



Our Federation

is the only organization in Cleveland that focuses on the health and vitality of the entire Jewish community. For more than 115 years, the Federation has created the critical scale necessary to drive meaningful social change and provide relief in times of crisis in ways no one person or organization could do alone. The Federation is Jewish Cleveland's hub for innovative solutions and collaborative services.

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A DEFINING MOMENT





The arrival of the COVID-19 pandemic brought on changes within our community, our nation, and our world that we had never experienced before – social distancing, wearing masks, virtual learning, and more.

What COVID-19 could not and would not change was Jewish Cleveland's resolve to care for one another. With will and determination, Jewish Clevelanders banded together to ensure:

- Our Jewish community was open and engaged while our buildings were closed.
- We faced the challenges together.
- We invested in our children and in each other.
- We embraced each other and made sure no one felt alone despite our physical distance.
- We reached out to and supported the isolated and vulnerable.

 We made our Jewish community a more inclusive place.

in our community's history

- We educated our children on what it means to put our Jewish values to work.
- We provided for our community, so that no one needed to take "time off" from their involvement in Jewish life.
- We protected those institutions of Jewish life that have made us one of the strongest Jewish communities in the country.

As you will see on the following pages, our community did all this and so much more. Together, we successfully overcame once-in-a-generation challenges and kept our community strong.

Together we proved that we are - and will continue to be - HERE FOR GOOD!







Dear Friends,

2020 was barely three months old when the world as we knew it changed immediately and dramatically. The arrival of the COVID-19 pandemic in Northeast Ohio created once-in-a-lifetime challenges for our community. Those who were already vulnerable were now in greater need. At the same time, many more were quickly becoming vulnerable – emotionally, physically, and financially.

And yet, amid all this change, Jewish Clevelanders' commitment to one another and the community in which we live remained unchanged. Without hesitation, people throughout our community stepped forward and asked, "how can we help?" Through selfless actions of all sizes, our community came together and showed once again that we are HERE FOR GOOD!

For example, 500 volunteers made more than 1,800 "Caring Calls" and delivered 2,400 care packages to elderly community members to reassure them that they were not alone or overlooked. At the same time, through Federation's Bridge to the Future program, we helped establish a volunteer call center in Beit

Shean, Israel (Cleveland's sister city) dedicated to identifying and addressing welfare needs in the community, including grocery and medication delivery, and wellness checks for the elderly.

Perhaps the most visible evidence of Jewish Cleveland's determination during this unprecedented time was the record results achieved in our latest Campaign for Jewish Needs. Under the leadership of General Campaign Chair Bradley Sherman, our community raised \$33.1 million from more than 12,000 donors, and more than \$15.4 million for Jewish Cleveland's Coronavirus Emergency Relief Fund (see sidebar). This tremendous generosity ensures critical services and programs our community needs will continue without interruption without compromising our ability to plan for the future.

2020 tested all of us. But Cleveland proved once again why it is one of the most caring and vibrant Jewish communities in the world by working together to come through it still connected and still strong.

Thank you to the amazing healthcare professionals and front-line workers across Northeast Ohio for caring for us all. Thank you to the brave local law enforcement officers – including our security provider JFC Security, LLC – for protecting us from the continued rise of anti-Semitism and brazen acts of hate-driven violence. Thank you to the tireless efforts of our beneficiary agencies to serve the ever-changing needs of our diverse community with such grace and creativity.

And, most importantly, thank you for all you do to make sure that together, we are – and will continue to be – HERE FOR GOOD.

J. David Heller Board Chair

Erika B. Rudin-Luria

President

CORONAVIRUS EMERGENCY RELIEF FUND

The Jewish Federation of Cleveland's Coronavirus Emergency Relief Fund was established to help sustain and strengthen the Cleveland Jewish community, and ensures:

- Our community's social service providers, schools, and other organizations would be less overwhelmed by the effects of the pandemic
- People would not need to take time off from Jewish life
- Massive, short-term financial losses would not lead to the dismantling of key Jewish institutions in Jewish Cleveland

With these emergency funds, a continuity plan has been put into place in order to serve:

VULNERABLE POPULATIONS

People who find themselves newly vulnerable because of the pandemic as well as people who were already vulnerable before the pandemic who now have increased needs.



THOSE AT RISK OF WITHDRAWING FROM JEWISH LIFE

People at risk of having to withdraw from Jewish life or missing out on critical experiences because of the pandemic.



THREATENED JEWISH INSTITUTIONS

draw facing potential life closure due to massive revenue nces losses.



Thanks to the generous support of the Jack, Joseph and Morton Mandel Foundation which created a special matching gift program to inspire new and increased Campaign gifts this year, we have been able to raise more than \$15.4 million needed to position Jewish Cleveland to emerge on the other side of this crisis in a position of strength and continuity.



We care for one another by helping feed the hungry, comfort the sick, aid the elderly, shelter the homeless, and support those in need or with disabilities – wherever they are in the world. We advocate for the vulnerable and fight for social justice. We also invest significant resources in preventing, preparing for, and responding to potential security threats to our community.

This past year, those who were already vulnerable were more so in the face of the COVID-19 pandemic. The urgency to ensure critical services and programs were delivered without interruption was compounded by the fact that so many more now found themselves vulnerable emotionally, physically, and/or financially.

We also knew that social distancing could rapidly become social isolation without a concerted effort to help community members continue to feel connected to each other, the community, and to Judaism. From "caring calls" to the elderly who might feel alone or forgotten in this unsettled time to virtual events that brought families together – including relatives out of town – for entertaining and educating programming, Jewish Cleveland was able to stay together while staying safe.

We prepare for the future by ensuring the long-term health and vitality of our diverse community. We provide the critical strategic planning and oversight needed to make life better today and for generations to come. We provide a wide range of educational programming for all ages which celebrates Jewish values and traditions. We also develop the next generation of leaders through mentoring, teaching, and hands-on experiences.

With an abrupt shift in life on campus and many students' summer jobs, internships, and other planned experiences cancelled due to COVID-19, the L.E.V. Campus Fellowship was created for college students. A joint program between your Federation, Cleveland Hillel, and Hillel at Kent State University, the L.E.V. Campus Fellowship engaged students in leadership

development, Jewish education, and volunteer experiences. While L.E.V. fellows nurtured their Jewish community through acts of *tikkun olam* (repairing the world), they also learned the importance of making a difference in their own community and our investment in their success. Young changemakers also took part in Serve the Moment, a fellowship program dedicated to meaningful volunteer service.

The world of education also changed overnight with the arrival of COVID-19. Your Federation worked closely with the Jewish Education Center (JEC) and health care professionals to get our five Jewish day schools ready for fall in-person learning, while JEC's "La-bri'ut: To Our Health and Wellness," was developed to address children's at-home congregational learning needs.



We share our perspectives by bridging cultural divides, fostering mutual respect, and building collaborative relationships. We provide the education and tools needed to stand up and speak out on behalf of Israel and the Jewish people. We deepen connections to Israel through personal experiences and programs that celebrate our Jewish homeland. We create mutually beneficial collaborations between business and civic leaders in Israel and Greater Cleveland.

After an alarming uptick in violence against Jews in the New York/New Jersey region, the Jewish community came together on January 5 to show the world that we are stronger than hate at the "No Hate. No Fear. Solidarity March." More than 200 Jewish Clevelanders of all ages were among the thousands of participants in New York City that marched across the Brooklyn Bridge to raise awareness of the rapidly growing threat of anti-Semitism in America and around the world. Together, we made it known that our community would not be intimidated, nor would we stand idly by when hatred was pointed at other communities.

To that end, Federation also continued to work closely with other communities to confront all forms of hate and to dismantle racism more effectively through partnership and programming.



We repair our world by responding in times of emergency and helping people rebuild in the wake of natural or man-made disasters. We also invest in programs and services that provide a strong safety net during times of personal crises.

Even in this challenging time, our Jewish community stepped forward to help with Ethiopian aliyah and family reunification in Israel through the work of our beneficiary agency, the Jewish Agency for Israel (JAFI). In December 2020 in the midst of a pandemic, a plane of 300 olim arrived in Israel in time for Shabbat as part of Operation Tzur Yisrael (Rock of Israel). For nearly 20 years, your Federation has been at the helm of helping tens of thousands of Ethiopian Jews immigrate to their homeland and reunite with their families.

While the spread of COVID-19 threatened the lives and livelihoods of people across the globe, vulnerable Jews continued to receive uninterrupted life-saving services such as personal protective equipment, emergency food, and medicine through the American Jewish Joint Distribution Committee (JDC), a Federation beneficiary agency.



Providing funds and resources to fight rapidly spreading food insecurity -

serving more than 9,000 community members across 8 counties

through food pantries, home delivered meals, and holiday food distributions.

Organizing 500 Jewish Cleveland volunteers

to help deliver food, distribute care packages, and more.

Maintaining daily contact with the

5,400 Holocaust survivors

during the COVID-19 pandemic through living in Israel the Joint Distribution Committee (JDC).

Supporting more than 32,000 people in the Former Soviet Union

(FSU) with food delivery, school supply donations, caring calls, and more through the JDC.

Safeguarding Jewish Cleveland through Federation's security provider JFC Security, LLC -

with 30 guards deployed at 30 minyanim and at the 20 different organizations and agencies that have re-opened.

Contacting more than 1,800 elderly Jewish Clevelanders to reassure them that they were not forgotten or alone despite the need for physical distancing during the pandemic.

Hosting 36 virtual events for more than 4,500 unique viewers

that kept our community connected and informed - and entertained.

Creating the L.E.V. Campus Fellowship for 104 college students from 44 different universities that resulted in more than 2,000 hours of volunteer service at 15 organizations in the Jewish and general Cleveland community

Helping 27 eligible local Jewish organizations secure over \$17 million in SBA/ PPP loans/grants.



Providing approximately 1,800 people living in Northwest Russia's small, remote Jewish communities

with online experiences that strengthened their Jewish identity through holiday events, camps, Hebrew language classes, and more through the Jewish Agency for Israel.

Launching a new online curriculum developed by the Jewish Education Center of Cleveland for congregational schools that is now used by over 10,000 students at 225

congregations across the country.

Co-hosting a three-part, virtual series that explored faith during times of crisis, the evolution towards racial justice, and voting rights with

more than 200 unique attendees from diverse backgrounds.

Procuring more than 100,000 N95 personal protection masks for Greater Cleveland non-profits, area hospitals, and Federation beneficiary agencies.



Organizing 200 Jewish

to travel to New York in January to stand up against hatred and anti-Semitism at the "No Hate. No Fear. Solidarity March."

Supporting the five Cleveland Jewish day schools' efforts to re-open their doors for in-classroom

learning this fall.



ANNUAL **CAMPAIGN FOR JEWISH NEEDS**

Every year, Jewish Cleveland raises money for the Campaign for Jewish Needs to help ensure our community's vitality and vibrancy. We thank Campaign Chair Bradley A. Sherman for his leadership.

Every dollar makes a huge difference

\$33,105,529

RAISED IN THE 2021 CAMPAIGN FOR JEWISH NEEDS

12,000+

CAMPAIGN BENEFICIARY AGENCIES AND PROGRAMS that help tens of thousands of people in Cleveland, Israel, and around the world

@Akiva High School Bellefaire JCB CWRU Siegal Jewish Lifelong Learning Program

Cleveland Hillel Foundation Fuchs Mizrachi School

Gross Schechter Day School Hebrew Academy of Cleveland Hebrew Shelter Home Hillel at Kent State University Jewish Community Security Jewish Education Center

Jewish Family Service Association Joseph and Florence Mandel Jewish Day School Maltz Museum of Jewish Heritage Mandel Jewish Community Center Menorah Park Yeshiva Derech HaTorah*

American Jewish Committee Anti-Defamation League

Hadassah

Campus Life

Hebrew Immigrant Aid Society Hillel at Miami University Hillel at Ohio University Hillel Foundation for Jewish

JCC Association Jewish Council for Public Affairs

Jewish Telegraphic Agency (70 Faces Media) Jewish War Veterans

National Council Supporting Eurasian Jewry (formerly NCSJ)

Network for Jewish Human Service Agencies (formerly AJFCA)

American Jewish Joint Distribution Committee (JDC)

Jewish Agency for Israel (JAFI) Jewish Federations of North America (JFNA)

Overseas Connections Committee Jewish Federation of Cleveland

World ORT

Ethiopian National Project

Special thanks

We sincerely thank the Jack, Joseph and Morton Mandel Foundation for creating a special matching gift program to inspire new and increased Campaign gifts this year (see sidebar on page 3).

We greatly appreciate the support of Brunswick Companies, KeyBank, and Benesch for the matching gift incentives they provided during Campaign.

\$85,326,233

AND GENERAL COMMUNITY

Grant distributions from donor advised funds (DAFs), supporting foundations, and special purpose funds

\$2,835,000

from the Federation's Unrestricted **Endowment Fund**

\$88,161,233

FEDERATION SUPPORT

distributed to the Jewish and general community

NEW LEGACY SOCIETY MEMBERS*

Cheryl and Vlad Agranovich Marti Davis Arthur H. Kaplansky Norma and Harvey Kotler Karen Tucker and Greg Malkin

ADDITIONAL FEDERATION SUPPORT

Additional Federation Support includes grants from donor advised funds, special purpose endowment funds. supporting foundations and the Federation's Unrestricted **Endowment Fund.**

No Cleveland organization impacts more Jewish lives

All figures on this page are from calendar year 2020

^{*} Agency is in candidacy status

^{*} The Jewish Federation of Cleveland's Legacy Society recognizes those who have made provisions for the future of our Jewish community with an endowment commitment currently or in the future.

2020 BOARD OF TRUSTEES

As of 9/30/2020

EXECUTIVE OFFICERS

Board Chair: J. David Heller **Vice Chairs:** Beth Wain Brandon,
Lynne M. Cohen, James A. Ratner,
Neil R. Waxman, Daniel N. Zelman **Treasurer:** Dara G. Yanowitz **Associate Treasurer:** Jeffrey Weiss **President:** Erika B. Rudin-Luria

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*Trustees for Life z"/ Of Blessed Memory

Elisabeth W. Sherman

2020 COMMITTEES

The Jewish Federation of Cleveland's activities are conducted by committees of volunteers in partnership with professional staff. Committee and subcommittee chairs are listed below. Please contact them or the Federation for more information about participating in Federation activities or other volunteer opportunities at affiliated organizations.

JEWISH FEDERATION OF CLEVELAND Jack, Joseph and Morton Mandel Building 25701 Science Park Drive, Cleveland, Ohio 44122 phone: 216-593-2900 toll-free: 888-467-1125 e-mail: info@jcfcleve.org fax: 216-593-2901 jewishcleveland.org

STANDING COMMITTEES

(as of September 30, 2020)

ALLOCATIONS COMMITTEE

Distributes resources from the Campaign for Jewish Needs, balancing local, national, and overseas needs; helps to identify immediate and long-term issues which the community and/or individual agencies need to address; helps ensure that funds from the Campaign for Jewish Needs are used effectively and efficiently

Beth Wain Brandon, Chair Susan Y. Meisel, Chair, Subcommittee on Overseas

Harvey Sass, Chair, Subcommittee on Education Agencies

Warren L. Wolfson, Chair, Subcommittee on Human Services

Barry S. Feldman, Chair, National Agencies Liaison Team

COMMUNITY PLANNING COMMITTEE

Studies and plans for community needs Peter Meisel, Chair

COMMUNITY RELATIONS COMMITTEE

Implements public affairs agenda Gregg A. Levine, Chair Kerry Kertesz, Lori Wald, Vice-Chairs

DEVELOPMENT COMMITTEE

Oversees all fundraising activities
Enid Rosenberg, Chair
Bradley A. Sherman, General Chair,
2021 Campaign for Jewish Needs
Michelle Hirsch, Chair, Women IN
Philanthropy

Cameron Orlean, Chair, Young Leadership Division

ENDOWMENT FUND COMMITTEE

Recommends funding for community programming and emergency needs
Grant N. Dinner, Chair
Matthew F. Kadish, Chair, Donor Advised Fund Advisory Committee
Alan E. Yanowitz, Chair, Foundation

FINANCE AND INVESTMENT COMMITTEE

Manages investment of endowment and capital funds

William H. Heller, Chair

HUMAN RESOURCES DEVELOPMENT COMMITTEE

Provides guidance and oversight of the recruitment, development, and placement of qualified professional and lay leadership Lynn-Ann Gries, Chair Susan R. Hurwitz, Chair, ALeRT

(Agency Leadership Roundtable) Enid Rosenberg, Chair, Gries Award Committee

Kim M. Pesses, Stephen J. Weinberg, Co-Chairs, Mandel Course for Advanced Leadership

MARKETING & COMMUNICATIONS COMMITTEE

Establishes marketing agenda and oversees communications activities
Ilana I. Katz, Chair
Michael C. Perlmuter, Shari S. Perlmuter,
Co-Chairs, Annual Meeting

OVERSEAS CONNECTIONS COMMITTEE Conceives and manages projects that

connect Jews in Cleveland with Jews in Israel and around the world Lynne M. Cohen, Chair Mark Holz, Chair, Cleveland/Beit Shean Partnership Subcommittee Barry S. Feldman, Chair, Cleveland/

St. Petersburg Partnership Subcommittee Scott J. Spiegle, Chair, IDF Education Corps Subcommittee

Dan A. Polster, Chair, Jordan/Cross-Border Initiative Subcommittee

Herbert A. Wainer, Chair, STEM Advisory
Workgroup

STRATEGIC PLANNING COMMITTEE

Responsible for the creation, implementation, oversight, and revision of the Strategic Plan Danielle Wild, Chair

Additional Committees (as of September 30, 2020)

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Idelle K. Wolf, Chair

AUDIT

Susan D. Krantz, Chair

AWARDS

J. David Heller, Chair

CASH

Ronald S. Gross, Chair

CHARLES EISENMAN AWARD

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EXECUTIVE

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Susan S. Frankel. Chair

RETIREMENT FUND

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RISK MANAGEMENT

Todd Stein, Chair

SECURITY

Keith Libman, Chair

TECHNOLOGY

Adam T. Zelwin, Chair

Award Winners











2020 Federation Staff

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Carol Wolf, Assistant Vice President

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Leah Markowicz

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Ari Milgrom

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Janet Schwartz Shapiro

Jaclyn Szaruga Renée Tvler

Debbie Yasinow

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Barbara Daly

Debbie Duval Naomi Fein Paul Feinberg Grant Fish Douglas Fox

Mike Gyure Ellyn Lefko Fave Matitia

Lori Miller

Kellie Mirabile Lisa Nash

Sharon Newman

Katie Palus Lana Rabinovich Naudia Sharp

Manya Smilovich Ariel Solowitch

Irina Temkin Howard Wolf

Alan Wood

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Richard Henry
Chris Jacobs
Steven Perlin
Allen Roth
Jonathan Sedenik
Brittany Stein
Laura Steinberg
Kavya Suram
Michael Walton

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Amy Kaplan, Vice President
llant Gerblich Kalir,
Managing Director
Debbie Klein, Managing Director

Rivki Ebner Li-Or Gersht Sally Levine

Jackie Reed Aviva Roland

Tal Rothstein

Kelly Sperber Rubanenko

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Sean Benjamin
Tracy Bergen
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Ariella Clements
Rebecca Golsky
Aaron Heft
Inju Heo
Sylvia Owen
Jennifer Stuart Lesch
Bryan Thomas

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Vice President
Margot Tomer,
Managing Director
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Pat Keating
Lindsay Marcus
Ellen Miller
Alla Pustelnik
Ali Schwartz
Leah Taylor

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WITH SPECIAL THANKS TO JFC SECURITY, LLC

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Community-Wide Security
Jeff Robertson, Deputy Director,
Community-Wide Security
Howard Wolf, Chief
Administrative Officer
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THANK YOU TO OUR SPONSORS.

Because of you, people's lives are better and our community is stronger.

For more information on corporate sponsorship opportunities at the Jewish Federation of Cleveland contact Shelley Milin Marcus at 216-593-2847 or smarcus@jcfcleve.org.

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