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Shalom Park's Opening Set For May 18

The long anticipated opening of Shalom Park has been set for Sunday, May 18. This announcement by the Foundation and its President, Mark Bernstein, culminated the years of planning and the months of building activity on the Providence Road site.

The May 18 date will be the first of two major openings. On that date the ribbon will be cut and the facilities will open for use by the members of the participating institutions and the community-at-large. In September, a Dedication Weekend will mark the formal

beginning of the first full year in the facility.

Alan Blumenthal, Foundation Chair for the two events, reports that the May 18 date is designed to be a festive afternoon which will show off the Jewish Education and Community Center and the outdoor facilities. The planned formal ceremonies will be brief and punctuated by a series of "spectacular" moments. While these moments are a closely guarded secret, they are reported to involve hundreds of individuals and a number of "firsts."

After the mezuzah is affixed and the ribbon cut, the next several hours will offer those who attend a chance to see the facilities in action. The Leon and Sandra Levine Jewish Community Center Building will bustle with sample classes and demonstrations both indoors and out. The Blumenthal Education Building will feature a carnival of booths designed to provide fun, learning and prizes as participants of all ages move from room to room.

Self-guided tours will be assisted by Information Stations at strategic points. In the central multi-purpose room, an Information Center will provide displays from all the institutions and organizations of the Jewish community.

While many of the plans are in place, a number of additional exciting ideas are still under exploration. Blumenthal reports that these will be revealed in both the *Charlotte Jewish News* and in mailings to the community.

The September Dedication Weekend will be highlighted by a community-wide event as well as a black tie dinner.



One of two entrances to Leon & Sandra Levine Jewish Community Center Building. To the left and right, joined by the bridge, are portions of Blumenthal Jewish Education Building.



Seen across the kiddie pool & outdoor pool complex are the Leon & Sandra Levine JCC Building (R) and the Blumenthal Jewish Education Building (L).

Outreach Update:

Many Accept 6 Month Temple Memberships

More than 70 individual and family responses were received by Charlotte's three temples to their outreach offer of a 6-month membership for long standing unaffiliated Jewish community residents. The various membership chairs and special Outreach Committees have been busily at work planning and carrying out special programs and activities for these "new" members. Each of the temples reports outstanding success and a wonderful sense of community and caring.

While the approaches to outreach have varied from temple to temple, the intention and the results have been the same — to make these new members feel wanted and comfortable as part of the temple family. Individual invitations to attend services, classes, etc. have been coupled with pairing new and old families. Social events and family events have brought together the new and the old members for hours of getting to know one another.

The 70 responses cover more than 300 adults and children. Ruth Goldberg, Federation Outreach Chair, and Bill Ashendorf, Foundation Outreach Chair, are extremely pleased with the results. Goldberg began the project in the fall of 1984 with a survey of the attitudes on temple membership of the unaffiliated.

"One third of those without temple membership responded," said Goldberg, "and their major desire was to feel wanted and welcome. The response to the free 6-month members and to the warm, personal outreach being

displayed by each of the temples proves that those original survey results were right."

The Outreach Committee of Federation and the Foundation Outreach Task Force will continue to seek ways to enable individuals and families to feel wanted, welcome and comfortable in the temples and the other Jewish institutions and organizations.



Community-Wide Young Children's Shabbat Service: Joshua Blumenthal "studies" Torah at Temple Beth El. For story and more photos see page 12. Photo/Roger Meyers

Efforts Continue To Reach \$1 Million In '86 Federation Campaign

With an all time record of \$962,000, the 1986 Federation/UJA Campaign is the largest in the history of the Charlotte Jewish community. It represents an increase of 20% over the 1985 Campaign.

The Women's Division, chaired by Emily Zimmern and Vicki Hopkins, raised \$96,000 for a whopping 33% increase!

Ron Katz, overall 1986 Campaign Chair and new Federation President, attributed the success to the combined factors of hard work and community response to the opening of Shalom Park.

"Our community is on the edge of a new era," said Katz, "and every one of us realizes that it will take dedication and commitment to make that era a success. The Jews of Charlotte have proved that they are willing to make that commitment."

More than 100 workers participated in the divisions and programs of the campaign, which began back in September '85. Each month saw a combination of events and ongoing solicitations culminating in Super Sunday and both Women's and Men's Major Gifts Dinners.

The 1986 Campaign incorporated a new concept in setting goals and in allocations. In August '85, the major local recipient institutions prepared and submitted their 1986 budget needs. These were reviewed by the Allocations Committee under the chairmanship of Don Bernstein. The goal for the '86 Campaign was set based on these evaluations.

In early January, the Allocations Committee met again and, based on the achievements of the Campaign, made specific recommendations to the Board for 1986 Allocations. These recommendations were heard and approved by the Federation Board.

In an unusual step, the Board felt that it was important to raise as much as possible of the additional funds necessary to reach the original goal. Letters and phone calls to those already pledged produced an additional \$17,000. This effort to reach the \$1 million mark still goes on.

"In the next issue of the *Charlotte Jewish News* we expect to report that we have reached that \$1 million mark. We have every confidence in the continued support of our outstanding community."