

# The Charlotte JEWISH news

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## Super Sunday: A Federation Tradition

By Ilana Toch

Each year, volunteers in our Greater Charlotte Jewish community have a tradition — they come together on behalf of our Federation to make phone calls to raise funds for the many essential services and programs that the Federation supports. This year, on February 14, our Super Sunday tradition continues, but will have a little twist. Rather than coming together, callers will contact potential donors from the comfort of their own homes, connected virtually by Zoom. The Zoom format will enable volunteers to share the excitement of making calls virtually, together. While volunteers will be calling from different locations, they will be calling with the same heart and passion for all that Federation supports.

Last year the Federation raised a record amount on our “Road to \$5 Million” to support the Jewish community — locally, in Israel, and around the world. These funds provided vital assistance to our beneficiary agencies. This year, that record-breaking tradition will continue.

This year’s Super Sunday on February 14 is being co-chaired by Rachel and Jona-

than Friedman. Both have been active in our community for several years. Rachel serves as co-president of Charlotte Jewish Preschool PTO and is on the board of Jewish Family Services. A Charlotte native, Rachel is the third generation to be involved in the Charlotte Jewish community. Rachel’s parents, Claire and Paul Putterman, have volunteered in leadership roles for a variety of Jewish organizations for decades, and Rachel fondly remembers her defining experiences in Jewish programs throughout her childhood and high school years.

Jonathan serves on the board of the Jewish Federation, as well as on its Allocations Committee, and is the first vice president of the Charlotte Jewish Preschool board.

After moving back to Charlotte in 2015, Rachel and Jonathan graduated from the Bernstein Leadership Group, where they were inspired to dive into the great work happening around the community and made some amazing friends in the process.

Below are excerpts of an interview in which Rachel and Jonathan tell us more about themselves, their role in the Jewish community and with Super Sun-



Super Sunday co-chairs, Rachel and Jonathan Friedman

day, and why they give.

**So, why did you want to co-chair Super Sunday, and what is your role?**

The Federation is all about connecting our community, and

no day creates more connections than Super Sunday when volunteers make hundreds of calls to rally support behind inspiring Jewish causes in Charlotte and throughout the world.

Even though many think of Super Sunday as being just about fundraising, there is something special about all of those conversations taking place in just a few short hours. In a year when our shared experiences have revolved around so much grief and fear, Super Sunday is a time for us to remember the amazing things we can do when we come together as a community.

Our role as Super Sunday chairs is to rally a group of motivated volunteers to deliver joy and enthusiasm as they reach out across Charlotte to solicit pledges that will keep our community’s organizations strong for another year. All of us have our own stories of the warmth, compassion, and generosity shown by our fellow Jewish Charlotteans, and Super Sunday is the perfect time to remember and share those memories.

**What will this year be different?**

Super Sunday will be entirely  
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## JCC Goal Exceeded!

By Marisa Jackson

On October 16, 2020, The Leon Levine Foundation challenged our community to raise \$1,000,000 by generously agreeing to match us dollar for dollar up to \$500,000. They challenged us to work together to ensure our J remains vibrant and a place for generations of families to call their “home away from home.” After seven months of lost revenue and declining memberships, it was time to take action. After launching the Challenge Campaign, we watched as our community stepped up and met the need at this critical time. Together, as a community, we not only met that challenge but exceeded it!

Nearly 400 families participated in the Challenge Campaign. Thirty families have deepened their support to the J by upgrading to a Distinctive Level or moving up to a higher level of distinctive membership. Ninety-four families restored their membership. And to those who have stayed members throughout the pandemic, thank you! This overwhelming support has sustained us and brought us to this day.

So today, despite the challenges we faced in 2020, we will begin 2021 by celebrating our community coming together to accomplish something remarkable. By exceeding our goal, we will be able to continue offering valuable programs like

Oasis, the Butterfly Project, and Rock Steady Boxing. We can continue to provide scholarship programs like Freedom School and Camp Soar. And we can continue to meet our mission of enriching lives and building relationships through quality Jewish experiences.

We all know that the challenges posed by COVID-19 are not over yet. Feel assured, when planning for Levine JCC programs, that safety is our highest priority. We’re here to provide programs and services for everyone — in a healthy and safe way. We will continue to offer our programs and services indoors and outdoors, including Group Ex Classes, tennis, aquatics, pilates, and massage, while also providing a way to connect virtually through our weekly On Demand classes, virtual person training, and our Charlotte Jewish Film Festival (February 4 – 28). Our summer camp registration is now open, and our camp staff is eagerly preparing to provide our campers with a memorable summer.

To Register:  
• Programs & Services: [www.charlottejcc.org/register](http://www.charlottejcc.org/register)  
• Summer Camp: [www.charlottejcc.org/camp](http://www.charlottejcc.org/camp)  
• Charlotte Jewish Film Festival: [www.charlotte-jewishfilm.com](http://www.charlotte-jewishfilm.com)

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