

## **Jewish Federation of Greater Charlotte January, 2017 VOICE**

Much has been expounded upon the traditional Federation–Synagogue relationship. For some communities, it's comfortable and collaborative; for others, it is the source of much hand-wringing and consternation. Here in Charlotte, we are fortunate to benefit from the former, thanks in large part to our shared Shalom Park experience.

Charlotte is blessed with a robust and dynamic Jewish community, and Federation is proud of all we contribute to make it so. But even among the dozens of agencies, programs, and initiatives that make up the fabric of our extraordinary community, synagogues, like Temple Beth El, are uniquely suited to instill a love of Judaism and a sense of belonging and connection in our community. Federation recognizes this, and we are proud to work closely with our local synagogues to enhance their impact.

We are witnessing dramatic shifts and evolutions in Jewish life and expression in today's world. Responding to and accommodating these changes requires new ways of thinking about what it means to be Jewish and defining relevance in the 21<sup>st</sup> century. Federation's Annual Campaign is the means by which we insure that our Jewish institutions have the tools and resources they need to thrive in the face of this new Jewish paradigm.

The Annual Campaign generates grants that provide much needed operational and program-based support to dozens of agencies in our community, including our synagogues. Direct financial support to Temple Beth El, for example, includes subsidies to offset its rent; grants to its religious school, preschool, and Hebrew High school; subsidies to TBE youth to attend Jewish camp, NFTY *kallot* and youth group retreats, and Israel experiences; as well as grants that support multiple new and innovative TBE initiatives aimed at engaging its congregants in original and creative ways.

Federation recognizes and appreciates that no one agency can insure the future success of our community. Rather, we depend on one another. Federation is strong in part because our synagogues are strong; and our synagogues thrive in part because Federation is there to support their growth and evolution in unique, creative, and innovative ways. The Federation-Synagogue relationship is one most worthy of our care, trust, and nurturing.

How lucky we are that Jewish life in Charlotte is dynamic, exciting, and accessible! With your help, Federation will ensure that we enjoy these blessings for generations to come. Our 2017 Annual Campaign is officially underway and we hope we can count on you to help us reach our \$3.75 million goal. We are always available to talk with you in more detail about how Federation makes a difference in the lives of Jews here at home and around the world. In the meantime, when your phone rings on Super Sunday (January 22<sup>nd</sup>), please show your support for Temple Beth El and the rest of our community by picking up the phone and saying "yes"!