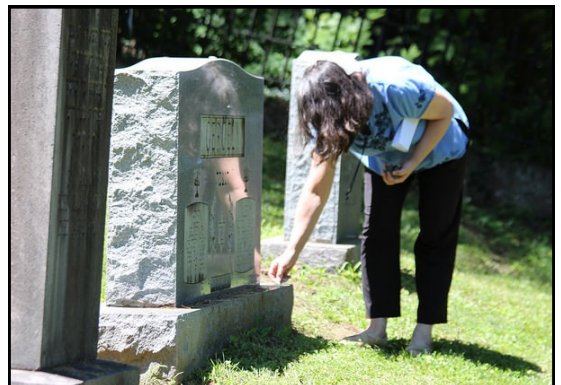
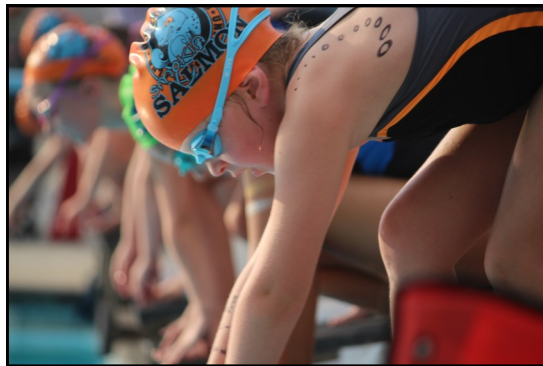




2016 Annual Report



Knoxville Jewish Alliance 16th Annual Meeting

December 11, 2016
Kislev 11, 5777

Financial Report:

Daniel Messing, Treasurer

New Business

- Installation of Debbie Abrams-Cohen as Incoming Secretary
- Installation of Britt Sturm and Jake Cone as Campaign co-Chairs
- Remarks: Adam Brown, KJA President
- YJAK Update: Britt Sturm & Jake Cone
- AJCC Preschool Update: Briana Rosenbaum
- Director's Report: Deborah Oleshansky
- Good and Welfare
- Announcements

Slate of Officers

The following newly-elected officers will serve a two-year term in their respective offices:

President:	Adam Brown
Secretary:	Debbie Abrams-Cohen*
Treasurer:	Daniel Messing
VP Campaign:	Britt Sturm & Jake Cone*
VP Culture and Education:	Anne Greenbaum
VP Jewish Community Services:	Marilyn Wohl
VP Public Relations:	Judith Rosenberg
VP Administration:	Adam Friedman
VP Children and Youth:	Martha Iroff
Past President:	Manny Herz
Member at large (2 year term):	Stephen Rosen
Member at large (2 year term):	Barbara Bernstein
Member at large (2 year term):	Ron Sebold
Member at large (2 year term):	Renee' Hyatt

*First year of a two-year term

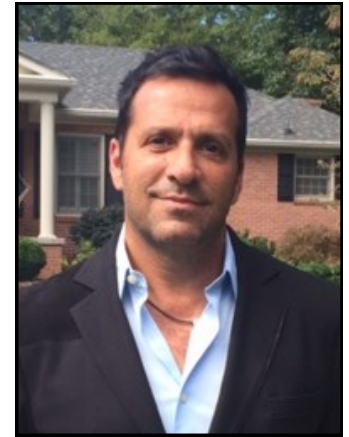
**Join us for WINTER FESTIVAL,
beginning at 3 p.m. on the AJCC Campus.**

President Report

Adam Brown, KJA President

Wow! What a year 2016 was for KJA and the AJCC. It seems like we hit the ground running and never slowed down. I would like to think that we succeeded in creating more of a “community gathering place” and we will continue our efforts to provide programs throughout 2017 that appeal to everyone at one time or another. Below are just some of the events I had the pleasure of attending in 2016:

Grand Opening of the Schwarzbart Gallery; Stand Up For Peace Interfaith Comedy Event; JCOR’s Bowling Tournament; Introduction of Pickleball; Merger of the KJA Smokin’ Salmon and University Club Swim Teams; Screening of Body and Soul movie by Gloria Greenfield; KNOSHVILLE; Friday Night Chill/Shabbat Dinner; AJCC Golf Tournament; Art Gallery Reception for former Knoxville David Barnett; Deli Day; Shabbat at JCOR and Author Julie Salomon’s lecture as part of Jewish Book Month.



Thank you so much to everyone who helped make these programs and this past year a success.

By attending or helping with some of the programs, as well as just my general involvement as KJA President, here’s a little of what I’ve learned this past year:

- We’ve got a great Jewish community and I’d put it up against any community similar in size.
- There are several volunteers who continually step up to the plate time and time again. We can ask for needed volunteers and often get help, but there are a core group of people that you can always count on whether it’s for time or money. Out of fear of leaving someone out, I won’t mention names, but I guarantee you that we’re all thinking of the same people.
- Deborah Oleshansky is amazing!
- Ed Hunter is incredible!
- ReNee’, Joyce, Nicki and Laura are outstanding!
- We’ve got a wonderful preschool led by Kristen Cannon (and her staff), with the help of Martha Iroff, who has gotten our school to a wonderful place, not only in terms of curriculum and enrollment, but with reputation as well. We earned the HIGHEST Three- Star rating possible in all seven categories.
- Our facilities are dated and could certainly use some much-needed updating, but somehow we seem to be make lemonade out of lemons.
- The Arnold Schwarzbart Gallery and the elevator lift were great additions.
- Everyone seems to love the KJA Archives, especially, the pictures on the last pages of Ha’Kol.
- Thank you to Gary and Tamara Sturm for their leadership for the 2016 KJA Campaign.
- The KJA does so much behind-the-scenes for our community that people have no idea is happening on their behalf, whether it’s fighting anti-Semitism, helping those less fortunate, or providing a central point for Jewish life.

President Report *continued*

- There are a lot of people out there who would love to see a Jewish Campus and the Knoxville Jewish Day School has opened a dialogue toward this end.
- We've got a great core of young adults who I truly believe will be the next leaders of our community. Jake Cone and Britt Sturm are two of these individuals and I'm proud to say will also be co-chairs of the KJA Campaign next year.
- Speaking of campaign, we need to find an additional \$100,000, at least, to keep this thing afloat. We can't keep bleeding money if we want to continue to have an AJCC.
- Our Exec Board and Board of Directors work very hard on this community's behalf and there are a lot of very talented individuals on these boards and I'm lucky to have them to rely on.
- Stephen Rosen and Mary Linda Schwarzbart are great sounding boards.
- I've gotten more from serving as President of KJA than the KJA has gotten from me.

Lastly, I'd like to take a moment to thank Mary Linda Schwarzbart for her many, many, many years of service. She is leaving the Board today, but not before having served on every committee and having held every position. She has provided a great sense of history; she was always objective and looked at both sides; she only spoke at meetings when she had something pertinent to say, but when she did speak, you knew it was going to be worth listening to. She's been a friend to us all and has promised that she will continue to help the KJA in any way possible (but she won't have to attend meetings). Thank you, Mary Linda.

Adam Brown



5 KJA PRESIDENTS:

Stephen Rosen, Scott Hahn, Adam Brown, Manny Herz, and Renee' Hyatt

Executive Director Report

Deborah Oleshansky, Executive Director

As we reflect back on 2016, it has been a year of both blessings and challenges.

BLESSINGS

Opening of the Arnold Schwarzbart Gallery. The event drew several hundred attendees along with the beginning of a physical and spiritual transformation of our building which included the lift and lobby upgrades by Ernie Gross.

Stand up for Peace Event was a beautiful collaboration between our community and the Muslim Community of Knoxville.

FIRST EVER KNOSHVILLE Jewish Food Festival! ALL EIGHT local Jewish organizations were represented at this event, including our teens and young adults.

Indoor pickleball draws a new demographic to our building for Sunday play.

Brian DeBolt returned as our summer camp director bringing invigorated programming and our swim team joined forces with the University Swim Club. Joe Peeden and Alex Galvin Peeden coached the newly formed USC Smokin' Salmon Swim Team.

AJCC Preschool Director Kristen Cannon and her staff earned the highest ever Tennessee Three-Star rating for our preschool.

We hear DAILY from new people moving to town, or newly interested in our programs, specifically our opportunities to be involved in social justice activities.

The KJA is truly a team effort. Thank you to a dedicated group of lay leadership, under the direction of President Adam Brown. Tamara and Gary Sturm provided stewardship for our fundraising, and a talented and devoted professional staff always ready to go the extra mile for whatever is needed.

CHALLENGES

We face three major challenges: an aging building, a need for KJA/AJCC membership clarification, and decreasing revenue from our KJA Annual Campaign.

ASSETS for 2017 and Beyond

- ◆ Ongoing collaboration between leaders and members of our Jewish organizations.
- ◆ A new generation of Jewish leadership.
- ◆ Summer camp and pool initiatives to increase summer revenue.
- ◆ Membership committee ready to address and clarify membership concerns.
- ◆ Steady interest from people new to town or new to KJA involvement.

We, the board members and staff of the KJA, are ready to use all our blessings to face the challenges ahead as we continue to improve and enhance Jewish life in our community.



STAFF

Laura Berry - Jewish Family Services Director & KJA Friendshippers Coordinator

Laura has worked at the KJA since 2008. She started out as the Jewish Family Services Director and later added Friendshippers and the Knoxville Jewish Community Family of Funds to her duties as well. Laura holds a Bachelor of Science in Social Work degree from the University of Tennessee and a Juris Doctorate degree from the University of Richmond T.C. Williams School of Law. She is also a proud graduate of the AJCC Preschool (where her mother was a teacher) and a former MCDC camper.

Kristen Cannon - AJCC Early Childhood Director

Kristen is in her third year as the Early Childhood Director for the AJCC Preschool and has been at the AJCC for four years. In her extra time, she enjoys being a dance mom and spending time with friends and family. She also enjoys decorating and party planning.

Ed Hunter - Financial Services & Facility Manager

Ed has been with the Knoxville Jewish Alliance for 18.5 years and counting. In September 2014, he completed a MS in Accounting with a concentration in Forensic Accounting. He is the proud parent of one daughter and proud of his one grandson. He enjoys working at and is pleased to be involved with the Knoxville Jewish Community.

Deborah Oleshansky - Executive Director

Deborah took over as Executive Director in January 2016. Since moving to Knoxville, she has been involved as both a professional and volunteer with a number of programs including B'nai Tzedek, AJCC Preschool, Tikkun Olam Israel Exchange Program, and Russian Resettlement. Her husband David is a Past President of the AJCC and her children are proud alumni of basically every program from Preschool through BBYO.

ReNee' Pelicano - Administrative Assistant

ReNee' is in her second year at the AJCC and is now a full-time employee. She brings to the AJCC over 26 years of Executive, Logistics, and Educational administrative support. ReNee' is an author and founder of the non-profit publishing company, Mother Pelican Press which donates 100% of its profits to Catholic organizations. ReNee' has lived in Knoxville for 7 years. She and her husband Tom have been married for 23 years and have two grown daughters.

Nicki Russler - Archives

Nicki has been the Archivist at KJA since 2006. A professional genealogist, she previously taught at the UT Law School in their clinical program for 15 years and has a Master's degree in Library Science and a J.D. from Harvard.

Joyce York - Ha'Kol Editor

Joyce York enters her 16th year as editor of *Ha'Kol*, our Knoxville Jewish community newsletter. Joyce is a University of Tennessee graduate who previously worked in healthcare marketing and media relations. She is the wife of Michael Messing and mom to Andrew and Jacob Messing. Joyce volunteers with Friends of the Knox County Public Library, Knoxville Hadassah, the Hardin Valley Academy PTSA, and HVA's FIRST Robotics Team 3824. Reading, photography, enjoying theatre and concerts, and spending time with family are favorite activities.

Facilities Maintenance Report

Ed Hunter - Facilities Manager

Adam Freedman - VP Administration

The KJA must expend approximately \$30,000 annually on the Arnstein Jewish Community Center campus just to maintain the 47 year-old aging facility. In addition to maintaining the facility, the KJA attempts to upgrade and update the existing facility when possible through the funding of community contributions and restricted funds that are available.



2016 Capital Improvements in the amount of \$176,843 consisted of:

- ◆ Elevator/Lift, funded largely by restricted funds, at a cost of \$86,506.
- ◆ Schwarzbart Gallery, funded by community contributions, at a cost of \$42,275.
- ◆ Water supply line replaced, funded by restricted fund, at a cost of \$15,000.
- ◆ Xerox printer/copier/scanner/fax networked at a cost of \$6,595.
- ◆ Tree removals and pruning for the facility and pool area at a cost of \$6,505.
- ◆ Donation of professional treadmill and multi-station weight machine including delivery and installation by Mr. & Mrs. Rob Heller, at a value of \$4,905.
- ◆ Ice machine for the facility, funded by a restricted fund, at a cost of \$3,178.
- ◆ LED lighting for facility, funded by the Sam & Esther Rosen AJCC Fund, at a cost of \$2,800.
- ◆ Garden renovation at the front entrance at a cost of \$2,129.
- ◆ Dumpster area doors at a cost of \$2,071.
- ◆ AED unit and accessories for the main facility, funded by Dr. & Mrs. Mitch Weiss, at a cost of \$1,850.
- ◆ Storage shed for Early Childhood Program at a cost of \$1,600.
- ◆ Picnic table and umbrella for the pool area, funded by the Jeff & Nancy Becker Community Enrichment Fund, at a cost of \$950.
- ◆ Bench for front entrance, funded by Mr. & Mrs. Joe Oleinik, at a cost of \$479.

Projects currently in negotiation:

- ◆ Tennis court renovation and conversion to pickleball courts in partnership with the City of Knoxville at a cost of \$26,740 with the City of Knoxville funding \$10,000 of the cost.

Projects currently under consideration:

- ◆ Refinishing of gymnasium floor: new lines painted, including pickleball and fencing, with a five (5) year coat.
- ◆ Renovation of pool: install a removable structure for a winter indoor heated pool and summer outdoor pool.
- ◆ Pool conversion: to a salt water pool system to significantly reduce chemical costs but will require an investment in a chlorine generator.
- ◆ Resurfacing: entire parking lot.

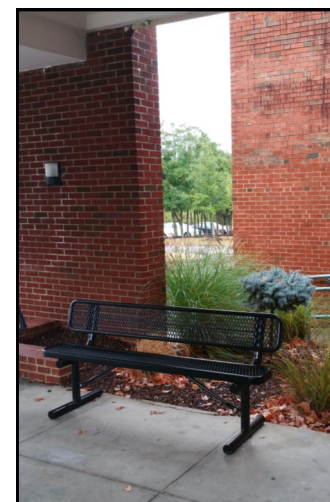
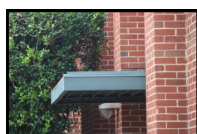
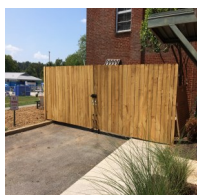
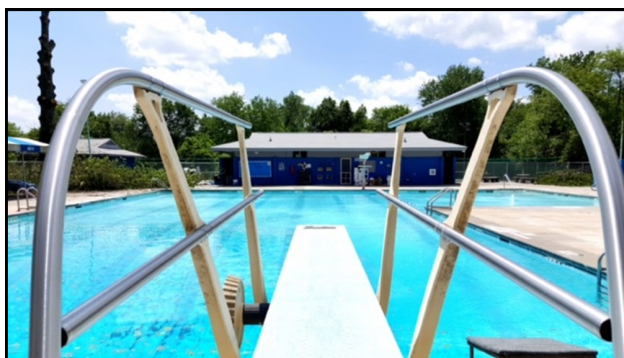
Facilities Maintenance Report *continued*

- ◆ Continuing to reclaim overgrown areas: along preschool playground and east exit of the parking lot.
- ◆ Sound system: Caller Auditorium and portable sound system for events.
- ◆ Replacing carpet: downstairs hallway with alternative flooring.
- ◆ Installing: panic bars and emergency EXIT signs for stairwell doors.
- ◆ Aluminum coverings: exit canopies to match kitchen exit canopy.
- ◆ Repairing roof: aging roof and out of warranty is experiencing increased leaks with aging.
- ◆ Repairing pool liner: aging vinyl – currently 14 years old.
- ◆ Renovating Preschool playground: update of playground equipment.



Wish List:

- ◆ Bathrooms: Project would include the renovation of both restrooms on the upper level floor to improve handicap accessibility.
- ◆ Front Entrance door renovation with full glass automated doors to improve handicap accessibility to the facility.
- ◆ Video security and facility access system.
- ◆ Pool deck and sidewalks need concrete work.
- ◆ Tables for program events – many are beyond repair.
- ◆ Picnic tables for pool area and island lawn.



Archives

Nicki Russler, Archivist

Co-chairs: Michael Burnett, Mary Ann Merrell
 Chair Emerita: Barbara W Bernstein
 Committee members: Marilyn Abrams, Erwin Bloom, Pam Brody, Pessa Brody, Lynn Fuson, Marian Jay, Richard Licht, Monte Millen, Raphe Panitz, Susette Panitz, Marilyn Presser, Deborah Roberts, Natalie Robinson, Mel Sturm, Marilyn Wohl; Nicki Russler

In the past twelve months the Archives

- added **31 new family files** so we now have **713 family files**
- conducted an **interview** of a **community member**
- received **5 transcriptions** of **1980's-era audio interviews**
- continued to file and preserve bulletins and publications of Knoxville and surrounding Jewish communities' organizations
- provided photos and text for "**The Way We Were**" feature in each *Ha'Kol* issue and sometimes supplemented with additional information online
- committee members and archivist **wrote several articles** for *Ha'Kol*, including discoveries made possible by the materials in the Archives and by interview transcriptions
- **welcomed visitors** who researched our holdings
- continued to add new clippings, documents, and photographs to existing files, biographical and organizational
- sought and received invaluable assistance from both current and former **community members** to help identify persons, places, events, and times in photographs and other materials
- began serially showcasing panels from the **AJCC's 75th anniversary celebration** of 2004 in the hallway near the Archives
- committee co-chair Mary Ann Merrell used photos from the Archives to create card montages for Heska Amuna Sisterhood's Torah Fund Shabbat
- chose photos for a slide show co-chair Michael Burnett created which ran on **Mitzvah Day** and on cards placed on the café tables highlighting the Archives; invited community members to begin recording their family history through filling out basic charts and showed how to do so
- responded to several **research queries** from members of the community and others, including the Tennessee Holocaust Commission
- utilized Mary Ann Merrell's grant-writing experience and Mary Linda Schwarzbart's grant application expertise to submit a **proposal** for a **Common Heritage Grant** from the **National Endowment for the Humanities**



- Co-chair Mary Ann Merrell wrote an article, a short version of which was featured in *Ha'Kol* and a longer version in the Southern Jewish Historical Society's publication *The Rambler*, regarding the successful efforts of students and faculty at Lincoln Memorial University's Jewish students organization to refurbish the Jewish cemetery in Middlesboro
- participated in the rededication of the **Middlesboro Jewish cemetery**, with committee member Mel Sturm taking an active part in retelling the history of the Jewish communities of southeast Kentucky in the early 20th century
- attended the 2016 East Tennessee History Fair to consider whether and, if so, how the Archives might participate in it in the future
- experimented with a different approach to filing to consider whether it might be more efficient
- changed the meeting time so more committee members could attend regularly
- showed committee members how to access and use the *News-Sentinel's* Papers to Pixels database
- began entering information from the **memorial plaques** at the Jewish Congregation of Oak Ridge into a spreadsheet for inclusion in JewishGen's Memorial Plaques project
- received a shout-out from Candace Adelson, project director of the **Bagels & Barbeque** exhibit, thanking all those who worked on it, and enclosing a message of praise from Humanities Tennessee (the grant provider for the project) after receiving Candace's final report. The report will be forwarded to the KJA, and the federations of Chattanooga, Memphis, and Nashville in the near future

Throughout the year, the archivist and committee members strive to ensure that the legacy of the Jewish community of Knoxville and environs is preserved.



**Attendees at the Middlesboro Jewish Cemetery rededication ceremony
June 2016**

Ha'Kol - Knoxville Jewish Community Newsletter

Joyce York, Editor

Vice President for Public Relations: Judith Rosenberg
Chair: Mary Ann Merrell

The *Ha'Kol* community newsletter is a partnership within our "small but mighty" community that enables eight organizations to pool resources to create one publication that provides valuable information about our East Tennessee Jewish community. Partners include Heska Amuna Synagogue, Temple Beth El, Chabad of Knoxville, Jewish Congregation of Oak Ridge, Knoxville Hadassah, Knoxville Jewish Day School, Knoxville Jewish Community Family of Funds, and the Knoxville Jewish Alliance.

Each year, eleven, 40-page issues chock full of community programs, lifecycle events, human interest stories, and news are mailed to 1,300 East Tennessee households on the first of each month (except June). *Ha'Kol* can also be found online at www.jewishknoxville.org.

Ha'Kol is edited by Joyce York and overseen by KJA Executive Director Deborah Oleshansky. KJA staff members Laura Berry and Nicki Russler graciously serve as proofreaders and sounding boards, making our community's communications even better.

Special Note: *Ha'Kol* is generously supported through donations to the KJA Annual Campaign and by area advertisers whose ads appear on pages 38-39 of each issue. Please support these businesses and be sure to thank them for advertising in *Ha'Kol*!



Volunteering at Heska Amuna

*Lo alecha hamalachah ligmor,
Velo ata ben chorin lehibatel mimenah
You are not obligated to complete the work,
but neither are you free to desist from it (2:21)**

Diane and Gilford Glazer Fellowship (page 2)
Developing Circles of Caring Within the Congregation and Community (page 3)



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WE HOPE YOU'LL JOIN US AT

Knoshville
Knoxville's FIRST Jewish Food Festival
SUNDAY, MAY 22
11 a.m.-5 p.m.
ARISTON JEWISH COMMUNITY CENTER

It still may be a bit chilly now, but our spacious AJCC Pool will feel great in a few months. Plan ahead and purchase your AJCC Summer Membership by Friday, April 22* and SAVE \$50. Early bird discount rate is \$345.* After April 22, summer membership is \$385

Our AJCC Pool is open seven days a week (weather permitting) from Memorial Day until Labor Day
AJCC Summer Membership forms online at www.jewishknoxville.org or at the USA Office, Call: (865) 690-6343 for information.

6800 Deane Hill Drive • Knoxville, TN 37919 • 865.690.6343 • www.jewishknoxville.org

Member Communication

In order to keep community members informed of upcoming events in a timely manner, the KJA sends both a weekly email and monthly community-wide mailing in addition to the monthly Ha’Kol newsletter.

Weekly

Each Sunday morning at 9 a.m. a weekly email blast is sent to 1,357 community members via Constant Contact and includes:

- daily calendar for the week to follow
- video highlight of the week prior
- upcoming events
- local, national, and Israel news
- community member involvement

Monthly

Each month 707 households receive a copy of the *KJA Happenings* postcard. The card highlights:

- upcoming events
- AJCC Preschool events
- Jewish holiday information
- AJCC Preschool and KJA Office Schedules



THIS WEEK'S HAPPENINGS	
TODAY 11/27	<ul style="list-style-type: none"> • Noon - 1:00 p.m. - Pickleball Beginner Clinic - AJCC Gym • 1:00 - 3:00 p.m. - Pickleball Open Play - AJCC Gym
Monday 11/28	<ul style="list-style-type: none"> • 6:00 - 9:30 p.m. - Fencing - AJCC Gym
Tuesday 11/29	<ul style="list-style-type: none"> • 6:00 - 9:30 p.m. - Fencing - AJCC Gym
Wednesday 11/30	<ul style="list-style-type: none"> • 1:00 - 2:00 p.m. - Beginning Sign Language - AJCC Orwitz Room • 6:00 - 9:30 p.m. - Fencing - AJCC Gym • 6:30 - 8:30 p.m. - Living Well with Mindfulness Meditation - AJCC Orwitz Room (advanced registration required)
Thursday 12/1	<ul style="list-style-type: none"> • 5:45 - 6:30 p.m. - Soccer Shots - AJCC Gym • 7:30 - 9:00 p.m. - Israeli Dancing - AJCC Gym
Friday 12/2	<ul style="list-style-type: none"> • Noon - 1:00 p.m. - Knitting Circle - AJCC Orwitz Room
Sunday 12/4	<ul style="list-style-type: none"> • Noon - 1:00 p.m. - Pickleball Beginner Clinic - AJCC Gym • 1:00 - 3:00 p.m. - Pickleball Open Play - AJCC Gym • 11:00 a.m. - 1:00 p.m. - Sisterhood's Annual Chanukah Sale - Jewish Congregation of Oak Ridge Library • 11:30 a.m. - Geniza Ceremony - Old Jewish Cemetery

Click the link below for details on all Knoxville Jewish Community Events:
[Jewish Knoxville Community Calendar](#)

6800 Deane Hill Drive
Knoxville TN 37919-5943
www.jewishknoxville.org

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JEWISH HIGH-HOLY DAYS
 KJA Offices & AJCC Preschool - CLOSED

October 3 - 4
 Rosh Hashanah

October 11 Kal Nidre - Yam Kipper begins at Sundown
 AJCC Office open 9-5
 Preschool Closes at 3 p.m. - no aftercare

October 12
 Yam Kipper

October 17-18
 Sukkot

October 24-25
 Shemini Atzeret
 Simchat Torah

For High Holy Day service times, please visit:

Heska Amuna Synagogue www.heskaamuna.org
 Temple Beth El Synagogue www.tbeknox.org
 Chabad of Knoxville www.chabadknoxville.org
 Jewish Congregation of Oak Ridge www.jcor.info

KJA Happenings - September 2016

THURSDAY SEPTEMBER 1ST
 GRILL STARTING 2:00 PM
 at The Kosher Volgate Tent & Circle Park
 As the Tennessee Vols kick off their season, join our first billed Kosher Volgate with grill master, Rafi, at the table.
 Sought to be you!
 CHAIRMAN OF HONOR: RABBI YITZHAK SHIMON ALTMAN, RABBI & HUSBAND

Helene Sinnreich
 Director of the Fern and Manfred Steinfeld Program in Judaic Studies
Welcome Reception
 Sunday September 11
 3:00 - 5:00 p.m.
 AJCC Orwitz Room

Please RSVP to: Klaiton Tietjen
 ktietjen@vols.utk.edu or 974-2466
 Please join us as we welcome Helene to the UT Family

Israeli Film Program - Beneath the Helmet
 Wednesday September 21
 7:00 - 8:30 p.m.
 BENEATH THE HELMET AJCC Orwitz Room
Presentation by:
 Lt. Edan Adler who appears in film
 YJAK event with Edan to follow film

Friendshippers Returns September 14
 Musical duo Al Columbo (violin) and Mike Beckely (piano)
 Noon - Luncheon—\$8.00
 1:00 p.m. - Program (no cost) - open to all
 Sherrill Hills Retirement Community
 271 Moss Grove Boulevard, Knoxville
 Transportation available upon request
 Contact: Laura Berry @ 690-6343 x18 or lberry@jewishknoxville.org

Sunday, September 18
 12:00 - 3:00 p.m.
 At the AJCC

Kosher Deli
 New York Style

Introduction to Mindfulness
 Sunday September 25
 3:30 - 4:30 p.m.
 AJCC Orwitz Room
 RSVP: office@jewishknoxville.org

AJCC PRESCHOOL
Rosh Hashanah
Family Celebration
 Friday September 30
 9:30 a.m. - AJCC Gym

For information on KJA programs, contact us: @661 690-6343 or kja@jewishknoxville.org

UTK Hillel Advisory Committee

Chair:	Greg Kaplan
Director:	Deborah Oleshansky
Israel Action Programmer:	Shlomit Hava
UTK Hillel Student President:	Jacob Geltzer

2016 HIGHLIGHTS

KJA is committed to Jewish life on the UTK campus and provides financial support for the program for Jewish students and faculty. UTK Hillel/Jewish Student Organization continues to supplement this support through donations from parents, allocation from the Jewish Federation of Nashville, and through our ongoing affiliation as a Hillel International Israel Action Program campus in which we can apply for funding for a variety of Israel related programming. In September 2016, we earned the additional designation as a Strategic Initiative Campus which will allow us additional funding sources for campus programs.

The 2016-17 school year opened with troubling reports about anti-Semitism on campus in an article published by Algemeiner, an online Jewish newspaper. The article used social media posts by UTK students gathered by the Canary Mission as the source of this allegation. We immediately reached out to Muslim Student Association (MSA) and Students for Justice in Palestine (SJP) faculty advisors, student leadership, and Dean of Students Office to begin conversation on how to address the allegations. Dean Melissa Shivers hosted the meeting in her conference room, and it was a valuable and important way for all students groups to work together to address the concerns raised by the report.

Over the course of fall semester, we continued conversations with these groups and meet several times with Administration, including Chancellor Jimmy Cheek, Vice Chancellor Communication Jacob Rudolf, Vice Chancellor Student Life Vince Corelli, and continued close contact with Dean of Students Dr. Melissa Shivers.

UTK Hillel/Jewish Student Organization continues to take the lead on partnership with student groups to promote civility, respect, mutual understanding and safety and justice for all UTK students and faculty. KJA sponsored efforts are recognized and appreciated by campus community. UTK English Professor Heather Hirschfeld wrote: "I was most moved this year to donate (to KJA) by the unflagging efforts of Deborah Oleshansky, Greg Kaplan and Hillel Leaders to promote interfaith dialogue as well as tolerance and understanding of diversity on the UTK campus. These are very frightening times for many of us for many reasons, and the KJA proved itself a beacon in the immediate aftermath of the election. I had a non-Jewish colleague whose son had gone to the Day School forward a KJA message to several of us in the English department saying 'I love the KJA'."



Kasher
TENNESSEE
Tailgate
2016

THURSDAY
SEPTEMBER 1ST
 GRILL STARTING 2:00 PM

at
 The Kasher Tailgate Tent
 @ Circle Park

As the Tennessee Vols kick off their season,
 Join our fun filled Kasher Tailgate with grill
 master, Rafi, at the helm.

Brought to you by
 CHABAD OF KNOXVILLE, KNOXVILLE JEWISH ALLIANCE,
 AEPJ & HILLEL

continued on Page 15

UTK Hillel Advisory Committee continued

PROGRAM HIGHLIGHTS

February 2016

UTK Hillel partnered with the Muslim Student Association to secure funding for the "Stand up for Peace" comedy performance at the AJCC.



August 2016

Opening program at the AJCC facilitated by Shlomit Hava and student leaders to celebrate Shabbat and learn about Tisha B'av, Israel Day of Love and Friendship



September 2016

Parent Weekend Shabbat Dinner was attended by over 80 students, parents and grandparents



November 2016

November 10

We finally broke through to UTK Admissions and Alumni Affairs regarding the importance of Jewish life on campus and efforts to recruit Jewish students. The Associate Vice Chancellor for Alumni Affairs and a Senior Development Officer both attended our UTK Jewish Student Faculty Event in early November. As a result of the strong relationships they saw at the event, they have formed a small committee of UTK Jewish Alumni and current faculty to serve as advisors in the effort to encourage more Jewish students to attend UTK.



November 11

Student leaders and the Student Government Association partnered with Muslim Students to sponsor an election night watch. Hillel, MSA, SGA and Pride Center sponsored an All Vol Friday Dinner to come together after the contentious election cycle. More All Vol Dinners are planned for spring semester to continue to build on these relationships to promote inclusion, respect, and civility on campus.

November 15

Hillel students coordinated our campus observance of "Day of Coexistence" in conjunction with hundreds of campuses across the country

	<h2>UTK Hillel</h2> <p>a program of the Knoxville Jewish Alliance</p>	<p>October 2016</p>	
<p>Dear Families:</p> <p>Thank you to everyone who joined us for Family Weekend Shabbat Dinner! It was a fantastic evening with students, parents AND grandparents! Since then we have celebrated the Jewish holidays with meals, worship and Sukkot celebrations.</p>			
<p>Our next big event is the Jewish Student/Faculty Event on November 10. This special event provides an informal atmosphere for students and faculty to connect and network and has led to a variety of graduate study, internship and employment opportunities. PLEASE encourage your student to attend.</p>			
<p>This very contentious election cycle continues to have some damaging impact on campus, and was referenced in a letter to the editor of the Daily Beacon from Dean of Students, Melissa Shivers. Hillel leaders have also voiced their concern about the campus climate in a letter to the Beacon:</p>			
<p>"Hillel condemns...all efforts to demonize any racial or religious groups. We are committed to creating a campus climate where all feel safe and secure, where diversity is celebrated and where political differences are communicated civilly and respectfully."</p>			
<p>We continue to work closely with campus leaders and administration on these issues.</p>			
<p>We will also continue to offer a wide variety of opportunities for Jewish students to gather in celebration, exploration and social engagement. All of our programs, dinners and activities are provided free of charge to students. We rely on donations to make this possible. Full Shabbat dinner sponsorship is \$500 and can be shared by several families. Donations in any amount are greatly appreciated. You can donate online: jewishknoxville.org/donate, by phone at 865-690-6343 or by check made to KJA with UTK Hillel in the memo and mailed to 6800 Deane Hill Drive, Knoxville, TN 37919. These donations are fully tax deductible.</p>			
<p>Thank you in advance for your support of Jewish Life at UTK. Go Vols!</p>			
<p>Jacob Geltzer, Current President Jordan Shipowitz, Immediate Past President Greg Kaplan, Faculty Advisor Deborah Chelshansky, UTK Hillel Director - dchelshansky@jewishknoxville.org * full text of letter at utdailybeacon.com</p>			<p>UNIVERSITY OF TENNESSEE HILLEL Jewish Student Organization Cordially invites you to attend the Eighth Annual Jewish Student / Jewish Faculty Wine and Cheese Event Thursday, November 10 5:00 - 7:00 p.m. Copper Cellar Restaurant 1807 Cumberland Avenue</p>

Israel Partnership Committee & P2G Southeast Consortium

Deborah Oleshansky
Chair: Jennifer Ohriner

P2G at 20

March-April 2016

Steve Beber, Sandy Parker, Harriet Cooper, Jan Bishop and Jean Begue traveled along with Deborah and David Oleshansky for this very special event to celebrate 20 years of partnership with our Hadera Eiron, Israel, family. We partnered with Nashville and joined their CommUNITY tour, and enjoyed meaningful programs, beautiful hotels, delicious food, inspiring speakers, and action packed daily excursions. The trip culminated with a special event at the Peres Center for Peace in which we heard directly from former President Shimon Peres. We were blessed to be among the last people to be inspired by him personally during his lifetime.



School Twinning with KJDS

Michal Kaplan began this connection between the Knoxville Jewish Day School and Israeli classrooms in our partner region. Shlomit Hava Bracey continues the school twinning project in which KJDS student in Knoxville partner with students in our partner region, Hadera Eiron, to practice Hebrew, celebrate Jewish holidays, and explore the similarities and differences between Jewish identity in Israel and the diaspora.



UPCOMING: March-April 2017

Israeli Steering Committee members will visit us in early April 2017 before the P2G Budget Meeting in Richmond, VA

Medical Delegation

Knoxville and Nashville will host a delegation of Israeli medical professionals in late March 2017. If you are interested in participating in the program please contact Deborah Oleshansky, doleshansky@jewishknoxville.org



Jewish Family Services

Laura Faye Berry, BSSW, Esq., Director

Chair: Vacant

Co-Chairs: Nancy Becker & Janet Gurwitch

Committee Members: Marilyn Burnett, Honerlin Del Moro, Trudy Dreyer, Marilyn Presser, Natalie Robinson, Gene Rosenberg, Pat Rosenberg, Lesley Rosenblatt, and Matthew Theriot



JFS has many opportunities for community members to volunteer, from leading our monthly Shabbat service, cooking a meal for Mitzvah Meals or Family Promise (or hosting a Family Promise meal), blowing the shofar during the high holy days, visiting seniors, and more.

Activities planned by the Jewish Family Services committee in 2016 included:

- ◆ Visiting residents of assisted living facilities and nursing homes (including delivering homemade challah!)
- ◆ Providing Mitzvah Meals for individuals followings an illness or hospital stay
- ◆ Organizing a Passover seder led by Deborah Oleshansky in the Harold's Deli room at Elmcroft Assisted Living (Purim, Sukkot, and Hanukkah celebrations were held in conjunction with Friendshippers)
- ◆ Arranging for shofar blowers to visit the long-term care residents for the High Holy Days and delivering Rosh Hashanah *Chai* bags filled with apples, honey, and challah rolls.
- ◆ Holding a monthly Shabbat service at Sherrill Hills on the first Friday of each month
- ◆ Cooking and hosting dinners for Family Promise when situationally homeless families are staying at Tennessee Valley Unitarian Universalist Church. You can read more about the local Family Promise at <http://www.familypromiseknoxville.org/>

Some of the many things that JFS has assisted clients with in the past year include:

- ◆ exploring long term care options with seniors and/or their family members
- ◆ researching senior services in the Knoxville area
- ◆ navigating the health care arena (hospital stays, rehabilitation facilities, what to do when you are discharged, etc.)
- ◆ providing emergency financial assistance for things such as utility bills, rental assistance, food, or other qualifying expenses
- ◆ finding affordable housing
- ◆ exploring transportation options
- ◆ assisting with counseling referrals
- ◆ selecting home care or home health care
- ◆ assisting in job searches, including résumé help



Friendshippers

Laura Faye Berry, BSSW, Esq., Director

The Friendshippers group gets together once a month (except in July and August) for lunch and entertainment. Friendshippers is open to all—we don't check IDs at the door! The luncheon begins at noon and the program begins at 12:45. Lunch is \$8. There is no cost for attending the program alone. Unless otherwise specified, Friendshippers meets at Sherrill Hills Retirement Community, 271 Moss Grove Boulevard.

This year Friendshippers took a break from April – August to work on revamping our programming to keep it fresh and exciting.

2016 Friendshippers Programs:

- ◆ Tuesday, January 12:
Liz Teston on the Knoxville Oral Histories Project:
Market Square and the Old Market House
- ◆ Wednesday, February 10:
Friendshippers Happy Hour in the AJCC Orwitz Room
- ◆ Tuesday, March 22:
Friendshippers Purim Celebration in the AJCC Orwitz Room
- ◆ Wednesday, September 14:
Musical duo Al Columbo (on violin) and Mike Beckley (on piano)
- ◆ Thursday, October 20:
A clarinet recital by David Floyd
- ◆ Wednesday, November 16:
Hands-On History with Lisa Oakley from the East Tennessee Historical Society
- ◆ Thursday, December 22:
A Hanukkah Luncheon with the AJCC Preschoolers in the AJCC Caller Auditorium



Early Childhood

Kristen Cannon, Early Childhood Development Director

VP Children & Youth: Martha Iroff
 Preschool Chair: Kelsey Brooks



The AJCC Preschool has received their 3-Star Rating for the 16th consecutive year, with 3 STARS in all 7 categories.

1. Director Qualifications
2. Professional Development
3. Developmental Learning
4. Parent/Family Involvement
5. Ratio and Group Size
6. Staff Compensation
7. Program Assessment



What does a 3-Star Rating mean?

The Star-Quality Program offers recognition to those providers who exceed minimum licensing standards. Under the program, a provider can earn a rating of 1, 2 or 3 stars, which can then be displayed along with its license. The more stars a program has, the better the quality of care it offers to children. Providers also receive a full report of their Environment Rating Scale observation, so they can continue to understand and address areas that need improvement. Simply by participating in the Star-Quality Program, providers show families in their communities that they are working to offer the highest-quality child care.

Current Enrollment

as of Dec 1, 2016

- Aleph – 8 full-time students
- Bet 1 – 5 full-time & 3 part-time students
- Bet 2 – 4 full-time & 9 part-time students
- Gimel 9 full-time & 8 part-time
- Dalet 13 full-time & 5 part-time
- total enrolled is 64 students

Fundraising

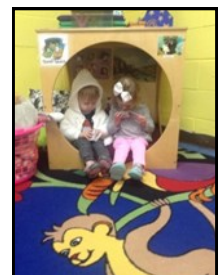
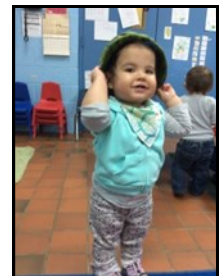
- Annual Art Gala
- Krispy Kreme Doughnuts sale



As a result of our fundraisers this year, the AJCC Preschool has implemented a digital daily system called Tadpoles. Tadpoles is used to give parents real-time data on their child throughout the day via an app on their phone, computer or email, including pictures, videos and any pertinent information relating to their child's day. This has been an asset as many families enjoy getting real-time updates and photos of their children. We have also done some playground maintenance with these funds as we continue to work towards a long-term playground renovation plan.

Service Projects

The AJCC Preschool took on several Mitzvah projects this year to include collecting Pet food for the office of aging and collecting donations for the Fire Victims in Gatlinburg.



Early Childhood continued

Staff

The 2016 preschool staff has welcomed new faces. The AJCC Preschool continues to look for ways to retain quality caregivers for the families that it serves. The biggest concern from our current staff is wages and benefits. Although we are one of the higher paying child-care facilities in the city, we are still low in terms of quality pay. While we look to the future and the possibility of having a minimum wage of \$15, we must find a way to increase wages for our preschool staff and offer benefits that align with the needs and times of our economy.



Early Childhood continued

MEET OUR CURRENT STAFF:

SCHOOL YEAR 2016-2017



Kristen Cannon
Director
 2 years AJCC Preschool
 Early Childhood Director
 4 years AJCC Preschool
 10 years Early Childhood Field
 Early Childhood
 Administrators Credential
 TECTA Certified
 Early Childhood Major



Alison Pasternak
Bet 1 Teacher
 2 years
 BS Degree Criminal Justice



Erin Gaines
Dalet Teacher
 BA Education
 Licensed Pre K-4th



Kayleigh Willemain
Bet 1 Teacher
 2 years
 BA Psychology
 MS Child and Family Studies



Mindy Elliott
Dalet Teacher
 Former MCDC Counselor
 10+ years



Amber Perrin
Assistant Director
 3 years
 AS Special Education
 3rd-year student
 Business major



Tara Chrapliwy
Bet 2 Teacher
 3 years
 3rd-year student
 Elementary Education major



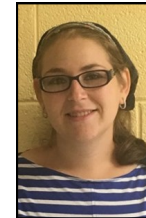
Ginny Small
Science Specialist
 16 years
 BS Biology & Science
 Education
 MS Botany



Sherran Lawhorn
Preschool Meal Preparation
 9 years



Rachell Woods
Bet 2 Teacher
 5 years
 Teaching licenses



Ally Wiener
**Bet 2 Teacher/
 Judaic Specialist**
 Early Childhood
 Education major



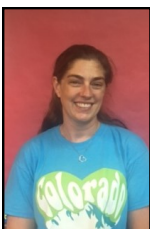
Jessica Dew
Aleph Teacher
 Associates Degree
 Child Development



Julie Brimmer
Gimel Teacher
 4 years
 BS Special Education
 MA Curriculum & Instruction



Hayley Davis
Bet 1 Assistant/Aftercare
 1 year
 BS Education



Erin Keck
Aleph Teacher
 TECTA Certified
 UT Child Development Lab



Rodney Monroe
Gimel Teacher
 16 years
 TECTA Certified
 Continuing Education
 Early Childhood major



Rachel Brown
**Judaic and Music
 Specialist**
 1 year

Milton Collins Day Camp (MCDC)

Brian DeBolt returns to MCDC as Camp Director for Summer 2016!

Professionally, Brian has been teaching for fourteen years and has been involved with summer camps for almost sixteen, directing camps for seven of those years. He is thrilled to return to Milton Collins Day Camp as camp director. While away he had the opportunity to work at the JCC in Charleston, South Carolina, as Camp Baker's director. He is excited to bring new and innovative ideas and experiences to enhance Milton Collins already excellent summer program. He brings with him Megan, his wife of five years and their two children, Charlotte and Sawyer.

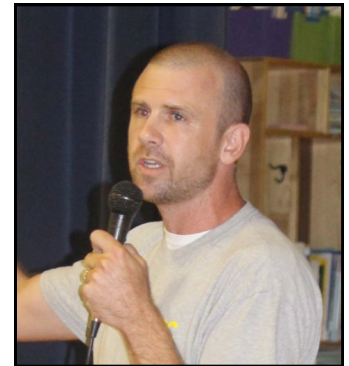
MCDC is a fun-filled, traditional day camp with many added extras that cannot be found anywhere else in Knoxville. Camp sessions include daily swim lessons, arts and crafts, zany camp games, team building, field trips, and overnight experiences, all in a welcoming, multi-cultural environment. Our staff and camp families represent many different faith and ethnic backgrounds; we welcome campers of all abilities. Our atmosphere of inclusion is a benefit to our entire camp community. At MCDC, we don't teach diversity--we live it.

During summer 2016, our Teen Adventure Program campers developed an ongoing service learning program with the students at the Pond Gap University Assisted Community School Summer Program. Through our connection with longtime AJCC Member and KJA supporter, Karen Holtz, we developed a project in which the Pond Gap students visited our camp every Friday and our campers helped them learn to swim. Many of the Pond Gap students are refugees from countries in which they had never seen a swimming pool, and over the course of the summer they learned to swim at the AJCC pool. We plan to expand this connection with Pond Gap during summer 2017.

Program for Children with Autism Spectrum Disorder

For the past several summers, the AJCC has included campers of many different abilities at MCDC and we plan to expand this program to accommodate more families for summer 2017. Campers will have specialized programming as well as opportunities to participate with peers in full camp activities and socialization. Specially trained staff members will ensure that all camper needs are met with respect and dignity. This program will benefit our entire camp community through lessons of patience, kindness, generosity, and inclusion.

The program for campers with autism will require an interview process with parent and camper to ensure that we can provide a camp experience that meets the needs of the child.



Swim Team

University Swim Club Smokin' Salmon Swim Team

Head Coach: Joe Peeden

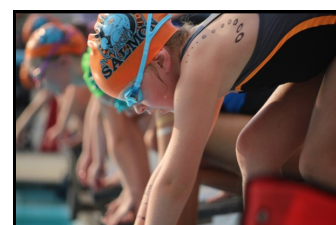
Assistant Coach: Alexandra Galvin Peeden

Co-chairs: Angelia Nystrom & Stephen Rosen

In summer 2016, AJCC Smokin' Salmon joined forces with the University Swim Club. The collaboration was a win-win for everyone. AJCC provided convenient, safe, and available pool practice time, and USC added over 80 new swimmers to the joined team. As a result, ALL swimmers and families had a more positive, enjoyable and successful summer swim season.

USCSS is a family-oriented swim program, encouraging swimmers to work toward achieving their fullest potential while supporting and encouraging the efforts and achievements of their teammates. Head coach Joe Peeden leads our experienced, highly-motivated coaching staff. We provide a low coach-to-swimmer ratio to ensure that each swimmer is given the personal attention and instruction needed to reach his/her potential. Coaches work with swimmers during practices to ensure the swimmer is working at a level that both challenges and encourages.

We are thrilled that both Joe and Alex will return to coach the USCSS for summer 2017.



Educational & Cultural Arts


VP Culture & Education: Anne Greenbaum

Recurring Programs


- ◆ Knitting with Raeus Cannon
- ◆ Tai Chi with Cynthia Rockey
- ◆ Israeli Dancing
- ◆ Sign Language with Bob Grimac
- ◆ Hungry Hearts in conjunction with the Muslim Community of Knoxville
- ◆ Mindfulness with Claudio Barrientos
- ◆ Pickleball with Beth Shelton
- ◆ Conversational Hebrew with Michal Kaplan
- ◆ Water aerobics and fitness training with Jennifer Friedman
- ◆ Swimming master class with Joe Peeden
- ◆ Last Thursdays with Alexandra Gellis
- ◆ A Seat at the Table

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Water Aerobics w/Jennifer Friedman
 Tuesdays 6:00 - 7:00 p.m.
 AJCC Pool
 June 7
 June 21
 June 28
 \$5/session members




Fitness Training w/Jennifer Friedman
 Sundays 11 a.m. - Noon
 AJCC Fitness Room
 June 5 June 12
 June 19 June 26
 \$5/session members
 \$10/session non-members




LAST THURSDAY (on Wednesday) Pool Party & Movie Night
The Guilt Trip
 Wednesday July 27
 8:00 - 10:00 p.m.
 AJCC Pool



For more information contact: Anna Iroff

It's Time to Learn Hebrew!



CONVERSATIONAL HEBREW FOR BEGINNERS

10 Lessons with Printed Dictionary to Each Participant

Every Monday 4pm-5:30pm


At the AJCC 6800 Deane Hill Dr Knoxville

First Lesson Free!

With Michal Kaplan Lancewicki
 Learn to speak Hebrew in a fun, interactive and experiential way that teach both Hebrew language and Israeli culture.
 Taught by the teacher - embassy ("Mirah-Shecha") of the World Zionist Organization from Israel.

FEB 29TH, 2016 CONVERSATIONAL HEBREW CLASSES FOR ADULTS

FOR MORE INFO - Email Michal at: kaplanm@ajcc.com or call at: 865-670-1400



Want to learn to knit?
Beginner Knitting at Lunch
 Fridays at NOON at the AJCC, starting November 4 (no class November 25)
 Experienced knitters are welcome to join us for a sit and knit!

We'll cover: How to read a pattern, cast ons, 3 basic stitches of knitting: garter, stockinette, rib stitch, and a few more like basketweave, bind off, adding tassels. More... (or less depending on what you want to learn) **Pattern will be provided**

What to bring: *40 or #10 needles *1 skein of a LIGHT colored WORSTED weight yarn

The knitting class group is free, but please RSVP to Laura Berry at LBerry@jewishknoxville.org

TAI CHI
 a program for better living

Experience the Tai Chi Program
 Arthritis Foundation Certified.
 Doctor Recommended.

"Practicing Tai Chi forms greatly improved my core muscle strength, and as a direct result, I have developed better balance and better coordination. It has also strengthened my joint mobility, making it easier for me to handle opening jars!"
 —Gwendolyn W., New York

The Arthritis Foundation Tai Chi Program is an ancient practice proven to reduce pain and improve your mental and physical well-being. The Arthritis Foundation Tai Chi Program, developed by Dr. Paul Lam, uses gentle, slow-motion Tai Chi motions that are safe, easy to learn and suitable for every fitness level.

Benefits to You
 Tai Chi will help you:
 • Reduce stress
 • Increase balance and flexibility
 • Feel relaxed
 • Improve your overall mind, body & spirit

Advance registration preferred.
 Please contact Laura Berry at 865-690-6343, ext. 18 or LBerry@jewishknoxville.org

Wednesdays August 10 - September 14 3:00-4:00 PM at the Arnsstein Jewish Community Center, 6800 Deane Hill Drive



BEGINNING SIGN LANGUAGE
 Offered by: Bob Grimac
 Wednesdays
 No 2, 2016 - Jan 11, 2017
 1:00 - 2:00 p.m.
 AJCC - Orwitz Room

- \$100 for ten sessions
- \$80 - AJCC Members
- Text books available for lease or purchase

To register, please contact:
 Laura Berry
LBerry@jewishknoxville.org
 or 865-690-6343 ext. 18



The Mindful Center


Learn mindfulness meditation and see yourself grow in:

- healing
- brain health
- calmness
- concentration
- clarity
- cardiovascular health
- relaxation
- kindness

FOUR WEEK PROGRAM: LIVING WELL WITH MINDFULNESS

LOCATION: ARNSTEIN JEWISH COMMUNITY CENTER 6800 DEANE HILL DR, KNOXVILLE, TN 37915 DATE: NOV 09 - DEC 21 TIME: 8:30 - 9:30 PM INCLUDES: MINDFUL MEDITATIONS, PHOTOS & EMAIL SUPPORT, 4 WEEKLY CLASSES COST: \$115 AJCC MEMBERS OR \$195 NON-MEMBERS (DONOR-DETERMINED) DEADLINE FOR REGISTRATION: NOV 27TH

To register for the program, please contact instructor, Claudio Barrientos, at claudio@themindfulcenter.com or 865-670-1400

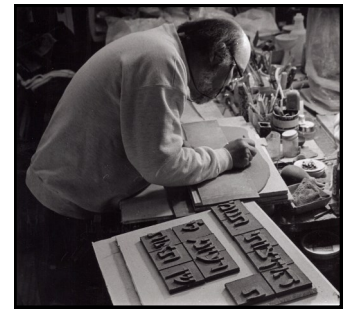



Educational & Cultural Arts continued

New for 2016

- ◆ Opening of Schwarzbart Gallery in January (with showing of Lev Gross Comstock photography guest exhibit)
- ◆ David Barnett Reception and Showing in August
- ◆ Knoxville Jewish Food Festival in May—A community wide event with representation by the FULL Jewish community: KJA, Heska Amuna, Temple Beth El, KJDS, JCOR, Hadassah, B'nai Brith, AZA, and BBG teen groups and the Young Jewish Adults of Knoxville.
- ◆ Knoxville Deli Day in September chaired by Marilyn Burnett and Pat Rosenberg
- ◆ *Beneath the Helmet* film showing with Lt. Eden Adler followed by a YJAK Happy Hour with Lt. Adler
- ◆ *Body and Soul* film showing with Gloria Greenfield for Yom HaZikaron and Yom HaAtzmaut
- ◆ Kosher tailgate on UTK campus
- ◆ Law & Reproductive Rights brown bag lunch with Autumn Brietstein
- ◆ Pop-Up Suppers with Ben and Amy Willis-Becker
- ◆ Opera 101 with Brian Salesky
- ◆ Planning for the Future: Advance Care Plans with Dr. Greg Phelps
- ◆ Stand Up for Peace comedy performance, cosponsored with Muslim Community of Knoxville
- ◆ Winter Festival Hannukah Fun celebration in December chaired by Ally Wiener and Margy Goldman

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Knoxville deli Day

**Sunday September 18
Noon - 3 p.m.**
**Arnstein Jewish Community Center (AJCC)
6800 Deane Hill Drive**

Additional parking and shuttle available at:
Lighthouse Knoxville—6800 Baum Drive

Authentic New York Deli Sandwiches:

- Corned Beef
- Pastrami
- Roasted Turkey
- Salami
- Vegetarian Option

Overstuffed and Junior versions available

- Kosher pickles and trimmings
- Cole Slaw
- Sides, Drinks & Desserts

Prices range from \$10.00 - \$20.00
Cash and credit cards accepted

Arba and onafes Baiz
usih ovir 20 vandors
Heska by: Frank James Springer's
Statehood (Wesley's club)
Visit information tables:

- KJDS
- Temple Beth El
- JCOR
- AJCC Preschool
- Heska

Hosted by:

Knoxville Jewish Food Festival

**Sunday May 22
11:00 a.m. - 3:00 p.m.**
**Arnstein Jewish Community Center
6800 Deane Hill Drive
Knoxville TN 37919
865.690.6343**

Children's Activities Noon - 2 p.m.
Face Painting by
Enchanted Princess Parties
PJ Library, Crafts & Games

Menu:

- Bagels & Lox
- Black & White Cookies
- Borekas (savory pastry)
- Bundt Cakes
- Challah
- Dairy Kugel (noodle casserole)
- Latkes (potato pancakes)
- Mandelbrot (biscotti)
- Matzah Ball Soup
- Potato Knishes (filled pastry)
- Shakshuka (spicy egg dish)
- Soft drinks, Beer & Wine

Free Admission - Food/Tickets on site
Israeli Dancing, Music & More

Grandparents, parents and children are invited to join us for a family-friendly

Winter Festival & Hanukkah Fun!

**Sunday, December 11
3:00-4:30 p.m.**
**AJCC Culture Auditorium
6800 Deane Hill Drive**

FUN ACTIVITIES FOR ALL AGES!

- Diaper Decorating
- Gift Making for an elderly neighbor
- Dreidel Parking
- Menorah Making
- Face Painting
- Latke Tasting
- Solitaire
- Science Art Table (parent/child)

Toy Drive for Children in Need

Volunteers Needed!
Contact Ally Wiener at: wiener.ally@yahoo.com
Margy Goldman at: margygoldman1@gmail.com

Kosher Tennessee Tailgate 2016

**THURSDAY
SEPTEMBER 1ST**
GRILL STARTING 2:00 PM
of The Kosher Tailgate Tent @ Circle Park

As the Tennessee Vols kick off their season. Join our fun filled Kosher Tailgate with grill master, Rafi, at the helm.

Brought to you by
CHABAD OF KNOXVILLE, KNOXVILLE JEWISH ALLIANCE, AEPJ & HILLEL

IN COMMEMORATION OF THE SEVENTH HEBREW CELEBRATION OF INDEPENDENCE, 1948

WEDNESDAY, MAY 11, 2016 | 7:30 PM
**THE ARNSTEIN JEWISH COMMUNITY CENTER
6800 DEANE HILL DRIVE, KNOXVILLE**

Body and Soul

The State of the Jewish Nation

"Skillful recounting of the story of the Jewish people and their connection to the land of Israel...the film is as cogent as it is inspiring."
—New York Times

THE PUBLIC IS INVITED | AJCC MEMBERS: FREE ADMISSION | NON-MEMBERS: \$5 (PROVIDE AT DOOR)
FOOD SCREENING DISCUSSION WITH PRODUCER/DIRECTOR: **Gloria Z. Greenfield**

FOR MORE DETAILS, VISIT JEWISHKNOXVILLE.ORG

SPONSORED BY

Have you heard the one about the Jewish and Muslim comedians?

Steve Rakeman & Dana Chelmsfah don't just do stand up comedy, they stand up for tolerance, peace and understanding. Because if we can laugh together - we can LIVE together.
www.standupforpeace.com

BENEATH THE HELMET

From High School to the Home Front



Educational & Cultural Arts continued

Annual Events

- ◆ Jewish Book Month events with Julie Salamon in November
 - ◆ Shabbat dinner at JCOR
 - ◆ Global Day of Learning at the AJCC (for school-age children)
 - ◆ B'nai Tzedek Lunch hosted by Kaye Goodfriend at the home of Jeff and Nancy Becker
 - ◆ Community program at the AJCC
- ◆ Shabbat at the Pool/Friday Night Chill in August chaired by Anna and Jared Iroff-Bailey
- ◆ AJCC Golf Tournament chaired by Irv Russotto
- ◆ YJAK bowling tournament
- ◆ Yom HaShoah with Reverend Chris Edmonds
- ◆ MLK Parade
- ◆ Closed 2015 with our largest ever Menorah Madness celebration including a helicopter gelt drop


**CHOOSING TO ACT:
THE STORY OF A RIGHTEOUS
AMERICAN SOLDIER**



TUESDAY, MAY 17, 2016
7:00 P.M.
TEMPLE BETH EL 3037 KINGSTON PIKE KNOXVILLE TN 37919



Jewish Book Month
Featuring: Author Julie Salamon
Weekend of November 18-21, 2016


AJCC GOLF TOURNAMENT
Egwani Farms Golf Course
August 21, 2016
Shotgun Start at 8:00 AM

Four Man Scramble
Your Donation Includes:
Green Fees Cart
Unlimited use of Driving Range
Our famous Lunch
Goody Bag - Snacks
Door Prizes

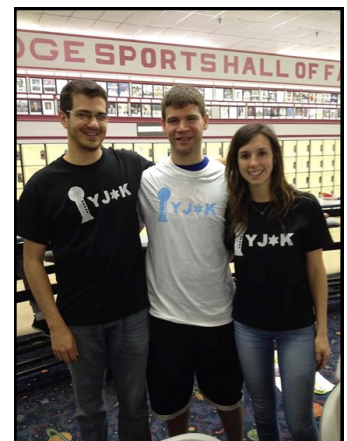
\$99.00 Per Player
Teams will be selected according to the information on your application. You may bring your four man team or we will be happy to place individuals in a group.

WAYS TO APPLY:
email your information to ajccgolf@aol.com
fax your application to 1-866-503-8198
mail your application to the AJCC - please include your check
Visa & Mastercard accepted

PRIZES
1st Place Trophy
2nd Place Trophy
3rd Place Trophy
4th Place Trophy
5th Place Trophy
6th Place Trophy
7th Place Trophy
8th Place Trophy
9th Place Trophy
10th Place Trophy

DON'T MISS OUT ON THE FUN. GET YOUR APPLICATION IN EARLY.

Hole Sponsorships and Cart Sponsorships Available. Call Irv Russotto at 633-3307, or email ajccgolf@aol.com for information.





K J C F F

Knoxville Jewish Community Family of Funds

Supporting organizations of the Knoxville Jewish Alliance and the East Tennessee Foundation

KJCFF Board of Directors

President: Carole Martin
 Secretary/Treasurer: Jacki Imbrey
 Board Members: Scott Hahn, Past President; Jeff Becker; Bernard Bernstein;
 Abraham Brietstein; Jill Chasan; Arnold Cohen; Robert Goodfriend;
 Richard Jacobstein; Howard Pollock; Pace Robinson;
 Alexandra Rosen; Bernard S. Rosenblatt; Mel Sturm;
 Deborah Oleshansky (Ex Officio)
 Administrative Director: Laura Berry

Our Goals

- Strengthen and improve the Jewish Community of East Tennessee
- Increase Jewish Philanthropy in East Tennessee
- Build Endowments for Permanent Gifts to Organizations of the Knoxville Jewish Community
- Promote the Infrastructure of the Knoxville Jewish Community Necessary To Develop and Deliver Services and Programs
- Provide Funds for Religious, Cultural, and Educational Activities
- Support Social Service Needs of Individuals and Families
- Administer Endowment, Long-term, and Donor - Advised Funds
- Support the General Community of East Tennessee

Achievements for 2016 (through September 30, 2016)*

Total number of grants in 2016:	46
Total dollar amount of grants in 2016:	\$ 199,182.26
Total dollar amount of contributions in 2016: (includes the establishment of one new fund)	\$ 177,574.45
Net assets as of September 30, 2016:	\$2,509,963.05

*KJCFF's 4th quarter 2016 financials have not been finalized as of the writing of this report

KJCFF President Report

Carole Herson Martin

I am pleased to report that at the end of the third quarter of 2016, the KJCFF had made a total of 46 grants, allocating almost \$200,000 to various charities and organizations; we are on track to surpass the amount granted in 2015. Net assets of the Fund at the end of the third quarter of 2016 were over \$2,500,000 and thanks to the stewardship of the East Tennessee Foundation investments year to date are up over 5.3%.

This annual report is a great time to thank our many KJCFF fund-holders who have met countless needs and impacted our community for the better with their grants. The KJCFF is indebted to Laura Berry, our capable staff person, for her hard work and commitment. I am grateful to the entire Board and our friends at the East Tennessee Foundation for their guidance in this, my initial year as President of the KJCFF.

B'nai Tzedek Teen Philanthropy Program

Coordinator: Mary Ann Merrell

Parent Liaison: Kaye Goodfriend

Supported by the Jeff & Nancy Becker Community Enrichment Fund



The B'nai Tzedek Teen Philanthropy Fund gives parents and their B'nai Mitzvah teens the opportunity to create a philanthropic fund in the teen's name. The teen's congregation and KJCFF's Jeff and Nancy Becker Community Enrichment Fund will match the child's contribution to help initially establish the fund. During the year, teens learn about what it means to be a philanthropist and that one does not need to be rich to make a difference. Joining with other teens, they start to identify areas of particular concern and start to develop their own unique way of getting involved in the work of tikkun olam (repairing the world). The following B'nai Tzedek teen fundholders have continued their tradition of philanthropy by turning their B'nai Tzedek funds into donor-advised fund: Eli and Asher Robinson, Nathan Rosen, and Britt and Ethan Sturm.

The B'nai Tzedek Funds are managed by KJCFF. The program is run by the Knoxville Jewish Alliance.

At its 30 year celebration, the East Tennessee Foundation hosted a talk by nationally-known speaker Susan Crites Price, author of *Generous Genes, Raising Caring Kids in a Digital Age*. The presentation was followed by a panel discussion by local participants, including our own Deborah Oleshansky and Jeff Becker introducing the Knoxville Jewish community's B'nai Tzedek teen philanthropy program to more than 200 ETF supporters. During the ensuing discussion, Price praised our B'nai Tzedek program for its programming which nurtures teens' compassion and generosity for the world around us.



**Jewish Book Month
B'nai Tzedek Luncheon with
Author, Julie Salamon.**

KJCFF Current Fund List

Beautification

Heska Amuna Sisterhood Judaica Shop Fund (Heska Amuna Synagogue Fund)

To benefit beautification projects for Heska Amuna Synagogue

Zelda and Miles Siegel Flower Fund (Heska Amuna Synagogue Fund)

To buy flowers for the Heska Amuna Synagogue sanctuary, primarily for the High Holidays

Building/Capital Improvements

Arnstein Jewish Community Center Endowment Fund (KJA Fund)

For capital improvements to the AJCC

Cohen-Presser Designated Fund (Heska Amuna Synagogue Fund)

For improvements to the physical plant of Heska Amuna Synagogue and may also be made available for procuring and engraving plaques for the donor wall established by Mr. and Mrs. Joslyn Presser

Heska Amuna Building Assessment Fund (Heska Amuna Synagogue Fund)

To provide funds for capital improvements, expansions and emergency repairs to the building and property of Heska Amuna Synagogue.

Heska Amuna Religious School Capital Fund (Heska Amuna Synagogue Fund)

To provide funds for capital improvements, capital equipment acquisition, and emergency repairs to the Heska Amuna Religious School

Cemetery/Burial

Dewey Reich Chesed Shel Emet Fund (KJA Fund)

To provide support for the mitzvah of chesed shel emet, caring for the interment of those who cannot afford it, and who will never be able to return the kindness

Heska Amuna Cemetery Fund (Heska Amuna Synagogue Fund)

To maintain and improve the New Jewish Cemetery

Children/Youth

Gordon Brown Youth Recreation Fund (KJA Fund)

To support recreational and sports-related activities for children ages 18 months to 18 years

Debra and Irwin Gordon Fund (KJA Fund)

To benefit the Gordon Family Scholarship, a program of the Knoxville Jewish Alliance (need-based scholarship support for colleges and Jewish summer camps)

Alice Greenberg Fund (KJA Fund)

To supplement and/or offset the future expenses of the AJCC preschool program

KJDS Fund (KJDS Fund)

For the general benefit of KJDS

Hannah and Raymond Landsberger Preschool Fund (KJA Fund)

To provide scholarship support for AJCC preschool families

Harold and Ida Markman Endowment Fund for Education (KJDS Fund)

To provide support to KJDS for educational enrichment

Ted & Dolly Reback Knoxville Youth Fund (Donor-Advised Fund)

To benefit Knoxville Jewish youth, primarily through the Knoxville BBYO program and activities

Lucas and Debbie Richman Endowment Fund for the Arts (KJDS Fund)

To provide support to KJDS for arts programming

Bradley Sturm Memorial Fund (Heska Amuna Synagogue Fund)

To enhance and enrich the Jewish education of youth from the greater Knox and Anderson Counties of Tennessee

KJCFF Current Fund List *continued*

Cultural

Abe Collins Cultural Fund (KJA Fund)

To provide support to the KJA for cultural programs, which may include musical, singing, or other productions

Milton Collins Cultural Fund (KJA Fund)

To provide support to KJA for programming, which may include musical, singing, or other productions

Zelda & Max Morrison Cultural Enrichment Fund (KJA Fund)

To help the AJCC provide quality cultural programming of Jewish content, such as musical programs, lectures, or similar entertainment

Sylvia Robinson Memorial Fund (Heska Amuna Synagogue Fund)

For educational and programmatic musical experiences for Heska Amuna Synagogue

Pat and Gene Rosenberg Fund (Donor-Advised Fund)

To benefit various organizations and causes, including, but not limited to, Jewish, educational, and environmental organizations

Dr. Bernard S. Rosenblatt Fund (KJA Fund)

For the general benefit of the KJA

Education (all ages)

Fribourg-Brunschwig Holocaust Memorial Education Fund (KJA Fund)

To pay for or supplement educational activities for non-Jewish not-for-profit organizations, and for public or private middle or high schools in East Tennessee and their teachers with their students, in order to transmit information about the events of the 1933-1945 years in Europe, collectively known as the Holocaust (Shoah), its consequences and aftermaths

Heska Amuna Educational Enrichment Fund (Heska Amuna Synagogue Fund)

To enhance and enrich educational programs of Heska Amuna Synagogue

Alice, George and Kenneth Palmer Fund for Arts and Sciences (Donor-Advised Fund)

To support programs, art purchases, lectures and scholarships, but may also support other causes as determined by the fund committee

Environment

Rosenthal Environment Fund (Heska Amuna Synagogue Fund)

To provide financial support to activities of Heska Amuna Synagogue relating to environmental preservation and conservation

Zionist Organization Fund (KJA Fund)

To provide support to KJA for its program of planting trees in Israel in honor of newborn births and Bar/Bat Mitzvahs

General

Allen, Leibowitz, Pearson Family Fund (Donor-Advised Fund)

To benefit Jewish and non-Jewish charitable organizations and institutions, regardless of geographic location

Alliance Opportunity Fund (KJA Fund)

For the general benefit of the KJA

Jeff & Nancy Becker Community Enrichment Fund (Donor-Advised Fund)

For general charitable purposes

Bernard E. & Barbara W. Bernstein Charitable Fund (Donor-Advised Fund)

For general charitable purposes

B'nai Tzedek Legacy Fund (Donor-Advised Fund)

Overall fund for the individual B'nai Tzedek teen philanthropy funds

KJCFF Current Fund List *continued*

- Harry & Mollie Brietstein Memorial Fund (Donor-Advised Fund)
To benefit Jewish causes
- William "Bill" Brody Fund (KJA Fund)
For the general benefit of the KJA
- EAR Fund (Donor-Advised Fund)
For general charitable purposes
- Miriam's Well (Donor-Advised Fund)
For general charitable purposes
- Pace & Karen Robinson Philanthropic Fund (Donor-Advised Fund)
For general charitable purposes
- Allen Rosen Education Fund (KJA Fund)
For the general benefit of the KJA
- Nathan Rosen Donor Advised Fund (Donor-Advised Fund)
To benefit various organizations and causes including but not limited to Jewish and educational organizations
- Sam & Esther Rosen Community Enrichment AJCC Fund (Donor-Advised Fund)
To benefit the AJCC
- Sam & Esther Rosen Community Enrichment Federation Fund (Donor-Advised Fund)
To benefit the KJA
- Sam & Esther Rosen Community Enrichment Synagogue Fund (Donor-Advised Fund)
To benefit Heska Amuna Synagogue
- Stephen & Kim Rosen Donor Advised Fund (Donor-Advised Fund)
To benefit various organizations and causes including, but not limited to, Jewish and educational organizations
- Pat and Gene Rosenberg Fund (Donor-Advised Fund)
To benefit various organizations and causes, including, but not limited to, Jewish, educational, and environmental organizations
- Dr. Bernard S. Rosenblatt Fund (KJA Fund)
For the general benefit of the KJA

Immigrants

- Sam & Millie Gelber Fund for Jewish Immigrants (KJA Fund)
To enhance the quality of life for Jewish immigrants to the Knoxville Jewish community

Leadership

- David Blumberg Youth Leadership Award Fund (KJA Fund)
To provide support to KJA for its leadership training and award program for KJA members under the age of 35
- Natalie & Mitchell Robinson Community Enrichment Fund (Donor-Advised Fund)
To enhance the development of leadership and education for the Knoxville Jewish Community

Mental Health

- Sharon Brietstein Memorial Fund (Donor-Advised Fund)
To benefit mental health causes

Salary/Benefits

- Heska Amuna Educators Supplement Fund (Heska Amuna Fund)
To supplement the salary/benefits compensation package of the Heska Amuna educational director and teachers in the religious school
- KJA Director's Fund (KJA Fund)
To support the expenses associated with the Executive Director's salary and benefit package

KJCFF Current Fund List *continued*

Seniors

Goldstein/Tygum Family Fund (Donor-Advised Fund)

For the improvement of the quality of life of the aged of the East Tennessee community

Jewish Family Service Fund (KJA Fund)

For the benefit of the Jewish Family Services program of the KJA

Sam & Esther Rosen Friendshippers Fund (KJA Fund)

To provide support to the KJA for subsidizing the needs, as in the areas of recreation, education, and other generalized services, of the Jewish elderly and infirm in Knoxville

Miles & Zelda Siegel Fund for Knoxville's Jewish Elderly (KJA Fund)

To provide support to the KJA for its program of services for Jewish elderly members of Knoxville

Sisterhood

Heska Amuna Sisterhood General Fund (Heska Amuna Fund)

To benefit Heska Amuna Sisterhood

Social Justice

Besmann Family Fund for Social Justice and Spiritual Enrichment (Donor-Advised Fund)

To benefit the activities, events, or projects created by Knox County organizations for the purpose of promoting social justice and/or spiritual enrichment in Knox County.

David & Deborah Oleshansky Family Fund (Donor-Advised Fund)

To further causes of peace and justice in the world

Financial Report

Daniel Messing, Treasurer

The treasurer's report is a little bit of a mixed bag for the year. Annual and summer memberships have increased while the Preschool attendance has risen substantially. However, revenues overall have continued to decrease. The KJA will end the 2016 calendar year with a financial loss. The budget committee worked extremely hard to submit a realistic budget for 2017. Unfortunately, we are still projecting a deficit of more than \$20,000.

Cash Flow Crunch – Funds continue to dwindle as more as more money has been required for general operations.

- Annual Campaign – The annual campaign is currently at \$245,619 on 224 gifts as of 11/30/2016. Total gifts in the prior year were 335. The average gift continues to dwindle and is now \$1,096 per household. The good news is that 101 families gave increases over the previous year, including 24 new family gifts; unfortunately 17 families decreased their gifts, including a couple of “heavy hitters”. Regardless of collections for the rest of the year we will end up well short of our goal of \$331,407.
- AJCC Preschool – K'Tonton, the summer preschool program, operated at break even for the year while summer camp made a profit of \$39,438. The preschool continued its rebound behind the leadership of Kristen Cannon. Student count is at 63 as of October 31, 2016 compared to 49 a year ago. The Preschool is showing a \$5,400 profit through October but anticipates \$18,000 profit by year end. Based on current projections the Preschool is budgeted to make \$40,000 next year.
- Soccer Field Lease – Our tenant's lease is on an annual basis, currently at \$2,000 annually. The gymnasium & room rentals fee for 2016 is \$7,000. Because of some long-overdue changes in our rental fees, we are budgeting \$9,000 for 2017.
- Wage costs –By the end of the year, we will have approximately 90 W-2s with the vast majority being hourly staff close to the minimum wage. As a side note, about 30 employees are members of the Jewish community. This is especially important given the current jobs market. KJA is doing everything we can to cut costs. In preparing the budget for 2017, all staff and volunteers were directed to improve or keep their bottom lines as compared to 2016.
- Pool - The pool lost \$52,000 in the current year while the snack bar broke even. Increased chemical costs due to keeping the pool clean over the fall and winter were a large contributor to this. Measures have already been put in place to cut that deficit significantly through the use of different pool cleaner.

Bottom Line: The financial situation of the KJA continues to be a difficult one. Expenses have been trimmed wherever possible. The focus for the coming year is on revenue - specifically getting Campaign back to the \$320,000 level while finding additional sources of revenues that would increase overall revenue by \$100,000 from 2016.

Financial Report

10 months ending October 31, 2016

Accounting Policies

The Knoxville Jewish Alliance's (KJA) management is responsible for the accuracy and integrity of the financial reports. The financial reports contained in the annual report have been prepared in accordance with U.S. Generally Accepted Accounting Principles (GAAP) appropriate for not-for-profit organizations. In preparing the financial reports, management makes informed judgments where necessary to reflect the expected effects of events and transactions that have not been completed. The internal controls and procedures ensure that material information required to be disclosed is recorded, processed, summarized and communicated to the Executive Board and Board of Directors within the required time periods.

The KJA utilizes the accrual accounting method that provides a thorough financial reporting system to reflect the current financial position of the organization by reporting open account receivables, accrued payables and potential contingencies. The accrual method of accounting recognizes revenues when earned and expensed when incurred.

Presentation Basis

The financial statements represent the organization as a whole and report the net assets as follows:

Unrestricted net assets: free from donor-imposed restrictions.

Temporarily restricted net assets: subject to restrictions for support of particular operating activities, a specified future period, or utilized to acquire long-lived assets.

Permanently restricted net assets: subject to restrictions of gift instruments generally require the principal be maintained intact in perpetuity or until the occurrence of a specified event.

The KJA maintains accounts in accordance with the principles of fund accounting to ensure observance of limitations and restrictions placed on the use of resources available to the KJA. The independent auditors are engaged to express an opinion on the Company's financial statements and internal controls for financial reporting. Their opinions are based on procedures that they believe to be sufficient to provide reasonable assurance that the financial statements contain no material errors and that the KJA's management internal controls are effective.

For the purpose of comparative reporting, the 2016 annual reports have not been audited for the 10 month period ending October 31, 2016 as of the printing of this report. The comparative reports reflect audited financial reports for years prior to 2016.

Collection

As part of its mission, the KJA is home to the Knoxville Jewish Archives, which are maintained to preserve the historical footprint and contributions of the East Tennessee Jewish community since 1796. Materials are gifted to the archives by local residents and other institutions; archived; preserved and maintained for research by academics, families, historical societies and genealogical researchers. The value of the collection is not reflected in the accompanying statement of financial position nor are donations to the collection recognized in the statement of activities. The KJA does not purchase or sell collection items.

Beneficial Interest Held by Others

The KJA endowment funds are held by the Knoxville Jewish Community Family of Funds, managed by the East Tennessee Foundation. The KJA receives annual distributions in the form of grants, generally limited to income from the funds. These funds are accounted for in accordance with FASB ASC 958. The endowment funds are held in the Foundation's Long Term Commingled Fund with an annual spending rate of 4.5% of a twelve-quarter rolling average. Discretionary distributions of fund principal are permitted in most of the fund documents, though the intent is to be a permanent endowment. Fund balances represent second-quarter reports as of September 30, 2016.

Financial Report continued

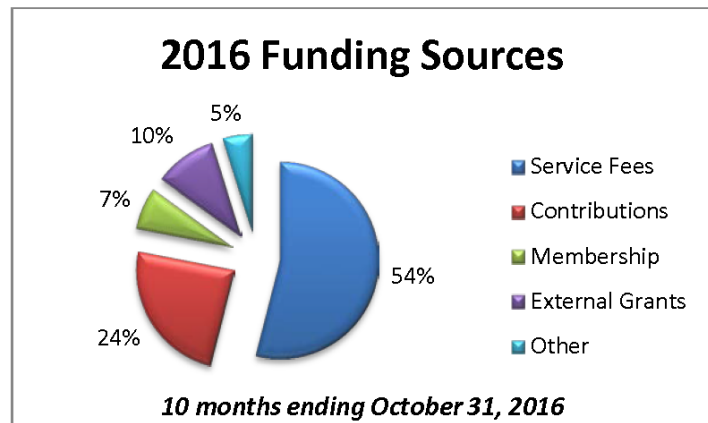
2016 Revenues and Costs Summary Information – 10 months ending October 31, 2016

- Funding Sources**

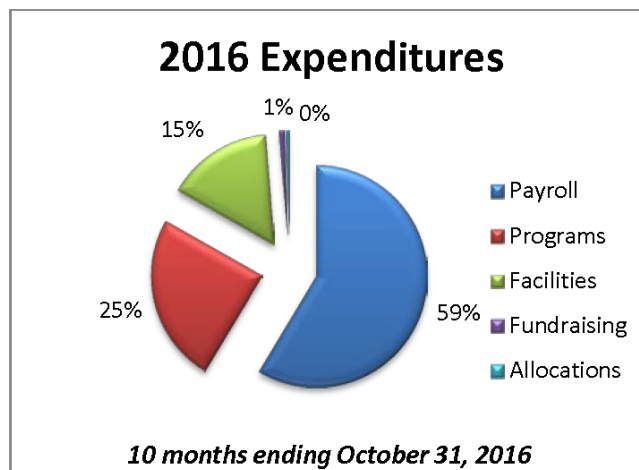
Revenues Stream	Dollars
Service Fees	\$544,898
Contributions	244,655
Membership	69,356
External Grants	103,125
Other	55,046
Total Revenues	<u>1,017,080</u>

The KJA revenue stream largely consists of program service fees, annual campaign pledges and other contributions, and AJCC Annual and Summer Membership dues. KJA also receives funding through external grants and sundry revenues; i.e. rentals and accounting services.

When funding sources fail to meet the KJA budget, leadership is required to make difficult decisions on whether to reduce programming or utilize restricted reserves.



- Expenditures**



KJA's largest expense is payroll. We employ between 85 – 100 people annually based upon program needs. Our year-round staff is comprised of approximately 27 staff members; 22 for the Early Childhood program and the remaining for other programs and administrative office.

2016 expenditures currently exceed revenues and it is projected the year will end with a deficit unless sufficient campaign contributions are received in December 2016.

The KJA facility is open 74 hours each week; totally over 3,600 hours annually with an average cost of \$52 per hour of operation (excluding the cost of payroll).

Expenses	Dollars
Payroll	\$612,961
Programs	257,557
Facilities	161,861
Fundraising	8,421
External Allocations	5,000
Total Expenses	<u>1,045,800</u>

Financial Report continued

• **Net Costs by Cost Center**

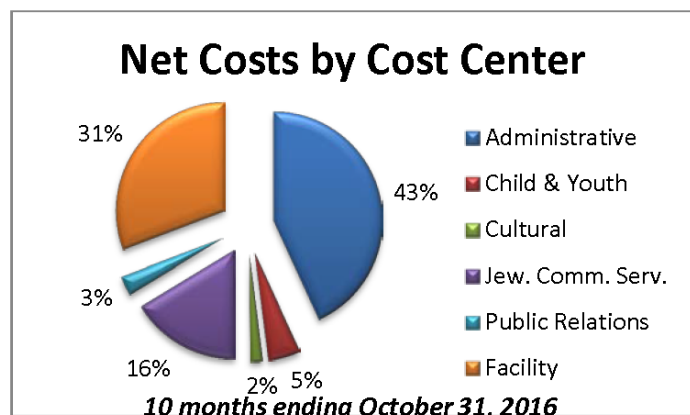
Cost Center	Dollars
Administrative	\$104,582
Child & Youth	16,115
Cultural	6,337
Jew. Comm. Serv.	59,391
Public Relations	9,855
Facilities	140,900
Total Costs	337,180

Cost Center deficits are supported by the Annual Campaign. Net Costs by Cost Center reflects the net cost after the application of revenues for each major cost center. Administrative is largest and reflects the net cost after membership dues. Facility is the second largest and reflects the net cost after rental revenues. Jewish Community Services is the third largest and has a small revenue stream.

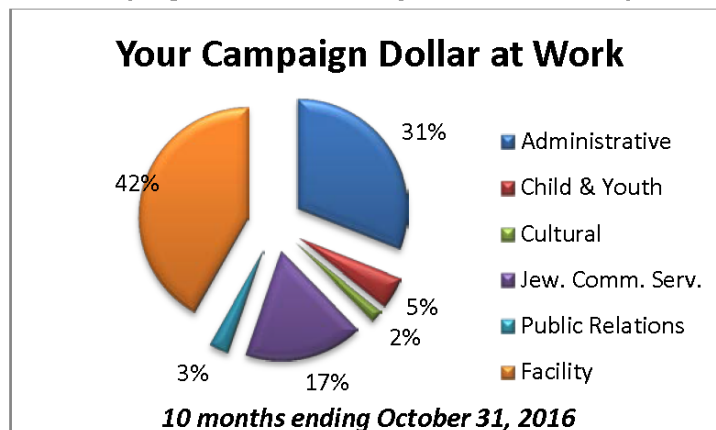
Child and Youth represents the Early Childhood, Summer Camp, and Summer Pool and Tennis.

Cultural programming is supported largely by external grants and restricted endowment funds.

Public Relations is supported by Passover and High Holy Day Greetings revenue.



• **Your Campaign Dollar at Work for the Community**



Ever wonder how your Annual Campaign gift is used by the KJA to meet community programming?

In 2016 administrative costs required 31 cents of every campaign dollar and the AJCC campus required 42 cents of every dollar.

Programming required 26 cents of every campaign dollar.

The KJA Annual Campaign supports deficits for all Cost Centers.

Here you can see how your campaign dollar works for you in the Knoxville Jewish Community.

Unfortunately, the KJA has been unable to make any external allocation since 2008

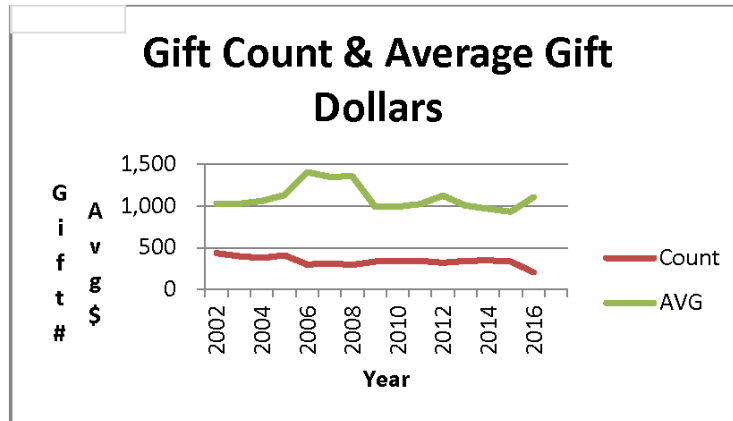
Your Campaign Dollar at Work

Cost Center	Dollars
Administrative	0.3102
Child & Youth	0.0478
Cultural	0.0188
Jew. Comm. Serv.	0.1761
Public Relations	0.0292
Facilities	0.4179
Total Costs	1.0000

Financial Report continued

KJA Trends since the 2001 merger of the AJCC and KJF

- **KJA Annual Campaign 2002 – 2016 (current)**



2002 Fiscal Year began the Annual Campaign with 434 gifts totaling \$448,140

A gift average of \$1,033

The 2005 campaign was our largest: totaling \$462,601 with 409 gifts

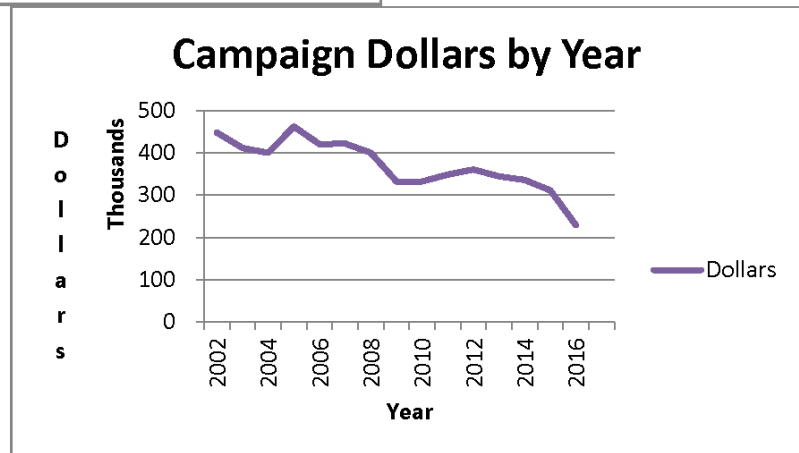
A gift average of \$1,131

2006 reported our largest average gift of \$1,408 on 299 gifts totaling \$420,988.

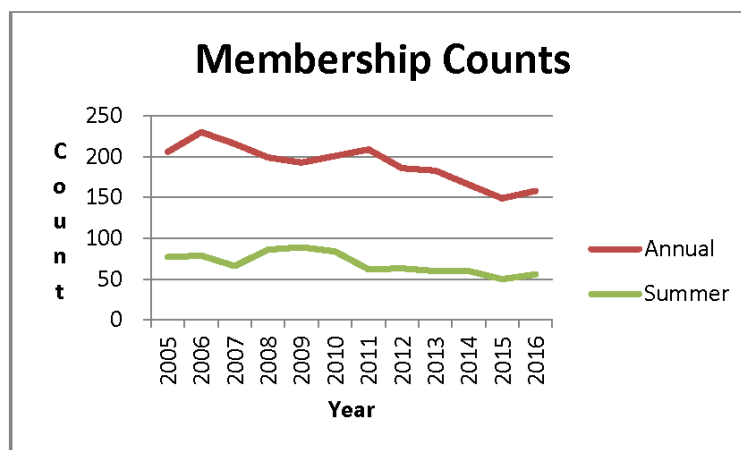
2015 was our lowest average gift of \$930.

2016 is reporting the lowest number of gifts, currently 207.

Trends indicated a reduced donor base and a reduced donor gift average.



- **AJCC Annual and Summer Membership** provides funding for the facility which has significantly reduced since 2006

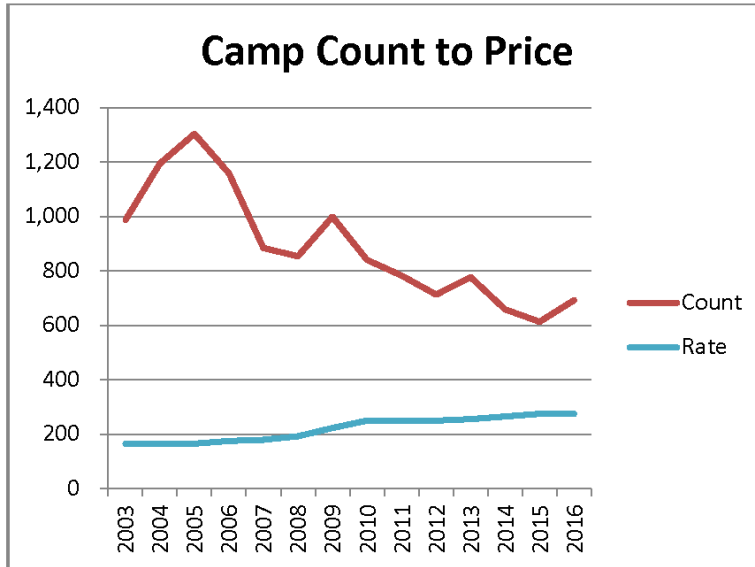


AJCC Annual Membership has fallen from 230 in 2006 to a current low of 149 members.

AJCC Summer Membership has fallen from a high of 89 in 2009 to a low of 50 in 2015, then rose in 2016 to 56.

Membership provides funding for the facility and administrative costs. These costs are significant as indicated. Annual Campaign must support these costs at 73 cents per dollar to cover the shortfall of membership revenue.

- Milton Collins Day Camp and Early Childhood Programming**



Milton Collins Day Camp has experienced several disappointments in achieving goals. Many factors have affected the results and the chart indicates the dramatic drop in camp attendance since the 2005 high of 1,303 weeks sold.

2015 reported an all-time low of 613 weeks sold.

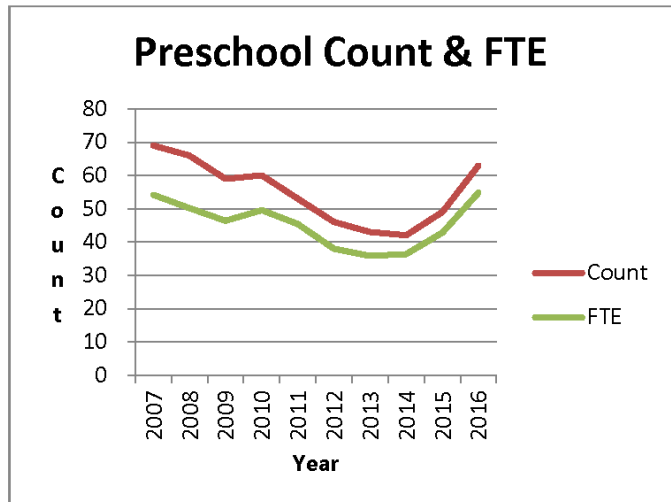
2016 began a recovery with 692 weeks sold.

Early Childhood Programming

(Preschool) indicates a reduction in students since 2007 through 2014.

FTE (Full-time equivalents) translates student registration to full-time status (5 days per week).

Preschool offers 3, 4 and 5 day options. 2015 experienced an increase in enrollment and 2016 continues to the momentum. The closer lines indicate more children attending increased number of days.

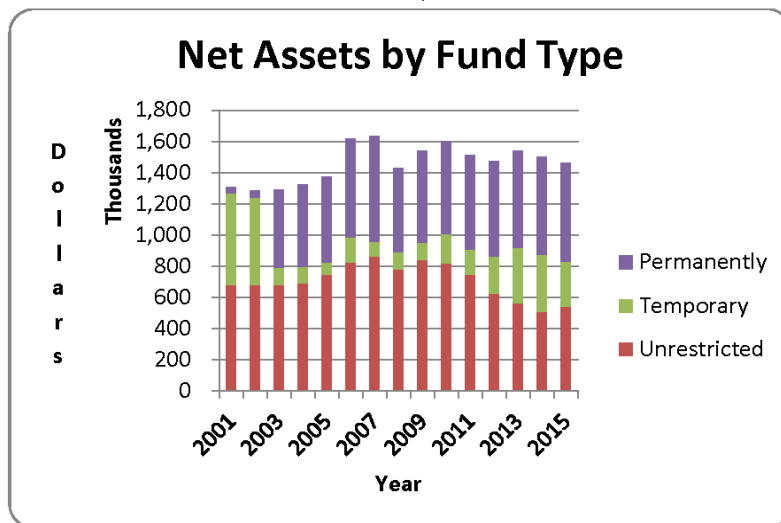


Financial Report continued

- **Net Assets by Fund Type by Year**

The Knoxville Jewish Alliance consists of three (3) types of net assets:

- **Permanently Restricted** - subject to restrictions of gift instruments generally require the principal be maintained intact in perpetuity or until the occurrence of a specified event.
- **Temporarily Restricted** - subject to restrictions for support of particular operating activities, a specified future period, or utilized to acquire long-lived assets.
- **Unrestricted** - free from donor-imposed restrictions.

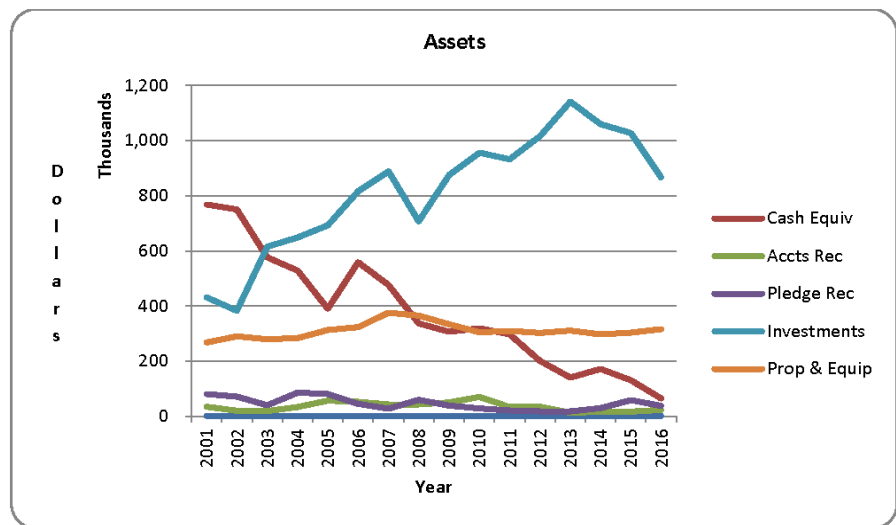


The chart indicates that permanently restricted funds have grown significantly since 2001. In 2003 most of the Temporarily Restricted Funds were moved to the East Tennessee Foundation and are now held by the Knoxville Jewish Community Family of Funds and reported as Investments for KJA. Permanent Funds have experienced an increase while the Unrestricted (General) Fund has significantly decreased.

- **Asset makeup by Year**

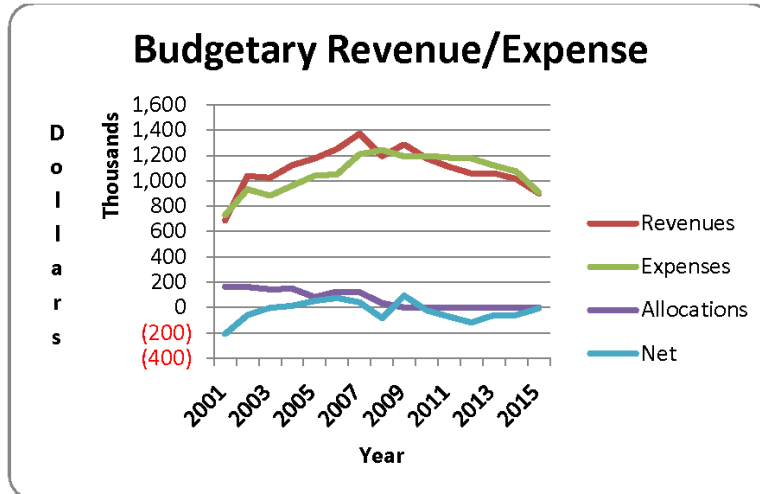
Investments have increased significantly through additional funds and contributions held in perpetuity for most of them.

Cash equivalents have significantly declined as KJA continues to expend funds to maintain Property and Equipment for the facility.



Financial Report continued

- **KJA Revenue, Expense and Net Surplus or Deficit by Year**



The KJA General Fund operates on an annual Budget. As indicated, the early years KJA experienced budget surpluses over expenditures and external allocations were possible.

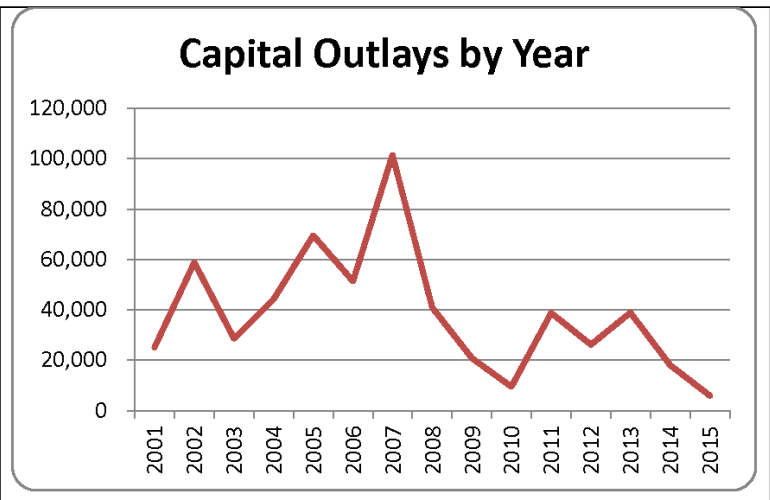
External Allocations became impossible after 2008 due to the inability to meet budget from lost revenues from Annual Campaign, AJCC Membership, and Programming.

- **Capital Outlays by Year**

To maintain the AJCC Facility, the KJA must continually invest cash to update the existing structure and grounds. Depreciation averages approximately \$39,000 annually.

KJA has expended an average of \$39,000 annually to maintain the AJCC facility.

As indicated by the chart, some years have been more and some less. Yet our AJCC facility is getting aged and in need of many more repairs than the General Fund can accommodate through the annual budget.



Campaign

Chairs: Gary & Tamara Sturm

Under the new leadership of Gary and Tamara, the 2016 Campaign brought some new ideas and initiatives to our ongoing efforts.

We opened campaign with a Thank You event for our largest donors, hosted at the home of Dr. Harold and Susan Silber. Chef Laurence Faber, former UTK Hillel student and current employee at Blackberry Farm, provided delicious hors d'oeuvres and a signature cocktail for the guests. Stephanie Kodesh, Chair of the Knox Plotz initiative, shared highlights gleaned from that focus group event held at the end of 2015. UTK Hillel student leaders shared about the importance of KJA support of Jewish life on campus, and AEPi brothers attended to talk about news of the chapter.

Lisa Reyes Mason chaired Mitzvah Day 2016 and her professional and personal commitment to community service brought new excitement and enthusiasm to the event. In addition, Campaign chairs Gary and Tamara Sturm arranged with local "angel" donors to provide a match for ALL increased pledges and NEW pledges made at Mitzvah Day.

Thank you to ALL the campaign volunteers who helped secure pledges:

- ◆ Jeff Becker
- ◆ Judy Brietstein
- ◆ Adam Brown
- ◆ Arnold Cohen
- ◆ Scott Hahn
- ◆ Martha Iroff
- ◆ Dick Jacobstein
- ◆ Pace Robinson
- ◆ Stephen Rosen
- ◆ Gene Rosenberg
- ◆ Judith Rosenberg
- ◆ Marilyn Wohl





Campaign

Thank you to All KJA Campaign Contributors

Campaign contributions through December 2, 2016

\$10,000 - \$25,000

Dr. and Mrs. Jeffrey Becker	Mrs. Natalie Robinson	Mr. and Mrs. Stephen Rosen
Mr. and Mrs. Bernard Bernstein	Mrs. Alexandra Rosen	

\$5,000 - \$9,999

Mr. and Mrs. Adam Brown	Mr. Scott Hahn	Mr. and Mrs. Pace Robinson
Dr. and Mrs. Stuart Chasan	The Honorable Mary Beth Leibowitz	Sam and Esther Rosen Community Enrichment Fund - Federation

\$1,800 - \$4,999

Mr. and Mrs. Bernard Bendriem	Mr. and Mrs. Harvey Liberman	Dr. and Mrs. Bernard Rosenblatt
Dr. and Mrs. William Berez	Mrs. and Mrs. Stephen Markman	Mrs. Marcie Silverstein
Dr. and Mrs. Theodore Besmann	Mr. and Mrs. Bryan Merrell	Dr. Alan Solomon and
Dr. Michael Burnett	Mr. and Mrs. Jeffrey Miller	Mrs. Andrea Cartwright
Dr. Michael Eisenstadt	Dr. and Mrs. Stephen Nagler	Mrs. Melissa Sturm
Dr. and Mrs. Jeff Hecht	Dr. and Mrs. Evan Ohriner	Mr. Melvin Sturm
Drs. Renee' Hyatt and Paul Erwin	Mr. and Mrs. David Oleshansky	Mr. Kenneth and Ms. Laura Supman
Mr. and Mrs. Richard Imbrey	Drs. Howard and Marilyn Pollio	Dr. and Mrs. Barry Winston
Dr. Barbara Levin	Mr. and Mrs. Howard Pollock	Mr. and Mrs. Geoffrey Wolpert
		Dr. Michael Zemel

\$540 - \$1,799

Mr. and Mrs. Barry Allen	Mr. and Mrs. Thomas Hahn	Dr. and Mrs. Robert Pollack
Mr. and Mrs. Jim Andrews	Mr. and Mrs. Mark Harris	Mr. and Mrs. David Popkin
Ms. Susan Baker	Mr. and Mrs. Gale Hedrick	Dr. and Mrs. Allan Rosenbaum
Dr. and Mrs. Jack Benhayon	Mr. Manuel Herz	Mr. and Mrs. Eugene Rosenberg
Mr. and Mrs. Adam Braude	Dr. and Mrs. Jeffrey Hirsh	Ms. Judith Rosenberg
Dr. and Mrs. Abraham Brietstein	Mr. and Mrs. Colman Hoffman	Dr. Gilya Gerda Schmidt
Mrs. Pessa Brody	Mr. and Mrs. Herb Jacobs	Mrs. Mary Linda Schwarzbart
Mr. and Mrs. Arnold Cohen	Drs. Marilyn Kallet and Louis Gross	Dr. Ron Sebold and
Mr. and Mrs. Steve Cohn	Dr. and Mrs. Stephen Krauss	Ms. Veronica Myers
Mr. and Mrs. Michael Cole	Mr. Richard Licht and	Mr. and Mrs. Moshe Shloush
Dr. and Mrs. Ivan Cooper	Ms. Shirley McGuire	Dr. and Mrs. Harold Silber
Mrs. Honerlin Del Moro	Mr. and Mrs. Norman Licht	Mr. and Mrs. Moshe Siman-Tov
Dr. and Mrs. Harold Diftler	Dr. and Mrs. Mark Littmann	Dr. and Mrs. Alan Smuckler
Mrs. Trudy Dreyer	Mr. and Mrs. Harold Manas	Mr. and Mrs. Craig Snow
Ms. Allison Fay	Dr. and Mrs. Robert Martin	Mrs. Leona Spritz
Mr. and Mrs. Ron Feinbaum	Mr. and Mrs. Patrick Messing	Mr. Evan Sturm
Mr. and Mrs. Neil Foster	Mr. and Mrs. Robert Milford	Mr. and Mrs. Gary Sturm
Dr. Joshua Gettinger and	Dr. and Mrs. Stephen Natelson	Dr. and Mrs. Barry Wohl
Dr. Barbara Levin	Dr. and Mrs. Chuck Noon	Mr. and Mrs. Rick Zivi
Dr. and Mrs. Elias Greenbaum	Dr. and Mrs. Ray Pais	Anonymous
Mr. Ernie and Dr. Pam Gross	Dr. and Mrs. Raphael Panitz	
Mrs. Janet Gurwitch		

Campaign continued

\$180 - \$539

Dr. and Mrs. Jeffery Abrams	Ms. Elizabeth Gassel and Dr. Michael Pardee	Dr. and Mrs. Fred Radoff
Dr. and Mrs. Richard Adlin	Ms. Harriet Gassel	Ms. Deborah Roberts
Mr. and Mrs. Jeff Arbital	Mr. and Mrs. Michael Glasman	Mr. Eli and Mr. Asher Robinson
Ms. Leslie Badaines	Mr. and Mrs. Aron Goldfeld	Mr. and Mrs. Peter Rosenbaum
Mr. Sam Balloff	Dr. and Mrs. Mitchell Goldman	Ms. Jane Row
Mr. Steve Beber and Ms. Sandy Parker	Mr. and Mrs. Richard Goldstine	Ms. Nicole Russler
Mr. Howard Blum	Mr. Dan Grabel and Ms. Lisa Reyes Mason	Mr. and Mrs. Irving Russotto
Mr. and Mrs. Tom Britcher	Ms. Gloria Greenfield and Mr. Stuart Brotman	Mr. Brian Salesky
Mr. Bart Brody	Mr. and Mrs. Joshua Hedrick	Drs. David and Heather Sandberg
Mrs. Jamie Brody	Mr. and Mrs. Rob Heller	Dr. Ellen Schnoll and Mr. Terry Haywood
Ms. Marla Brody	Mr. and Mrs. Stephen Hirschhaut	Mr. and Mrs. Robert Shagan
Ms. Pamela Brody	Mr. and Mrs. Kenneth Hirsh	Dr. Jon Shefner and Ms. Karen Holst
Mrs. Robin Brown	Mr. and Mrs. David Hull	Mr. Larry Silverstein
Dr. and Mrs. Sheldon Cohen	Mr. Ed Hunter	Mr. and Mrs. Gerard Solomon
Ms. Marilyn Cohen-Presser	Mr. and Mrs. Martin Iroff	Mr. Greg Stein and Ms. Jeanette Kelleher
Mrs. Melanie Colley	Mrs. Stella Iroff	Mr. and Mrs. Robert Stryer
Ms. Anne Ehrenshaft	Mr. and Mrs. Wesley James	Mr. and Mrs. Norman Teasley
Dr. Markus Eisenbach	Dr. and Mrs. Harvey Kaufman	Mr. and Mrs. Douglas Weinstein
Dr. and Mrs. Stuart Elston	Mr. and Mrs. Eytan Klausner	Ms. Wilma Weinstein and Mr. John Lomax
Ms. Mary Evars-Goan and Mr. John Goan	Dr. and Mrs. Andre Kramer	Rabbi and Mrs. Yossi Wilhelm
Mr. and Mrs. Edward Feldman	Mr. Irving Leeds	Mr. and Mrs. Larry Winston
Rabbi and Mrs. Alon Ferency	Mr. and Mrs. Marc Mangold	Mr. and Mrs. David Wood
Mr. and Mrs. Seth Fleishman	Mr. and Mrs. Daniel Messing	Anonymous
Dr. and Mrs. Robert Freeman	Mrs. Elene B Miller-Blotner	
Dr. and Mrs. Henry Fribourg		
Mr. and Mrs. Todd Galanti		

\$1 - \$179

Mr. and Mrs. Steve Abeles	Ms. Marian Jay	Mr. and Mrs. Charles Rayman
Mrs. Marilyn Abrams	Ms. Rhoda Jay	Ms. Arielle Rosen
Mr. and Mrs. Jeff Abrams-Cohen	Drs. Greg Kaplan and Nuria Cruz-Camara	Ms. Tifannie Rosen
Mr. and Mrs. Jared Bailey-Iroff	Mr. and Mrs. Earl Klugman	Mr. and Mrs. Hal Rosenberg
Mr. and Mrs. Laurence Bayer	Mr. and Mrs. Alan Krichinsky	Mr. and Mrs. Jeffrey Scott
Ms. Laura Berry	Dr. and Mrs. Robert Kronick	Mr. Joe Sitver and Ms. Anita Kay
Mr. and Mrs. Rich Berube	Ms. Barbara Leeds	Mr. Daniel Smith
Mr. and Mrs. Van Boring	Dr. and Mrs. Aaron Margulies	Mrs. Jeannine Stanley
Dr. and Mrs. Scott Dryzer	Mr. Andrew Messing	Mr. and Mrs. Bill Hicks
Ms. Janice Feinman	Mr. Monte Millen	Mr. and Mrs. Dan Sweeten
Ms. Carolann Fillenworth	Ms. Sue Miller	Mrs. Esther Webster
Mr. and Mrs. Frank Floyd	Ms. Mara Nagler	Mr. and Mrs. Michael Weiner
Mr. and Mrs. Mark Frankel	Mr. and Mrs. Joe Oleinik	Mr. and Mrs. Gerald Weinerman
Mr. and Mrs. Michael Frankel	Ms. Jenny Pfeffer and Mr. Carlos Rodriguez	Mr. Matt Hilton and Ms. Lindsay Weiss-Hilton
Mr. and Mrs. Adam Friedman	Mr. and Mrs. Alan Quartararo	Mr. and Mrs. Todd Wolf
Drs. Alan Gassel and Wendy Graziani	Mrs. Judith Rattner	Mrs. Rachel Zemel-Ortiz
Dr. Rachel Golden		Anonymous
Mrs. Elaine Gorman		
Dr. Heather Hirschfeld		



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