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Record Amount Goes to UJA

In response to the urgent needs of Israel over \$240,000 was received and transmitted to UJA during the month of December 1980.

Ira Schulman, Cash Collections Chairperson for the Federation, reported this figure with the comment, "When the needs are greatest the generous pledgers of Charlotte can be counted on to become the generous givers." Even as he spoke with pride of what has been accomplished, Mr. Schulman went on to report plans for a year-round cash collections effort. "Just as important as the campaign to solicit pledges is the campaign to collect cash," said Schulman. "In the past five years Charlotte has become outstanding in its ability to turn pledges into dollars. We are rated one of the best in the country and we intend to stay that way."

Mr. Schulman cited a recent letter from Akiva Lewinsky, Treasurer of the Jewish Agency in Israel. Mr. Lewinsky said, in part:

"The reasons for this urgency are frighteningly simple and clear. It is not only that needs here in Israel are so much greater and certain situations so much more critical than they have been for some time. It is the simple, brutal fact that the word 'same' as applied to cash

means 'less', at least fifteen percent less. 'Same' means that, dollar for dollar, we are compelled to provide at least fifteen percent less aid, less service, simply to do less.

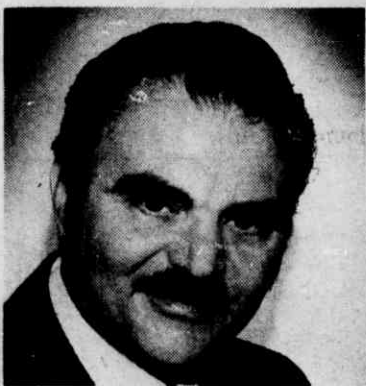
"I do not dare even to think about receiving less cash in absolute terms.

"There are plenty of people — wonderful young Israelis and new immigrants — ready to move into settlements, four and five applicants for every place. But we need the cash.

"I could go on and tell you of the painful, sometimes bitter discussion we had about cuts in the number of kids we could take into Youth Aliyah, about providing even the same level of community services when the Government was cutting such services drastically. Maybe you have read the news reports on the unhappiness in the neighborhoods of the big cities and in the development towns, over unfulfilled expectations. The people there certainly have a right to their expectations. These families have been waiting 20, 25, 30 years for a better life. With the Government cutting back in every area of human needs, they look to the Agency and to Project Renewal for help.

"A lot of this help we can provide — if we have the cash."

Yiddish Theatre Back by Popular Demand



Ari Fuhrman

A must-see show full of laughter and song will be presented March 3, at 8 p.m. at Temple Beth El by the Yiddish Musical Comedy Theatre. It is sponsored by the Yiddish group-Jewish Community Center. The cast starring Chayele Ash and Ari Fuhrman, a husband-wife team, thrilled Charlotteans when they appeared here last. The program is called "A Gut-Yom Tov, Yidn" and is in celebration of 100 years of mass Jewish immigration from eastern Europe and the 80th anniversary of The Workmen's Circle. There are Yiddish humor, sketches and Yiddish and Israeli songs. It is of special appeal to all Yiddishists!

Others in the cast are Abraham Fuhrman, Ari's brother, who is an accomplished singer; Leah Shinderovsky, a well-known Russian singer; Edythe Kesilman, the accom-



Chayele Ash

panist, is a concert pianist.

Chayele Ash was born to parents who were well known performers in Yiddish Theatre in Bessarabia. She began her career at the age of six. In 1941 Ms. Ash studied directing with the great Michoels and in 1945 performed in the D.P. camps and liberated towns of Poland. Ms. Ash came to Israel in 1948 where she organized and starred in its first Yiddish Theatre. Since 1962 she has resided in Philadelphia where she founded the Yiddish Musical Comedy Theatre which has toured all over the U.S. and Canada. Ms. Ash has appeared on local television programs in "Mame Loshn." She toured Great Britain in 1956 and South Africa in 1960-61 and most recently returned from a successful tour in South

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Your Money Wisely Spent

by Marvin Bienstock

At this time of year the "News" devotes a great deal of space to informing the Jewish Community about the new Federation Campaign — the 1981 campaign. Perhaps it is a sign of faith that there isn't a cascade of letters and calls to the Federation office saying, "Before you ask for new money, we want to know what happened to the 1980 campaign dollars."

Far be it from me to undermine "faith," but since there is a wonderful answer to the unasked question I am going to give you that answer in the hopes that it will strengthen your faith and your commitment to giving. It takes all year to do the groundwork for allocations. There are new requests to be reviewed, old recipient organizations to be annually reassessed and there is the ever present discussion of local needs vs. Israel.

The Allocations Committee begins by asking members of the Federation Board to act as evaluators for both the new and previous organizations. The board member who accepts such a responsibility reads mountains of information from his/her assigned organization as well as from the Council of Federations who publish annual evaluatory material. Often the evaluator receives phone calls or visits to discuss the functions and the financial needs of the particular organization. Ultimately the evaluator must make either a written report or an inperson presentation to the committee. All this work and effort is the same whether the allocation is \$100 or \$2500.

Women's Division

by Gail Bienstock

At the invitation of the Women's Division of Charlotte Jewish Federation, Gail Evans and Ruth Katz, Global Research Services, spoke to an enthralled audience of approximately 100 at Temple Beth El on "Super Powers in Crisis" — an American Jewish Perspective. They highlighted differences in policy and beliefs between the Russians and the Chinese and examined the naivete of China and the USA and its effect on the Mid-eastern policy. Overall implications for the American Jew was then discussed.

Ms. Evans having recently returned from a brief stay in China, reported viewing complete subterranean cities built there as bomb shelters against Russian invasion. The desire of the Chinese to establish close agricultural ties with Israel, is evident she admitted, but fear of "further shaking up the equation in the Middle East" makes cooperation with Israel a current impossibility. The Chinese fear Mideastern aggrandisement of Russian

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The Allocations Committee reserves the hardest work for itself. Members of the Committee are assigned as evaluators for the major local recipients: The Blumenthal Home, the Hebrew Academy, JCC, Hillel and B'nai B'rith Youth Organization. As Evaluators they go through the same process as the board members but amplified many times. There are board meetings of their assigned Institutions to be attended, special meetings with professional staff and lay leaders, budgets to be reviewed, etc.

The major local recipients also make in person presentations to the total Allocations Committee. Hours are spent discussing current needs as well as future plans. The questioning is direct and the answers honest. Often the Committee has more to offer than possible funding. The Committee can often recommend and arrange for national resources to be made available to the recipient agency in the form of consultation or printed material.

The months of preliminary work pass all too quickly and culminate in 8 to 10 hours spent

on two consecutive evenings. The end product is a detailed series of recommendations to the Board of the Federation. At the meeting where these recommendations are presented there often occurs a unique benefit of this intense process. No board member may serve as evaluator for a particular organization for more than one year. Over the past 4 years of this system a number of board members have come to know and understand three to four different organizations. When a question arises about a recommended allocation, the necessary information may come from anyone seated around the table.

LOCAL vs ISRAEL

As the Charlotte Community has grown so have our Jewish institutions and their needs. At the same time the needs of Israel have expanded rapidly. For some communities this has posed a perplexing problem in choosing priorities. Charlotte has found a way to resolve both obligations without hurting

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Project Box Score

In an 11 hour marathon session held in early January the members of the Architectural Search Committee heard presentations by 8 architectural firms. Each discussed their areas of special competence and their preliminary thoughts about the Community Project. Each member of the committee rated the 8 candidates independently; based on these ratings the committee recommended that the board of the foundation commission the firm of Wilber, Kendrick, Workman and Warren, Architects, to proceed to prepare a masterplan of the Community Project suitable for presentation to the entire community. The board at its Jan. 19th meeting unanimously accepted the committee's recommendation. The members of this committee are Leon Levine and William Gorelick (co-chairpersons), Harry Swimmer, Mark Bernstein and Sherman Levine.

Under the chairmanship of Abe Luski, a unique program designed to involve several hundred people is moving from the planning stage into implementation. In a preliminary series of meetings the Presidents, Rabbis and Directors of the 5 Community Project institutions met and designated a number of areas in community life including adult education, children's education, the aged, sports, arts, community relations, family life, etc. Each institution agreed to select people for each of these community life areas. In addition, the other organizations and institutions in the community will be asked to select people in each of the areas they consider applicable to their goals and purposes. The goal of this entire program is to develop positive lines of communications throughout the community in all areas of Jewish life and to provide opportunities for idea sharing and brainstorming between people of similar interests. The ultimate hoped for benefit is stronger individual institutions and organizations able to respond to the needs and desires of their memberships.

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