

The Charlotte JEWISH news

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Women's Philanthropy: How We Connect. How We Give. How We Make a Difference

Women philanthropists are the change-makers and community-shapers of the world. We are sisters and daughters, mothers and friends, compassionate and committed women at every stage of life and career.

Federation's Women's Philanthropy engages Jewish women in the fulfilling work of making the world a better place. We are building and supporting Jewish life for today and for generations to come.

The Power of Women: Philanthropy and Tzedakah

Thursday, March 8, doors open at 7 PM; program starts at 7:30 PM; Ballantyne Resort; Lavish Dessert Reception

We invite you to join us for our inaugural Women's Philanthropy Spring Event, the Power of Women: Philanthropy, and Tzedakah. The event celebrates the power of women philanthropists and their impact on the world. Co-Chaired by Jill Halvestam and Debbie Porter, the event features Laura Schroff, former media executive and international and #1 New York Times bestselling author. Laura is a passionate and compelling voice on the power of small acts of kindness. In her book, *An Invisible Thread*, Laura recounts the inspiring true story of an 11-year-old panhandler, a busy sales executive, and their unlikely meeting in 1986, and how both of their lives were



Laura Schroff

changed by what began as one small gesture of kindness.

After its launch in November 2011, *An Invisible Thread* was on the New York Times bestseller list for over 38 weeks and was the recipient of many awards. Schroff, who has spoken at over 100 events, encourages her audiences to look for their own "invisible thread" connections and highlights the importance of opening up themselves to opportunities where they can make a difference in the lives of others.

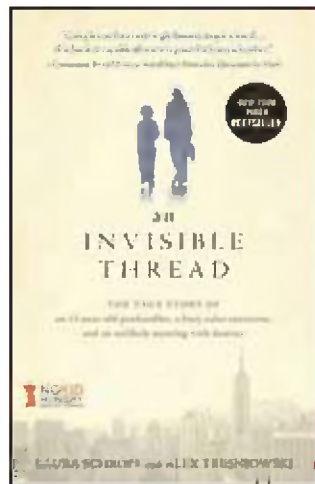
We encourage you to get to know our community a bit better and help make a difference getting more involved with our Women's Philanthropy initiative.

A \$180 minimum women's gift to the Federation's annual campaign is required to attend this event.

Tickets are \$36 and can be pur-

chased online at www.jewishcharlotte.org.

For more information contact Tair Giudice, Director of Education and Engagement, tair.giudice@jewishcharlotte.org or 704-944-6759.



The Power of Women: Literacy and Tikkun Olam

On Tuesday, January 30 the Jewish Federation held its first women's philanthropy social action program. The program was co-chaired by Lisa Straus Levinson and Marisa Zeibert and focused on promoting literacy and addressing the reading crisis in our schools.

Lisa Straus Levinson is a native Charlottean and has been an elementary school teacher for more than 30 years. Lisa has witnessed the evolution of our city and the Jewish community. "I recently returned to Charlotte after living in Columbia for seven years," said Straus Levinson. "I was looking to reconnect with the community I so dearly love and I knew this was a perfect fit - Women and Philanthropy. It is a great way for us as women leaders to make decisions and have an im-

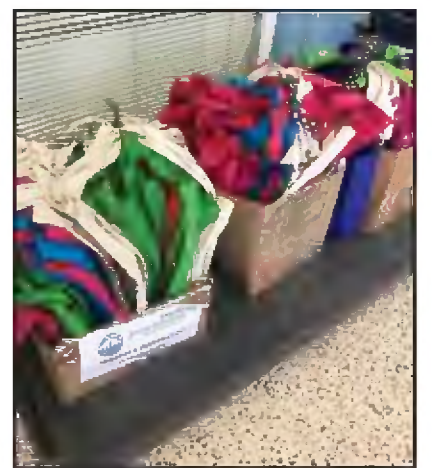


act on our Jewish community and greater Charlotte community."

Regarding her personal connection to the program, Zeibert added: "I became involved in the Federation's Women's Philanthropy because I appreciate both the opportunity and the challenge to make an impact beyond my dollars, on behalf of an organization that reminds me not only who I am, but motivates me to take strides towards who I want to become."

Zeibert continued to reflect when she said, "While we all align with the same chief fundamental goals that define Federation - let's face it - everyone may have a slightly different Federation chemistry or algorithm as it relates to engaging authentically with some events over others. That is why our Women's Philanthropy initiative is presenting women with multiple opportunities to connect, make a difference, and give. Our fall kickoff event was a huge success and allowed us to connect and be inspired by stories of women empowerment and entrepreneurship in Israel."

This past January was our opportunity to make a difference, but also bring attention to an educational crisis right here in our beloved Queen City, and also across the state and throughout the country. Today, only 39% of Charlotte's 3rd graders are reading at grade level. Thirty-nine percent! Third grade reading proficiency is a super strong indicator of high school graduation rates, with a staggering 96% graduating on



Donated PJ Library books and bags for Sterling and Huntingtowne.

time if they are reading proficiently at 3rd grade.

After hearing from representatives from Read Charlotte, a community initiative charged with doubling reading proficiency in Charlotte, the group divided into two groups to visit Huntingtowne Farms and Sterling Elementary schools. The women had a chance to hear from the assistant principal in the schools and then visit each of the 2nd grade classrooms. The women then read to the students and handed each student a book bag, donated by PJ Library, a national program which aims to promote Jewish literacy by sending free Jewish books to Jewish families across the world every month. PJ Library in Charlotte is funded by Liz and Brad Winer and the Jewish Federation. The day turned into an inspirational event felt by both the women and students involved. We hope you will join us at our next event on March 8 and continue to be inspired. ✪

**Want to learn more about the Jewish Federation, who we are and what we do?
See the insert inside this issue.
DONATE. VOLUNTEER. MAKE
A DIFFERENCE.**

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