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Federation '80 Campaign Reaches \$610,000

With an overall increase of 25% over their last year's gifts, more than 900 donors to the 1980 Federation Campaign have made this the largest peacetime total ever achieved.

Women's Division pledges reached an all time high of \$30,000. Cochairpersons Jane Goodman, Gail Bienstock and Rose Luski attribute the success of the drive to the intensive educational program conducted in the fall.

"When people understand, really understand the needs, they respond generously. The women of our community have proven their willingness and capability. This was a wonderful campaign and next year's will be even better," stated Mrs. Bienstock.

Alvin Levine and Shelton Gorelick, cochairpersons for the Men's Campaign expressed their pleasure at the outstanding results, but they have indicated the drive isn't over yet. They report there are still a number of donors who gave in previous years who haven't been reached.

"We will reach them because

we know they want to be reached. These are people who have proven that they care," said Mr. Levine.

According to all estimates, the final total for the 1980 Federation Campaign could top \$620,000.

Allocations

Procedure Beginning

Under the chairpersonship of Stan Greenspon, the Allocations Committee of the Federation is beginning the work of determining how the Campaign funds will be distributed. The Committee uses the "Evaluator" system in which members of the Federation Board are assigned to learn about the smaller local and national organizations to whom funds have been given in the past. Actually, the task of education falls on the organizations themselves. Each organization receives the name of their assigned evaluator and are informed it is their task to contact and inform that person about the services and needs of the organization. Based on what they learn the evaluators prepare and submit written

reports to the Allocations Committee recommending dollar levels for 1980. As part of this process evaluators are assigned different organizations each year and thus the overall Federation Board becomes educated and current about all the recipients of funds. The major local recipients (Blumenthal Home, JCC, Hillel, Academy and BBYO) have evaluators assigned who are members of the Allocations Committee. Each of these organizations is required to make an in person presentation to the entire Committee as well as to educate their evaluator.

Even with substantial increases in local and national allocations the Charlotte Jewish Federation still sends proportionately more dollars to Israel than is sent by almost any other comparable community. In 1979 the Federation sent 71% to Israel. The 1980 figure is expected to be at least the same if not greater.

Academy Hires New Teacher



Shoshana Ravivi

An additional teacher for the Hebrew Academy has been hired to teach Hebrew. Mrs. Shoshana Ravivi, though born in the U.S., has lived in Natanya, Israel with her husband and children for many years.

She has been educationally trained and taught in both the U.S. and in Israel. Her secular education: Brooklyn College, B.A.; exchange program at Hebrew University; master credits at B.U. She received her Jewish education at Marshiliya H.S. and the Jewish Theological Seminary.

From 1970 to date she has been on the staff of ORT High School in Natanya. Her work has included both teaching and developing curriculum for the English department. From 1963-68 she was on the staff of the Deer Hill School in Cohasset, Massachusetts teaching the fourth grade as well as serving as reading consultant and coordinating a program for under-achievers. From 1961-62 she taught 2nd grade at P.S. 63 in Brooklyn, N.Y. During that period Mrs. Ravivi was also principal of the Hebrew School of Congregation Beth Hillel in Jackson Heights, N.Y.

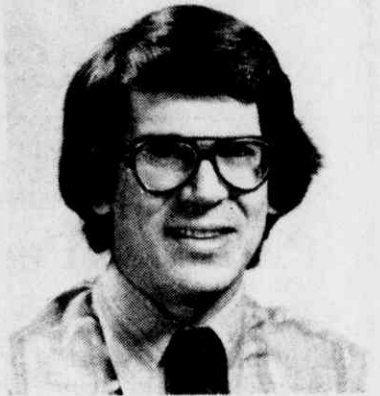
Federation Hires Social Worker

Mr. Louis Albert has been hired by the Federation as Director of Social Services. Mr. Albert's primary responsibilities will be in the areas of geriatric and vocational services. The office for Mr. Albert will be located at the Jewish Community Center. He will begin work on August 1. The September issue of the *Jewish News* will publish an extensive description of the kinds of social services Mr. Albert will be providing.

Mr. Albert has been employed as a caseworker with the Jewish Family Service of Worcester, Mass. for the past 4 1/4 years. In that capacity he provided counseling services to individuals, couples and families throughout the developmental range from childhood to old age.

He received his Bachelor's degree in psychology from Clark University and his MSW (Master of Social Work) from the State University of New York at Buffalo. His wife, Susan, is a librarian. The couple will be living at Pinehurst apartments.

With the hiring of Mr. Albert the Social Service Committee of the Federation completes a year long search for a director for this new program. The members of the committee are: Pearl Kier, Chairperson, Aaron Gleiberman, Stan Greenspon, Sally Schrader and Judi Strause.



Louis Albert

It was in the Spring of 1979 that the Federation approved the development of Social Services. The two areas of service to the elderly and service around vocational problems were selected as the key places to begin the program. It was the feeling of the Board that other areas for counseling may become needed, but these two were clear cut problem areas for the community as a whole.

"We are delighted to have found Mr. Albert," said Mrs. Kier. "We look forward to his coming and to the opening of a new chapter, a helping chapter, in the life of our Jewish community."

JCC Membership Exceeds 500

After five years of operation the JCC has passed the 500 mark in memberships. This achievement was announced by Ben Jaffa Jr., President of the JCC, who commented, "This is a tribute to those community leaders, board members and staff who have worked so hard to make the JCC the wonderful institution it is."

When the JCC opened its doors in 1975 it attracted 395 memberships. In 1976 that figure fell to 385 and then to 375 in 1977. However, the board wasn't overly concerned. They were aware that national statistics showed every JCC which opened in the past 20

years experienced a drop in membership by the end of the second year of 17-19%. Based on those figures the Charlotte JCC was doing extremely well to have gone down by just 5%.

In 1978 the confidence of the board proved correct when the membership surged to 422. Another leap was seen in 1979 to 477 memberships. The 500 memberships actually represent approximately 1800 individuals ranging in age from 2 weeks to 92 years.

Marilyn Shapiro, membership chairperson, says "1980 is far from over. We expect to top 520 before the year is out."

Complex Update

Community Project Continues To Move Forward

"If it sometimes appears that our efforts have stopped, it is only because we are moving as a community into totally uncharted waters, and we have to go slowly if we are going to go correctly and permanently."

These were the words of Harry Lerner at a meeting held Tuesday, July 8 in the Executive Offices of Family Dollar Stores. Present were leaders anxious to hear about and contribute their thoughts to the unique process of the Community Project. The result of the evening was a clear affirmation that the idea has passed the point of no return. The project will go through with the help, participation and cooperation of the entire Jewish community.

Mr. Lerner's words were clarified by a review of the process to date. The concept of the Community Project originally dates to 1960, but its coming to life dates to the Spring of 1979. Far sighted leadership perceived that each of four major institutions was in need of capital funding and the potential of sizeable acreage on Providence Road sparked the Project.

Nowhere in the nation was there a model to follow. Each attempt at similar cooperative effort in other communities had failed. The failure had usually

been the result of one of the organizations taking charge and the others resenting it. Fortunately for Charlotte, a climate of mutual trust already existed after 9 months of regular meetings between the Presidents of the Temples, Academy, JCC and Federation. The focus of these meetings had been the shared solving of problems and concerns. It was easy to shift the focus to the positive planning for the Community Project. Both the Presidents' Council, as this group was called, and a group of major givers agreed that the essence of the Project was equality among the organizations. Thus one of the chief stumbling blocks experienced in other communities was overcome.

In the Spring of 1979 the Federation was asked to provide the funds to hire a social planner to map out the process to be followed. An outstanding individual was selected and flown in from Miami. He spent a day meeting with all those involved and then he spent a month thinking through and preparing his report. By the time his report reached Charlotte the Presidents' Council and the group of major givers had already accomplished

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Coming Next Month.... JCC Adult Class Schedule