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# The Charlotte JEWISH NEWS

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## Temples "Stretch Out Arms" To Unaffiliates

Charlotte's three temples, Beth El, Beth Shalom and Israel, have jointly agreed by unanimous Board approval to offer 6 months free membership in the Temple of their choice to every unaffiliated member of the Jewish community. These 6-month memberships will begin in January and run through June.

"You are personally wanted and very welcome!"

This is the phrase which opens the letters already received by the 800 individuals who are part of the Charlotte Jewish community but not current members in any of the Temples.

The letter, sent over the signatures of Sally Schrader, Mike Simon and Bill Ashen-

dorf, goes on to explain the reason for this unusual offer:

"We want the opportunity to show you, up close and personally, how good it will feel to be a part of any one of our 'extended families.'

"We know we can help you meet others your own age and add to your social opportunities. Each of our Temples has planned programs and activities that relate Judaism to our daily concerns and issues. And, if you are among the vast majority of Jews who never received or never retained much basic Jewish knowledge, we have arranged to help fill the gaps without embarrassing either you or ourselves."

Ruth Goldberg, chair of the Federation Outreach Committee, and Bill Ashendorf,

representing the Foundation, agree that this latest effort is extremely worthwhile on many levels.

"In planning outreach for the unaffiliated," says Goldberg, "The Temples have enhanced their programs and their outreach among their current members. Our study showed a real need across both member and non-member lines for social opportunities, for feeling welcome and wanted and for Jewish knowledge. The amount of work which has gone into turning these needs into responsive programs will benefit everyone for years to come."

Supplemental plans are under way to assist those unaffiliated children who take advantage of this 6-month of-



Charles Goodall (L) presenting the 1985 Charles Goodall Award for innovative and model programming in small cities (our Outreach program) to Ruth Goldberg, Federation Outreach Chair, and Marvin Bienstock, Charlotte Federation Executive Director, at recent CJF-GA in Washington, D.C.

fer and need to be helped with their Jewish education. Because of the costs for teachers and materials, a

reasonable charge will be made for these special programs.

The letter concludes, "One (cont'd on page 14)



**Celebrating Chanukah in the Oval Office:** A delegation of Lubavitch Rabbis present President Ronald Reagan with a Chanukah Menorah as a symbol of religious freedom practiced in the U.S. President Reagan expressed his admiration for the educational work of Lubavitch and their sponsoring the National Menorah at LaFayette Park. Rabbis (L to R): Abraham Shemtov (Mariashi Groner's uncle from Philadelphia); Moshe Herson (N.J.); Yossi Groner (Charlotte). See pgs. 9-12 for special story on Lubavitch.

photo/API

## Super Sunday Surges To \$54,000

In an all time record high, 70 volunteers raced past their goal of \$50,000 to reach \$54,000. That represented \$15,400 more than the same individuals gave in the 1985 campaign. That's a whopping 39% increase.

It wasn't just that the same people gave more dollars. There were 100 first time givers! That brought the total number of Super Sunday contributors to 712!

The four cochairs, Larry Gerber, Dayle Jaffa, Frank and Wendy Rosen, were especially proud of the fact that the volunteer callers un-

covered 29 individuals who were in need of assistance by the Federation Social Services. All 29 have been contacted.

"We teach all our volunteers to listen for problems," said Wendy Rosen. "When they hear someone say they are out of work or ill, then it is our job to find out how we can help."

Larry Gerber added, "We don't realize how many members of our Jewish community are in difficulty. Super Sunday, this year, resulted in twice as many referrals for help as in the past."

Among the 29 people, three were in severe financial dif-

ficulty, nine were unemployed, 13 were dealing with illness and medical bills, two were seniors on sub-standard income and one was seeking medical advice.

"In each instance we have offered to provide counseling, to refer people to available resources and to obtain the information and assistance in planning to get their lives together and moving ahead," said Adrienne Rosenberg, Social Services Director.

But, if Super Sunday uncovered problems, it also uncovered solutions. In one instance, the individual receiving the call told the volunteer that last year he had been unable to give because he was unemployed. He had received counseling and help from Social Services which he really valued. He was now fully employed and willingly pledged \$1000.

Early in the day, one volunteer made a call that set the tone for success. He called a man whose 1985 pledge was \$250. When he asked him to consider increasing to \$375 he heard, "I don't agree to that, I want to give \$1000 and I want you to be sure and call my wife for her pledge."

The volunteer passed on that information and the wife was called immediately. She also pledged \$1000. The check for payment in full arrived Wednesday morning.

Super Sunday 1986 was that kind of day — a day in keeping with the future of our Jewish community — bright, upbeat and very successful.

(See photos and names of volunteers on page 13.)

## Winners of 'Colossal Contest' Announced

Alan Blumenthal, chair of the Special Events Steering Committee of the Foundation, has announced the winners in the Foundation's Colossal Contest on the theme "What Shalom Park Means to Me."

The winners of the two first prizes, balloon trips over Charlotte, are Wilma Asrael and Sara Seiferheld.

Mrs. Asrael's sculptures portrayed four different individuals each holding a Jewish symbol. Ms. Seiferheld submitted a diorama showing Israeli folk dancers and tennis players. Ms. Seiferheld is 8-years-old and a student at the Hebrew Academy. The diorama was accompanied by the following poem:

*Shalom Park is the place to be, where the birds are flying free  
Look up in the great blue sky, see the wind flashing by  
Hebrew knowledge spreads around, see the flowers in the ground*

*I hope the world will be this way, maybe tomorrow, maybe today.*

Second place prize winners of \$54 each went to Vickie Neumann, a Beth El teacher, for her watercolor impression of the meaning of Shalom Park and to Sloane Muller and Debbie Massachi of the Hebrew Academy for their unique "computer" with the following message:

*Shalom Park should be a very special landmark  
Where the doves fly in the sky and the Hebrew knowledge is very high*



These sculptures by Wilma Asrael received first place award in adult division.

*Where the children say things very sweet  
And the classwork and homework are very neat.  
We're alive...we're alive...WE'RE FREE!! WE'RE JEWS — FREE JEWS!!*

Third place prizes of \$36 each were awarded to Lenora S. Stein for her "Modern Midrash for Our Charlotte Jewish Community — The Thirteenth Tribe" and to Florie Straz for her string art creation.

All the entries submitted will be displayed at the opening of the Jewish Education and Community Center at Shalom Park.