



# Women's Philanthropy

*"What we do for ourselves dies with us.  
What we do for others and the world remains and is immortal." - Albert Pike*

September 2022

Volume 2 Issue 1



## President's Message From Tammy Woldenberg

Dear WP Family,

One of my family's *Rosh Hashanah* traditions is to wear something new on the holiday (even if it's just underwear). There is something special about the concept of "newness" and the promise of a fresh start, a clean slate, and the opportunity to "reset" and to make things better.

As we welcome the New Year, we are excited to welcome each of you to your new positions on our Board! Our involvement in Federation impacts countless lives all over the world. The infrastructure provides life-saving relief and a vast array of programs and services to care for the vulnerable and strengthen Jewish life today and for future generations. Despite the challenges of the past two years, we were able to meet our goals and even exceed expectations in terms of original programming. In addition to keeping our community afloat, we helped families struggling with the effects of the COVID-19 pandemic, the Surfside collapse and sent help to Ukrainian and Russian Jews in need. However, we realized that to continue our important work we need to grow and change. It's time to reset and to kick off our year stronger than ever. Therefore, we are reimagining our structure and reinventing our programs. We promise to do our best to make sure we don't have any "bored" meetings. Be sure to join us on Sept. 22 for our kickoff event, which we are calling "Light up the World." We will be making candles, socializing and sharing with you our plans for this coming year. We also want to hear your ideas and goals as we strive for a more collaborative Board experience. As we say in our prayers during *Rosh Hashanah* and *Yom Kippur*, there are three paths which ensure that we are "written and sealed" for a year of sweetness and abundance. *Teshuvah* means a return to one's true innermost good character. *Tefillah* means attachment and connection with G-d. And *zedakah* means righteousness. In other words, a person's possessions are entrusted to her by G-d in order that she justly fulfills her duty and gives to those who are in need. In fact, we believe that when we give freely to others, G-d in turn gives freely to us. Let us take the message of the High Holidays with us into every day of the New Year and utilize the opportunities to give with grace and receive with gratitude. In service to others lies the real eternal treasure, which is multiplied by the number of lives we touch. With that in mind, we chose our theme for this year to be "What we do for ourselves alone dies with us, what we do for others remains and is immortal" (Albert Pike). I look forward to working together with each of you to do more for others.

## Campaign Update

We are happy to report that so far:

- The **2022** General Campaign has raised \$17.5 million from more than 4,400 donors with a card-for-card increase of 12.77%.
- The Women's Campaign has raised \$5 million from more than 2,300 donors with a card-for-card increase of 15.71%.

We are already running the 2023 Campaign. Please be on the lookout for your new assignments. Give top priority to any assignments still open for 2022. It's a good time to wish donors a *Shana Tova* and discuss their Jewish commitment. When asking for a pledge, share how their pledge is making an impact by helping the most vulnerable and strengthening Jewish life. In addition, our special campaigns have supported the Ukrainian refugee relief efforts, emergency responses and so much more. We know it's the personal ask that makes a difference in whether someone gives or not. Every gift at every level is important and adds up. It's not just about dollars, but also about number of donors.

## WP Mini-Mission

WP recently organized a mini-mission for about a dozen women to take a peek behind the Federation curtain. They toured a few of the local agencies, which included the JCS Kosher Food Bank, Yeshiva Toras Chaim Toras Emes school and the Miami Beach Jewish Community Center. In addition, they participated in a *mitzvah* project over lunch and packaged gifts for children from Jewish Adoption and Family Care Options (JAFCO). The group enjoyed connecting, learning about each other and becoming inspired and informed about Federation's role in our community. We received much positive feedback and hope to do it again. The program was chaired by Freda Greenbaum, Jayne Shapiro and Rose Schreiber.



## WP Board Kickoff

Let's Light Up the World! Join us on **Thursday, September 22 from 9:30 to 11:30am** to learn about our plans for the coming year. Hear from special guest speakers, Federation General Campaign Chair Lily Serviansky and new Community *Shaliach* (emissary) Yehuda Michael, while making your own scented, unique candle. There is no cost to attend, but RSVP is required by Monday, September 19. See invitation below to RSVP.



## ILOJC



As the High Holidays approach, we have the chance to reflect on the year that is coming to a close, the good work we have done and the still-yet-to-be accomplished goals that lie ahead. As Lions - in the spirit of doing for others - we have been steadfast in our support of Federation and true role models of Women's Philanthropy in our community. This year, I have the pleasure to serve as the Miami Chair for the International Lion of Judah Conference (ILOJC). Having attended several conferences in the past, I can attest to how meaningful and powerful these experiences can be, and I am excited for the opportunity to once again convene in person. This year is extra-special because we will be celebrating the Lion's 50th anniversary! I hope you will be able to join me and the rest of the Miami community of Lions at this year's conference. See link below.

~Belinda Gilbert  
Miami Recruitment Chair

An invitation to attend is also being extended to all female identified daughters, daughters-in-law, nieces and granddaughters of Lions ages 21-31. Space is limited.

**We are so proud that the Lion of Judah program was created in Miami in 1972 by Norma Kipnis Wilson, z"l, and Toby Friedland, z"l. It is now an international phenomenon.**



## The Women of Our Community

We are thrilled to announce that WP Past President Fran Berrin is the recipient of the prestigious national Kipnis-Wilson/Friedland Award on behalf of our community and will be honored at the International Lion of Judah Conference. Fran is being recognized for her steadfast commitment, leadership and mentorship to so many over the years and in so many ways. Read more about her below. *Mazel tov* to Fran! Please join us in congratulating her.

### Spotlight on Fran Berrin



#### How did you become involved with Federation?

I graduated from the University of Florida and moved down to Miami, where I began graduate school at UM. I then worked as a middle school guidance counselor. I had been a History major in college and had always been interested in taking more Judaic Studies classes. I stumbled upon Center for the Advancement of Jewish Education (CAJE) courses, where I met other women from the South Dade area. All of the women in the group soon learned that we had mutual interests. Federation leadership then identified us as a viable group to mentor and become future leadership in the Women's Division. As women in this new "Southwest Dade" group, we were trained in fundraising and leadership skills that, to this day, I continue to utilize. I was so inspired by the Mission of Federation that I became one of the first Presidents of this group. I had no idea that my interest in history and these CAJE courses would one day lead me to become the President of Women's Philanthropy and years later, the Lion of Judah Endowment Committee (LOJE) Chair.

#### Why is your involvement important to you?

In the early years, Women's Philanthropy gave me so many opportunities to grow—from programs, workshops, conferences, and travel on the local and national level. But the greatest gift I received was the friendship, camaraderie and encouragement of others to make an impact on improving the lives of others. Now, I am so grateful to have the opportunity to mentor others as I had been mentored early on in my Federation career.

#### What is a philanthropic accomplishment of yours that you are most proud of?

During my term as President, there was a concerted effort to make certain that women could give their own individual gifts with pride and respect. At the time, women's gifts were not seen as instrumental to the success of the General Campaign. We made the decision to develop categories of giving. For the first time, a new category of \$100,000 (Platinum level) came to fruition. Miami, being the birthplace of the Lion, required us to make the decisions about the gems on the Lion that corresponded to the different levels of giving. I was also extraordinarily proud that during my term, both the Campaign Chair and the President were given a permanent seat on the General Board. This representation was so important for women to be seen as truly equal in the eyes of Federation. Becoming the LOJE Chair, I was tasked with building its program and encouraging women's legacy giving. As a woman leader in Federation, I believe that endowing your Lion is one of the greatest gifts you can give. I am so honored to receive the Kipnis-Wilson/Friedland Award. Norma Kipnis Wilson was both a friend and a mentor. I am humbled to walk in her footsteps and in the footsteps of other inspiring women like her who have received this award.

## Welcome to the WP Team

Please welcome Batya Lisker to the WP team as Assistant Director. She comes to us from Palm Beach Gardens, where she was Development Director, and Chabad Headquarters in New York, where she assisted in overseeing the worldwide Chabad movement. A veteran educator, her creative solutions and ability to connect with people, combined with her passion for community service and fundraising experience, are sure to serve her well in this new position. We know she will be a great addition.



## Israel at 75



Join our Miami community April 20-27, 2023 to celebrate this monumental moment. The cost is \$3,975/person for double occupancy. The itinerary includes: 5 nights in Jerusalem, 2 nights in Tel Aviv, 6 unforgettable Mega Events, 5-star hotels, meals, all touring, tips and more! Additionally, there is an option to join our Pre-Mission to Poland April 17-19, 2023 (currently waitlist only).

For more information and to register, please see below.