To Our Family of Members,

Thank you for saying yes to the JCC.

We’re honored to share the 2017 Community Impact Report with you – the partners, investors, and friends who have made the impact possible. In a year of great challenge and incredible opportunity – the community that creates the Harry & Rose Samson Family Jewish Community Center demonstrated commitment, passion, and advocacy for its JCC.

Because of the investments you make in our mission and programs – with your time, talents, and assets – 2017 will always be remembered as a year of strength, growth, and hope.

With partners like you, we stand together and say yes to everything that unites us and makes our community stronger. Yes to the inclusive community wellness programs that build healthy bodies, yes to the high quality education opportunities that build strong minds and futures, and yes to comprehensive social services that build strong souls.

We thank you for your willingness to say yes to this community, your JCC, and the families who look to us every day.

B’shalom,

Jamie Miller
Chair, Board of Directors

Mark Shapiro
President & Chief Executive Officer

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**Giving Our Regards…**

Magical event celebrates Jody Hirsh and Tapestry: Arts & Ideas from the JCC

“Whomever learns from one another, one chapter or one law or one verse or one word or even one letter, is bound to accord the teacher honor.”

(Pirkei Avot 6:3)

The blessings that come to a community show themselves in many ways. How many ways has Jody Hirsh blessed us in the 18 years he has been our Judaic Educator and leader of the Tapestry: Arts and Ideas program? This nationally recognized, award-winning educator and artist has offered his cultural and spiritual self to enhance arts and education throughout Milwaukee, in our Jewish community and, of course, home at the Harry & Rose Samson Family Jewish Community Center.

A committee, led by Dr. James Barnett & Nancy Kennedy Barnett and Dr. Steven & Rusti Moffic, cheered, planned, fundraised, promoted and sold tickets to “Give our Regards to Jody”—a celebration in honor of Jody’s 18 years of dedicated service, and the Tapestry program he has worked so diligently to grow and nurture.

“Steve and I are so committed to the fabulous future that Tapestry can and will have,” exclaimed Rusti Moffic. “Chairing this event was truly a labor of love. Onward and upward!”

Conceived by Jody and Milwaukee Repertory Theater director Leda Hoffman, the event program featured Milwaukee Rep artists in a review of Broadway hits written by Jewish composers. Stories of Jody and community members touched by Tapestry were woven throughout the performance. Nearly 300 of us “shepped nachas” (felt great pride) for Jody and enjoyed coming together as a community of souls touched by his wisdom, his passion, his creativity, and his heart.

“From the sparkling performance, to the starry decorations, to the devoted standing-room-only crowd, Jim and I felt it was an event that everyone who attended will remember,” Nancy Kennedy Barnett said.

Mark Shapiro, President and Chief Executive Officer of the JCC, announced the JCC’s commitment to raise a one million dollar endowment fund to secure the Tapestry Arts & Ideas program for years to come.

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**Event Committee**

Co-Chairs
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Dr. Steven & Rusti Moffic
Tracy Askotzky
Ronna Bromberg Pacheksky
Dr. Carol Pohl
Bev Richey
Ellen Schupper
Sandra Stark
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Ken Stein
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Clarice Zucker

**Past Chair**

Suzy Ettinger

---

**PHOTOS:** Above Right: Mona Cohen (L) and Jody Hirsh with Dr. Steven & Rusti Moffic, Event Co-Chairs

Below Right: Nancy Kennedy Barnett & Dr. James Barnett, Event Co-Chairs
Camp Interlaken JCC Virtual Havdalah: Digital “Shavua Tov”

Havdalah—which is the Hebrew word meaning “separation”—marks the separation, or transition, from Shabbat to the new week. The Havdalah service is beautiful, notable for its fragrant spice box and braided candle, which is extinguished in a cup of wine.

For campers and staff at the Steve & Shari Sadek Family Camp Interlaken JCC in Eagle River, Havdalah is an extraordinary, sacred experience. “There is something particularly magical about Havdalah at camp,” according to Camp Interlaken Director Toni Davison Levenberg. “Between the crispness of the Northwoods night air, the sound of frogs intermingling with the soft strumming of the song leaders’ guitars, the glow of the Havdalah candle under the stars—it’s a time at camp that we all look forward to, and that anyone who’s been a camper here remembers fondly.”

With Camp Interlaken alumni in mind, Toni and her team decided to welcome anyone with Internet access and a Facebook account to join camp remotely for a “virtual Havdalah” on August 5, 2017, via Facebook Live. Through email invitations and social media posts, the extended Interlaken community was invited to participate in Havdalah alongside the campers sitting on the shore of Lake Finley. Participants could download an Interlaken Havdalah service from the camp website, so that everyone could sing along.

“We thought we would give this a try and see if people were interested in celebrating with us,” Toni explained, “but we had no idea of the overwhelming response we would receive.”

More than 9,200 people who love Camp Interlaken have viewed our Facebook Live Havdalah. Throughout the service—and for days after—people commented on the event and their love for camp:

“Thanks for sharing with everyone! I can almost hear Lake Finley lapping at the shore.”

“Grateful my children had the same experience as my brothers and me!”

“You never forget that wonderfully amazing feeling of being at camp.”

“Haven’t been to camp in 19 years, but this made it feel like yesterday. Can’t wait till my kids are old enough to go. Thank you for sharing this sacred space with the rest of us!”

Please watch for details on our Summer 2018 Facebook Live Havdalah!

New Endowment Fund Helps JCC Rainbow Day Camp Staff ‘Keep Smiling’

“Keep smiling” is Lenny Kass’s well-known way of saying “so long for now.” As director of the Albert & Ann Deshur JCC Rainbow Day Camp (RDC), Lenny has brought smiles to the faces of thousands of our community’s children and has motivated generations of campers and staff.

Inspired by his leadership, commitment and kind heart, the RDC Camp Committee surprised Lenny with a special gift. Together they contributed the funds necessary to open a new endowment fund in honor of Lenny’s 30 years of service to the JCC.

At a reception before the JCC Annual Meeting on June 7, 2017, camp committee co-chairs Seth Wahlberg and Monica Arnstein announced the creation of the RDC Keep Smiling Staff Sustainability Endowment Fund, which will help provide funding necessary to attract and retain the best quality camp staff. Seth Wahlberg explained, “The Keep Smiling Fund was established by the committee in the spirit of l’dor v’dor (from generation to generation). We are all camp alumni, past staff, or camper parents…in some cases all three! Lenny, over the past 30 years, has exemplified this core value through his dedication to our community, our youth and camping.

The fund honors Lenny’s dedication to the camp and our most important resource…the staff.”

Over the last two years, the camp committee has been engaged in a strategic planning process—reflecting on the past, analyzing the present, and envisioning a sustainable future for JCC Rainbow Day Camp. Through this process, the committee has embraced a culture of philanthropy, gaining both a sense of ownership regarding the future of camp and an understanding that the JCC and Rainbow Day Camp cannot exist without the generosity of others.

What a joy to watch our community’s children run throughout our beautiful campgrounds, singing and laughing with Lenny. The RDC Keep Smiling Staff Sustainability Endowment Fund is a wonderful way to make an important impact at camp, while honoring the place and the people we hold so close to our hearts.

Monica Arnstein, Rainbow Committee Co-Chair, Lenny Kass, Camp Director; Seth Wahlberg, Rainbow Committee Co-Chair

Lenny Kass, Camp Director
Shelby Kass, Associate Camp Director

Committee
Monica Arnstein, Co-Chair
Seth Wahlberg, Co-Chair
Nancy Appel
Lisa Bodner
Nicole Boemer
Jori Brodny
Sandi Deshur
Stephanie Dykeman
Daniel Einhorn
Jeff Fishbach
Matt Honigman
Frannie Kaczor
Wendy Mayer
Jan Pirozzolo-Mellowes
Samara Shapiro
Chris Steeno
Sami Stein Awer
Matthew Wichman

Committee
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Laurel Bear
Aaron Bernstein
Nathan Bernstein*
Karee Blisky
Randle Collier
Ari Domnitz
Andy Enders
Melissa Feldmesser*
Larry Golopol
Graham Hoffman
Tali Jubelirer
Dale Kunin
Maureen Luddy
Jon Mann
Sharyl Paley
Jay Plavnick*
Sheryl Rubin
Bryan Sadoff
Cindi Samson
Laurie Shapiro
Jesse Sondel
Ian Wogan
CJ Wagner
Jodi Weber
Dina Weinbach
Sylvia Winter
Diane Zall

* through July 2017

Toni Davison Levenberg
Camp Director
Mark Gutman
Asst. Camp Director
Sharon Cohen
Asst. Camp Director

Phase 1
Toni Davison Levenberg
Camp Director
*through July 2017
From Parsnips To Peppers, Bonim Leaders Tend the “Rainbow Fresh Market”

Each summer, campers and staff at the Albert & Ann Deshur JCC Rainbow Day Camp work in the Rainbow garden, learning about planting and harvesting. Harvested produce is delivered weekly to the Jewish Community Pantry for distribution.

Bonim Leaders, the Rainbow Day Camp program for teens and young adults with special needs, play an important role in the Rainbow garden. The program develops leadership skills through interaction with younger campers, community service projects, and camp work projects.

Bonim Leaders run the “Rainbow Fresh Market” at the JCC each Wednesday afternoon when camp is in session, selling produce from the garden to JCC members and guests while practicing interpersonal, financial and marketing skills. Proceeds help underwrite the Bonim program. What doesn’t sell on Wednesday gets added to the Pantry’s weekly delivery.

Jared, a 31-year-old Bonim Leader who has attended Rainbow Day Camp for 17 years, loves being a part of the “Rainbow Fresh Market.”

“Coming to the JCC to sell our vegetables is fun,” Jared said. “I like seeing all the people and how much they like our vegetables,” noting that his favorite is the fresh lettuce.

When asked about the Pantry Jared added, “I love giving our fresh vegetables to the Pantry. It gives other people the opportunity to eat fresh, grown vegetables.”

“I love giving our fresh vegetables to the Pantry. It gives other people the opportunity to eat fresh, grown vegetables.”

- Jared Steeno, Bonim Leader

Pictured Below

Jared Steeno, Sydney Selig, Mary Cate Neff, Michael Torres, Alex Bader, Sydney Selig
Our Friends Have Big Hearts and a Vision of the Future

In 2014, Fred and Linda Wein placed the mezuzah on the Linda & Fred Wein Center for Gan Ami Early Childhood Education in Mequon when we moved to Donges Bay Road. At that time, none of us had any idea that we would have the joyous opportunity to have a déjà vu moment with the move to our even newer home on Port Washington Road. The Weins’ Family and Friends, as well as grateful Gan Ami Mequon families and JCC staff, were on hand to once again honor Fred and Linda’s generosity and their commitment to Jewish early childhood education and community.

Karen Faust, Gan Ami Mequon Site Director; Mark Shapiro, JCC President/CEO; Fred Wein, Linda Wein, Jesse Rosen, JCC Chief Operating Officer; Stacy Synold Mitchell, JCC Director of Early Childhood Education

Gan Ami Parent Involvement Committee

Jori Brody
Heidi Gould
Amy Heinemann
Ryan Heinemann
Adriana Kelly
Johanna Levensberg
Cynthia McPhedran
Allison Durnford
Amy Heinemann
Jori Brody
Heidi Gould
Amy Heinemann
Ryan Heinemann
Adriana Kelly
Johanna Levensberg
Cynthia McPhedran
Allison Durnford
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Adriana Kelly
Johanna Levensberg
Cynthia McPhedran
Amelia Rebuck
Jori Brody
Heidi Gould
Amy Heinemann
Ryan Heinemann
Adriana Kelly
Johanna Levensberg
Cynthia McPhedran
Amy Heinemann
Ryan Heinemann
Adriana Kelly
Johanna Levensberg
Cynthia McPhedran
Amy Heinemann
Ryan Heinemann
Adriana Kelly
Johanna Levensberg
Cynthia McPhedran

The Luck family has strong ties to the Steve & Shari Sadek Family Camp Interlaken JCC. Two of Morton (z”l) and Betty Luck’s daughters, Wendy and Margaret, were campers; Wendy continued on to be a counselor and song leader. Daughter Sari Luck Schneider’s two children, Lisa and Michael, went to Camp (Michael went on to be a counselor) as did Margaret’s son, Elias Baldino, following in Aunt Wendy’s footsteps as a song leader! When the sisters made the decision to look into making a meaningful gift to Camp in honor of their parents, the need for a new fire circle was, in Margaret’s words, “bashert” or destiny. The story goes that when Elias was a newborn and the family gathered to be with Morton in his final days, Morton called Elias, “a little campfire – bringing us all together.” What a fitting tribute, then, when on July 5, 2017, the new fire circle was dedicated with love as the Betty & Morton Luck Family Fire Circle.

Betty & Morton Luck Family Fire Circle

Our Friends Have Big Hearts and a Vision of the Future

Each time that we are blessed with an opportunity to thank the Daniel M. Soref Charitable Trust for their generosity and support, we are flooded with such warm feelings of gratitude, of possibility, and of a brighter future thanks to their vision. On August 15, 2017, JCC staff and lay leaders stood with Trust representatives to place mezuzot on the doors of the Daniel M. Soref Aquatic Center at the Albert & Ann Deshur JCC Rainbow Day Camp. The Center includes a new teaching pool with shallow-entry and ramp access, and a splash pad which provides the entire camp community with regular access to safe water activities. The new building has inclusionary changing rooms for our campers with special needs. The Soref Charitable Trust has allowed us to fulfill the mitzvah of mezuzot.

Betty & Morton Luck Family Fire Circle

The Soref Charitable Trust has allowed us to fulfill the mitzvah of mezuzot on the doors of the Daniel M. Soref Aquatic Center at the Albert & Ann Deshur JCC Rainbow Day Camp. The Center includes a new teaching pool with shallow-entry and ramp access, and a splash pad which provides the entire camp community with regular access to safe water activities. The new building has inclusionary changing rooms for our campers with special needs. The Soref Charitable Trust has allowed us to fulfill the mitzvah of mezuzot.

An Important Donation
JCC Patron Member Rachael Marks

When Rachael Marks describes her family’s relationship to the JCC as “part of who we are,” she isn’t kidding.

Rachael has been involved with the JCC for more than 30 years, starting as a camper at the Steve & Shari Sadek Family Camp Interlaken JCC and a counselor at what is now the Albert & Ann Deshur JCC Rainbow Day Camp. In college she worked as a lifeguard and taught swim lessons at the original water park in Bayside, and as a young adult during and after college, Rachael taught aerobics and water aerobics at the JCC.

Rachael and her husband David, who live in Mequon, have three children: Teah, 16, Eve, 14, and Solomon, 10. After she stopped working as a middle school Spanish teacher, Rachael would bring the kids to classes at the JCC, sharing that they loved Idy Goodman’s Shabbat classes. All three children attended Rainbow Day Camp, and last summer all three were together at Camp Interlaken.

It was after the couple had children that Rachael and David made the decision to become Supporting Members of the JCC, at the Patron Member level. A supporting membership includes a tax-deductible contribution to the JCC, helping the agency sustain its high quality educational, cultural and social service programs. Patrons receive all membership benefits, including the Health Center, which is something that Rachael and David particularly enjoy.

“The JCC is a symbol of the Jewish community, even though it’s a secular place,” Rachael said. She added, “We consider [Patron Membership] an important donation.”

Rachael is part of the “5 a.m. crew” for her regular JCC workouts. She loves the early hours, explaining, “It’s the only time of day I leave my house and don’t have to worry about anyone else.” She’s home in time to see her kids off to school.

According to Rachael, the JCC is really busy at 5 a.m., and very social. “There are fitness classes going, people in the pool… Some men bring their older kids to work out with them before school.”

In addition to being Patrons, Rachael and David support the JCC by attending events like Laugh It Up Milwaukee and KidShare.

“It’s important to have the J in the community. We should do whatever we need to do to ensure it stays,” Rachael said. “The identity of the Jewish community starts at the JCC.”

Our Friends Have Big Hearts and a Vision of the Future

Betty & Morton Luck Family Fire Circle

Daniel M. Soref Charitable Trust places mezuzah with Mark Shapiro, JCC President/CEO; Fred Wein, Linda Wein, Jesse Rosen, JCC COO, Stacy Synold Mitchell, JCC Director of Early Childhood Education

The Luck family has strong ties to the Steve & Shari Sadek Family Camp Interlaken JCC. Two of Morton (z”l) and Betty Luck’s daughters, Wendy and Margaret, were campers; Wendy continued on to be a counselor and song leader. Daughter Sari Luck Schneider’s two children, Lisa and Michael, went to Camp (Michael went on to be a counselor) as did Margaret’s son, Elias Baldino, following in Aunt Wendy’s footsteps as a song leader! When the sisters made the decision to look into making a meaningful gift to Camp in honor of their parents, the need for a new fire circle was, in Margaret’s words, “bashert” or destiny. The story goes that when Elias was a newborn and the family gathered to be with Morton in his final days, Morton called Elias, “a little campfire – bringing us all together.” What a fitting tribute, then, when on July 5, 2017, the new fire circle was dedicated with love as the Betty & Morton Luck Family Fire Circle.

Betty & Morton Luck Family Fire Circle
2017 KidShare Committee

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Connie & Omar Shaikh

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Tami Kent
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Rebels Greens

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Zahra Photography – Dan Zahz

**TOTE BAGS**

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We wish to thank the Marcus Theatre Division for its ongoing commitment to the Milwaukee Jewish Film Festival. We look forward to next year – October 21-25, 2018 at the Marcus North Shore Cinemas.

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Donations during the December diaper drive would be $17,750, a 42% increase from the JCC and Albert &...
Creating Our Own Jewish Experiences: PJ Library a Program of the Harold Grinspoon Foundation

The summer of 2017 brought young families together to connect in a meaningful way, thanks to the Get Together grants from the PJ Library program of the Harold Grinspoon Foundation. Fourteen families hosted a total of 49 families—86 adults and 122 children in all—to create their own small Jewish experiences. The hosts held Shabbat dinners, picnics in the park, barbecues, Israeli food tastings, and more. Host families designed their own programs and were reimbursed by the PJ Library program for their efforts to create these intimate gatherings through the Get Together grant program.

Michal Deskalo and Marwan Khayat described their experience: “We had an Israel-themed dinner with Israeli music, dance and karaoke. We had falafel, hummus, shawarma, kebab, Middle Eastern rice, Israeli wine. The three-hour get-together was hosted at our home. We have hosted get-togethers like this before, but this was a great experience and a good excuse to do something different than just having dinner. The kids also learned Hebrew words for the food we ate.”

Rachel and Scott Steele, another host family, shared: “Families got together at a park. We brought toys (football, baseball gloves, hula hoops, bubbles, etc.) for the kids to play with. There were six kids and six adults. We had hot dogs, hamburgers and other picnic type food. We took a few walks with the kids and looked out at Lake Michigan—down walking trails and through the woods, which they enjoyed. We had a lot of fun. We actually spent more than six hours at the park, just playing and hanging out. It was a terrific event! We would never have organized this if it wasn’t for the grant. One of the moms just kept saying, ‘Thank you! This was terrific and just what we needed!’”

Through free books and music, monthly programming around Milwaukee of the moms just kept saying, ‘Thank you! This was terrific and just what we needed!’ One than six hours at the park, just playing and hanging out. It was a terrific woods, which they enjoyed. We had a lot of fun. We actually spent more

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Through free books and music, monthly programming around Milwaukee, a newsletter, parent committee and small group events like these, more than 700 families are impacted through PJ Library and PJ Our Way in our community.

Thank you to the Harold Grinspoon Foundation for helping to offset the cost of monthly free books and programs for our community’s children. The Foundation also provides the JCC with a community mentor, professional development opportunities and an annual national conference. Through the annual national conference, we learn more about best practices worldwide in young Jewish family community engagement.

FINANCIAL RESOURCE DEVELOPMENT STAFF

Elyse Cohn, Grants Manager
Julie Sancilica, Donor Steward
Ruth Wallace, Development Associate

Message from the Chief Development Officer

How does one write about our remarkable year in such a small space? Our JCC journey from winter through late spring 2017 was a challenging time for our community: the best part was that we joined together, and that felt so good. “Say YES to the JCC,” was just what we needed in a time that seemed fraught with negativity. Our resilient members, guests and donors said, “YES!” all spring, summer and fall! We are still so very grateful.

We write this 2017 Community Impact Report as a testament to resilience, strength and abundance. The Jewish people have always been resilient and strong, and we get that from seeing and measuring what is good and just all around us. All of us on the Financial Resource Development team—Grants Manager Elyse Cohn, Donor Steward Julie Sancilica, Development Associate Ruth Wallace, and I—have had so much fun this year working with so many program supporters, some of whom are mentioned in this report.

Join us as we celebrate just a few of the wonderful stories of friends and volunteers who give their time and resources to better our community…It’s very rewarding to come to work and partner with such special people. Come in sometime and have lunch with us; you are bound to enjoy yourselves.

With warmest regards,

Harriett Rothman
Chief Development Officer
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414-967-8239
Harry & Rose Samson Family
JEWISH COMMUNITY CENTER

OUR LOCATIONS

Karl Jewish Community Campus • 6255 N. Santa Monica Blvd., Whitefish Bay

Gan Ami Early Childhood Education • Karl Campus • Whitefish Bay

Linda & Fred Wein Center for Gan Ami Early Childhood
10813 N. Port Washington Road, Mequon

Albert & Ann Deshur JCC Rainbow Day Camp • W3985 Trails End Rd., Fredonia

Hy & Richard Smith JCC Water Park • 11015 N. Market Street W15, Mequon

Daniel M. Soref Education & Retreat Center • W3985 Trails End Rd., Fredonia

Steve & Shari Sadek Family Camp Interlaken JCC • 7050 Old Highway 70, Eagle River

Jewish Community Pantry • 2900 W. Center St., Milwaukee

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