

It's All About Education The Book of Life is Part of FCJC's Improved Website

By Phil Warshauer, Executive Director, Foundation for the Charlotte Jewish Community

I am often challenged by technology. While I realize that it has improved my life in many ways, there is that constant challenge to navigate my way through a jungle of iPods, Facebooks, Googles and Tweets. My most recent challenge has been maneuvering a new cell phone. Just when I think I have it under control, I find myself dialing someone I had not intended to call or inadvertently hanging up on a call I had been waiting all day to receive. Perhaps some of you have experienced the same frustrations. However, amidst all my struggles, I have realized that technology can be a friend and a great educational tool for the Foundation for the Charlotte Jewish, particularly in our efforts to develop permanent financial resources to support the future of our Jewish community.

Our children and grandchildren provide the perfect vantage point

to assess our ability to compete, evolve and survive in an ever changing world of technological advances. Their homework is done on notepads and laptops. The encyclopedias and reference books that we relied upon for research have been replaced - our children and grandchildren live in a world of smart boards and Google. All the information they need is available at their fingertips. News is available 24/7 online and can be accessed on their phones. You can even read this publication online at www.charlottejewishnews.org. We must adapt to the times or we'll be left behind.

The mission of the Foundation for the Charlotte Jewish Community is to advance philanthropy through education and to raise permanent charitable resources to improve and strengthen the quality of Jewish life. Through education we increase community awareness of how we can assist our donors with making



a difference that will not only assist our Jewish community today, but also help preserve its future.

With this in mind we have embraced technology and updated our website, www.charlottejewishfoundation.org, to better serve our community. Our new website is designed with you, the current or future donor, in mind. It is our hope that the site will serve as an educational resource as you look to match your charitable vision with the future needs of Charlotte's Jewish community. Our website also provides you with complete access to our interactive Book of Life display.

Many of you are aware of the Book of Life and the interactive display in Shalom Park, which have enabled us to acknowledge the 66 individual and families who have either established a permanent endowment fund or made plans to establish a deferred gift for any of our local Jewish organizations. We have acknowledged these generous donors by listing their names and stories in a prominent and public manner for all to read. Now, with greater access through our website, it will be easier to access these stories and to be motivated to join them. There are no minimum gift amounts and it is our hope that everyone will ask themselves how they can create a legacy of their own.

The role of the Foundation for the Charlotte Jewish community is all about education. We feel that accessibility to the donor-friendly information found on our website provides a more effective way for us to educate you about how easy it is to create your own legacy, and the many different ways we can assist you to support your favorite Jewish organizations. Please take the time to visit our website and learn how we can assist you. I invite you call me with any questions. And while I'm assisting you, perhaps you can help me figure out how my new cell phone works. ☆

For additional assistance in creating your own lasting legacy please contact Phil Warshauer at 704-973-4544 or pwarshauer@charlottejewishfoundation.org.



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