

# The Charlotte JEWISH news

An Affiliate of the Jewish Federation of Greater Charlotte

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## Leon and Sandra Levine Lead the Way into 2014

With the announcement of their 2014 Federation Annual Campaign gift, Leon and Sandra Levine have set the pace for a record-breaking \$3.5 million Campaign by combining a generous base gift with an inspiring and motivating combination of Challenge Grants and Matching Gifts.

The Levines have contributed the cornerstone gift to Federation's Annual Campaigns for decades, increasing their donations annually to help Federation achieve its ever-growing Campaign goals. In recent years, however, The Leon Levine Foundation has partnered with the Federation to incentivize its donors to thoughtfully do the same. With the help of "last dollar" Challenge Grants, The Leon Levine Foundation has repeatedly galvanized the community to stretch its fundraising capacity, all in the spirit of achieving a collec-



Sandra and Leon Levine

tive goal. This year, in addition to a \$50,000 Challenge Grant, the Levines have generously added a \$35,000 Matching Gift to the mix – enabling donors to leverage their own contributions by doubling the impact of their new or increased Campaign donations.

Leon and Sandra Levine are having a profound impact on our community, not only through the gifts they make to the Federation and other beneficiary agencies, but also in the way in which they inspire each and every one of us to work together to achieve our annual fundraising goals. We know that Jewish life in Charlotte is thriving thanks in large part to their support and generosity. We also know that by following their lead, together we can do extraordinary things. ☆

Thank you to  
Leon and Sandra  
Levine!

- Cornerstone Gift
- Matching Gift
- Challenge Grant

## Super Sunday Is January 26 Experience The Magic Of Community

Join in on **The Magic of Community** during Super Sunday 2014, the community's largest fundraising phone-a-thon.

On January 26, you too can become a Mitzvah Magician. By answering the call you can help serve a hot meal to a poor child in a village in Ukraine or deliver medicine to a fragile Holocaust survivor in Israel. With just one gift you can give a teenager her first Israel experience or inspire a young family's love of Jewish life and culture through PJ Library. That's the magic of our Jewish Federation.

This year, the Jewish Federation is doubling its annual Super Sunday phone-a-thon, and will hold two Super Sundays – on January 26 and May 4. This year's Super Sunday Co-chairs are Marcie Jacobs and Jeff Turk.

Additionally, the Federation is thrilled to have received a match-

ing grant from The Leon Levine Foundation giving donors the opportunity to double the impact of their gifts. Any new or increased gift will be matched dollar-for-dollar. Now that's the kind of magic that will help the Jewish Federation reach its goal for the 2014 Annual Campaign.

While the full-day phone-a-thon takes center stage, the programs and activities for all ages make Super Sunday a community celebration and day of social action. Families with young children will enjoy a magic show with Thomas the magician, while having the opportunity to participate in a hands-on mitzvah project.

There are three conveniently scheduled call sessions: 9-11 AM, 11 AM-1 PM, and 6-8 PM. Train-

ing is provided on site as well as meals and snacks to help fuel our busy volunteers.

So, bring your positive energy and join us as we mobilize our Jewish values of tzedakah and tikkun olam into action on this magical day.

Together, we do magical things.

For more information or to volunteer contact Tair Giudice, Director of Outreach and Engagement, at 704-944-6759 or tair.giudice@jewishcharlotte.org. ☆



For more details on Super Sunday, see page 8.

## Charlotte Jewish Film Festival Announces 10th Anniversary Slate

Ten years ago, The Charlotte Jewish Film Festival presented two films over one weekend to about 140 people. This year, the CJFF celebrates its 10th Anniversary season with more than 20 events to an expected audience of more than 4,000.

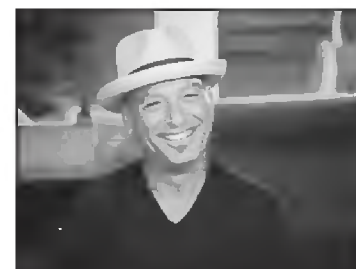
"We wanted to do something special to recognize the tenth anniversary," said Festival Director Rick Willenzik. "We think we've done that with an incredible slate of award-winning, entertaining, and thought-provoking films."

The number of films included in the All Festival Pass has been increased from 11 to 13. In addition, the festival is offering a number of "CJFF Extras," separate events that will run before, during, and after the core festival (February 22-March 9).

"There are a number of groups that we are collaborating with this year for the first time that we hope will become long-time partners with us," said Willenzik. "We also have extended agreements with our long-time community partners that continue to give us tremendous support."

The All Festival Pass is now on sale at the JCC front desk and online, along with a special Early Bird All Festival Pass that represents a \$50 savings over buying each film individually. More information and the complete schedule of films and events can be found at charlottejewishfilm.com.

dessert celebration follows the film. A heartwarming Israeli crime comedy about a 12-year old boy who concocts a plan to enact revenge on the bank that ruined his family.



*When Jews Were Funny*, Sunday, February 23, 7 PM at Temple Israel (sponsored by Temple Israel). Insightful and hilarious!

(Continued on page 16)



### 2014 Charlotte Jewish Film Festival Schedule

*Hunting Elephants*, Saturday, February 22, 7:30 PM at Regal Ballantyne Village Stadium 5; Opening Night 10th Anniversary Celebration (sponsored by the Charlotte Chapter of Hadassah); special Diamond Anniversary

**Jewish Federation of Greater Charlotte: What does the Jewish Federation do?**

**What does the Jewish Federation support?**

**How can you help?**

**See pages 6 & 7.**

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