



# WE ARE ALL *Connected*



Jewish Federation®  
OF GREATER ROCHESTER

2021 ANNUAL REPORT





# FEDERATION AT A GLANCE

## OUR MISSION

The Jewish Federation of Greater Rochester works to build a strong Jewish future in Rochester, Israel and worldwide through Philanthropy, engagement, education and advocacy.

## OUR LOCAL PARTNERS



**HILLEL ON COLLEGE CAMPUSES:**  
**SUNY Geneseo**  
**Rochester Institute of Technology**  
**University of Rochester**

## ISRAEL & OVERSEAS PARTNERS

Allocations to our overseas partners means that wherever Jews are in need, we are there:

- Saving the world's poorest Jews
- Revitalizing Jewish life
- Empowering Israel
- Rescuing victims of global emergencies
- Promoting religious freedom and equality in Israel



Impact  
Through  
Education



## 2021-2022 LEADERSHIP:

### PRESIDENT

Mona Friedman Kolko

### VICE PRESIDENTS

Richard L. Goldstein  
Debbie Gordon  
Daniel Kinel  
Aviva Schochat  
Randy Schuster

### SECRETARY

Neal Morchower

### TREASURER

Hannah Rosenblatt

### CEO

Meredith Dragon

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Ted Axelrod  
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Melanie Bobry  
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Seymour Weinstein

# Opening Remarks

*We are incredibly proud of the ongoing work of our Federation to build a strong Jewish future locally and around the world through philanthropy, education, engagement, and advocacy. In addition to leading our community through the pandemic, we have continued to meet the ever-growing needs within Rochester and in our global community.*

*As you will see outlined in this 2021 report, we are organizing our work into 4 pillars which govern how we operate organizationally and engage our community. We hope that this will both streamline our efforts while communicating the diverse work of Federation.*

*Despite facing significant challenges, which include continuing to combat the scourge of antisemitism wherever it arises, creating and enhancing community security, managing changing community demographics, and helping our local agencies emerge from the pandemic, we are working every day to strengthen our community and prepare for the future. We know that we are stronger together and will continue serving the community on your behalf.*

*We are grateful for our strong partnerships with local and national agencies, leaders in every sector of the community, and of course, for you **our invaluable donors whose consistent philanthropic support makes all of this work possible every single day.***

*We hope that you share in the same pride we have in our work and will continue to be engaged with and inspired by our community.*

*Julie Nusbaum  
Past President*

*Mona Friedman Kolko  
President*

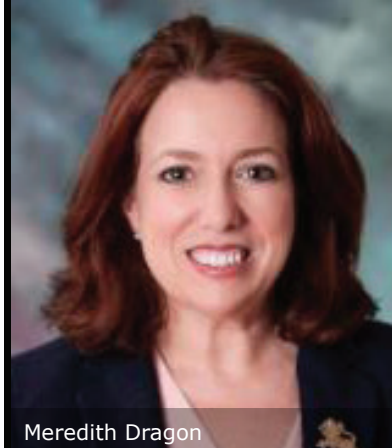
*Meredith Dragon  
CEO*



Julie Nusbaum



Mona Friedman Kolko



Meredith Dragon



Mute



Stop Video



Invite



Manage Participants



Share



Chat



Record



Breakout Rooms



Reactions

End



# A Year Of Innovation, Impact And Interdependence

Our Federation has come out stronger than ever this year. We were quickly able to mobilize and galvanize our community around COVID response. Now we can build on the work we began. We continue to take the lead on ensuring the success, safety and well-being of the community; and help our institutions work together for the common good of all. We are the only local organization that day in and day out is able to respond to simultaneous crises, even while continuing to care for those who have turned to us. This past year has positioned us to continue to respond to antisemitism, support Israel, and help our community recover from the economic and emotional impact of COVID. We're proud to share the ways we're working to build a stronger Jewish community.

**MEREDITH DRAGON**  
CEO



# Our Pillars

## Taking Care of People in Need



A Week of Community

Exploring Uncertainty

Plug Into Peacefulness

Israel

## Creating a Culture of Philanthropy

Annual Campaign

Life & Legacy™

COVID Relief & Recovery

Human Services Campaign



## Planning for the Future of Jewish Rochester

Jewish Education & Engagement

Relationships with Partner Organizations

SPARK



## Combating Antisemitism



Center for Holocaust Awareness & Information (CHAI)

Jewish Community Relations Council (JCRC)



## Taking Care of People in Need



The Foundation  
OF THE JEWISH FEDERATION  
OF GREATER ROCHESTER

“Your dreams. Your passion. Your legacy.”  
Sustaining our Jewish community since 1979, The Foundation of the Jewish Federation of Greater Rochester manages the financial health of endowed funds and distribution of gifts to fund the causes that resonate the most with donors. Donors can exercise their philanthropy through both planned gifts and gifts to an array of causes from 87 donor-advised funds.

### DURING FISCAL YEAR 2021:

- *We secured 11 new funds for a total of \$570,150, including 3 new donor-advised funds, three new endowed funds and 5 bequests*

- *We had \$49 million in Foundation assets*

“The Foundation is here for the community.”  
Eric Brandt, Director of Planned Giving and Endowments

### FOUNDATION FUNDS INCLUDE:

- Permanent Annual Campaign Endowment
- Federation/Foundation Unrestricted
- Israel Scholarships
- Camp Grants and Scholarships
- Youth Programming
- Senior Programming
- Holocaust Education
- Inclusion
- Any 501(c)3 nonprofit in Rochester and beyond

“Endowments provide a source of funds that we can count on from year to year—supporting the Jewish community in perpetuity. The Foundation takes care of the Jewish community, according to the donors’ wishes.”

Amy Libenson,  
Chief Planning and  
Programming Officer







Traditionally, the weekend before Thanksgiving involves scrambling to shop, travel and entertaining family. Given the dire situation with the pandemic, Thanksgiving of 2020 afforded all of us the chance to scale down, simplify and connect in a more meaningful way. To fulfill this need, **Plug Into Peacefulness** was created—a virtual learning community that featured rabbis, educators and community leaders from over 20 organizations sharing their knowledge, passions and insights. From All You Knead is Love challah baking to Character and Leadership: A Jewish Perspective; from Comedy Night to Shabbat Yoga, from mitzvot to mindfulness, the menu of offerings evoked the bounty and gratitude of the season.

**EXPLORING UNCERTAINTY:** Funded by a grant from the Harold Grinspoon Foundation to PJ Library, the Federation collaborated with the Jewish Studio Project to create a program for parents to navigate current uncertainties while nurturing inner lives and creating community. “The virtual program brought art explorations and Jewish text together to help people grow more connected to their own Judaism and spirituality,” says Biffy Borg, PJ Library Manager & Family Engagement Specialist. “It was a way to bring a sense of community to this crazy time and bring much-needed relief to parents.” It set the precedent for future collaborations that focus on mindfulness and meditation: “ways to help parents process and greet each new challenge in a more positive way.”

Then and Now: PJ Connect, a Federation pilot program funded by the Harold Grinspoon Foundation, brought small groups of Jewish families together for Shabbat dinners and conversation in 2016. The success of the program is reflected in its longevity: having forged lasting friendships, the groups continued to meet beyond the official scope of the program—even virtually during COVID. Members have created theme dinners, attended birthday parties, and even helped each other bring a rescue dog home.



## ISRAEL

Each year, the Federation supports trips, scholarships and internships in Israel; brings Israeli emissaries to Rochester; and continues to offer education on issues facing the country.

**STRONG BOND:** “Our relationship with Israel is such an important one. In my heart of hearts, I believe we are able to live the Jewish life we want here because Israel is strong; and because the American Jewish community is strong, Israel is able to survive and thrive. There’s a symbiotic relationship. Politics cloud our understanding of the importance of the state of Israel. It’s not even 75 years old and there are still growing pains. There are still over a million and a half refugees. One of the commitments we made as an American Jewish community is to help the refugees resettle and make sure they don’t enter as second-class citizens. We want to support those who are newer to Israel, or in underserved populations. We want Israel to be an example for the world. So we invest a lot of time, effort and energy into creating a thriving society. And we invest the same time, effort and energy creating an understanding about Israel and Zionism, and the challenges Israel faces. I think it’s one of the most important things we do. There’s so much misinformation and negativity in the media. We need to keep educating the community. We continue to stand strong with our brothers and sisters in Israel by working with our partner agencies to determine how we can best meet both immediate and long-term needs.”  
Meredith Dragon, CEO



“For years, Rochester has had a strong and vibrant connection with our partner city of Modi’in, through our Partnership2Gether program. This past year, despite the pandemic, we continued to strengthen and deepen this connection via meaningful programming which highlighted various aspects of Israeli life, culture and society.

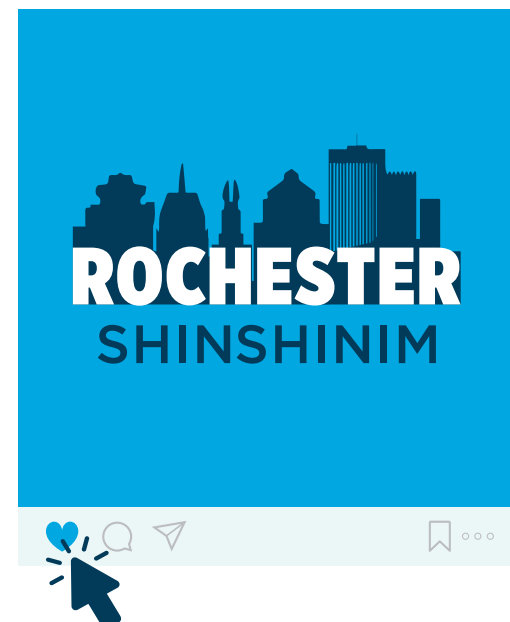
In May, more than 200 community members gathered at the Louis S. Wolk JCC of Greater Rochester for a pro-Israel rally. We stand with Israel united against Terror and united against Antisemitism.”

### Michal Spivak, Director of Israel Programming

**SHINSHINIM:** COVID can’t stop a good thing. In September, two young emissaries from Israel arrived in Rochester through the ShinShinim program, supported by a generous grant from the William and Sheila Konar Foundation and in partnership with the Jewish Agency for Israel. After two weeks of quarantine, Itamar and Oren jumped right into their volunteer work and community services at over eight partner schools, synagogues and agencies—sharing about their lives in Israel and forging new bonds with community members of all ages.

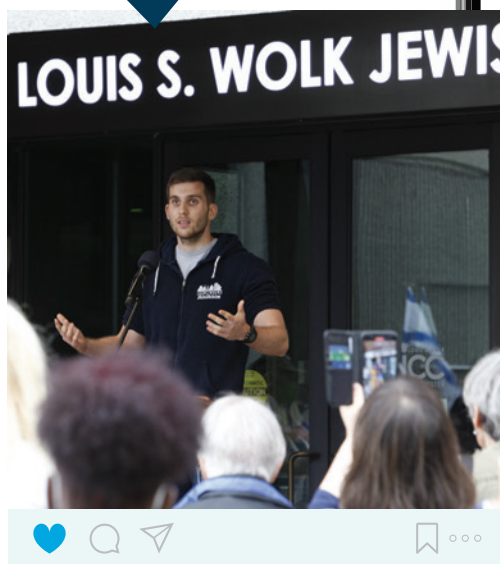
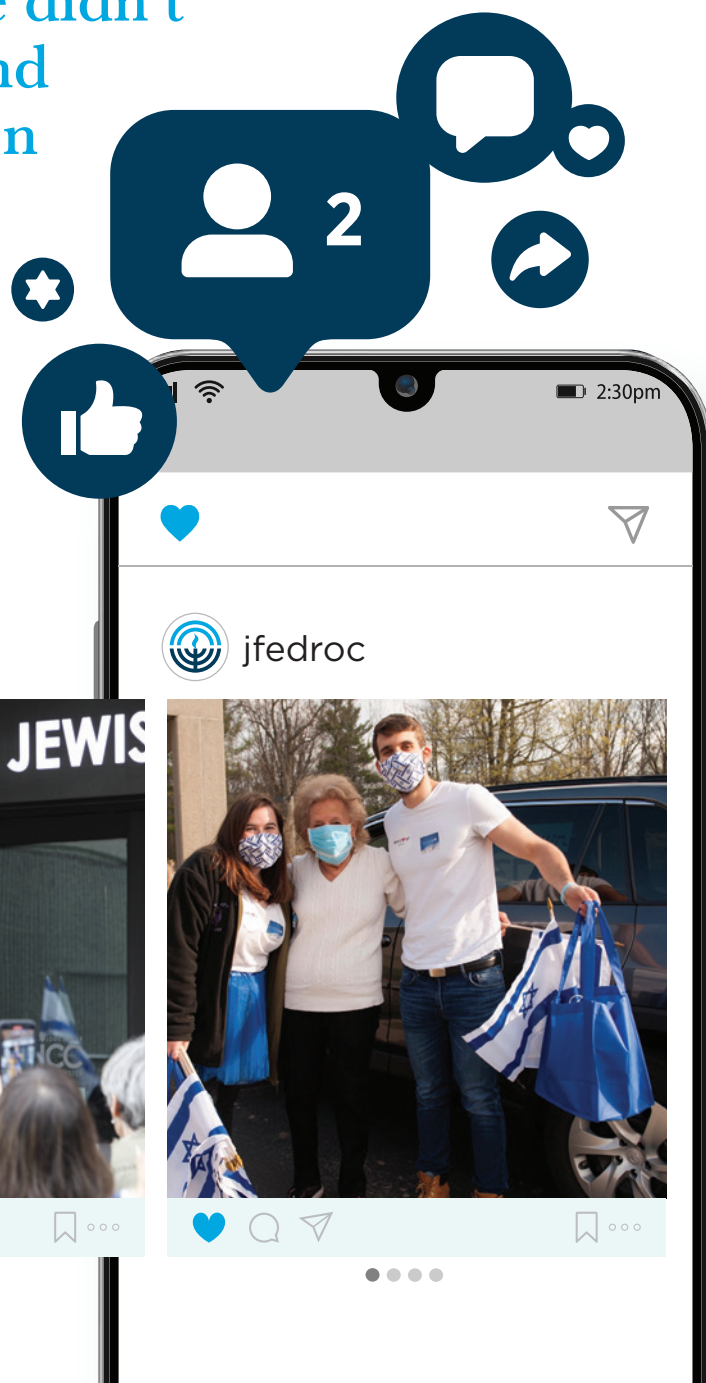
ShinShinim community highlights:

- Café Ivrit Zoom program to practice conversational Hebrew
- Carnival and drive-through scavenger hunt for Israeli Independence Day (Yom Ha’atzma-ut)
- Story time theatre and cooking sessions as part of Plug Into Peacefulness





“Meredith and I are proud we made the decision to bring the ShinShinim to Rochester despite the challenges of COVID,” says Michal. “We had built such incredible momentum with the program’s first year that we didn’t want to lose that. Itamar and Oren left a lasting impact on our community and were a bright light during a very challenging year.”



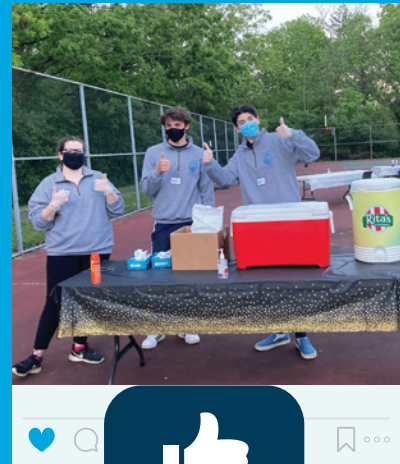
A graphic of a smartphone frame in the top left corner. Inside the frame are icons for a person, a speech bubble, a thumbs up, and a star.

# Planning for the Future of Jewish Rochester

## THE FUTURE OF THE COMMUNITY COLLABORATIVE:

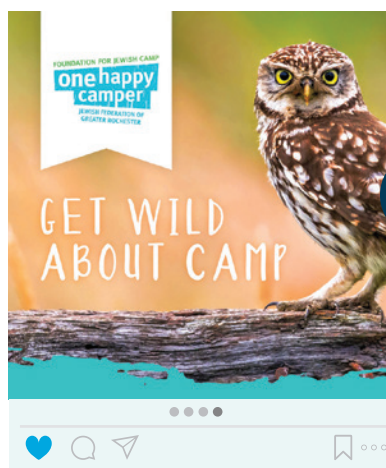
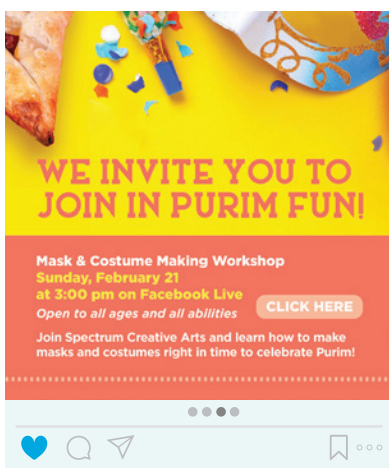
Out of necessity a group of educators began meeting via Zoom in March 2020; and in the spring of 2021, when the need to meet was no longer urgent or truly necessary, this group decided to continue to meet monthly. In these forums we share information and program ideas, serve as thought partners for one another, learn together and continue to grow as a group. Over the course of two years, we have become quite close and know that we can trust and rely upon each other.

Rachel Kest,  
Jewish Education and  
Engagement Director



## JEWISH EDUCATION AND ENGAGEMENT

Prompted to brainstorm solutions for programming during COVID, the Federation began a Community Collaborative that explored, among other things, options that would resonate with teens who were contending with virtual school and social isolation. “We build programs with our constituents in mind,” says Diana Tubman. “That’s how we build rapport with them.” Responses to a survey for teens led to programming that included Peer Leaders Fellowship and Generation Justice.



**PEER LEADERS FELLOWSHIP:** 10th and 11th grade students learning relationship-based engagement and leadership skills. “This is a national program we’ve adapted specifically during COVID for Rochester’s Jewish teen population,” says Diana Tubman, Youth Engagement Program Director. To convene in-person at the end of the school year, the teens planned and executed a COVID-compliant outdoor screening of *Ferris Bueller’s Day Off* at the JCC. “The teens in the fellowship did their own marketing, advertising, and outreach to vendors like Rita’s,” Diana says. “We learned a lot this year being fully virtual and we’ll continue with the hybrid model of the program. There’s success in evolution and change.”

**GENERATION JUSTICE.** When the survey asked teens what was missing from Federation offerings, their “resounding and overwhelming response” was a resource to promote social justice. Federation worked with the Levine Center to End Hate and the MK Gandhi Institute for Non-Violence to build the four intensive sessions that helped high-schoolers engage with anti-racism and social justice. By design, the program prompted uncomfortable conversations and challenged assumptions to build a more impactful community.

**MOODAUT.** Named for the Hebrew term for “mindfulness,” this program for those in their 20s and 30s, was facilitated by Yael Shy, mentor and author of *What Now? Meditation for Your Twenties and Beyond* to explore self-care and finding meaning through a Jewish lens. The hybrid approach featured three virtual sessions and one accessible outdoor yoga session.

**PJ LIBRARY PROGRAMS.** PJ Library tapped into programs that were both collaborative and inclusive, two focuses for the future. To celebrate the holidays: a Purim Program with Jewish Family Services and Spectrum Creative Arts, and a PJ Our Way Hanukkah celebration making chocolate bombs with an improv session in partnership with the JCC’s TYKES. In the spring, the Erie Canal Challenge brought together tweens from Rochester, Buffalo and Syracuse for a Western, NY Collaboration. PJ Library also hosted an event with One Happy Camper to boost grant program for overnight camp, at Wild Wings Inc.





**EVERY VOICE COUNTS**

# Myths vs. Facts from the Every Voice Counts Study

MYTH #1: We are a small, declining Jewish community.

**FACT: We have a very active community whose engagement is strikingly high, compared to other cities.**

MYTH #2: All Rochester Jews live in Brighton.

**FACT: Based on the survey sample, less than half of our community's Jews live in Brighton. Jews live across all parts of Rochester.**

MYTH #3: Jews who grew up in Rochester are best equipped to act on behalf of the community.

**FACT: The majority of Rochester Jews were not born here, or lived away and returned.**

MYTH #4: People are leaving Rochester's Jewish community in droves and there is nothing that can keep them here.

**FACT: Our community is declining slightly, although not as much as national trends.**

MYTH #5: Religious involvement is dwindling.

**FACT: Ritual observance and Jewish community involvement have increased over time, and are even higher among younger people.**

MYTH #6: We are an aging Jewish community and having fewer kids.

**FACT: A quarter of our population are kids, and 14% are young adults.**

MYTH #7: There are very few non-white, non-Ashkenazi Jews in Rochester.

**FACT: While the majority identify as Ashkenazi, we are a diverse community with Jews of color and multi-racial households.**

MYTH #8: We do not have many interfaith families interested in Jewish life.

**FACT: Many interfaith families are uncertain of their place or space in our community, regardless of their interest in participating.**

MYTH #9: We do not have enough LGBTQ Jews in Rochester to warrant separate programming or community groups.

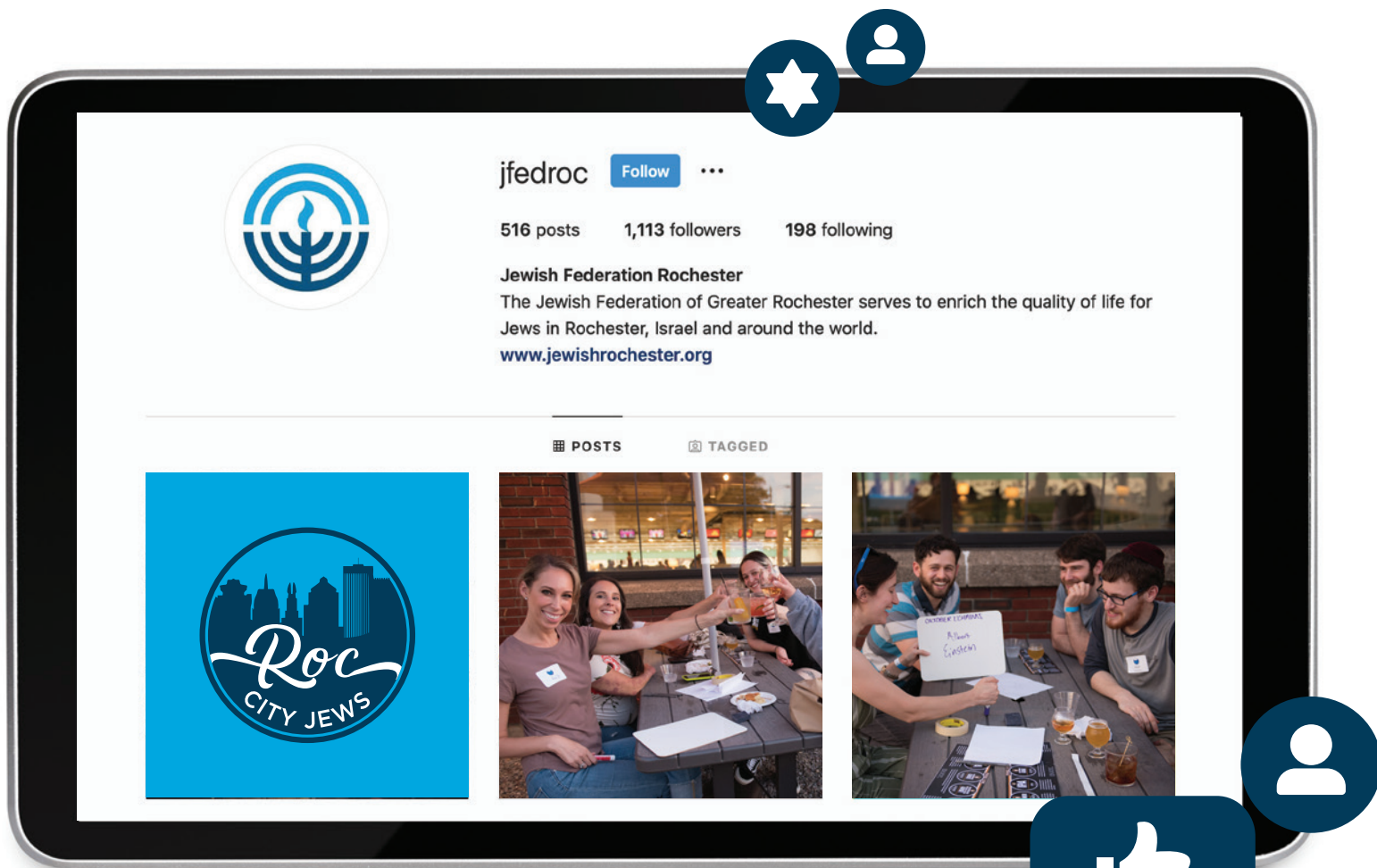
**FACT: Over a quarter of Rochester Jewish households have at least one member who identifies as LGBTQ. Their families often feel alienated by a lack of intentional inclusion.**

The Jewish community in the Greater Rochester area is 19,000 strong and remarkably diverse in religious observance, cultural engagement, social and political views, and even how they self-identify as Jewish. With Every Voice Counts, the latest 10-year community survey designed to serve as both an accurate census and data-driven needs assessment, over 3,000 participants responded, giving voice to their values and concerns, perspectives and priorities.

To cull the richest insights from the data, leadership from Rochester Jewish organizations participated in the **SPARK Fellowship to Ignite Innovation** for strategic direction on experimentation, responsive innovation and impactful change. Driven by the National Jewish Center for Learning and Leadership (Clal), a well-recognized think tank, SPARK was an 8-month learning and practical experience for Jewish institutions seeking to cultivate innovation and experimentation, with an eye toward building for the future.

**Amy Libenson, Chief Planning and Programming Officer:** “What SPARK helped us do, is to ask better questions so we understand the needs of our community—those who are served and those who are underserved. When an issue arises, we learned to press the pause button, take a step back and better understand the problem. We will be looking at how to pursue more collaborative community projects. We are in a better position to do that both because of Clal and because of COVID; we’ve seen a significant increase in collaboration among our organizations.”





"Roc City Jews Trivia and Brews" at Radio Social this past summer, geared toward those in their 20s and 30s, was an outgrowth of Every Voice Counts results and SPARK guidance.

This group wants to be involved from the ground up, rather than just a name on paper or on a committee.

Gitana Mirochnik, Director of Philanthropy and Digital Marketing

*"Our biggest opportunity to engage and grow is with people in their 20s and 30s—such as ROC City Jews, our group for recent college graduates, young and established professionals, and parents of young children. And our biggest takeaway is that we need to involve this demographic from the start: ask them for feedback, share ideas with them, then review, regroup, and re-engage until we get it right. That process ensures we are respecting their ideas, their concerns and their priorities. It also ensures our programming responds to their needs. They seek to advocate for issues they care about, lead initiatives with social impact, and connect with others in their age group. We need to be inclusive and welcoming, because that's how young people and young families engage with Judaism."*

—Meredith Dragon, CEO



“Where Federation flourishes is doing those things that no individual institution can do on its own; we work in partnership with agencies, synagogues and community organizations to make sure we are being the best Jewish community we can be.”

Federation brings agencies and synagogues together to explore: what can we do to maximize all the offerings that we have and ensure a vibrant Jewish life that meets the needs of all of our community members? We need to understand we are stronger together than we are independently. We have the resources to pilot programs, such as the Jewish Community Special Needs Navigator. We identify the need, raise the funds, write the grant, and create the program. Through programs like Life & Legacy™, the Community Relief and Recovery Fund, and ROCStrong—we can galvanize the community and streamline our fundraising efforts. Our supporters are generous; but resources are not unlimited. Partnering with agencies for one ‘ask,’ with the level of trust that we’ve built up, allows our partner agencies to focus on their core competencies.

**Meredith Dragon**  
CEO



#### **PARTNER ORGANIZATIONS**

##### **Our local partners:**

Hillel Community Day School  
Jewish Family Service  
Jewish Senior Life  
Louis S. Wolk JCC of Greater Rochester

##### **Hillels on Campus:**

Rochester Institute of Technology  
SUNY Geneseo  
University of Rochester

##### **Our Israel and overseas partners:**

Jewish Agency for Israel  
JDC – Joint Distribution Committee  
World ORT  
iRep  
Ethiopian Nation Project





# CREATING A CULTURE OF PHILANTHROPY

## TURNING SETBACKS INTO STRENGTH

Without a traditional Opening Event, let alone the option to gather in person, the Federation found ways to kick off new traditions, create campaigns with impact, and serve the community more effectively than ever before. In the process, the true heart of philanthropy was revealed: relationships with caring, committed donors who empathize with struggle and resolve to act. As the ties that bind us together emerged, individuals worked to strengthen each piece of the Federation's "big picture" puzzle.

“Despite not having an Opening Event, I’m so incredibly proud of how our community responded last year, in ways I couldn’t have even imagined in regard to philanthropy. It was so remarkable and moving to see our donors rise to the occasion.”

Debbie Goldberg,  
Chief Philanthropic Officer



## MOST SUCCESSFUL YEAR EVER.

“The success or failure of the Federation has always been tied to the Annual Campaign. However, it only represents 50 percent of what we actually distribute. One of our core competencies is raising and distributing dollars based on the needs of the community. So I’m proud that we had a most successful year in the midst of the pandemic. We raised over \$6 million from targeted campaigns and distributed over \$11 million. When you factor in The Foundation of the Jewish Federation of Greater Rochester, the total raised is over \$8 million for community impact.”

**Meredith Dragon, CEO**

## TOTAL FEDERATION FUNDRAISING IN 2021-2022:







## LIFE & LEGACY™

As the planned giving program of the Rochester Jewish Community facilitated by the Federation, Life & Legacy promotes after-lifetime giving to build endowments that will provide financial stability to our local Jewish organizations and synagogues. The program is founded on the principle that all of us, regardless of age, wealth or affiliation, can make an enduring impact. The Foundation of the Jewish Federation of Greater Rochester administers the program in partnership with 13 local synagogues and organizations in Jewish Rochester.

“This program was always driven by the idea of l’dor v’dor, from one generation to the next. However, the past year brought this value to the forefront of people’s minds. They are keenly aware of health, longevity and the legacy they would like to leave. They are asking: ‘How do I restructure my estate to fulfill my philanthropic goals?’ Life & Legacy is a conversation about how to accomplish this. You can continue to give to the causes you believe in—providing for your children, grandchildren and community as it continues to prosper.”

**Leslie Crane and Don Onimus, Co-Chairs Life & Legacy**

### LIFE & LEGACY BY THE NUMBERS: INVESTMENT IN LIFE & LEGACY (2018–2022)

**\$400,000**

(Harold Grinspoon Foundation)

+

**\$800,000**

(The Foundation of the Jewish Federation of Greater Rochester)

**\$1.2 million**



**Total Letters of Intent Secured**  
(as of June 30, 2021)

**789**



**Estimated Value**  
**\$16,730,740**



### PARTNER ORGANIZATIONS

Britton Road Cemetery Association  
Chabad Lubavitch  
Congregation Beth Shalom  
Derech HaTorah of Rochester  
Hillel Community Day School  
Jewish Family Service  
Jewish Federation of Greater Rochester  
Jewish Senior Life Foundation  
Louis S. Wolk Jewish Community Center  
ORA Academy  
Talmudical Institute of Upstate of New York  
Temple Beth El  
Temple Sinai



## WOMEN'S PHILANTHROPY

Virtual candle lightings, a tour of historic Jewish Rome without a plane ticket or passport, and a text-driven Holiday Food Basket campaign were among the highlights of Women's Philanthropy in 2021—capturing both creative responses to COVID and the outpouring of support.

*"Under the leadership of Women's Philanthropy President Ruth Sklarsky, 2021 brought us back to our core values of social justice, healing the sick, feeding the hungry, preserving human dignity, and building Jewish identity—the exact principles that Women's Philanthropy was founded on over 50 years ago."*—Gitana Mirochnik, Director Women's Philanthropy and Digital Marketing

A primary focus of 2021 was on food insecurity due to the Pandemic. In addition to hosting a forum and call to action on food insecurity, Women's Philanthropy continued its efforts with the basket project. Now in its second year, and in partnership with Jewish Family Services and the Brighton Food Cupboard, the Basket Project was launched to support local families in need. The Brighton Food Cupboard services thousands of Jewish and non-Jewish families in our community with food insecurities. The purpose of the Basket Project is to deliver holiday food baskets so families can share time together over a festive meal and they are provided on all major Jewish holidays, as well as Thanksgiving and Christmas to our non-Jewish neighbors.

**2021 HOLIDAY BASKET PROJECT**  
 Raised  
**\$25,762**  
 that provided

**715**  
 Baskets  
 to fight food  
 insecurity in  
 our community

"Jewish Family Services is extremely grateful to Women's Philanthropy for the Holiday Basket Project which provided food and comfort to members of our community during a challenging time. The delivery of holiday baskets amid a time of such uncertainty reminded recipients that their holiday traditions are of value and that their community sees them."

**Jennie Schaff**  
 Former CEO, Jewish Family Services



When in Rome: Over 40 Lions of Judah met (virtually) with a historian for a guided tour of the Eternal City's Jewish quarter.





## Combatting Antisemitism

“Our Jewish community strives to be an ally for other groups in the community that are experiencing hate. We are here to call out hate in every form.”

Karen Elam,  
Director of the Levine  
Center to End Hate

LEVINE CENTER  
TO **END  
HATE**



Jewish Federation  
OF GREATER ROCHESTER

### LEVINE CENTER 2.0

“Our Jewish community strives to be an ally for other groups in the community that are experiencing hate which is true to our Founding vision established on behalf of the William and Mildred Levine Foundation.” —Karen Elam, Director of the Levine Center to End Hate.

In its first three years, the Levine Center has responded to the currents of hate and intolerance that have roiled the community and nation: antisemitism, anti-Asian hate, racism against the BIPOC community, and more. Pleased with the progress that has been made, while also challenging the Federation to do more, Todd Levine has renewed the Foundation’s support for “Levine 2.0,” enabling an enhanced focus on youth leadership development, volunteerism, advocacy, and corporate engagement.



**2021  
BRAVE SPACES  
2021**

The Levine Center  
to End Hate presents  
**Rochester’s 2nd Annual  
Summit to End Hate**

**Hate  
Will  
Not  
Divide  
Us**

10.17.2021  
12:00–4:00 pm

The Levine Center’s second annual Brave Spaces: Rochester’s Summit to End Hate, held October 17, 2021, featured two speakers that are using their platforms to speak out against hate: Juju Chang, co-anchor of *ABC News Nightline*, and Chris Mosier, transgender Team USA athlete.







## PROGRAMMING AND RESOURCES

Despite having to move all programming to a virtual format because of the pandemic, the Levine Center organized several high-impact events, including **A Tale of Two Cities: Redlining and Racist Policies in Rochester, New York**, presented in partnership with TEDx Rochester, and **Asian Matters: Standing with Rochester's Asian American Communities**, a response to vicious attacks carried out against members of Asian American and Pacific Islander communities across the country.

"I'm most proud of the content we created that introduced topics and perspectives that many people weren't aware of," Elam says. "Our TEDx talk and the Asian Matters series planted seeds for people. We've had school districts and graduate schools implement the content in their curricula, and I'm still getting positive feedback months later." Elam has also pulled together an anti-bias collaborative to help the Levine Center partner with and enhance the work of more than 20 other community agencies.

## FEATURING



Keynote Speaker  
**Juju Chang**  
Co-anchor of  
*ABC News Nightline*

Closing Speaker  
**Chris Mosier**  
Transgender  
Olympic Athlete

The work of the Levine Center is so important. When we talk about tikkun olam, it is about making the entire world better. That is our responsibility.

Shabbat message  
from Meredith Dragon  
recognizing Juneteenth





“The ROCStrong campaign began in fall 2019, a year after the shooting at the Tree of Life Synagogue in Pittsburgh. As of the close of fiscal 2021, we have raised about \$1.7 million and distributed just over \$175,000 to twenty-five local Jewish organizations. With the dramatic increase in antisemitism, we have and continue to observe attacks on fellow Jews and other incidents across country (New York, California, Texas), online, and in our own backyard. Many institutions are 20-50 years old and don’t have the appropriate security measures to deter today’s attackers. Through ROCStrong, we’ve provided locks on doors, video cameras, software upgrades, video surveillance, lighting, coordination systems, and staffing. In addition, ROCStrong has provided countless hours of live shooter training for the leadership of our communal institutions and we will do more! The security needs of our community require increased resources to meet them!”

**Michael Gordon and Howard Crane—Co-Chairs of ROCStrong Campaign**

## **ROCSTRONG: SECURING JEWISH ROCHESTER**

ROCStrong is a five-year, \$10 million campaign to secure Jewish Rochester through upgrading security infrastructure and establishing an endowment:

- \$3 million for critical safety and security upgrades
- \$7 million to ensure protocols are maintained over time through community trainings, security personnel and professional security director

“The security needs of our community require increased resources to meet them.”

In 2021, both the Anti-Defamation League and Secure Community Network (SCN), our national partner, noted a sharp rise in antisemitic incidents. The FBI reported that the number of hate crimes reported in the U.S. last year rose to the highest level in 12 years: 7,700 across the U.S. And that includes incidents here in Rochester. Last year, more American Jews personally witnessed antisemitic comments or behavior than ever before.

In response to heightened antisemitic and concerns over safety, the Federation launched ROCStrong: the security initiative to provide safety, security and related training needs for all of Rochester’s Jewish organizations.

“One of the best investments we’ve made is having a Director of Jewish Community Security to provide that level of comfort and safety. Mark Henderson cares deeply about our safety and security.”

**Meredith Dragon**  
CEO



#### **Q&A WITH MARK HENDERSON**

*"As Director of Jewish Community Security, I focus on security needs, ongoing efforts and training. As a consultant, I am available to anyone community-wide. I've got your back."*

#### **Q: How did you enter this new position?**

*A: "I was entering my 34th year in law enforcement and this opportunity really resonated with me, especially after the large vigil at Temple B'rith Kodesh after Pittsburgh. In May 2021, I went on a trip to Israel through the Jewish Federations of North America. As we approached the Gaza border, we heard, 'You have 50 seconds to find your bomb shelter. You have 30 seconds to find your bomb shelter,' etc. It made me wonder: How do you live in constant fear like that? We went to the Western Wall and Knesset and met with senior advisors on security. I met families and realized the toll that violence and fear takes on human beings."*

#### **Q: What were your priorities for 2021?**

*A: "Number one is access control: locked doors, closed-circuit TV. My role is to identify needs (from fire code doors to closed circuit cameras to steel doors) and find funding to support them. Some of our buildings date from the 1940s and desperately needed upgrades. Through ROCStrong, we did a great job identifying those initial vulnerabilities. Secondly, training is just as important as infrastructure upgrades: How do you respond that first three to five minutes after an incident? We do scenario-based training for greeters at synagogue, including countering active threats. We have distributed grants to support upgraded camera security systems, remote access points, reinforced doors, better lighting, and more. And because technology is always changing, I'd like to develop a culture of safety and security so people feel comfortable gathering together."*

#### **Q: Why is ROCStrong especially important now?**

*A: "It takes a lot for someone to get in someone's face and start spewing hatred; and it's happening more today than it did five years ago. There is an increase of both virtual hatred and in-person hatred. Swastikas have been etched into and spray-painted onto schools and buildings."*

#### **Q: Besides security upgrades, what are some promising changes for enhanced security?**

*A: "When I started in this position, people would not talk about incidents like antisemitic confrontations and verbal abuse. Now, it is formally reported to the Rochester Police Department, which allows me to follow up. Incidents have to be documented. It's important to report hate crimes to the police, to call 911 when something doesn't seem right, to open an investigatory proceeding. We have a great network of local, state and federal intelligence. Any chatter on the "dark web" espousing hatred will be actionable in 2021—unlike in 2019, when chatter on the dark web about the Pittsburgh shooting wasn't picked up on by the FBI. Agencies can drill down to see where it's coming from."*



## JCRC (JEWISH COMMUNITY RELATIONS COUNCIL) AND CHAI (CENTER FOR HOLOCAUST AWARENESS AND INFORMATION): LOCAL ACHIEVEMENTS, GLOBAL PERSPECTIVES

Both JCRC and CHAI used the pulses of current events and the possibilities of virtual gatherings to advance and expand their missions while honoring traditions, such as the annual observance of Yom HaShoah with over two hundred survivor families in the community.

–Sarah Walters, former Holocaust Education and Community Relations Program Director

- The JCRC program this past year focused on racial justice and active anti-racism work: understanding how we in the Jewish community can create opportunities for justice and equality. We partnered with the Levine Center to End Hate for a racial justice education series called *Honest Conversations*: exploring topics from whiteness and power to anti-racism in Rochester and beyond; while identifying ways to take individual and collective action.
- In the spring, as we saw a heightened sense of tension regarding Israel, we organized a program with local elected officials and law enforcement, and served through spring and summer as their liaisons to the Jewish community.
- We were liaisons between Jewish community and school districts. Every year, we reach out to school superintendents to discuss the work of the Federation and explore ways we can provide resources and support to schools. One huge achievement was helping adjust many district calendars when the scheduled first day of school fell on Rosh HaShanah.
- CHAI marked International Holocaust Remembrance Day in January with a community-wide, on-demand screening of the film *Nobody Wants Us*, followed by a conversation with filmmaker and producer/director, Laura Seltzer-Duny.
- Every spring, CHAI has brought the community together for a Yom HaShoah community remembrance service. In April, we provided this special experience in a virtual setting. We brought together 21 survivors, survivors' families, rabbis and community leaders to lead readings, music, prayer, candle lighting and more. The recording and transcripts of this virtual service were posted on our website, along with a recorded Reading of the Names by students and community at MCC. The following day, we held a virtual remembrance service for survivors and families; and that night we invited the whole community to an extended keynote program with Rachel Cerrotti, digital storyteller for the Shoah Foundation and producer of the podcast *We Share the Same Sky*. Cerrotti was also guest facilitator for our yearly Zikaron program—held virtually this year for local 7th and 8th graders to explore the Holocaust and their Jewish identity.



jfedroc

Join the Center for Holocaust Awareness and Information (CHAI) as we commemorate International Holocaust Remembrance Day with a special multi-day film viewing opportunity, followed by a panel film discussion on this new and important film and the lessons it brings to our present moment.

*Nobody Wants Us* tells the story of some of the last refugees allowed into the United States until the end of World War II. With this first-hand account of Holocaust survivors who resettled in the U.S. in 1940, our goal is to create a better understanding of the plight of refugees everywhere.

*Nobody Wants Us* is available to stream and view beginning January 24 - 28, 2021

Join us at 7:00pm on Wednesday, January 27th for a special virtual panel film discussion.

CHAI marked International Holocaust Remembrance Day in January with a community-wide on-demand screening of the film *Nobody Wants Us*, followed by a conversation with filmmaker and producer/director, Laura Seltzer-Duny.



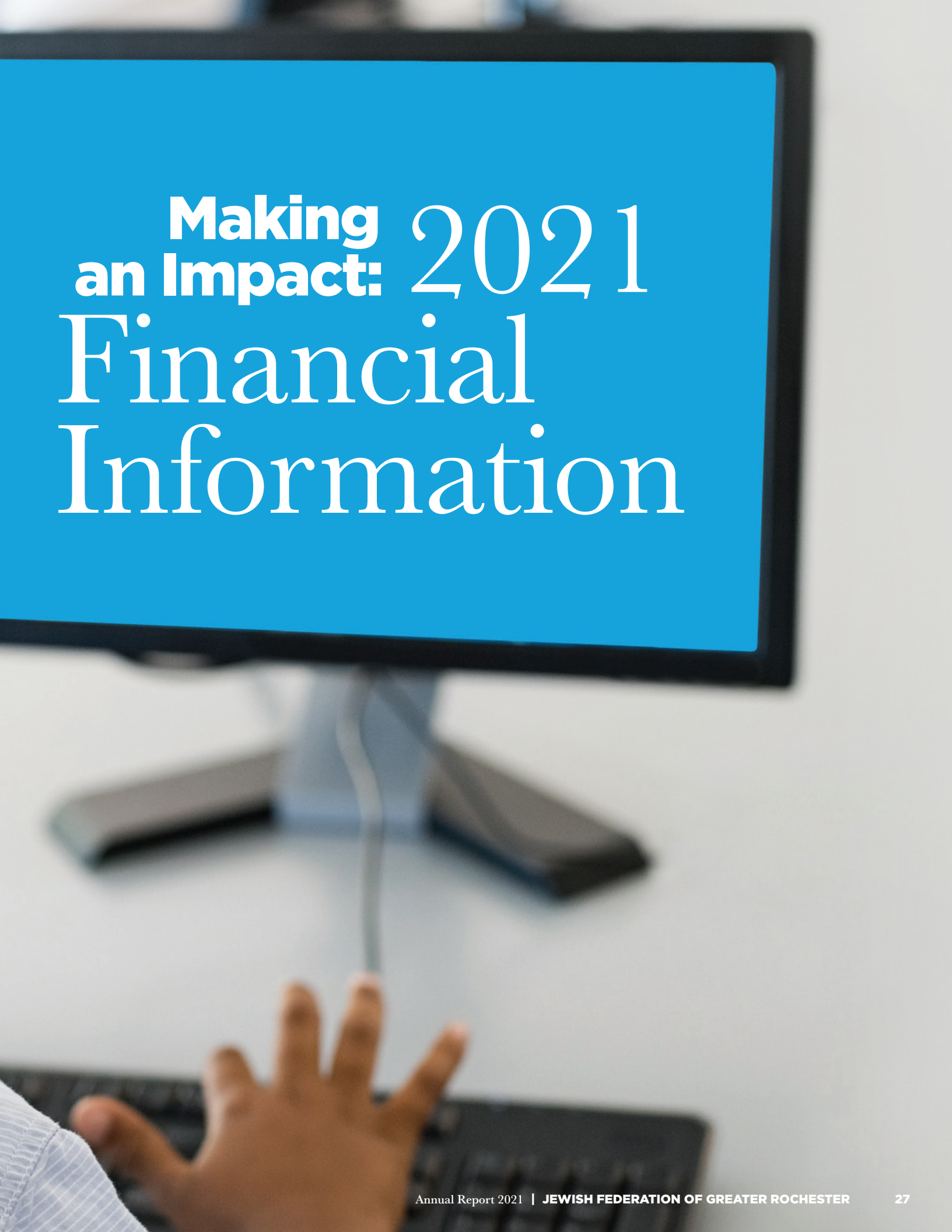
I am the granddaughter of a fierce woman who was named Hana Dubova, who was a Holocaust survivor...The more I learn about the Holocaust, and the more I understand how different stories live on in different people, the more questions I have and the more curiosities I have. Memory is a very fascinating thing that we all hold onto and we all inherit from our past generations.

*Excerpt from Rachel Cerrotti's keynote address, Yom HaShoah 2021 Holocaust Remembrance Ceremony presented by CHAI*





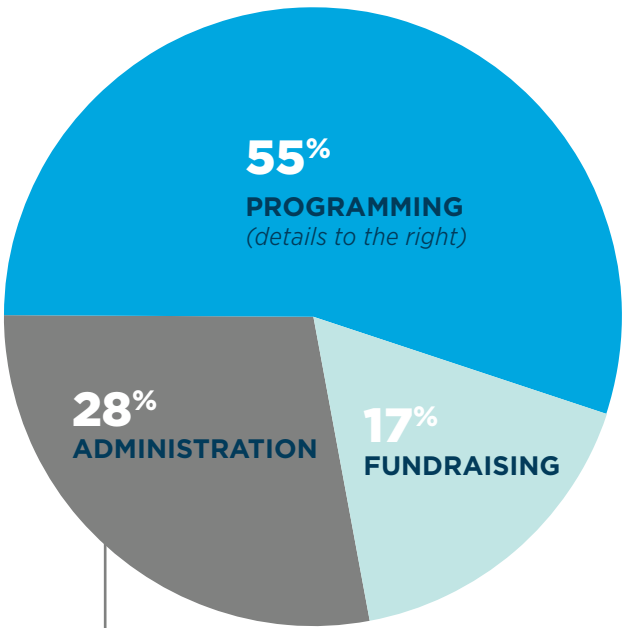


A photograph of a person's hand reaching out towards a computer monitor. The monitor displays a blue rectangular area containing the title text. The background is a blurred office setting.

# **Making an Impact:** 2021 Financial Information

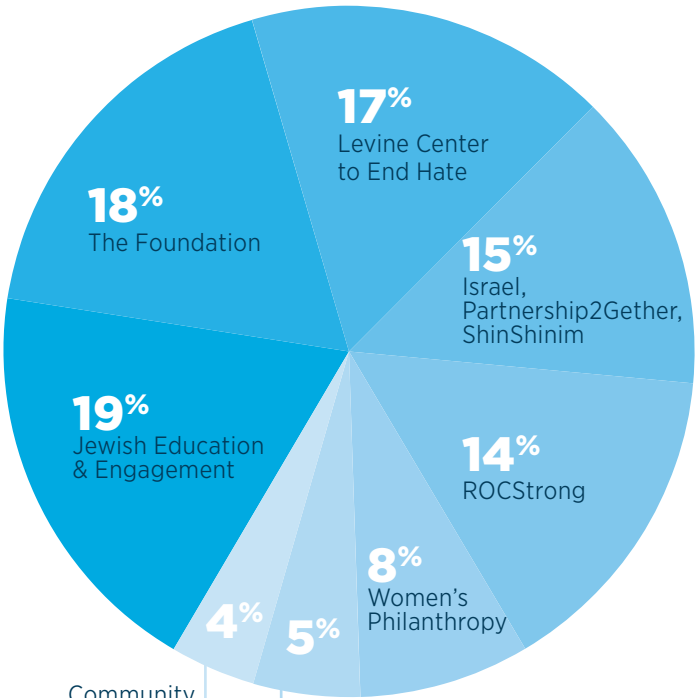
# 2021 Federation Programming Distribution

DISTRIBUTION OF FEDERATION BUDGET



21% Administration & Financial Oversight  
7% Building Expenses

PROGRAMMING EXPENSE DETAIL



Community Relations

Center for Holocaust Awareness and Information (CHAI)

## FOUNDATION ENDOWMENT GRANTS & DISTRIBUTIONS SUMMARY





# 2021 Federation Income, Expenses, Grants & Distributions

## TOTAL FEDERATION INCOME

### ANNUAL GIVING:

|                                         |              |
|-----------------------------------------|--------------|
| Federation Unrestricted Annual Campaign | \$ 4,382,000 |
| Corporate Sponsorship                   | 75,000       |
| Levine Center to End Hate               | 506,000      |
| Community Relief & Recovery Fund2       | 6,000        |
| Baskets/CLAL/Literacy Program           | 357,000      |
| Café at the J                           | 25,000       |
| ROCStrong Campaign                      | 355,000      |
| Human Services Campaign                 | 466,000      |

**ANNUAL GIVING SUBTOTAL: \$ 6,172,000**

### THE FOUNDATION:

|                                         |              |
|-----------------------------------------|--------------|
| Contributions from Donors to Funds      | \$ 2,587,000 |
| Contributions to Supporting Foundations | 89,000       |
| Foundation Investments                  | 10,555,000   |
| Trust & Miscellaneous                   | 67,000       |

**FOUNDATION SUBTOTAL: \$13,298,000**

### OTHER INCOME:

|                                                                                         |            |
|-----------------------------------------------------------------------------------------|------------|
| Fund Fees                                                                               | \$ 219,000 |
| Foundation Unrestricted Grant                                                           | 198,000    |
| Corporate Sponsorship                                                                   | 44,000     |
| Programming Income                                                                      | 188,000    |
| Pass Through Income<br>(Every Voice Counts,<br>Fund for Terror Victims, Life & Legacy™) | 340,000    |
| Rental and Shared Services                                                              | 53,000     |

**OTHER INCOME SUBTOTAL: \$ 1,042,000**

**TOTAL FEDERATION INCOME: \$20,512,000**

## TOTAL FEDERATION EXPENSES

|                                               |            |
|-----------------------------------------------|------------|
| Administration, Management & Program Support* | \$ 634,000 |
| Fundraising Expenses                          | 507,000    |
| Programming*                                  | 2,029,000  |
| Fees & Miscellaneous Expenses                 | 416,000    |
| Other-Pass Through Expenses                   | 877,000    |

**TOTAL EXPENSES: \$ 4,463,000**

\*See detail on page 28.

## ALLOCATIONS, GRANTS & DISTRIBUTION

### ISRAEL & OVERSEAS PARTNERS— CORE AND ELECTIVE GRANTS:

|                                                                                                   |            |
|---------------------------------------------------------------------------------------------------|------------|
| Core Funding<br>(Supporting Jewish Agency for Israel,<br>Joint Distribution Committee, World ORT) | \$ 826,000 |
| Joint Distribution Committee<br>(Humanitarian assistance to vulnerable elderly in FSU)            | 120,000    |
| Partnership2Gether<br>(Support for programming with our partner city Modi'in)                     | 175,000    |
| iRep<br>(Supporting religious pluralism in Israel)                                                | 40,000     |
| World ORT<br>(Support for children with special needs<br>at Moscow ORT Technology School)         | 7,000      |
| Ethiopian National Project<br>(Advancing integration of Ethiopian Israelis)                       | 37,000     |

### NATIONAL AGENCIES & DUES:

|                                                                                                          |         |
|----------------------------------------------------------------------------------------------------------|---------|
| Jewish Federation of North America Dues                                                                  | 157,000 |
| Jewish War Veterans                                                                                      | 2,000   |
| Birthright Israel<br>(Free 10-day Israel trips for young adults)                                         | 16,000  |
| Jewish Council for Public Affairs Dues<br>(The representative voice of the<br>American Jewish Community) | 3,000   |

**\$ 1,383,000**

### FEDERATION BENEFICIARY PARTNERS:

|                                        |            |
|----------------------------------------|------------|
| Hillel at SUNY Geneseo, U of R and RIT | \$ 100,000 |
| Hillel Community Day School            | 155,000    |
| Louis S. Wolk Jewish Community Center  | 146,000    |
| Jewish Family Service/Passport         | 118,000    |
| Jewish Senior Life                     | 73,000     |
| JERNY High School Network              | 35,000     |
| Special Needs Support & Programming    | 20,000     |
| Youth Groups                           | 3,000      |
| Missions                               | 10,000     |
| Local Grants                           | 130,000    |
| Local Israel Grants                    | 156,000    |

**\$ 946,000**

### FOUNDATION ENDOWMENT SUBTOTAL

**GRANTS & DISTRIBUTIONS SUMMARY: \$ 2,575,000**

### TOTAL ALLOCATIONS,

### GRANTS & DISTRIBUTIONS:

**\$ 9,367,000**

**TOTAL IMPACT:**

**\$ 9,367,000**



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Need**

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