

# The Charlotte JEWISH news

An Affiliate of the Jewish Federation of Greater Charlotte

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## New Logo Marks New Era for the Jewish Federation of Greater Charlotte

The Jewish Federation of Greater Charlotte unveiled a new logo for the 2015 campaign year to help create a strong visual identity and raise greater public support to usher in the next generation of Federation.

Our Jewish Federation is joining more than 100 Jewish Federations across North America who have already adopted the new logo to help build greater awareness locally while better synchronizing with the wider Jewish Federation movement, which is made up of 157 Jewish Federations and 400 independent network communities.

The Federation Board of Trustees approved the updated look in November and the new logo was introduced at the 2015 Main Event on December 11 where we celebrated our 75th anniversary.

The new logo – with a circular design and menorah – is a strong innovative mark rooted in Jewish traditional signaling the centrality and stature of the Jewish Federation, while remaining inviting and optimistic. The updated logo refreshes the Jewish Federation of Greater Charlotte image while better articulating its mission to raise and distribute funds to support and enrich the lives of Jews locally, nationally, in Israel, and worldwide. Through education and community building, the Federation's mission ensures that



Jewish values, goals, traditions, and connections are preserved for current and future generations.

“When you look at the non-profit fundraising world, the most successful organizations are those with recognizable national brands,” said Sam Bernstein “With this move we can leverage the continental recognition to more effectively engage a wider audience enabling us to strengthen our base of support and raise more funds to meet the ever-growing needs here in Charlotte and throughout the world. The federation system, collectively, ranks among the top 10 charities in North America related to the good work it accomplishes. Through our collective branding, we will strengthen our system's message that we are one of the most trusted organizations to meet the charitable desires of the Jewish community.”

By creating a more vital Jewish Federation brand, we can better

tell our incredible story of how Jewish Federations together address Jewish needs at home, in Israel and in more than 70 countries around the world. The strength and power of our community is so much more when we work together, and this new positive message emphasizes that. ✦

## The Power of One Woman Jewish Federation Women's Season to Open with Holocaust Story of Polish Rescuer Told by Her Daughter

Thursday, January 15, 7:30 PM  
in the Sam Lerner Center at Shalom Park

A moving evening of inspiration and empowerment is in store for women from throughout the Jewish community as the Jewish Federation of Greater Charlotte opens its new women's season. They'll gather on Thursday evening, January 15, to hear about one woman's courageous efforts to save Jews in Poland during the Holocaust, as Jeannie Smith shares the riveting story of her remarkable mother, Irene Gut Opdyke.

One of the Righteous among the Nations, Irene Gut Opdyke's life-saving actions while working



Jeannie Smith

for a high-ranking German official were recently memorialized each night on Broadway in the nationally acclaimed play, “Irena's (Continued on page 7)

## Another Terrific Lineup for the Charlotte Jewish Film Festival

The Charlotte Jewish Film Festival moves into its second decade with its most ambitious slate yet.

“The selection committee had its toughest task ever,” said CJFF Co-Director Rick Willenzik. “But they've certainly filled our mission of finding the best in Jewish film from around the world.”

The Festival is again offering the extremely popular CJFF Early Bird Special All Festival Pass until January 11 at the incredible price of \$99 (includes 14 films - a \$155 value). Starting January 12, the CJFF All Festival Pass will run \$125, still a \$30 savings.

There are three films in the Mondays at Lake Norman series. A discounted pass is available for \$25 (a \$30 value).

Tickets can be purchased at charlottejewishfilm.com. CJFF reps will also be in the LJCC lobby on Sunday, January 4 and Sunday, January 18 from 10 AM–2 PM.

For additional help, email contact@charlottejewishfilm.com.

**The 2015 CJFF Schedule Side Dishes: A Night of Free Shorts; Free Event**  
Wednesday, February 11, 7:15 PM

A celebratory start to the 2015



CJFF featuring a collection of award-winning short films.

**Marvin Hamlisch: What He Did For Love (Opening Night), \$25**  
Saturday, February 14, 7:15 PM  
Sponsor: Charlotte Chapter of Hadassah

A deeply personal, insider portrait of one of the greatest artists of our time.

**Above and Beyond, \$10**

Sunday, February 15, 7:15 PM  
Community Partner: Temple Israel

A terrific new film on the group of Jewish American pilots who answered the call to fly for Israel in its War of Independence and formed what is now the Israeli Air Force.

Producer Nancy Spielberg is scheduled to appear.

**My Italian Secret: The Forgotten Heroes, \$10**  
Tuesday, February 17, 7:15 PM

Narrated by Isabella Rossellini, this film celebrates sports idol Gino Bartali and other Italians who risked their lives to save Jews fleeing the Nazis in WWII.

**Run Boy Run, \$10**  
Wednesday, February 18, 7:15 PM

The extraordinary true story of a Polish boy who seeks help in his struggle to outlast the Nazi occupation and keep alive his Jewish faith.

**Beneath the Helmet: From High School to the Home Front, \$10**  
Thursday, February 19, 7:15 PM  
Sponsor: Jewish Federation of Greater Charlotte

A powerful coming of age story that follows five Israeli high school grads as they start their

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