idea of speaking there myself really appealed to me. After attending the next session I was completely hooked on LifeQuest.

Finally, Dick, I must ask you the question everyone wants to know. With due respect to the legal profession, just how does a leader of one of Arkansas's largest and most powerful law firms remain such a genuinely nice guy?

Though lawyers are often portrayed as possessing the personality of a pit bull, my experience has been otherwise for the most part. My role models (Ed Wright, Ed Lester and Herschel Friday) were extremely kind and believed in civic, religious and community service at the local, state and national levels. I have tried as best I could to follow in their footsteps.

2016 JEWISH FOOD & CULTURAL FESTIVAL



Thank you to all the volunteers who made the 2016 Jewish Food and Cultural Festival possible. We couldn't have done it without you.





JEWISH Food & Cultural festival

SAVE THE DATE FOR
NEXT YEAR'S FESTIVAL!
APRIL 30, 2017
AT WAR MEMORIAL STADIUM



JEWISH FOOD AND CULTURAL FESTIVAL

THANK YOU AGAIN TO OUR 2016 JEWISH FOOD AND CULTURAL FESTIVAL SPONSORS



Country Club Entertainment



PHOTO CREDIT: DORIS KRAIN ■ Additional photos by Doris at <http://www.digiproofs.com/doriskrainphotographer/>

■ INTRODUCING LIFE & LEGACY -



HAROLD GRINSPOON FOUNDATION SELECTS JEWISH FEDERATION OF ARKANSAS AS A LIFE & LEGACY™ PROGRAM PARTNER

The Jewish Federation of Arkansas was recently selected to participate in the Jewish Federations of North America/Harold Grinspoon Foundation's LIFE & LEGACY program as one of only eight Small Federated Jewish communities from across North America.

What is LIFE & LEGACY?

LIFE & LEGACY is a partnership of the **Harold Grinspoon Foundation (HGF)**, the **Jewish Federation of Arkansas**, and the following Arkansas Jewish congregations:

- **Congregation Agudath Achim (Little Rock)**
- **Congregation B'nai Israel (Little Rock)**
- **Congregation Etz Chaim (Bentonville)**
- **Congregation House of Israel (Hot Springs)**
- **Temple Shalom of NWA (Fayetteville)**

The program promotes after-lifetime giving to benefit the above organizations.

Through training, support, and monetary incentives, LIFE & LEGACY motivates Jewish organizations to integrate legacy giving into the philanthropic culture of the Arkansas Jewish community.

Why participate?

Your life is rooted in Jewish experiences connecting you to the Arkansas Jewish community. Chances are you already support multiple Jewish congregations and organizations in Arkansas, but have you included them in your after-lifetime giving? By leaving a legacy, you can assure that the traditions and institutions that mean so much to you today will exist for future generations.

By making your legacy commitment now, or sharing with the community that you have already done so, you will help each organization to which you commit to receive up to \$10,000 in incentive grant funding from the Harold Grinspoon Foundation.

How do I participate?

All of us, regardless of age, wealth, or affiliation have the ability to leave a legacy.

Your legacy gift of any size can be customized and structured to fit your dreams, lifestyle, family, and financial needs. Some options include:

- **Bequest in a Will**
- **Gift of Life Insurance**
- **Gift of IRA or Pension Funds**
- **Gift of Cash or Assets**
- **Charitable Gift Annuity**
- **Charitable Remainder Trust**

A professional advisor or a legacy team member of any of the participating organizations can help you determine which method of giving is best for you.

Legacy gifts can also easily be divided among all the organizations meaningful to you.

Once you have made your commitment (or if you already have), please return the form on the next page to the Jewish Federation of Arkansas or to any of the participating organizations.

Questions? Please contact Marianne Tettlebaum (director@jewisharkansas.org or 501 663-3571); she can also put you in touch with representatives from the individual legacy teams.

“As my parents planted for me before I was born, so do I plant for those who will come after me.”

- TALMUD



Arkansas Jewish Community Letter of Intent

In the tradition of our Jewish faith, I wish to share my blessings by declaring my intent to provide for the needs of future generations.

It is with deep satisfaction that:

- I/We notify you that I/we have already made a legacy provision in my/our estate plan
- I/We shall make a provision during the next ____ months

I wish to support the following institutions: (check all that apply)

- Congregation Agudath Achim (Little Rock)
- Congregation B'nai Israel (Little Rock)
- Congregation Etz Chaim (Bentonville)
- Congregation House of Israel (Hot Springs)
- Jewish Federation of Arkansas
- Temple Shalom (Fayetteville)

With a legacy gift established through a:

- Bequest in my will or trust
- Remainder of IRA or other retirement plan
- Gift of real estate, securities or other property
- Charitable Gift Annuity
- I wish to establish an endowment now with a current gift of cash or property
- Life Insurance Policy
- Charitable Remainder Trust
- Donor-Advised Fund
- Other _____

Amount of Gift - Please choose one of the following two options:

- The approximate value of my/our commitment will be \$ _____ or ____ % of _____.
- I/We prefer to keep the details of this commitment confidential.

Privacy Statement: To encourage others to make commitments

- I/We permit my name to be listed in printed materials _____ *(My name should appear as)*
- I/We prefer to remain anonymous.

Name(s): _____

Address: _____

City/State/Zip: _____

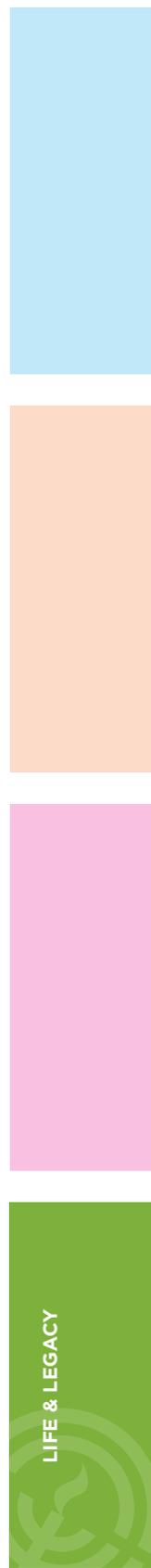
Phone: _____ **Email:** _____ **Birthday:** _____

I understand that this letter of intent is not a legal obligation and may be changed at my discretion at any time.

Signed **Date**

Signed

18 Corporate Hill Drive, Ste. 204 • Little Rock, AR 72205 • www.jewisharkansas.org • director@jewisharkansas.org



■ JEWISH FEDERATION OF ARKANSAS 2016-17 ANNUAL REPORT

WHAT DOES JEWISH FEDERATION OF ARKANSAS (JFAR) DO?

JFAR strengthens our Jewish community, cares for Jews in need, ensures a Jewish future in Arkansas, and supports global Jewry. See <http://www.jewisharkansas.org/what-does-jfar-do/> for more information.

2015-16 JFAR PROGRAMS AND SERVICES HIGHLIGHTS

OVERALL

- Thanks to the hard work of JFAR's social worker Cindy Brown and our 2015-16 social work intern Kelsey Dugger, **JFAR assisted seniors, their families, and others in the Jewish community with everything from Medicare enrollment to caregiver support.** Cindy also offered workshops at congregations throughout the state on topics such as "Dealing with Difficult People" and "End of Life Planning"
- Thanks to Chairs Shelly Baron and Silvana Berlinski and all the dedicated volunteers, the **Jewish Food and Cultural Festival** was again a success, bringing Jewish community members from throughout the state together and raising \$15,000 to support JFAR programs and services.
- JFAR was selected to participate in the Jewish Federations of North America/Harold Grinspoon Foundation's **LIFE & LEGACY** program as one of only eight Small Federated Jewish communities from across North America. See pages 10-11 for more information.
- Statewide support grew for JFAR's joint project in Israel with the Jewish National Fund: the building of a **Magen David Adom Emergency Station** as part of a much-needed Rescue Center in the Central Arava.

HIGHLIGHTS: CENTRAL AND EASTERN ARKANSAS

- Social worker Cindy Brown launched a much-needed monthly **Caregiver Support Group.**
- The JFAR Office helped connect small congregations throughout the area with the **Jewish Community Legacy Project**, which provides free strategic planning consulting to help congregations meet the challenges of the future.
- Through its partnership with Jewish Children Regional Service and Congregation B'nai Israel, JFAR provided scholarships to help a record number of kids from the area attend **Jewish camps** in the US and Canada.
- Central Arkansas PJ Library Administrator Elyn Polsky led a successful year of **PJ Library** programs for Jewish families and children. We are grateful that the Sisterhoods of Congregations Agudath Achim and B'nai Israel continue to support PJ Library in Central Arkansas.

HIGHLIGHTS: NORTHWEST ARKANSAS

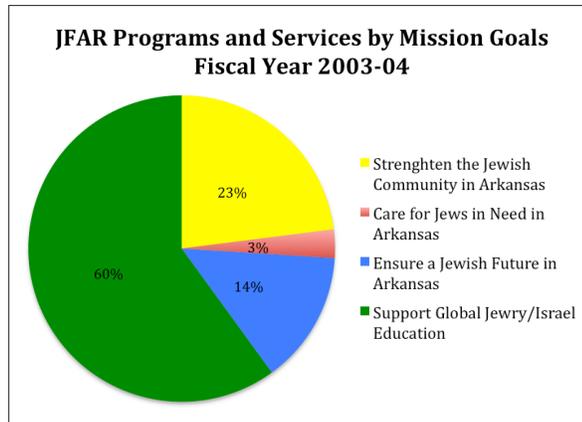
- A record number of students and teachers attended the annual **Arkansas Holocaust Education Conference**, which JFAR supports through its Arkansas Grant Allocations.
- The Jewish Studies Program at the University of Arkansas at Fayetteville launched its new **minor in Jewish Studies.** JFAR supports Jewish Studies through its Arkansas Grant Allocations.
- Through its partnership with Jewish Children Regional Service, JFAR provided scholarships to help a record number of kids from the area attend **Jewish camps** in the US and Canada
- Northwest Arkansas PJ Library Administrator Jenny Max led a successful year of **PJ Library programs** for Jewish families and children.

WHERE WE'VE BEEN AND WHERE WE'RE GOING: 2015-16 IN HISTORICAL CONTEXT

The pie charts below provide snapshots of how JFAR's expenditures on Programs and Services have shifted over the past 12-13 years. To understand what kinds of programs and services fall into each category, see <http://www.jewisharkansas.org/what-does-jfar-do/>.

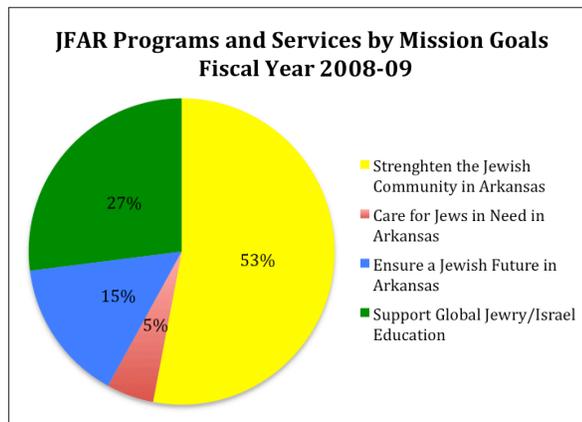
WHAT DO THE NUMBERS TELL US?

- Over the past 10 years, the primary focus of JFAR's programs and services has shifted from Supporting Global Jewry/Israel Education to Strengthening the Jewish Community here at home in Arkansas.
- The 2015-16 fiscal year represents a substantial increase in the resources JFAR devotes to Caring for Jews in Need. This is due to the JFAR's board's strategic decision to include a Social Worker position as part of the new Caregiving and Aging Programs and Services as well as to the generous bequests and donations that have made the position and the programs and services possible.
- Support for Ensuring a Jewish Future in Arkansas has doubled over the past ten years.



WHAT DO THESE CHANGES MEAN?

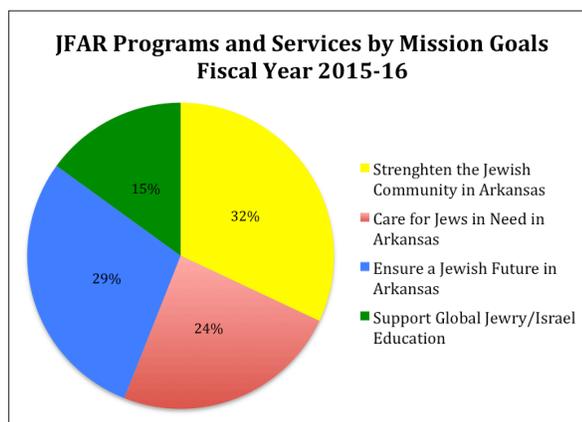
Like many Federations, over the past decade JFAR has experienced a turn inward, more than doubling the resources it devotes to the Arkansas Jewish community. This shift in *what* we fund has been accompanied by a shift in *how* we provide that funding. We have increasingly moved away from a charitable allocations-based model for our work toward providing more programs and services directly to our constituents. Examples include the Jewish Food and Cultural Festival, Tikkun Olam Award Celebration, PJ Library, and, most recently, Caregiving and Aging Programs and Services.



CONSIDERATIONS FOR THE FUTURE

Providing programs and services directly means that JFAR staff and volunteers are out in the community interacting closely and frequently with our constituents. While this kind of interaction is invaluable, providing programs and services directly is more labor intensive than allocating resources to other organizations. JFAR will continue to assess the balance between its allocations and its direct activities to make sure it is using its resources most efficiently and effectively.

As need for and use of JFAR's resources within Arkansas, in particular the Caregiving and Aging Programs and Services as well as PJ Library and Arkansas Grant Applications, continues to grow, we anticipate that the level of funds committed within the state will remain at current levels. But we will continue to seek out high-impact opportunities, like the joint JFAR-Jewish National Fund Project in Israel, to continue to make a difference overseas with the resources we are able to commit.



Ultimately, the Jewish Federation of Arkansas is there for the Jewish community of Arkansas, so we welcome your comments and suggestions about our work. Please don't hesitate to contact Marianne or any of the JFAR Board members listed at the beginning of this issue.

Marianne Tettlebaum
 Executive Director, Jewish Federation of Arkansas
director@jewisharkansas.org

■ 2015 CAMPAIGN HONOR ROLL:

THANK YOU FOR SUPPORTING JEWISH FEDERATION OF ARKANSAS'S 2015 ANNUAL CAMPAIGN

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**of blessed memory*

2016 CAMPAIGN APPEAL



Dear Jewish Community Members,

Our 2016 Annual Campaign is now in progress. Thank you to those who have already given. You will be recognized in next spring's issue of *Action*.

If you've not yet given, it's not too late.

From the life of the individual to the life of the congregation to the life of the Jewish community of Arkansas and beyond, JFAR is there.

When you need us—JFAR is there. But without you and your support for our 2016 annual campaign, we cannot be there. Without the support of the community, we cannot support the community.

Our annual campaign allows us to fulfill our *mission to strengthen, support, and sustain the Jewish community in Arkansas and to support Jews in need worldwide.*

But our mission can only go as far as your support for our annual campaign allows. That's why we're asking you to contribute to our 2016 annual campaign—so that we can go as far for you and for future generations as we have for others in the past.

We also encourage you to help us go even farther: if you increase your contribution this year over last, you can choose to direct the amount of that increase to the program(s) that matters most to you. Please see the pledge card below for details.

Thank you in advance for your consideration.

Sincerely,

Susan Weinstein
2016 Annual Campaign Chair

NAME _____

ADDRESS _____ EMAIL _____

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GIFT 1 YEAR AGO: \$ _____ I HEREBY PLEDGE A GIFT TO THE JFAR ANNUAL CAMPAIGN IN THE SUM OF \$ _____.

GIFT 2 YEARS AGO: \$ _____

I would like to join the **Monthly Mensch Club** and make my pledge as a recurring contribution in the amount of \$ _____ every month beginning _____ ending _____.

Date Date

I have increased my pledge from 2015, and I would like the amount of my increase to go toward:

<input type="checkbox"/> Shirley & Sam Strauss Memorial Social Work Fund	<input type="checkbox"/> Lowitz Memorial Family Service Fund	<input type="checkbox"/> PJ Library
<input type="checkbox"/> Sheldon Luber Camp Scholarship Fund	<input type="checkbox"/> Thalheimer Israel Scholarship Fund	<input type="checkbox"/> Joint Jewish National Fund-JFAR Project (Magen David Adom Emergency Station)
<input type="checkbox"/> Use as JFAR deems best for current needs		

Mail your pledge card today or pledge and pay online at www.jewisharkansas.org

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IN HONOR

In Honor of Silvana Berlinski

Arleen and Brian Marshall

In Honor of Daniel Block's Bar Mitzvah

Silvana and Ariel Berlinski

In Honor of Mordechai Ciment's Bar Mitzvah

Michelle and Carl Schoenberger

In Honor of Audrey Evans

Arleen and Brian Marshall

Anne and Larry Miller

In Honor of Isaac Evans becoming an Eagle Scout

Arleen and Brian Marshall

In Honor of Trudy Jacobson's birthday

Silvana and Ariel Berlinski

Marianne Tettlebaum and Dorian Stuber

In Honor of Phil Kaplan

Harold G. Martin

Susan Weinstein

In Honor of Leon Marks's 95th birthday

Arleen and Brian Marshall

In Honor of Arleen and Brian Marshall's birthdays

Gina and Charles Kokes

In Honor of Larry Miller

Susan Weinstein

In Honor of Sam Nickol's speedy recovery

Anne and Larry Miller

Carole and Gary Weisbly

In Honor of Eleanor Wolff's birthday

Silvana and Ariel Berlinski

In Honor of the marriage of

Harold Tenenbaum and Zach Tallon

Marianne Tettlebaum and Dorian Stuber

In Honor of the marriage of

Alan Thalheimer and Betsy Gray

Dale and Lee Ronnel

Marianne Tettlebaum and Dorian Stuber

In Honor of Lee Ronnel's birthday

Marianne Tettlebaum and Dorian Stuber

IN MEMORY

In Memory of Leaine Cohen

Jane and Scott Levine

David Vesole

ISRAEL EMERGENCY FUND

Johnnie Mallory

JNF-JFAR: PARTNERS FOR ISRAEL

Agape Church

Celebration Church

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Carol and Allan Mendel

In Honor of Polly Greenbaum

Marianne Tettlebaum and Dorian Stuber

In Honor of Irene and Joel Spalter

Marianne Tettlebaum and Dorian Stuber

LOWITZ MEMORIAL SOCIAL WORK FUND

Maureen and Seth Berney

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In Honor of the birth of Sunny Gabrielle Gotlib

Marianne Tettlebaum and Dorian Stuber

OUR HOUSE CHRISTMAS MITZVAH

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Cindy Brown

Toni Dollinger and Rabbi Barry Block

Elizabeth Downs

Audrey and Donald Evans

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Lynn and Bruce Greenberg

Gina and Charles Kokes

Bobbye and Rabbi Eugene Levy

Bonnie and Sam Nickol

Melanie and William Siegel

Valerie and Joe Steinberg

Ann and Harvey Tettlebaum

Marianne Tettlebaum and Dorian Stuber

Barbara Vogt and Sandford Benjamin

In Memory of Lillian Rothkoph (sister of Paul Greenberg)

June and Ed Freeman

PJ LIBRARY

Shirley Barron

Congregation Agudath Achim Sisterhood

Congregation B'nai Israel Sisterhood

In Honor of Silvana Berlinski, Cindy Brown and Marianne Tettlebaum

Lynn and Bruce Greenberg

In Honor of her grandchildren

Judy Greenbaum

In Memory of Leaine Cohen

Mary Ellen and Edward Loeb

Speedy recovery to Sam Nickol

Mary Ellen and Edward Loeb

SHIRLEY & SAM STRAUSS MEMORIAL SOCIAL WORK FUND

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Susan Strauss

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Barbara and Bruce Thalheimer

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Bernice Hart

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Mac Lyons II

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I would like more information on "Planned Giving."

ENCLOSED IS MY CHECK FOR:

\$1000 \$250 \$100 \$36 \$18

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■ COMMUNITY CALENDAR

*Please see our online calendar at www.jewisharkansas.org for further event details

AUGUST

- 7** Marvelous Mah Jongg Mania, Agudath Achim
- 8** JFAR Caregiver Support Group
- 21** Nechoma Greisman Bat Mitzvah, Chabad of NWA
- 28** JFAR Board Retreat

SEPTEMBER

- 5** Labor Day; JFAR Office closed
- 12** JFAR Board Meeting
- 11** Kids, Friends & Family Concert with Andrew & Polly, 1:30 PM
- 11-23** Congregation B'nai Israel Mission to Israel
- 25** Marie Awards
- 25** Jane B. Mendel Tikkun Olam Award Celebration

PLEASE SEE OUR ONLINE CALENDAR AT
WWW.JEWISHARKANSAS.ORG
FOR FURTHER EVENT DETAILS