

Harry & Rose Samson Family
JEWISH COMMUNITY CENTER

2018 Community Impact Report

Wellness | Education | Community





Message from the Chair of the Board and the President & Chief Executive Officer

To Our Family of Members,
Thank you for finding your center at the J.

We're honored to share the 2018 Community Impact Report with you – the partners, investors, and friends who have made the impact possible. Together, we continue to build an inclusive and safe destination for the entire community to live Jewishly, celebrate our values, and find their own center here at the Harry & Rose Samson Family Jewish Community Center.

Because of the investments you make in our mission and programs – with your time, talents, and assets – 2018 will always be remembered as a year of more inclusion, more values, and more community.

With partners like you, we empower our friends and neighbors to find their centers for wellness, education, and social services. From the important connections that are built at our camps, in our classrooms, and in the small moments of friendship and shared values – your support makes the J more than a building.

We thank you for everything you do to build centers throughout our community, for your commitment to our vision for the future, and for the investment you make in the families we serve together.

B'Shalom,

Joe Kasle
Chair, Board of Directors

Mark Shapiro
President & Chief Executive Officer



A Life-changing Journey: JCC Staff Israel Trip

When the 19 fortunate staff members of the Harry & Rose Samson Family JCC left for Israel on February 11, 2018, they knew the experience would



have a lasting impact that would reach far beyond their work life. The trip used Israel as a living classroom to deepen participants' leadership skills, their personal connection to Israel, and collaborative teamwork.

Staff participants required a nomination by their supervisors and a rigorous application process. Although they traveled together and saw the same things, each person on this trip had a very different, personal experience. Some of the travelers grew spiritually, some developed lasting friendships, some discovered a deep connection to the land, and all endeavored to better understand the complexities of a nation caught up in political, religious and social struggles. This life-changing trip was made possible by the generosity of Dottie Rotter and the Merton & Dorothy Rotter Endowment Fund.

Dottie, her late husband, Mert, of blessed memory, and their family always shared a deep love for Israel. Dottie says, "My generation remembers what it was like before there was an Israel; when no one wanted the Jews. Now there is a place where we are accepted with open arms and I can't think of anything more important than that." The Merton & Dorothy Rotter Endowment Fund supports Israel-related programming at the JCC. Through her generous philanthropy, Dottie has helped many people experience Israel for themselves. From our Camp Interlaken teenagers to our family of staff, the Rotters have been instrumental in ensuring that as many people as possible can have the journey of a lifetime.

Immediately following the trip, JCC Chief Marketing Officer Chad Tessmer reflected, "There's no replacement for walking the streets, breathing the air, and experiencing the life that happens in Israel. I can't wait to get to work and bring some portion of that back for our community." And truly, the impact of the staff Israel trip can be seen throughout the JCC—from the vibrant photography exhibit in our Main Street display case that showcases the trip, to the Main Street *shuk* (marketplace) run by our Gan Ami early childhood students. The JCC has hosted and celebrated Israeli musicians, authors, chefs, and artists this past year and strives to infuse a taste of *Eretz Yisrael* in all it does.

Less visible is how this trip personally impacted each participant. As Chief Financial Officer Tommy Jostad shared, "Every moment of our Israel trip reminded me that there is something bigger than the individual and we can always strive to do better for each other."



Gan Ami Shuk at the J

"I want to help bring people to Israel because having the experience of being there truly brings it alive. Everyone should have the opportunity to learn firsthand about this country's history; its complicated politics; and its many advances in medicine, technology and agriculture—not to mention to see how Israelis have turned the desert green! In my opinion, Israel's beauty is unsurpassed."

- Dottie Rotter,
on underwriting the staff Israel trip



Merton (z"l) & Dottie Rotter

Israel Trip Staff Pictured

Back Row: Chad Tessmer, Jesse Rosen, Tommy Jostad, Ruth Wallace, Mark Gutman, Jody Hirsh, Sean Meyer, Heather Spencer

Middle Row: Julie Lookatch, Stephanie Wezelman, Jess Lanke, Beth Alling, Rachel Wittliff, Lisa Kulakow

Front Row: Sarah Siegel, Carissa Mindt, Rabbi Shari Shamah, Heidi Gould, Elyse Cohn

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

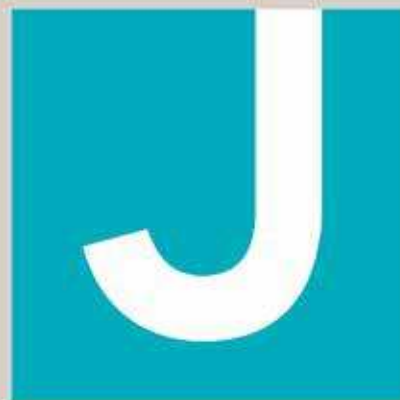
Hy & Richard Smith JCC Water Park • 11015 N. Market Street W15, Mequon

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

jccmilwaukee.org



Harry & Rose Samson Family
JEWISH COMMUNITY CENTER

Committee

Co-Chairs: Dr. Steven & Rusti Moffic

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Ken Stein
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Clarice Zucker
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BLACK. LEADERSHIP. MILWAUKEE.

James Seder



Cecelia Core, Brewster Community Foundation (see story, page 9)



Ashanti Hamilton, City of Milwaukee Alderman

'Praying with Their Feet': Building Community *Yad B'yad* (Hand in Hand)

Susannah Heschel and Bernice King were children in 1965 when their fathers, Rabbi Abraham Joshua Heschel and Dr. Martin Luther King, Jr., marched from Selma to Montgomery, campaigning for voting rights. When Rabbi Heschel returned from the march, he referred to the experience as "praying with my feet."

More than 50 years later, following in their fathers' footsteps, the two daughters of the civil rights movement shared the stage for the first time at a free community program at the Pabst Theater on March 4th, 2018. Hosted by the Harry & Rose Samson Family JCC and the Milwaukee Urban League, and moderated by WUWM's Bonnie North, "Praying with Their Feet" was a conversation to invigorate a new generation on civil rights and examine the current state of Jewish/African-American interaction. More than 300 people, members from both communities, attended.

Bernice King spoke about the common ground between the Jewish and African-American communities, as acts of hatred and discrimination continue to surface across the country. She advocated for renewing the two communities' connection, saying, "The history of oppression for both is where the connection is, and we need to keep that alive in each generation."

Susannah Heschel encouraged American Jews to recognize how deeply engrained discrimination is for African-Americans. "What is it like to be black in this country? When the police stop my car, I don't fear for my life. That's a big issue, a big difference."

"For decades the Jewish community has actively involved itself in the civil rights movement as a reflection of the value of *Tikkun Olam*, repairing the world," according to Jody Hirsh, JCC Judaic Education Director. "We conceived 'Praying with Their Feet' and additional programming to foster dialogue between the Jewish and African-American communities."



Dr. King & Professor Heschel

Milwaukee faces. This event was a perfect representation of the role the JCC serves in our community--Jewishly and beyond."

"Praying with Their Feet" was sponsored in part by Herb Kohl Philanthropies. It was part of the JCC Tapestry: Arts & Ideas series, "200 Days that Changed Milwaukee" programming to commemorate the fiftieth anniversary of Milwaukee's Fair Housing Marches. Programming included a photography exhibit at the JCC entitled, "Black. Leadership. Milwaukee." by local photographer James Seder (see photos, left).



Susannah Heschel and Bernice King onstage together for the first time at the Pabst Theater on March 4, 2018, with moderator Bonnie North. Behind them, a photo from the 1963 March on Washington for Civil Rights.

Lasting Improvements at Our Day and Overnight Camps



Around the World in 7 Races

Seven marathons. On seven continents. In seven days.

It sounds like a challenge beyond measure, an amazing adventure, and a bit *meshuggeneh* (crazy)! But apparently, when our beloved Steve & Shari Sadek Family Camp Interlaken JCC will reap the benefits, no challenge is too great. Our special thanks to *meshuggeneh* racers and intrepid Interlaken alums, Mitch Moser and David Samson, who named Camp Interlaken as a 777 Marathon beneficiary. Thanks also to the many generous donors who honored Team "Hold the Plane" runners with their contributions. The funds received enabled Camp to renovate Cabin Reuben. *Pictured: Camp Interlaken Director Toni Davison Levenberg and Camp Committee Chair and 777 participant Mitch Moser affix the mezuzah to Cabin Reuben.*

It Takes Bobbi to Make a Village

Every summer, Bobbi Dinkin comes to visit the Albert & Ann Deshur JCC Rainbow Day Camp, and every summer she drives under the sign bearing her parents' names. Albert & Ann Deshur (z"l) were active members of the community with a love of all things related to children, Judaism and Milwaukee. *L'dor v'dor*, their children and grandchildren are all enthusiastic supporters of camp, too. Bobbi's generous contribution to camp helped us finish the last two unrenovated cabins and the bathroom up on the wooded hill beyond the *Bayit*. The new Dinkin Activity Village includes Sandy's Lodge (a gift from Suzy Ettinger), Woodland Lodge, and Bobbi's Lodge and is a hub for activities like model trains, Legos, dance, ceramics, woodworking and sewing. The Village would not have been possible without Bobbi's generosity! *Pictured: Bobbi's Lodge*



Cabin Levi: Ready for 50 More Years

Our dear friend Roberta Forman (z"l) loved camp – she loved day camp, she loved overnight camp, and most of all she loved Jewish camp. In the past, Roberta had supported the Camp Interlaken Bridge to Our Future Preservation Campaign, and her contribution for the Judaic Playground at Rainbow Day Camp was a dream come true for her. Roberta's last, generous contribution to Camp Interlaken before she passed away was given to renovate a cabin. This past summer, with four of her grandchildren at camp, Cabin Levi was re-dedicated in loving memory of an amazing woman.

Pictured: Four of Roberta Forman's ten grandchildren (l-r), campers Jonah Hyman & Max Hyman, Ozo Mira Sellman, and camper Adam Gerken. Cousins rock!

Fish and frogs and bugs, oh my!

The old saying goes, give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime. Well, teaching children to fish, to play, to make friends, to care for the earth...these important lessons of childhood have always been central to the Kass Family. Stan and Lee Kass (z"l) raised a family of boys who all learned these core values – and learned them well. Mark, Michael, and Lenny have shared that legacy not only with their own families, but with thousands of children through their generous contribution to build "The Pond" at the Albert & Ann Deshur JCC Rainbow Day Camp. It's a peaceful, reflective space away from the bustle of day camp life, where children can contemplate the natural world and their relationship to it. This new addition to camp is the cherry on the sundae of camp's nature program, and we are thankful to the Kass Family for making it possible.



He's got a big one on the line!



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 James Sweet
 Sylvia Winter
 Jim Zucker*

Camp Director Toni Davison Levenberg
Asst. Camp Director Mark Gutman
Program Director Tova Blasberg
Camp Services Coord. Beth Alling

*of blessed memory

The Plavnick Family Gives Back through Volunteering and a Lasting Endowment

Jill Plavnick describes her family's relationship to the Steve & Shari Sadek Family Camp Interlaken JCC by proudly declaring, "We are a Camp family." Jill, her husband Jay, and their two children, David and Lauren, were all campers and still have friends from Camp who live all over the country.

Jill and her brothers, Roger and Steve Grande, were Interlaken campers, and she and daughter Lauren were Interlaken counselors. The Plavnick family, who live in Mequon, spent five consecutive summers with dear friends at Family Camp when Howard Wagan was Camp Director. Jay said, "Interlaken's Family Camp inspired our journey to get closer to Camp and send our children there." Family Camp also ultimately inspired Jay to give back through his service as a lay leader on the Camp Interlaken committee. His many years on the committee saw the appointment of Toni Davison Levenberg as Camp Director, a very successful "Bridge to our Future" capital campaign with significant improvements to Camp's infrastructure and a 50th anniversary alumni reunion.

Both Jill and Jay started their separate JCC journeys at the JCC on Prospect Avenue, where they participated in sports and BBYO—although they didn't know each other then. When Lauren and David were toddlers, they attended Gan Ami Mequon, and the entire family enjoyed many parenting and family programs in the Harold & Terry Nash Family Parenting Center in Whitefish Bay. Lauren had her Bat Mitzvah in the JCC's Daniel M. Soref Community Hall the first year it was completed. Jay still works out at the JCC every day.

The Plavniks always intended to do something to ensure Camp's future. "We want to help continue the magic of campfires and Shabbat services on Lake Finley for generations to come. It is so important that kids have a positive Jewish experience. It's a place you feel safe," Jill said.

In May 2018 as part of the Create a Jewish Legacy program of the Milwaukee Jewish Federation, Jill and Jay established the Plavnick Family Camp Interlaken Endowment for long term support of Camp Interlaken.

"We always intended to show others that it is meaningful to have a cause. Interlaken is very dear to us and we want it to continue for generations," said Jay.

For Jill, her reason to leave this Legacy is simple: "Camp Interlaken is my favorite place in the world."



David, Jill, Jay, & Lauren Plavnick

Warm Bowls Make for Warm Souls. Milwaukee Empty Bowls and the Jewish Community Pantry

Some say that chicken soup is "Jewish penicillin." The dedicated volunteers at Milwaukee Empty Bowls might say that chicken soup—as well as tomato bisque, corn chowder, chili con carne and dozens more—is social action in a bowl.

Milwaukee Empty Bowls is an all-volunteer, non-profit organization that uses art to heighten hunger awareness and raise funds that help food pantries and meal programs in Milwaukee. Each October, the organization holds an annual fundraiser, where the public can purchase a beautiful bowl made by artists, teachers and students, and then sample soups from nearly three dozen local restaurants—accompanied by breads donated by local bakeries. Guests take their bowls home to serve as a reminder that there are always empty bowls in our community. Milwaukee Empty Bowls has been carrying on this mission since 1999.

In 2018, the Jewish Community Pantry was among six fortunate recipients sharing the proceeds of the Milwaukee Empty Bowls event. We also had the opportunity to be present at the event—held on Sunday, October 14, 2018—to share our Pantry stories with the attendees.

Thanks to the support of Milwaukee Empty Bowls, the Jewish Community Pantry is building organizational capacity to serve clients and volunteers better. We are launching a digital volunteer management system so volunteers can submit schedule preferences and self-schedule their shifts from their phones or home computers. New tablets at the Pantry enable volunteers to check in and out of their shifts. The digital volunteer management system will make volunteering at our Pantry easier, freeing up valuable time for Pantry staff, who can use this extra time to build volunteer capacity with Milwaukee universities, community groups, and individuals.

The Pantry is also using funds from Milwaukee Empty Bowls to purchase a dual-sided card printer for client ID cards and wall-mounted flat screen televisions for educational videos in our waiting areas. These items will enhance the client experience and support our visitors who hope to eat a healthier diet, with videos introducing information on healthy foods, simple food preparation techniques, and affordable healthy recipes.

The Jewish Community Pantry is supported by the Hunger Task Force Emergency Pantry Network and is co-sponsored by Women's Philanthropy of the Milwaukee Jewish Federation.



(l-r) Jewish Community Pantry staff Dorene Paley & Mona Cohen with Jeannée Sacken, Dr. Michael Briselli & June Kallman at Milwaukee Empty Bowls



"The Jewish Community Pantry relies on funding organizations such as Milwaukee Empty Bowls to support the work that we do to address food insecurity in Milwaukee. With the generous funding we received from the 2018 Milwaukee Empty Bowls event, our Pantry will build organizational capacity and better serve our clients."

- Dorene Paley,
Jewish Community Pantry Director



Jack Padek, Chair
 Howard Wagan, Chair

Staff

Dorene Paley, Pantry Director
 Heidi Gould, Pantry Advocacy Coord.
 Mona Cohen, Director of Adult Programs & Community Services





Chaverim member Allan Riskin holds a pose.

Namaste: Chaverim 'Yoga with Minda' helps mind and body thrive

In spring 2016, our JCC Special Needs Coordinator was listening to a Chaverim member share a traumatic experience she had while waiting for the city bus. The woman exhibited a high level of stress and anxiety as she told her story; one can only imagine the actual experience. This brief conversation led JCC staff to look into providing wellness programming for Chaverim to help this woman and other Chaverim members decrease stress and anxiety through relaxation and visualization strategies.

Chaverim, the Hebrew word for "friends," is a JCC program that provides social, educational, and recreational opportunities to adults who live with a range of disabilities. Activities are designed to help adults with special needs feel like they're part of the community. Through Chaverim, participants gain a sense of belonging, satisfaction and an active social life.

Minda Devorkin, a Yoga instructor at the JCC who teaches the STARS (Students that are Really Special) Yoga class for the JCC Center of Inclusion and Special Needs, was eager to start a monthly Chaverim Yoga class when approached. Minda is a certified Yoga instructor with an MSW and a background in working with people who live with disabilities.

Initially, the class had an attendance of 15-18 individuals, who practiced Yoga seated in chairs. Many of the members have muscle rigidity—a condition frequently seen in people with developmental disorders—and balance difficulties. The chairs aided in stability and their fear of falling. Touching their toes from a seated position was difficult.

Despite the physical challenges, participants loved the class—in particular, the visualization and relaxation experiences at the end, during "resting pose." Word spread quickly, and attendance increased rapidly. Beginning in fall 2018, a second Chaverim "Yoga with Minda" class was added; it now meets twice monthly. Attendance in both classes is regularly 24-28 participants.

Over the past two years, participants have grown tremendously in muscle strength, coordination, balance and flexibility. Half the class can now balance and do Yoga poses on floor mats. Moreover, participants show a decrease in anxiety and an increase in using strategies, like breathing techniques and visualization, to cope with stressful situations.

One of the regular Chaverim Yoga students, a Special Olympian golfer, shared with staff, "Yoga really helps me stretch and focus." His story demonstrates how he was able to generalize what he learned in Yoga and apply those skills to another aspect of his life.



"I just wanted to say how thankful we are for the JCC and the Chaverim programs you are offering. We have noticed such a change in [our daughter] since attending JCC programming. She is happier, eager to try new things and definitely looks forward to all events."

-Mom of a Chaverim client

L'dor V'dor (V'dor)

How one family's JCC journey leads to two new endowment funds

"For our family, the JCC is truly home."

Felicia Miller recalled that from the time she and her husband Jamie were young children, to when they had children of their own, the JCC has provided their whole family with a safe, Jewish communal environment—a place to meet, learn and grow spiritually.

The JCC in Canton, Ohio, where Jamie grew up, served as a home away from home for him, where he spent countless hours playing basketball with friends. Jamie's love of sports was passed along to daughters Erin and Hilary, and the JCC provided a supportive athletic environment for them as they grew up. From their mother, the girls inherited a passion for Camp Interlaken; and like Felicia—who attended Interlaken for 10 years as both camper and counselor—they made Interlaken their summer home for many years, including time spent at Family Camp.

"At both Camp Interlaken and Rainbow Day Camp, Erin and Hilary were able to create and understand the importance of community while living their Jewish values," Felicia shared.

Jamie's engagement as a community leader naturally led him to our JCC—first as a co-chair of the 2015 JCC Maccabi Games, and then as board chair from 2016-2018. During his tenure, he was inspired by the Rainbow Day Camp Committee when they established an endowment to honor Lenny Kass' leadership as Camp Director. That inspiration moved Jamie to also establish an endowment—this one to honor JCC President & CEO Mark Shapiro. The Mark Shapiro Staff Enrichment Endowment Fund helps JCC staff seek greater expertise to serve our constituents. Surprising Mark with this honor at a board meeting gave Jamie great joy.

As Jamie's term as board chair was coming to an end, Felicia and the girls wanted to surprise him with a lasting honor. Naturally, they thought of establishing an endowment in Jamie's name: the James L. Miller L'dor V'dor (from generation to generation) Leadership Endowment Fund.

"Jamie had the pleasure and privilege of working with Mark and the incredible JCC staff, as well as an amazing group of dedicated lay leaders," Felicia explained, adding, "The most meaningful way to honor Jamie's legacy of service to the JCC was to create a leadership cultivation endowment in his name."

Jamie was overwhelmed by this beautiful gift, agreeing that it was both meaningful and appropriate. "The commitment of the professionals and volunteers make our JCC the heart and soul of our Jewish community," he said, "and it is important to ensure that resources be available to help cultivate that leadership for generations to come."

From Jamie and Felicia to Erin and Hilary, our Jewish future is in loving hands. *L'dor V'dor.*



Jamie, Felicia, Erin & Hilary Miller

"The JCC staff has created a culture in which donors understand that the JCC is a remarkable place to invest and where donors feel great about supporting the mission. That's what inspired me to give back."

- Jamie Miller,
on why he created the Mark Shapiro Staff
Enrichment Endowment Fund

"This endowment gift is a great source of pride for our family and speaks volumes about just how much the JCC community means to us."

- Felicia Miller,
on establishing the James L. Miller
L'dor V'dor Leadership Endowment Fund in
her husband's honor



Jamie receiving news of his new endowment fund at the JCC annual meeting in June



Session One CITs



Session Two CITs

Rainbow Day Camp's 'Road to Rainbow' Building Friendship & Leadership Across Diverse Communities

Since 2010, the Albert & Ann Deshur JCC Rainbow Day Camp has partnered with organizations like United Community Center and Journey House to bring underserved children to camp—youth who would otherwise never have this summer experience. Through the inclusive "Road to Rainbow" program, 25-30 children from each organization are integrated for one or two weeks of Rainbow Day Camp at no cost to them, thanks to generous funders. Summer 2018 welcomed nearly 400 young people from low-income neighborhoods to camp through Road to Rainbow.

Rainbow Day Camp Director Lenny Kass recognized that a continuation of Road to Rainbow for older teens would be beneficial for the teens and for camp itself. He envisioned a modified Counselor-In-Training (CIT) program that would provide leadership development and job preparedness training, readying these young adults to enter the workforce. What's more, Lenny made sure the teens were paid, as summer jobs can be hard to come by when you're a high schooler.

A generous grant from Bader Philanthropies made Lenny's dream a reality in summer 2018, with 22 teens signing on for this new program. With 12 teens working over camp's first session and 10 working during second session, each cohort combined City of Milwaukee and North Shore suburban young adults.

The new CIT program was overwhelmingly successful, surpassing even Lenny's expectations. Comments from the teens on evaluations distributed at the end of each session indicated increased confidence in their own abilities and in taking positive risks:

"I tried new things that I may not have ever tried."

"I feel I gained confidence in leading activities for all ages."

"I went outside my comfort zone."

"I developed skills to be a leader in school."

Lenny was also surprised at how well the groups in each session bonded. The teens came from such different backgrounds, yet they developed strong connections and friendships. This greatly contributed to the program's success. Some commented in their evaluations on the relationships they made:

"I met lots of new friends that I will stay in touch with."

"I made great memories and new friends."

"I built relationships with others and [developed] new skills."

A father of a suburban teen told Lenny that the program was "an unbelievable experience" for his daughter, adding that their community has virtually no diversity, and that he was grateful to camp for exposing his daughter to a diverse community.

A teen from agency partner Journey House told our CIT director, "If I didn't come to this program, I'd be sitting in the house watching TV." He loved his experience and plans to return next summer.

We will bring the summer CITs back together for school year sessions February through May, where we can see if the program has made a lasting difference for them. For at least two CITs we know it has—they are working for Lenny's Saturday sports programs.



Albert & Ann Deshur
JCC Rainbow Day Camp

Committee

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

Lenny Kass, Camp Director
Shelby Kass, Associate Camp Director

Spotlight: Community Partner Brewers Community Foundation

When it comes to strong philanthropic partners, Brewers Community Foundation hits it out of the park. With a mission to "harness the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in Greater Milwaukee and Wisconsin," Brewers Community Foundation has made a "major league" impact on the JCC, our Albert & Ann Deshur JCC Rainbow Day Camp, and the hundreds of youth who have benefited from their generosity.

What started as a relationship through sponsoring JCC signature events Laugh It Up Milwaukee and KidShare grew into a true partnership during the 2015 JCC Maccabi Games. Recognizing the synergies in this Olympic-style athletic competition, Brewers Community Foundation and Debbie and Mark Attanasio stepped up to the plate as Presenting Sponsor of the Maccabi baseball tournament—which included a visit to the games by former Brewers owner and MLB Commissioner Bud Selig.

The following summer, Brewers Wives worked through the foundation to fund a gift of 62 musical instruments for Rainbow Day Camp in Debbie Attanasio's honor, Debbie being a product of Jewish camping herself. This donation added music to the enriching activities campers enjoy at Rainbow. These campers include nearly 400 children from the City of Milwaukee who attend Rainbow at no cost through our Road to Rainbow program (see story, facing page).

Road to Rainbow was a perfect match for Brewers Community Foundation's funding priorities: recreation programming serving low-income youth. One year later, Road to Rainbow received a generous grant from the foundation.

One of Rainbow Day Camp's special features is its large educational garden, where all campers spend time planting, harvesting, and learning about fresh produce and the growing process. Campers benefit from the literal fruits (and vegetables) of their labors, enjoying the crops as snacks and at a weekly camp salad bar. It was Debbie's joy with the previous Brewers Wives gift that inspired foundation Executive Director Cecelia Gore to call JCC President & CEO Mark Shapiro for a second gift idea to honor Debbie. The garden resonated with Gore and the Wives, who dreamed up a "Brew Grew" garden at Rainbow.

This new garden is shaped like a baseball diamond, with plant beds running between the bases, and sunflowers surrounding the infield. Each summer will have its own Brew Grew theme; summer 2019 features pickling.

The Brewers Wives will visit Rainbow in June to help plant and tend their garden. Rainbow Day Camp Director Lenny Kass and his team are looking forward to working with Brewers Community Foundation and the Brewers Wives for many summers to come... this partnership is a home run!



"I am very proud of our long-standing partnership with the JCC. Our focus on health, education, recreation and basic needs aligns perfectly with the mission. Brewers Community Foundation, our players and wives have been appreciative of the opportunity to recognize Debbie Attanasio at Rainbow Day Camp and other important programs. When we all play on the same team - everybody wins!"

- Cecelia Gore
Executive Director,
Brewers Community Foundation



'Why We Invest in the J'



The Jewish Community Pantry 'plays a vital role in the lives of so many'

"Tikkun Olam (repairing the world) is very important in our family, and the Jewish Community Pantry exemplifies this concept by helping not only our Jewish community, but so many communities around us. We feel that it is necessary to support organizations that can help a diverse group and the Jewish Community Pantry does just that. It plays a vital role in the lives of so many."

- Carrie & David Steinberger

David & Carrie Steinberger, with their children Jack, Danielle & Taylor.

The Steve & Shari Sadek Family Camp Interlaken JCC 'made me who I am today'

"Camp Interlaken has been a part of me for as long as I can remember. I started going to camp as a five-year-old in 1991 at Family Camp before eventually becoming a real camper in 1995, OZO in 2003, and staff until 2008. I have visited camp for at least a few hours every year for 28 summers. I learned to waterski at camp, made lifelong friends, and experienced Judaism in a fun and truly amazing environment. From the counselors I looked up to as role models, to the leadership experiences on staff, camp made me who I am today. I want other campers and staff to experience that magic for many summers to come."

- David Winter



David Winter (right) with 2003 Ozrim at Camp Interlaken's 50th Anniversary celebration in 2015



'We would love to help another family experience the JCC'

"We give because of the activities and resources that the J has—it's meant a lot to our family. We've gotten so much out of the JCC through family fun nights, access to the play areas and enrichment classes that our children are involved in, and we would love to help another family experience that."

- Paula & Matt Krukar

Paula & Matt Krukar, with their children Makenna and Brogan.

Tapestry: Arts & Ideas from the JCC 'means so much to us'

"Each year we support Tapestry because we want our community to have access to the richness of theater, movies, and Jewish arts and ideas. The braiding of fellowship with others, while sharing common interests, means so much to us."

- Ken & Dee Stein



Shabbat Among Friends

Harold Grinspoon Foundation & PJ Library Help Families Connect

PJ Library is creating friendships in southeastern Wisconsin. Through a generous grant from the Harold Grinspoon Foundation, a new "Shabbat Among Friends" program is introducing families to one another. By sharing Shabbat experiences, parents and children are getting to know one another better.

The idea is relatively simple: after playing "matchmaker," three or four families are grouped together—through geography, children's ages or other demographic identifiers. A lead family hosts their new friends for a Shabbat experience.

A "Shabbat experience" can mean a Thursday night challah braiding party, Friday night Shabbat dinner, Saturday morning Shabbat brunch, or Saturday night Havdalah dinner party. Recognizing that families have different needs, the program is flexible to make Shabbat special and help friendships form organically.

One Shabbat experience with families is great; three gatherings with the same group is even better—that's when the friendships develop. This one-year "Shabbat Among Friends" grant offers three large activities for all small groups to gather, as well as three home-hosted Shabbat activities. PJ Library parent Andrea Kitsis was hired to help Rabbi Shari Shamah guide families along their journey. Andrea is having fun connecting with these families.

"It's an incredible feeling knowing that I'm helping to create new friendships for parents and their children," Andrea says. "My favorite part so far has been following up with each host after their event. Everyone has been pleasantly surprised at how comfortable it felt welcoming new families into their homes."

So far, the reactions have been extremely positive. After a kickoff "Shabbat Among Friends" group program in November, where participants made challah covers, braided challah, enjoyed dinner together and sang Shabbat songs with JCC Jewish Music Specialist Wendy Cohen, the small groups began forming. Currently, eight groups have formed and held their first Shabbat experiences; many have had their second gatherings.

Liz, who moved with her husband from St. Louis to Whitefish Bay and has a 2 1/2 year-old daughter, shared, "Not being from Milwaukee, we're always looking for ways to meet new people, so we really enjoy it!"

Arielle is a Fox Point resident originally from Minnesota. The mom to two boys—an infant and a toddler—said, "We loved seeing the kids all playing together so nicely and with such joy. It was great to get to know people from the community better—some that we had met before briefly but not really gotten to know."

PJ Library celebrates Jewish values, culture, and tradition through the joy of story books. It is a program of the Harold Grinspoon Foundation, which invests in projects that provide a strong return on investment for the Jewish community. The Harry & Rose Samson Family JCC is proud to host PJ Library in Milwaukee.



Lee Bernfeld and his son enjoy Shabbat Among Friends.

"We are thrilled to be funding Milwaukee for its innovative Shabbat among Friends program. Through these small-group, home-hosted gatherings, programs such as these are empowering parents to create their own meaningful Jewish experiences for their family and friends..."

- Tracy Newman

PJ Library Engagement Grant Lead,
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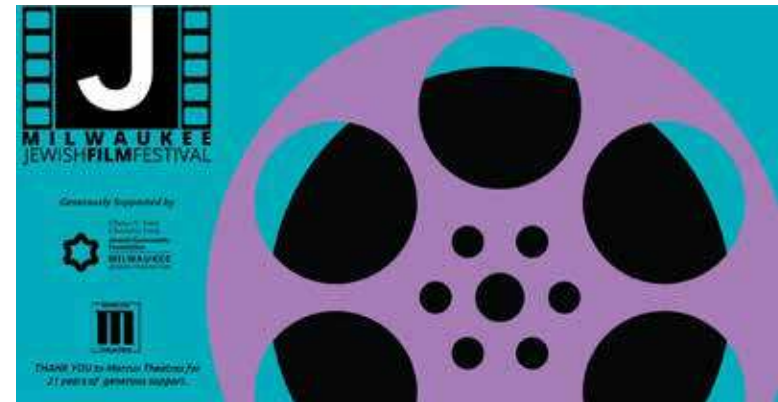
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The Harry & Rose Samson Family Jewish Community Center is a non-profit, social service agency founded upon Jewish ethics and values. It is committed to meeting the ever-changing needs of the entire Jewish community for strengthening Jewish identity and for enriching the quality of Jewish life.

The Center provides the total community with a forum for open dialogue regarding matters affecting Jewish life here, in Israel and throughout the world. It initiates diversified social, educational, recreational and cultural programs within a Jewish setting.

The JCC is a partner in serving the community with the Milwaukee Jewish Federation, is affiliated with the JCC Association of North America and a beneficiary agency of The United Way of Greater Milwaukee.

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This past year, the JCC staff and board of directors rolled out a strategic roadmap for the agency, outlining six imperatives to guide our work in the years ahead. One of these aspirational goals concerns how our agency views philanthropy:

The JCC shall serve the entire community as a home for high-impact, highly accountable philanthropic investment.

We love this statement!

With strong leadership by President & CEO Mark Shapiro, current Board Chair Joe Kasle, past Board Chair Jamie Miller, and lay leader Nancy Kennedy Barnett, our team has spent 2018 focusing on fostering a culture of philanthropy among all stakeholders of the JCC. The process has been professionally and personally fulfilling for us—engaging staff, board, volunteers and donors. Best of all, we see it working. Our evolving culture of philanthropy is having a palpable, measurable impact on our agency, and on all who benefit from our work.

As our highly valued supporters, you have made an impact here. We hope that the stories shared in this year's report confirm it. We are grateful to you.

This past year has also been one of professional and personal change for us both. In September, Harriet—the woman who has led the JCC's development efforts for a decade—moved into a newly created, vitally important role, one where she can deepen her relationships with you, ensuring that your investment in JCC programs brings you joy and makes a great impact. Harriet's teammate Elyse, who has served the JCC in a part-time development capacity, has enthusiastically stepped in to continue the success that started with Harriet.

Together, we will work to uphold that important strategic imperative stated above. We are here for you. Please visit us anytime!

With gratitude,

Elyse Cohn *Harriet Rothman*

Elyse Cohn
 Chief Development Officer
 ecohn@jccmilwaukee.org
 414-967-8188

Harriet Rothman
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 hrothman@jccmilwaukee.org
 414-967-8239



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Find Your Center.



Jewish Artists' Lab artist Clarice Zucker talks with visitor Debbie Wicentowski