

The Charlotte JEWISH news

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The Power of Women

Passion, Purpose, and Pie: It's Never Too Late to Pursue Your Passion



Thursday, April 11, 7:30 PM at the Sam Lerner Center for Cultural Arts

The Jewish Federation's Women's Philanthropy engages Jewish women in the fulfilling work of making the world a better place. We are building and supporting Jewish life for today and for generations to come. Our collective philanthropy enriches our own lives while improving the lives of others. To celebrate the generosity and power of women in our community, Women's Philanthropy invites you to join us for our annual Spring Event on Thursday, April 11. This event recognizes women who make a minimum gift of \$180 or more the Jewish Federation's Annual Campaign. Pearl Society Co-Chairs, Staci Mond and Elizabeth Ren, are co-chairing this event, which features Cathy Barrow, a serial careerist, award winning food writer, and pie maker. Cathy will share her journey of how over the years she has redefined herself

and her career, proving that it is never too late to pursue your passion. She will also reveal the delicious new food trend of slab pies, from her newest book *Pie Squared*.

Tickets are \$36 and can be purchased online at www.jewishcharlotte.org.

For more information contact Hana Toch, Development Associate, at ilana.toch@jewishcharlotte.org or 704-944-6784. ☆

Women's Philanthropy Leadersip Team

Dale Polsky, Chair
Sara Kulbersh and Meredith Baumstein, Lion of Judah Co-Chairs
Melanie Brown and Debra Van Glish, Pomegranate Society Co-Chairs
Staci Mond and Liz Ren, Pearl Society Co-Chairs
Jill Halverstam, Lisa Strause Levinson, Debbie Porter, and Marisa Zeibert



Federation Campaign Team Captains Are Making an Impact

The Jewish Federation of Greater Charlotte raises and distributes funds to support and enrich the lives of Jews locally, nationally, in Israel and worldwide. While our local Jewish community is growing, the opportunities and challenges to affect more Jews throughout our region of the Carolinas are increasing rapidly. To fulfill the promise of these opportunities, Federation is being asked to fund more – from both

our community's current Jewish agencies and new organizations and initiatives that are launching every year. Over the past decade, Federation has doubled the number of agencies and initiatives it funds.

This year, Federation has restructured its Campaign Cabinet – the core group of volunteers that partner with Federation staff to provide our Jewish community with the resources we need

to grow and thrive. The Cabinet consists of three Teams: The Ask Team is responsible for securing gifts to Greater Charlotte's Jewish community through Federation's Annual Campaign; the Connect Team builds Charlotte's Jewish community by having conversations with community members about Federation's important work; the Thank Team expresses gratitude to the Jewish community's generous donors – at every level of giving.

Federation's Campaign Cabinet is led by five Team Captains – Gail Baron, Eliza Carney, George Cronson, Zach Gerger, and Lisa Strause Levinson. CJN sat down with them for an interview recently.

CJN: Please describe your Team's role in your own words.

George Cronson: Our team is here, as we are every year, to ask our generous donors to continue to support our important work and to enlighten others about what the Federation does and to ask them to walk with us in our mission. We ask for increases so that we can continually support our growing community.

Zach Gerger: With the new system in place, I see this "Askers" as the stimulus piece to the puzzle of the pledge. While the interaction between the cardholder and donor is primary I see the role as providing the stimulus and supportive team to help get the job done.



George Cronson, Eliza Carney, Lisa Strause Levinson, Gail Baron, and Zach Gerger

Gail Baron: The Connect team is essentially a group of Federation messengers. We have created a more systematic way of connecting with people that either don't know about the great work of Federation, or may want to know more. We have been doing this for years, but not in an intentional way, with a cadre of committed people who will have meaningful conversations with various folks and report back to our campaign team on how we can better engage the greater Charlotte community in our mission.

Eliza Carney: The Connect team serves to create dialogue around and surface the many ways that Federation impacts the

Jewish community, and to present opportunities for community members to deepen their connections with the Jewish community as a whole.

Lisa Strause Levinson: The Thank team's job is to reach out to as many donors as we can and take a few minutes to express our gratitude to our donors for the support to the Federation's annual campaign. Thank team members have made phone calls, written personal notes and emails trying to reach donors. To date, we have personally thanked almost 500 donors.

CJN: What impact do you personally feel that Federation has on the community?

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