



DECEMBER
2024

HEART & SOUL

YOUR WOMEN'S PHILANTHROPY CONNECTION



A MESSAGE FROM YOUR CO-CHAIRS



It is hard to believe four months have passed since we launched our first issue of Heart & Soul! We remain committed to creating meaningful opportunities that bring us together. Our goal is to engage as many women as possible, keeping you informed about the happenings in our community—whether they are educational, social, or advocacy-related. We are always looking for your ideas and suggestions to ensure our content resonates with you.

In this issue, you'll see photos and highlights from several wonderful gatherings as we celebrated some exciting milestones. We are thrilled to welcome 12 new Lions (\$5,000+ giving level) and 12 new Pomegranates (\$1,800-\$4,999 giving level) to our shared community. In early December, Rina Chessin opened her home for a gathering that introduced the Lion Behind the Pin program, led by Debbie Gordon. The fall 2024 gatherings created space for meaningful conversations about the importance of Judaism and what being a Lion means to each of us. We believe these smaller group settings foster deeper connections and enrich our shared journey as Jewish women. Looking ahead, many new engaging opportunities are in the works, and we'll keep you updated. We are so excited to welcome Leora Rozin as our dedicated Federation staff member.

The Annual Campaign is in full swing, with an ambitious goal of securing 90% of all pledges by December 31, 2024. Your generosity and support have a profound impact, benefiting children and families across a wide network of local programs in Rochester and providing essential aid to Jews in need around the world. Your support at this moment helps us plan for 2025. Scroll down for a campaign update.

If you'd like to get involved or share your thoughts, please don't hesitate to reach out to Lisa, Daphne, or Leora. Wishing you a Happy Hanukkah and a joyful, healthy New Year!

Warmly,

Lisa Axelrod & Daphne Futerman
Women's Philanthropy Co-chairs

Save the Dates UPCOMING EVENTS

Friday, December 27
Candle Lighting on Zoom
4:15PM

Thursday, January 23
Business & Professional Networking Event
7-9PM

Monday, January 27
International Holocaust Remembrance Day
7:00-8:30PM

Sunday, February 9
Breaking Bread - Po'boys & Poetry
1-3:30PM

Friday, February 14
Drop-in lunch 12-1:30PM

March 3
Pack Mishloach Manot for college students

Wednesday, March 12
Business & Professional Drop-in Happy Hour
7-9PM

Monday, March 17
Understanding Antisemitism
in History and Today
7-8:30pm

*Registration to follow

women in action



On November 22, Mona Friedman Kolko hosted a group of Lions to discuss Lion of Judah Endowment (LOJE) which enables Lions to make an impact in perpetuity. Pictured: Debbie Goldman, Esther Tanzman, Dawn Good Elk, Mona Friedman Kolko, Debbie Gordon, Barb Kozel, Liz Rennert, Barb Orenstein Present, Ricki Birnbaum



On October 6, volunteers helped place 1,200 flags at 6 locations throughout Rochester in memory of those murdered in Israel on 10/7/2023. Pictured: Barb Kozel

In October, our community welcomed Liat Atzili and Moran Moses to share their harrowing stories from Kibbutz Nir Oz. Pictured: Moran Moses, Terri Bobry and Liat Atzili



In November, new Lions gathered to meet one another and to learn firsthand about the amazing dedication and work of our Lion woman. Pictured: Vesna Sanders, Dalit Spindel, Netta Zahavi, Margot Weinberg, Darice Bailer, Abby Rosen, Debi Brenner, Leora Rozin, Leslie Connolly, Debbie Goldberg, Daphne Futerman, Lisa Axelrod, Debbie Gordon and Mona Kolko. Not pictured: Rachel Farkas, Leah Goldman, Jessica Green, Ellen L. Poleshuck

MESSAGE FROM WOMEN'S PHILANTHROPY DIRECTOR, LEORA ROZIN

It has been highly rewarding to be part of the Federation staff since October 2023 as the Director of Leadership Development and coordinator of the Jay Birnbaum Leadership Development Program. My expanded role also fuels my soul and propels me to work with you to build an engaged and flourishing Jewish community.

While I did not grow up in Rochester, it truly feels like home as I raise my three children in this wonderful community. My motivation to be a 'Jewish professional' stems from my grandparents' experiences surviving the Holocaust. I am proud to be a first generation American and Rochesterian and am deeply committed to this work with all of you and our broader community.

Please feel free to reach out and introduce yourself at upcoming events or via email (lrozin@jewishrochester.org) or phone at (585) 241-8658. Thank you for being part of our shared Women's Philanthropy community.

All the best,
Leora Rozin



CAMPAIGN UPDATE

- \$2.9 Million
- 66% closed
- 900 Gifts

[Click here to make your gift to the 2025 Annual Campaign for Jewish Needs](#)

Program spotlight



WOMEN'S BUSINESS AND PROFESSIONALS NETWORK

Women's Business & Professional Network blends the desire for meaningful connections along with accessible ways to build new and stronger professional relationships. The group meets every other month for casual networking and professional events throughout the year.

To join the Women's Business and Professional Network What's app group, please email lrozin@jewishrochester.org

Happy Hanukkah
& Happy New Year!



MY ENDOWMENT STORY BY MARJORIE GOLDSTEIN

After proudly supporting Jewish Federation and being a Lion of Judah for 21 years, I recently made the commitment to endow my lion. What took so long? All the usual things, I suppose. Too busy, the kids were too young and kept us in a state of constant chaos, maybe I thought I was too young to consider an endowment (that's grown-up stuff!), there were so many other causes to support, and probably many other excuses. It seemed like a later issue.

Now, a few years older (and hopefully wiser), I became focused on my Legacy as a Jewish Woman. I have tried to help people in need whenever possible, and have taught my children the importance of Tzedakah. Tikkun Olam is woven into the fabric of my being, and becoming a LOJE is a defining step in presenting to my children and my community the importance of a true lifetime of giving.

So why now?

In a post 10/7 world, where we see over 400% rise in antisemitism and violence against Jews, and where we see rampant social media propaganda and vitriol against Our People and Our Homeland, in a crazy upside-down world that has flipped the narrative and portrayed Israel and Jews as the perpetrators of hate and violence—I've continually asked myself, "WHAT CAN I DO?"

The past 14 months has had me questioning the Power of One. What can one person do to make a difference? How strong is the impact of the voice of a single person? How can one person effect change to Jewish People EVERYWHERE?

Jewish Federation helps us do this. A contribution today is a powerful tool to help the causes that affect us all. Now imagine taking that power, and ensuring that your gift continues to impact change in perpetuity! We cannot afford to wait for someone else to do it for us...our community needs us. Our country needs us. Jews in the Diaspora need us. Israel needs us.

Please consider using your Power of One to endow your Lion of Judah and join me and the other LOJE women in our community. Like the Lion of Judah, we are strong, we are united, we are proud, and we are powerful.