

**Making a world of difference.**  
**Welcome to the world of Jewish Federation**, where the values of compassion, charity, generosity and responsibility **inspire us** to improve the quality of life for people in our community, in Israel and in over 70 countries every day. Whether **caring for people in need or nurturing and sustaining Jewish identity** for future generations, this is where our community comes together as one. Where we, as a community, develop innovative responses to critical, often life-threatening issues. **Where anyone who needs help can get it.** Where an energized Jewish community grows and celebrates. And where everyone, including you, can make **a world of difference** right now. Welcome.

### THE FIELD

Children and families in Southern Israel face rocket attacks that instill terror and trauma. We fund counseling and recreational activities for children and youth in the area.

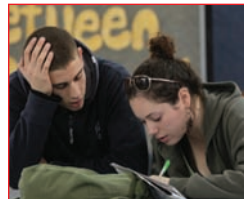
### THE SCHOOL



### THE APARTMENT

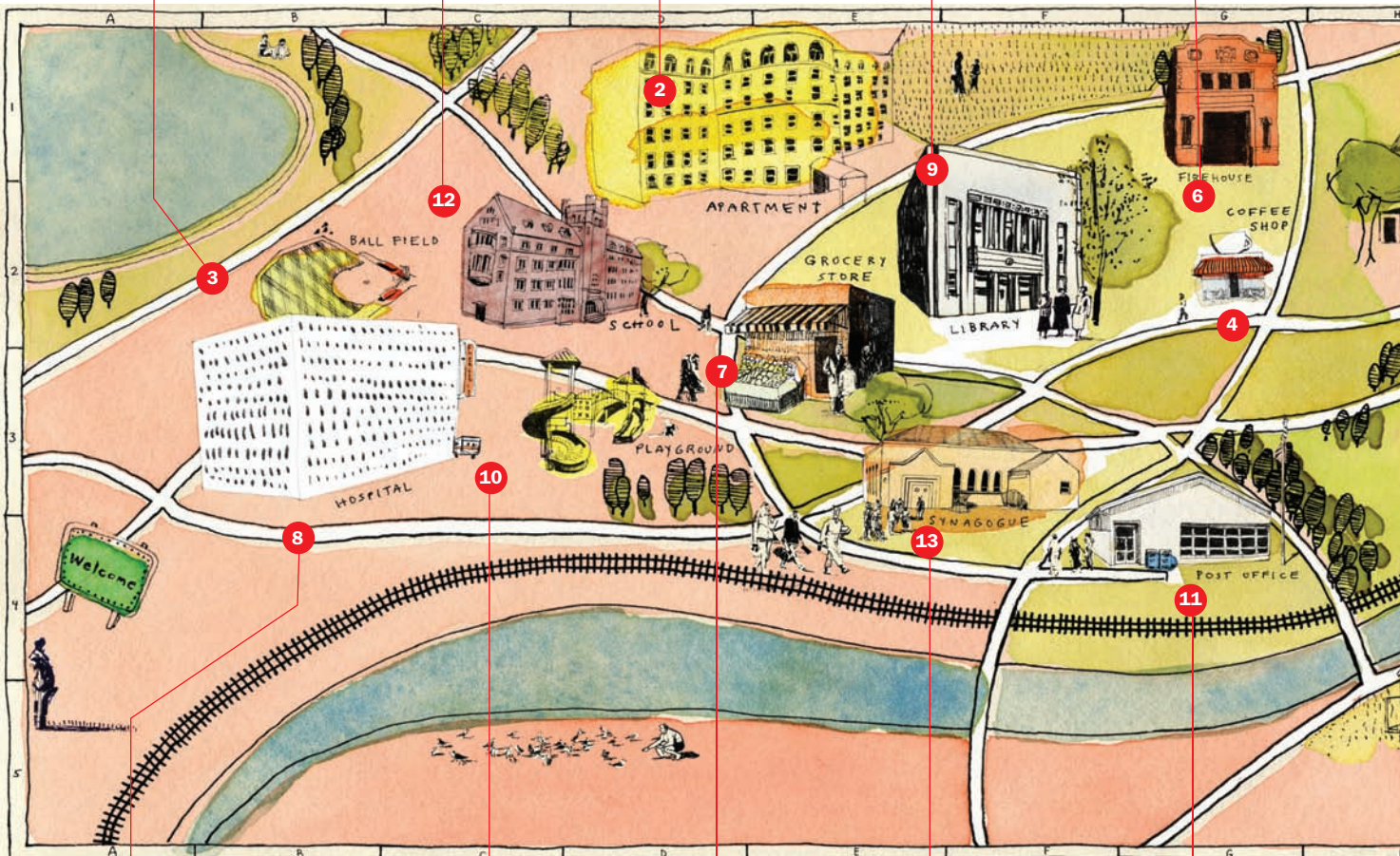
We know that building strong Jewish identity begins at home. That's why we fund PJ Library, which mails free, high-quality Jewish children's books to families each month.

### THE LIBRARY



### THE FIREHOUSE

Whenever Jews are in harm's way, Federation and our overseas partners are there to help. From wars to acts of terror to natural disasters, Jewish Federation responds.



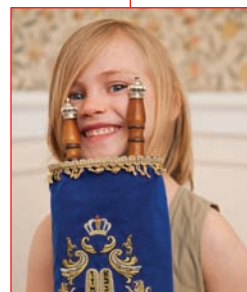
### THE HOSPITAL

### THE PLAYGROUND

Kids who attend Jewish camps are 55% more likely to maintain a lifelong connection with the Jewish community. Federation funds camp experiences at home, in Israel and around the world.

### THE GROCERY

Jewish Federation funds kosher food banks, soup kitchens, Meals on Wheels and other programs that prevent and alleviate hunger.



### THE SYNAGOGUE

### THE POST OFFICE

Federation *tzedakah* projects and service opportunities link teens and young adults to Jewish communities around the world.

THE THEATER



For people who choose to make a home in the Jewish homeland, Federation funds absorption centers across Israel that prepare new immigrants for their new lives.

THE AIRPORT

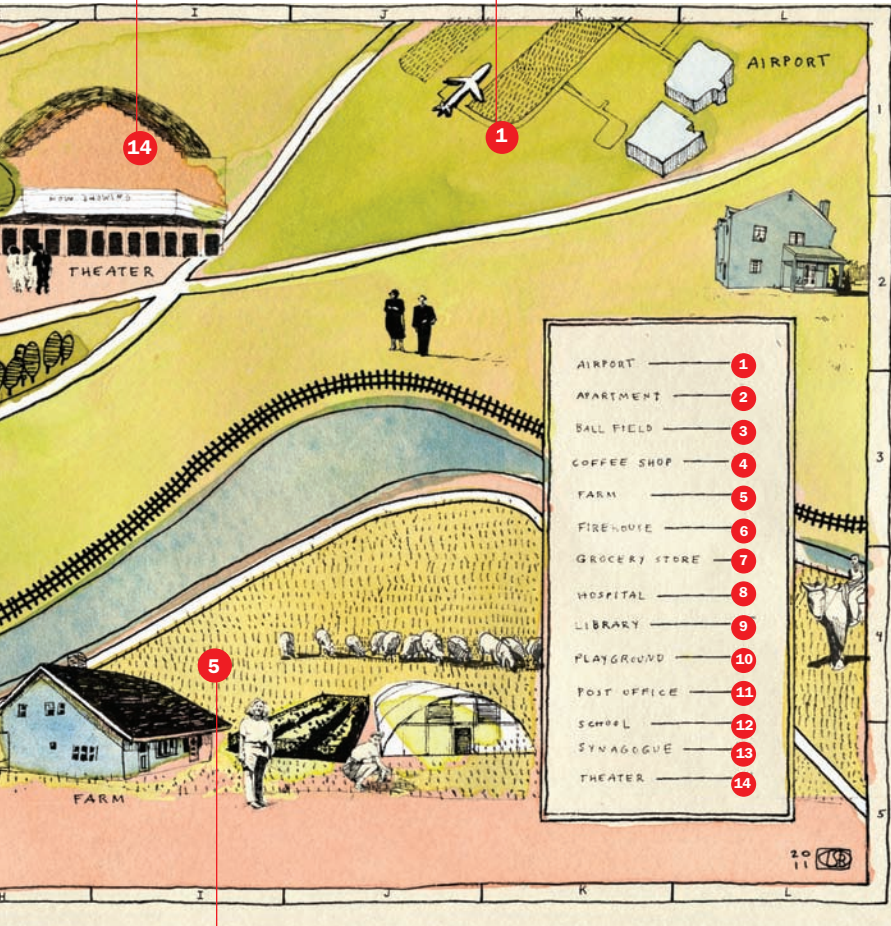


**IF YOU OR SOMEONE YOU KNOW** has received support from Jewish Family Services, is a member of a synagogue, or has received financial assistance, then you know how important Jewish Federation's Annual Campaign is to our neighborhood and our community.

**EVERY YEAR, THROUGH THE ANNUAL CAMPAIGN,** countless lives are saved, cared for, reached out to and rebuilt. And centuries-old Jewish traditions and values are celebrated and preserved for future generations.

**IN FACT, EVEN DURING THESE DIFFICULT ECONOMIC TIMES,** when our highest priority is helping people in financial crisis feed their families, pay their rent and get back on their feet, the Annual Campaign continues to ensure that the programs, institutions and advocacy that enrich Jewish life, here at home, in Israel and overseas, remain vibrant and strong.

**WITH ONE GIFT, YOU CAN MAKE A WORLD OF DIFFERENCE** in many of the causes that are important to you—all at once. That's the beauty of community-based giving—wherever the need is greatest, we can address it because of donations from people like you.



THE FARM



New Federation-funded programs connect the Jewish community with local organic farmers to support sustainable agriculture and Jewish

# Our community. Our inspiration.

TO LEARN MORE ABOUT OUR PROGRAMS AND HOW YOU CAN HELP,  
GO TO [WWW.READINGJEWISHCOMMUNITY.ORG](http://WWW.READINGJEWISHCOMMUNITY.ORG)



In the former Soviet Union, more Jews live in poverty than anywhere else on Earth. In Israel, nearly two thirds of Ethiopian families and one third of all children live below the poverty line. Federation brings them hope, along with access to critical social services.

Caring for people in need here at home, in Israel and in communities around the world is at the core of what Jewish Federation is all about. Though the economy is beginning to recover, **poverty** remains a major issue and **unemployment** is still high. In fact, requests for both **housing** and **food assistance** have increased this past year. But there is **something you can do.**



More than a million families in the US lost their homes in 2010. In homeless shelters, the number of families grew to 170,000 in 2009 and continued to climb in 2010. Federation helps families get emergency cash assistance to keep a roof over their heads.



Job loss struck almost 14 million people in the US last year, and Israel reported that 800,000 citizens were jobless. And that doesn't include people who have given up even looking for work. Federation helps them learn job skills and retrain for new careers.



More than 200,000 Israeli families don't have enough to eat and rely on food aid, while in the US, more than half the programs that feed the hungry saw increase in the number of people needing help last year. We're helping to satisfy their hunger.



Your donation to the Federation Annual Campaign funds cutting-edge assistance programs, stocks food pantries, and connects the unemployed with training and job opportunities—here at home, in Israel or around the world. Donate now at [www.JFHNA.org](http://www.JFHNA.org).

Let all who are hungry come and eat! Staffed by volunteers, soup kitchens provide free, nutritious meals and are one of the many ways we tackle poverty in our community.



## THE OFFICE

# OUT OF WORK, BUT FULL OF HOPE



365 DAYS A YEAR, in every corner of our community, Federation provides food, shelter, medicine, emergency assistance, crisis counseling and support to the most vulnerable among us. And despite increased costs and escalating demand, our network of partner agencies continue to do more with less.

So when **Ken, a successful real estate developer** recently found himself unemployed, Federation was there to help.

In a downtown office building not far from his home, Ken began attending Federation programs designed for unemployed businessmen like him. **"You realize that you're**

**in good company** with other very smart, accomplished, successful businessmen who have found themselves out of luck during hard times." Now, more optimistic about the future, Ken says "Federation kept me connected with other positive, like-minded Jews. It just makes you feel like you're not alone."



THE GROCERY

## A Cartful of Dignity



MAKING A REAL DIFFERENCE means finding innovative ways to meet age-old challenges—like **feeding the hungry**. For thousands of elderly, impoverished Jews in the former Soviet Union we have figured out a way to deliver dignity as well as food.

In a grocery store in Kiev, Mina, 85, chooses the foods that suit her. A small bag of raisins, carefully weighed, a container of milk, a tiny piece of fish. At the register, she hands the cashier a smart card that is pre-loaded with cash provided to her by Hesed, a network of Jewish social service agencies that represent a lifeline to Jews throughout the former Soviet Union.

A social worker from Hesed makes sure that Mina, who lives alone, gets help with laundry, cleaning, and trips to the store like this one. Through Hesed, Mina also attends lectures, concerts, and holiday programs. “It would be impossible for us to live without spiritual support,” she reflects.

## ALL OVER THE WORLD

WHEREVER JEWS LIVE, Federation and our partners are **fighting poverty** and addressing a wide range of social issues—it’s how we help make the world a better place, together. In every part of our Jewish neighborhood, there are programs that provide for those in need and restore their dignity.

**...IN A TINY APARTMENT IN KIEV**, eight elderly Ukrainian Jews gather each week to share stories and songs over tea and snacks. They live on pensions so small they might starve without our help, but we do more than provide food and medicine for them. We give them the chance to be part of a “Warm Home” program that creates a feeling of community and fights isolation.

**...IN AN OFFICE IN DOWNTOWN JERUSALEM**, young adults from poor families who have not benefited from Israel’s

economic success are acquiring job skills and confidence. They can then find meaningful work, contribute to their country’s success, and become role models in their communities.

**...IN AN ABSORPTION CENTER IN ASHDOD**, olim newly arrived from Ethiopia are settling into their first home in Israel. They are learning Hebrew as well as essential skills for coping in modern Israeli society, from using kitchen appliances for the first time to navigating the public school system.

**...IN A STOREFRONT IN BUENOS AIRES**, a working mother whose family is still recovering from the 2001 crash picks up her two young daughters, both under 5, at day care. While she’s there she can pick up donated clothing, diapers and other supplies, and get healthcare services for her kids as well.



# IN TIMES OF CRISIS

Helping the needy isn't limited to those in financial need. When any corner of our world is in crisis, from the earthquake in Japan to the tornados in the American South and Midwest to wildfires in Israel, **Federation responds** quickly and effectively. We have the experience and the resources to provide lifesaving assistance.



## **SOUTH & MIDWEST TORNADOES 2011**

Our efforts have focused on providing medical care to victims as well as ongoing recovery assistance.



## **JAPAN EARTHQUAKE \$1 million / 2011**

Donors turned to Federation, getting involved as soon as they heard of the devastation. In March, JDC and the IDF joined forces to open a field hospital in the city of Minamisanriko.



## **CARMEL FOREST FIRES \$2.7 million / 2010**

When the worst forest fires in Israel's history ravaged the Carmel Forest last year, Jewish Federations responded instantly. Our dollars were allocated for respite day camps for children in the region, trauma relief and direct assistance to victims' families.

## **HAITI EARTHQUAKE \$4.8 million / 2010**

Donations poured in from Federation donors, and were sent to Haiti through JDC, American Jewish World Service, and IsraAid. Our dollars helped fund critical supplies used by the



Israel Defense Force unit, which brought the first portable medical facility to Haiti after the earthquake. We are also helping Haiti build a lasting infrastructure.



## **ISRAEL SOLIDARITY DRIVE \$9 million / 2009**

Launched in response to humanitarian needs in Southern Israel after years of missile attacks from Gaza. Funds have been used to assist trauma victims, help southern Israel recover from attacks and invest in disaster preparedness.



## **GEORGIAN WAR RELIEF 2008**

When war erupted in Georgia, thousands of Jews were forced to flee their homes. Federation partners were already on the ground, so they were able to quickly evacuate refugees, provide water and shelter, and expedite visas for Jews who decided to make aliyah.

## **ISRAEL EMERGENCY CAMPAIGN \$350 million / 2006**

Federation donors funded summer camp programs to get children away from vulnerable areas, refurbished bomb shelters, and created after-school programs



for every child in the areas under attack, as well as excursion programs for seniors and the disabled. And much more.



## **HURRICANE KATRINA \$28 million / 2005**

Federation partners sent teams into the worst-hit areas. Within days, we were delivering aid to survivors. To this day we continue to fund long-term needs, such as mental health counseling for traumatized victims. And Federation groups, from college students to major donors, have visited New Orleans to do hands-on service projects.

Today in our schools, in our synagogues and in **communities** around the Jewish world, there's renewed passion and enthusiasm for being Jewish. Federation-sponsored **MASA and Birthright Israel trips** are inspiring a new sense of engagement with Jewish life and learning. And Jewish **summer camps** are thriving like never before.



Young families, empty nesters and widows make up more than 70% of JCC membership, reflecting our commitment to supporting child-oriented services as well as providing for older adults in the community.



Over 260,000 young adults from 52 countries have been to Israel on Birthright trips since 1999, and over 20,000 have spent a semester or a year studying or volunteering in Israel on MASA programs since 2004.



More than two thirds of today's young Jewish leaders attended Jewish summer camps. People who attend Jewish summer camps are 30% more likely to donate to a Jewish charity, and 37% more likely to light Shabbat candles.



Help the future leaders of our Jewish community enhance their connection to Israel and Jewish life. Visit [www.JFHNA.org](http://www.JFHNA.org) and donate now.





*Federation reaches out to young Jews, offering unique opportunities to celebrate Jewish life.*

#### THE LIBRARY



## BOOKS HELP BUILD A HOME

**AT FEDERATION,** we're committed to helping people connect to Judaism

in ways that are meaningful to them. Whether that means attending Jewish day school here at home, traveling to Israel with MASA or Birthright Israel or joining a JCC, building community and ensuring our Jewish future is fundamental to who we are.

In a suburban home,

**Lauren**, who is Jewish, lives with her husband **Mike**, who is not, and their young daughter, **Madeline**. "My concern," says Lauren, "was, how are we going to raise our child Jewish when I needed to educate my child as well as my husband? Mike didn't really understand that it's not just a religion."

Enter the PJ Library, a literacy project that

delivers Jewish-themed picture books to subscribers' homes each month. One of the unanticipated benefits of the program, which targets children, is its impact on a parent who was not brought up in the Jewish tradition. Children's books introduce basic Jewish concepts. "It's a beautiful introduction for my child and for my husband to Judaism," Lauren says.



## NURTURING JEWISH IDENTITY IN UNEXPECTED PLACES

**IN EASTERN EUROPE AND THE FORMER SOVIET UNION**, where Jewish life was nearly wiped out, we are **nurturing a resurgence of Jewish identity, rebuilding institutions, and developing the next generation of passionate community leaders.** Even in Israel, a renewed passion for Zionism and a strong connection to the land is motivating young Israelis to commit their time and energy to benefit the less fortunate.

**...AT A CAMPGROUNDS IN SZARVAS, HUNGARY**, 2,000 children and teens from over 25 countries spend two summertime weeks singing, dancing, swimming, laughing and learning about being Jewish. Some didn't even know they were Jewish before they arrived; many will go on to become Jewish leaders in their home communities.

**...AT A COMMUNITY CENTER IN MOSCOW**, a classroom with a map of Israel on the wall is filled with people—ranging from young children to elderly—who are thrilled to be learning their first words of Hebrew. Down the hall, a group of teens are involved in a heated discussion about the Torah portion of the week.

**...IN A TOWN IN SOUTHERN ISRAEL**, socially-conscious Israeli college students are reviving the Zionist spirit, literally making the desert bloom in the little village they built with their own hands. And through their work with residents of a nearby moshav, which suffers from both Kassam rockets and poverty, they are also planting seeds of hope.

### THE FARM

## Connecting with the Land of Israel

ON AN ORGANIC FARM outside of the Israeli city of Modi'in, young people live in canvas yurts. These North Americans, in their late teens and twenties, are taking time off from their education or careers to deepen their connection to the land of Israel. And in this case, the word "land" has a special meaning.

The farm is an educational center where local school children come to learn about ecology and agriculture, and cutting-edge permaculture farming techniques are developed and tested. The residents grow everything they eat and produce no waste.

**Devin** plans to be a doctor. Instead of beginning medical school, though, he came here to plant crops and learn about rainwater catchment and compost. He didn't begin exploring his Jewish heritage until he was in college. But when he came to Israel on a Birthright trip, he felt an instant bond.

The farm program is part of MASA Israel Journey, a Federation-funded initiative that enables Jewish young adults to spend a semester or a year studying or working in Israel.

Devin's farm work is part of a trade he makes with the land: he gives to Israel and Israel gives to him. "I want to give enough of myself that I feel I have permission to take some back with me."





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*Jewish Federation has a long track record of supporting innovative, groundbreaking new programs that care for the neediest among us and build Jewish community. It's a successful strategy we apply to every issue we tackle.*

# A community of partners

## **THE AMERICAN JEWISH**

### **JOINT DISTRIBUTION COMMITTEE**

The American Jewish Joint Distribution Committee (JDC) is the world's leading Jewish humanitarian assistance organization. Since 1914, JDC has exemplified globally the principle that all Jews are responsible for one another. On behalf of North America's Jewish communities and others, today JDC works in more than 70 countries and in Israel to alleviate hunger and hardship, rescue Jews in danger, create lasting connections to Jewish life, and provide immediate relief and long-term development support for victims of natural and man-made disasters.

## **WORLD ORT**

World ORT works for the advancement of the Jewish People through education and training for employment; to provide individuals worldwide with the skills and knowledge necessary to cope with the challenges of their environment; to foster economic self-sufficiency, mobility and a sense of identity through the use of state-of-the-art technology.

## **THE JEWISH AGENCY**

The Jewish Agency is the world's leading Jewish non-profit organization, serving as the overseas arm of North American Jewry. Established in 1929, the Agency was instrumental in the founding of the State of Israel and now works as the overseas arm of Federations to ensure the future of a connected, committed, global Jewish People with a strong Israel at its center.

The Jewish Agency addresses the most pressing issues in Jewish life by working to Inspire Jews throughout the world to Connect with their people, heritage and Land, and Empower them to build a thriving Jewish future and strong Israel. The Jewish Agency pursues this goal by bringing young Jews to Israel for life-changing experiences and by involving them in social activism both in Israel and abroad.

At the same time, the Jewish Agency facilitates aliyah for those who choose to make Israel their home, reconnects FSU Jewry with their Jewish roots, rescues Jews in distress and responds to global Jewish emergencies. Together with our Federation partners, the Jewish Agency is securing our Jewish future for generations to come.

## Our local partners

### **Akiva**

**Gordon Jewish Community Center**

**Jewish Family Service**

**Vanderbilt Hillel**





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*As part of the Jewish Federation movement, we are the leading Jewish philanthropy in North America.*

*Through our extensive network of partners and agencies, we care for people in need and nurture and sustain the Jewish community in Israel and around the world.*

# Every dollar does a world of good.

Your donation to Federation reaches into every corner of the global Jewish community in more than 70 countries around the world, inspiring lifelong Jewish connections, breaking the cycle of poverty, and responding to emergencies.



**\$24**

**Round-trip fare** to a doctor's office for a senior



**\$30**

**A month of medication** for an individual without health insurance



**\$152**

**A month** of daily meals—on-wheels for 1 person



**\$199**

**A food card** to enable an elderly welfare client in Russia to purchase extra groceries



**\$210**

**Financial aid** for 1 summer camp session for 1 child



**\$265**

**A year of fresh food** packages for a poor senior in Moldova



**\$400**

**Basic supplies**—crib, high chair, and stroller—for 1 baby in Latin America



**\$442**

**Heating fuel, warm blankets, and winter relief** for 10 elderly people in Ukraine



**\$756**

**A week-long summer or winter camp** program for 1 youth in the former Soviet Union



**\$880**

**Food and nutritional support** for an at-risk child for 1 year



**\$1,000**

**A year of educational enrichment** for 1 Ethiopian-Israeli middle schooler



**\$1,600**

**social and academic support** for one immigrant soldier with no family in Israel



**\$5,000**

**Transition program** for 1 new Israeli immigrant living in an absorption center



**\$10,000**

**An emergency immigration grant** for a family living in a country at risk



**\$40,000**

**A small business loan** to help build Israel's priority areas



YOUR COMMUNITY.  
YOUR TURN.

Building community and making the world a better place is what we do every day. But we need your help. This is your opportunity to be part of a caring community that gives back. And it's an opportunity to foster and celebrate Jewish life for future generations. Donate. Volunteer. Make a difference. We're all in this together.