

# LEADERSHIP HANDBOOK 2022-2023

## PARTNERSHIPS • PLURALISM • PEOPLEHOOD

GLOBAL CONNECTIONS CHAIR, *Rebecca A. Gold*



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*United Jewish Appeal is the fundraising arm of Jewish Federation of Greater MetroWest NJ*

## GLOBAL CONNECTIONS OVERVIEW

**Jewish Federation of Greater MetroWest NJ (GMW)** is committed to advancing the vibrancy and continuity of our people worldwide and to building meaningful connections between our Jewish community and our partners in Israel and around the world. **Global Connections**, the Federation department which manages a vast array of projects in Israel and overseas, is at the forefront of these efforts.

Inspired by former Israeli President Reuven Rivlin's concept of the "tribes of Israel," we support innovative programs, including a robust and diverse network of community partnerships and dynamic *mishlachot* (Israeli emissaries). GMW is a national leader in creating lasting connections with Israel and Diaspora communities and enhancing Jewish Peoplehood.

We invest in organizations that nurture the values of shared society and Jewish pluralism in Israel to ensure its future as a Jewish, democratic state.

We connect Greater MetroWest, Israel, and Jewish communities around the world. We have long-term partnerships with five communities in Israel (four Jewish and one Druze) and one in Cherkassy, Ukraine as part of our Partnership2Gether (P2G) Initiative, facilitated in conjunction with the Jewish Agency for Israel (JAFI).



***Kol Yisrael Arevim Zeh Bazeih!***

**All the people of Israel are responsible for one another!**

## GLOBAL IMPACT

“With heart and *ruach* (spirit), we build enduring relationships with partner communities in Israel and around the world. We foster personal connections — Living Bridges — that support diverse Jewish expression and continuity for generations to come. Our commitment to Jewish Peoplehood is essential to our work. *Ahavat Yisrael* — love for the Jewish People — is in our DNA.”

—Rebecca A. Gold, Chair, Global Connections

Our commitment to our work in Israel and overseas is prioritized with **\$4.2 million in allocations:**

**\$2.7 million to our Core Partners:**

- Jewish Agency for Israel (JAFI)
- American Jewish Joint Distribution Committee (JDC)
- World ORT (ORT)

**\$1.5 million to fund elective programs**, distributed among four platforms: Shared Society & Jewish Pluralism, Israel Partnership Network, Jewish Diaspora Communities, and GMW Israel Engagement. And an additional **\$2.7 million** to provide life saving support for Jews impacted by the war in Ukraine.

**Our Federation’s work, together with our Core partners, has global impact:**



- **Jewish Agency for Israel (JAFI)** helped bring over **12,000 olim** to Israel from Ukraine and another nearly **22,000** from Russia and Belarus.
- In 2022, JAFI sent **2000 shlichim** (emissaries) from Israel to communities and campuses in **30 countries**.
- Provided essential work on the ground for Ethiopian Jews in Addis Ababa and Gondar to ready prospective olim for Aliyah and ensure their needs are met as they await flights and provided essential services to these olim as they settled in Israel.



**American Jewish Joint Distribution Committee (JDC)** responds to disaster and other crisis in **69 countries**

JDC leveraged its century-plus experience of crisis response to provide vital services to Ukraine’s Jews in their time of great need.

- Over **12,900 refugees evacuated** from Ukraine
- Over **39,100 refugees provided vital necessities** like food, medicine, and psychosocial aid
- Over **617 tons of humanitarian aid** delivered to Jews in Ukraine and those who have fled
- Tens of thousands of vulnerable Jews received **lifesaving emergency assistance**



**World ORT** educates Jewish children across the globe, focusing on excellence in STEM and Jewish Studies

ORT reaches more than **200,000 people in five continents**

# GLOBAL CONNECTIONS PLATFORMS

GLOBAL CONNECTIONS Total Allocations \$4.2 million			
CORE Allocations \$2.7 million			
Divided Among JAFI, JDC and ORT			
ELECTIVE Allocations \$1.5 million Support Israel and Overseas Projects and Partnerships in 4 Platform Areas			
PLATFORM	PLATFORM	PLATFORM	PLATFORM
Shared Society and Jewish Pluralism	Israel Partnership Network	Jewish Diaspora Communities	GMW Israel Engagement
Shared Society and Jewish Pluralism Organizations	Partner Communities	Cherkassy Ukraine	Mishlachat
	Ofakim-Merchavim		Israel Celebrations & Commemorations
	Arad		Diller
	Kibbutz Erez		GC Engagement Fund
	Rishon LeZion		FedEd GC
	Hurfeish		Passport to Israel
	Cherkassy Ukraine (see Diaspora)		
	Regional Projects		
Shared Society and Jewish Pluralism Coalitions	Community Initiatives	Other Global Jewry Projects	

Learn how you can make a difference.

Join us in our mission to build lasting relationships with our friends in Israel and around the globe!

# PLATFORM

## SHARED SOCIETY & JEWISH PLURALISM

*Co-Chairs, Yael Birin and Joyce Goldstein*

### MISSION

We promote, foster, and partner with Israel's efforts to bring to fruition an Israel that is both Jewish and democratic, with pluralistic diverse means of Jewish expression. We support an Israeli society that is open and tolerant and that provides equal opportunity for all its citizens.

Our Federation has been a pioneer in supporting some of the most transformative projects in Israel. These projects are inspired by former Israeli President Reuven Rivlin's visionary concept of four "tribes" in Israel: secular, national religious, ultra-Orthodox (Haredi), and Arab, with the fifth "tribe" being the Diaspora.

Greater MetroWest's programs in Israel build connections between Jewish, Arab, and other religious and ethnic groups of Israelis, promoting multi-denominational streams of Judaism and helping at-risk populations. Our projects forge significant bonds among these diverse populations in Israeli society.



## SHARED SOCIETY AND JEWISH PLURALISM ORGANIZATIONS

**Acco Theater: "Symmetry"** the program will combine theater performance, oral history, and community discourse, will give a voice to those unheard and teach us to listen to one another. The program is a direct reaction to the violence throughout Arab -Jewish cities in Israel.

**Bezalel/New Dawn: Excellence Center in Ofakim:** a plan to increase the number and expand the diversity of participants by including students from the Bedouin community in order to raise awareness and to enable them to acquire tools in the fields of art, which will form a bridge to higher education.

**Beit Tefilah Israeli:** a forum for engaging community and prayer in Ramat Gan/TLV, including services, lifecycle events, Jewish-Israeli Identity exploration, spiritual prayer, and activism.

**Bina:** a hub of social action, education, and Jewish pluralism, bonding participants together through study, action, and community while focusing on Jewish culture and *tikkun olam* (repairing the world).

**Blend.AR Abu Ghosh: Immersing in Abu Ghosh:** In our immersion program, we bring Israeli Jews from all sectors and Arabs together through direct experiences of Arab culture and meaningful interactions. Living in an Arab village, participants experience Arab culture firsthand.

**Hagar:** the only integrated, bilingual educational institution for Jewish and Arab residents in the south of Israel, with more than 800 Jewish and Arab members.

**Hinam Center for Social Tolerance:** an award-winning center that brings together Arabs, Haredim, secular Jews, Ethiopians, settlers, and other diverse groups to study, travel, and explore one another's cultures, learning from each other and cultivating mutual respect.

**Israel Hofsheet:** a grassroots movement that strives for an Israeli society that practices cultural and religious pluralism, protects civil rights, and upholds the principles of democracy and Zionism.

**The Israeli Movement of Reform and Progressive Judaism/Shar Hanegev and Reform Conversion:** an umbrella of all Reform organizations in Israel that supports Reform conversion as well as numerous other initiatives.

**Kolech:** the first Orthodox Jewish feminist organization in Israel which promotes values of gender equality and mutual respect, encouraging equal opportunities for women in the public arena and the advancement of women's rights in religious and *halachic* spheres.

## SHARED SOCIETY AND JEWISH PLURALISM ORGANIZATIONS (cont.)

**Leo Baeck:** a pluralistic education center in Haifa that includes schools, community centers, and a progressive synagogue.

**Machon HaChagim:** a center for pluralistic Jewish culture and education which merges modern and traditional practices in the celebration of festivals.

**Masorti Kotel:** the only place at the Western Wall where the entire family can pray together and perform bar/bat mitzvah and other ceremonies without a partition.

**Mavoi Satum: Chuppah Kehalacha**

**Merchavim Shared Society Incubator:** participants acquire tools and knowledge that enable them to target shared society issues within their organizations on an ongoing basis.

**Tamar:** a school empowering Arab-Bedouin students to engage in Israeli society by developing their Hebrew language abilities – including conversational, reading, and writing skills.

**Unistream: Start Up Now:** This groundbreaking one-year program targets youth from socioeconomically disadvantaged and geographically diverse communities, offering them opportunities to expand their horizons in ways they would not likely otherwise have.

## SHARED SOCIETY AND JEWISH PLURALISM COALITIONS

**IREP-Israel Religious Expression Platform:** an organization supporting expressions of Judaism in Israel, including marriage options, egalitarian prayer at the Kotel, and open conversion initiatives.

**Social Venture Fund (SVF) for Jewish-Arab Equality and Shared Society:** an organization bringing together individuals, foundations, and federations to support Israeli non-governmental organizations that promote economic integration and improved educational opportunities for Arab citizens of Israel.

**Inter-Agency Task Force (IATF):** a coalition of North American Jewish organizations learning and raising awareness about Israel's Arab citizens.



# PLATFORM

## ISRAEL PARTNERSHIP NETWORK

*Co-Chairs, Nicole Levitt and Linda Rosenthal*

### MISSION

We create vibrant partnerships in the Negev and elsewhere in Israel, supporting community development (social and economic) and programming that enhances Jewish life and identity. Our **Partnership2Gether (P2G)** programs create **Living Bridges** — connections and relationships between Americans and Israelis.

The GMW community and the partnerships in the Negev develop friendships and deep relationships, while learning about our shared Jewish values, common history, our similarities and differences. We strive to strengthen our relevant Jewish communities by engaging and educating volunteers.

Through collaboration, synergies, improved efficiency and communication, we expand and strengthen our networks WHILE maintaining the individual character of the communities.

Together, we will build, expand, and strengthen Jewish identity, leadership, living bridges, community pride, and mental, physical, and spiritual wellbeing.

By participating on the ground but maintaining a broader perspective, we can leverage resources for the Negev in addition to those of GMW to multiply our impact.

ISRAEL PARTNERSHIP NETWORK	
Partner Communities	Regional Projects
Kibbutz Erez Arad Ofakim Merchavim Rishon LeZion Hurfeish Cherkassy, Ukraine (Diaspora)	Collaborative projects involving Negev partners and GMW

# ISRAEL PARTNERSHIP NETWORK (cont.)

## PARTNER COMMUNITIES

*Chair, Linda Rosenthal*

We have longstanding relationships with six communities, five in Israel and one in the Former Soviet Union (FSU), as part of our Partnership2Gether (P2G) initiative. This is facilitated in conjunction with the Jewish Agency for Israel (JAFI)



- ❖ **Ofakim and Merchavim (26 year partnership)** Ofakim is a development town of 28,000 in the northern Negev, about midway between Beer Sheva and Gaza. The Merchavim Regional Council consists of 14 small communities (moshavim) in the surrounding area, with a population of 9,000.
- ❖ **Arad (21 year partnership)** is located on the border of the Negev and Judean Deserts, near the Dead Sea. The city is home to a diverse population of 28,000 residents. The beautiful location, the commitment of local lay leadership, and the strength of our partnership have enabled Arad to develop into a leading city in the center of Israel.
- ❖ **Kibbutz Erez (21 year partnership)** is located in the Sha’ar HaNegev region on the border with Gaza. As our partner since 2001, we have been involved in building security rooms, bomb shelters, playgrounds, a library and more, as well as assisting Kibbutz Erez with developing its community.
- ❖ **Rishon LeZion (46 year partnership)** Our first partner community, is the fourth largest city in Israel. The partnership began with Project Renewal 37 years ago. We operate many social projects in this once predominantly Ethiopian neighborhood of Ramat Eliyahu and at the Feinberg Community Center.
- ❖ **Hurfeish (16 year partnership)** is a Druze village in the upper Galilee. We connected with this unique community as part of our Israel Emergency Campaign efforts during the second Lebanon War (2006). The encounter between the American Jewish community and the Israeli Druze community is unique and poignant. We are the only U.S. Federation with a partner relationship that connects a diaspora Jewish community to an Israeli Arab village.

## ISRAEL PARTNERSHIP NETWORK (cont.)

### PROGRAMS IN OFAKIM/MERCHAVIM

**English Debate Program:** an English-language debate course for elementary school students. The purpose of the program is to strengthen oral expression and develop digital skills in English.

**ENTER-Peoplehood Infused Schools:** offers certification for Israeli public schools that adopt an integrated set of values and programs designed to raise awareness about World Jewry.

**Learning English Together:** community program for learning English holding an English evening once a week at the youth club and the club for senior citizens in each locality.

**Mitgalim:** Jewish text and writing skills course

**Shimi's Wings:** Group of 30 women that gathering together once a month and study English. This group get together in the memory of Shimi Roimi.

**Study and Pizza:** Beit Midrash (study center) for teens in Ofakim to explore ideological issues

**Supporting Youth Movements:** expanding discourse on pluralistic Jewish identity and Israel-Diaspora connections

**TALMA Summer Program:** Diaspora volunteer their time for three weeks in July to work with Israeli counterparts through a co-teaching model to provide children a unique English learning experience.

**To Dare for Adults:** improving professional skills, career planning, and employment opportunities through mentorships

**Youth Futures:** a program that helps disadvantaged children and their families escape the cycle of risk and poverty through a unique mentoring model that works holistically with families, schools, and institutions in the community, addresses disparities in educational achievement by helping disadvantaged families.

### PROGRAMS IN ARAD

**Arad Tel-Arad Women's Interfaith Encounter:** A group from neighboring communities that meets regularly builds a strong sense of togetherness and mutual care and provides opportunities for exchange and mutual support.

**Business Hub Accelerator:** supporting business owners with guidance, training and empowerment

**Derech Eretz Youth Leadership:** changes the life trajectory of Israeli youth, steering them in the right direction and increasing their resilience at a time when they are making decisions that will impact their future, the program is pluralistic and accessible to underprivileged youth.

**Teen Leadership Program:** strengthening connections to Arad and the South and encouraging teens to ultimately reside in Arad

**Vouchers for Arad Young Adults:** The program will assist the young people of Arad in acquiring a profession in which they want to engage.

**Youth Futures:** a program that helps disadvantaged children and their families escape the cycle of risk and poverty through a unique mentoring model that works holistically with families, schools, and institutions in the community, addresses disparities in educational achievement by helping disadvantaged families.

## ISRAEL PARTNERSHIP NETWORK (cont.)

### PROGRAMS IN KIBBUTZ EREZ

**Community projects:** Kabbalat Shabbat, community gatherings, security assistance, resilience, and projects to promote community development

### PROGRAMS IN RISHON LEZION

**Atzmaut Plus:** building on early mastery of literacy and love of learning and integrating Ethiopian culture into school and community life

**Project Enter:** offers certification for Israeli public schools that adopt an integrated set of values and programs designed to raise awareness about World Jewry.

**Yahel:** leadership development program involving volunteering at schools in the Ethiopian and other underserved communities in Ramat Eliyahu

### PROGRAMS IN HURFEISH

**Youth Futures:** mentoring program that fosters academic and social skills for at-risk youth and their families

**CHERKASSY, UKRAINE** (See Jewish Diaspora Communities)

### REGIONAL PROJECTS

**Peoplehood Project:** creating a fulfilling two-year encounter and leadership training program, joining Israelis and NJ adults

**Peoplehood Alumni:** the successful outgrowth of our immersive Peoplehood program

**Desert Wolves:** empowering girls in NJ and Israel, culminating in a five-day outdoor Negev challenge

**Koach Hazair:** youth development program integrating concepts of Peoplehood and Diaspora

**Negev Now Network:** association of North American Federations supporting development of the Negev, including public spaces, health and wellness, and leadership training

### COMMUNITY INITIATIVES

**Kehila:** connecting global GMW young adults living in Israel and the US – former *shlichim* and *rishonim*, lone soldiers, students, Diller alumni, *olim* (immigrants) from NJ and Cherkassy, and more.

**Leaders for Cohesive Society:** working on solutions to promote social cohesion among Israelis from diverse backgrounds, including representatives from private companies, non-profits, and government agencies

**Special Hesed Unit (SAHI):** empowering at-risk youth to give back to various communities, helping to deal with the issue of food insecurity

# PLATFORM

## JEWISH DIASPORA COMMUNITIES

*Chair, Robin Polson*

### MISSION

Jews are uniquely responsible for the well-being of other Jews around the world, especially for those who do not have a safety net. We raise awareness and educate our community about Jews anywhere in the Diaspora, but we have a special partnership with the Jewish community of Cherkassy, Ukraine.

We support Diaspora Jews in communities around the world, partnering with the **Jewish Agency for Israel (JAFI)**, the **American Joint Distribution Committee (JDC)**, and **World ORT (ORT)** to provide assistance for the world's struggling Jews. One of our signature programs is the year-round Hessed Community Center and annual Family Camp that provide robust Jewish engagement for Jews in Cherkassy, Ukraine.

### GREATER METROWEST IN UKRAINE

Jewish Federation of Greater MetroWest NJ has been partnering with the city and Regional Council of Cherkassy, Ukraine since 1996. The American Jewish Joint Distribution Committee (JDC) matched us to the area with the goal of helping the Jews of Central Ukraine focus on developing their Jewish community after World War II and Communism.

We work on projects that address Jewish and professional education, foster Jewish identity, support and aid the elderly along with children and the most vulnerable Jewish families.



## PROGRAMS IN CHERKASSY

**Hesed Center and Family Camp:** community center for year-round cultural and religious activities, multigenerational summer family camp, women’s center, child center, vocal studio, and senior programs

**Community Initiatives:** youth workshops, transportation, theater, and newspaper

## OTHER DIASPORA PROGRAMS

**Active Jewish Teens (AJT) in Former Soviet Union (JDC):** connecting thousands of teenagers across the Former Soviet Union, providing access to cultural and religious expression as well as volunteerism, all of which teens can then share with their families

**First Home in the Homeland (JAFI):** a special absorption and acculturation program that provides a “soft landing” for new immigrants. Helps them adjust to their new home, through an integrated, kibbutz-based program of Ulpan (intensive Hebrew study), workshops, and related services.

**Hillel International in Germany:** Reimagines shlichut as a cross-Diaspora initiative. Will host a Jewish activist/ scholar/ artist-in-residence from the United States (preferably from the GMW area) who can conduct peer-to-peer programs with our target group.

**JCC International in former Yugoslavia:** the program aims to strengthen the local Jewish communities and re-ignite the network of Jewish communities in former Yugoslavia.

**JoinTech Ukraine:** In the former Soviet Union, JDC distributes smartphones and other innovative technology to isolated, poor Jews during the COVID-19 pandemic.

**Kiev Hesed:** JDC supported community programming and volunteer center helps connect Jews to the global Jewish people and heritage and nurtures a caring community that reaches out to their vulnerable populations.



# PLATFORM

## GMW ISRAEL ENGAGEMENT

Chair, Elizabeth Liss

### MISSION

We bring Israel to life in Greater MetroWest by creating authentic Israel connections through our **mishlachot** (Israeli emissaries). By working with more than 40 synagogues, JCCs, day schools, and other institutions around GMW, the **mishlachot** spread spirit, knowledge, and love of Israel throughout our community. They engage more than 9,000 people annually, including 2,860 kids at Hebrew schools and synagogues, 1,000 Jewish day school students, 90 college students, and 800 campers.

In partnership with **JAFI**, we create authentic Israel connections through our delegation of **rishonim** (pre-army emissaries who defer their IDF service for one year to teach in Greater MetroWest) and **shlichim** (professionals who have completed their IDF service and university and build community here in GMW).



Rishonim 20

### MISHLACHAT PROGRAMS

**Senior Community Shlichah, Community Shaliach, Five Rishonim**

**Family Engagement:** community-wide events to introduce GMW families to our Rishonim host family program

**Rishonim Leadership Training in Israel**

**Mishlachot Training in GMW**

**Host Family Programming:** activities to engage host families and encourage their continued Federation involvement

**Rishonim Work:** Coordinated Rishonim volunteer work at schools, synagogues, and JCCs across the community

## CELEBRATIONS AND COMMEMORATIONS

**Yom HaZikaron (Israel's Memorial Day):** poignant annual commemoration of Israel's fallen soldiers and victims of terrorism

**Yom Ha'Atzmaut (Israel's Independence Day):** community-wide events in GMW celebrating Israel's Independence Day; concerts, children's programming, exhibits and more

## PEOPLEHOOD

**Peoplehood Project:** a fulfilling two-year encounter and leadership training program, joining NJ adults and Israelis from our partnership communities

## DILLER TEEN FELLOWS

**Diller Teen Fellows:** premier leadership development program for Jewish 10th and 11th graders in GMW as part of the National Diller Teen Fellows program. The program empowers Jewish teens to be active and effective leaders with a strong Jewish identity, a sense of belonging to their community, a connection to the Jewish People and Israel, and a commitment to *tikkun olam* (repairing the world).



## PASSPORT TO ISRAEL

**Passport to Israel:** grant from Federation for travel to Israel on an educational peer group trip, open to all GMW Jewish high school students (grade 8 - gap year)



# PROFESSIONAL AND LAY LEADERSHIP

## PROFESSIONALS

US Professionals	Israel Office Professionals
Justine Reuben, Logistics and Project Manager Hana Frankl, Operations and Program Manager Rosa Constante, Administrative Assistant  <b>Mishlachat</b> Tamar Reshef, Senior Shlichah Maya Lior, Community Shlichah  Max Kasler, Diller Teen Fellows Coordinator NJ	Michal Zur, Global Connections Director, Israel Adi Ben Boher, Partnership Network Director Ayala Bar-On, Partnership Coordinator Noa Kachlon, Educational Director Lavi Hoffmann, Allocations Coordinator Inbal Kalimi, Administrative Coordinator Yaara Ron Cohen, Partnership Coordinator Maya Szabo, Rishonim Preparation & Training Coordinator  Shir Gil, Diller Teen Fellows Coordinator IL

## LAY LEADERSHIP

Rebecca A. Gold Chair, Global Connections	
GLOBAL CONNECTIONS CABINET	
Gary O. Aidekman Yael Birin Stephanie Bonder Debby Brafman Barbara Drench Joyce Goldstein Sanford Hollander Jeri Kimowitz Lori Klinghoffer Robert Kuchner David Lentz	Nicole Levitt Lisa Lisser Benjamin Mann Maxine B. Murnick Robin Polson Faith Racusin Leslie Dannin Rosenthal Linda Rosenthal Debbie Rovner Paula Saginaw Howard Tepper Ed Zinbarg

