

CAMPAIGN '80

Women's Division Campaign 1980

With a 44% increase in dollars pledged over last year, Women's Division Campaign is off to a proud start for 1980. In recognition of the critical needs of Jews at home and abroad, this year's goal is reaching and educating every Jewish woman in Charlotte. We believe that when the needs are understood, concern for fellow Jews will generate the dollars that buy life and dignity.

For the campaign so far, 42 cards have been signed for a total of \$7826. This is an increase of \$2402 over last year's total of \$5424 for the same cards.

January 8, from 7-10 p.m. the third worker training session will be held at the home of Jane Goodman, 800 Longbow, 366-1111. The work are 26 of

THURSDAY

ALIVE II

Co-sponsored by B'nai B'rith Women Charlotte Chapter

SPEAK-EASY-SPANISH

8 weeks - Tues. and Thurs. Begins February 7th

PAINTING

11 weeks, Begins Jan. 10th

BEGINNER'S CAKE DECORATING

8 sessions, Begins Jan. 17th

BODY MASSAGE

6 sessions, Begins Feb. 7th

GREAT DECISIONS

8 sessions, Begins Feb. 7th

In the month of January the campaign will, via a community Phonathon and Newcomer Teas, attempt to reach another 350 women. Campaign efforts to reach a total community always fall short of the goal. This year's campaign coordinators indicated that women who have not been reached and want to make a pledge are urged to contact Lynn Woodruff at the Federation Office (366-0358).

The campaign will officially end March 8, 1980 with a luncheon honoring all women pledging over \$100 to the 1980 Campaign. This year, for the first time, the Cabinet will print programs honoring the women who have contributed in the following categories:

- \$100 - 249
- 250 - 449
- 500 - 999
- 1000 - 1499
- 1500 +

Luncheon arrangements are under the direction of Ann Abel and Florence Jaffa.

We recognize the importance of learning together and educating the community. We will concentrate on improving the awareness level of the community and thereby strengthen the spectrum of giving.

It is a Solomon's Choice

by Marilyn Shapiro,
Pres. Women's Div.
Federation

In biblical days, King Solomon was faced with a serious choice to make. Today, in Israel, the Jewish Agency is faced with dire choices to make.

Some 20,000 elderly are dependent upon the Jewish Agency for mere bare sustenance. Should the Agency reduce the number of people it helps? Or should it assist the same number but substantially cut the less than \$60.00 per month they are presently receiving?

Israel desperately needs immigrants. But today many immigrants do not come to Israel because there is no housing for them. Should the Agency take money from the elderly, from Youth Aliyah, from the settlements, to provide housing for immigrants, or should it turn away the people so vitally needed to help the growth of Israel?

Rural settlements are a must for the growth and independence of Israel. In thirty years, the Jewish Agency has helped 500 settlements to bring the desert and the barren hills of Israel to fruitful abundance. These settlements have given the population a food supply and also provided a surplus to export and thus earn urgently needed cash. All but 145 of

these settlements have been brought to a point of self-sufficiency. The 145 that still need help from the Agency are those that were situated in places where the prime consideration was not agricultural growth, but defense; settlements on the Lebanese border, settlements on key hills in the Galilee. Should the Jewish Agency delay help to these settlements another unknown number of years?

In Youth Aliyah there are 19,500 children from 12 to 18 years of age. Of these 2,500 are immigrant youth. The other 17,000 come from the most disadvantaged sector of Israel's population, the victims of social and cultural deprivation to the point where they are seriously handicapped in learning and educational achievements. Youth Aliyah has brought tens of thousands of these youth to educational parity with their peers, not only preparing them to be contributing members of Israeli society rather than a burden to it, but even more important, allowing these human beings to be functional adults, to achieve their potential, to live with dignity. How does the Agency decide which 3,000 to 5,000 of these disadvantaged youth it should eliminate from the program?

Why does the Jewish Agency have these Solomon's

Choices to make? The answer is frighteningly simple, there are just not sufficient funds to make these very essentials happen.

What can we, as American Jews, do to help? We can say "yes, I will be generous" when we are called to contribute to the 1980 Federation Campaign. During the month of January each of us, men and women, will be called. Women's Division volunteers will call every Jewish woman in the community. There will be a phonathon on January 16, 17, 23 and 24, and many of you will be called by a group of volunteer women to do a telethon.

You will be asked to pledge as much as you feel that you can comfortably give over the next year. A whole year to pay because our pledge to you is that we make only one yearly appeal.

All of us making the calls feel uncomfortable asking for money. We do it because we recognize that all too often dignity and survival have a steep price tag. Whatever you can give will be most gratefully received on behalf of the international community which benefits from our efforts.

Please think about the above facts. Please be one of those who will help to alleviate the terrible burden of this Solomon's choice.

Conversations Over Coffee Warm Up Campaign

As the UJA Campaign begins to swing into high gear, the Education Committee will add its own momentum through a series of *conversations over coffee* during the months of January and February. These informal coffee hours will focus on **The Jewish Game of Life: Are We Playing by the Right Rules?**, a brief overview of the problems confronting us as Jewesses today and how the Charlotte community is dealing with them. The Federation will provide discussion leaders.

Conversations over coffee, according to Education Chairmen Bobbie Bernstein and Wendy Cohen, is designed as an introduction to the Charlotte Jewish Community and the role the Federation plays. Women who are new to the community, or who have been here a few years but have not yet involved themselves in Federation, will form the guest list. The coffees will serve, therefore, not only as a welcome type of social gathering, but as a friendly educational experience.

At least ten hostesses will be opening their homes for *conversations* beginning on January 7th. Some coffees are being planned for mornings at 10 a.m.; others will accommodate the working woman at 8 p.m. If you are new in Charlotte, or even if you are not, and interested in being invited, please call Bobbie Bernstein at 364-8880, or Wendy Cohen at 542-1755.

An Informed Woman Is A Committed Woman

We recognize the importance of learning together and educating the community. We will concentrate on improving the awareness level of the community and thereby strengthen the spectrum of giving.

Some people think that our local agencies' dues and charges cover the entire cost of doing business. The following examples show that this is not true.

The Jewish Community Center receives \$45,000 from Federation. This means that for every \$200 family membership the Federation gives \$112.

The N.C. Hebrew Academy receives \$20,000 from Federation.

The Blumenthal Home For The Aged receives \$25,000 from the Charlotte Federation.

BBYO receives \$3,500 from the Charlotte Federation. Part of these funds will support a Charlotte-based full time BBYO worker.

1,400 Jewish families receive free copies of *The Charlotte Jewish News* each month.

A Woman's Personal Gift is the Highest Expression of Her Self Image



Women's Division Representatives at the recent Federation convention in Montreal. l. to r.: Jane Goodman (Campaign co-chairperson), Sally Schrader, Pearl Kier, Mary Zorensky (National Chairperson Women's Division Council of Jewish Federations) and Bobbi Bernstein (Campaign chairperson).

A WOMAN'S WAY

Giving is a chosen responsibility — a Mitzvah evoking the noblest aspect of Jewish tradition. Join us today to meet the challenge of the 1980 Women's Division Campaign.