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**Inside this
issue:**

IAJVS Annual Conference	2
JEVS Celebration Through Giving	3
Comedy Benefits JFCS Minneapolis	4
Translation & Interpretation Services in Atlanta	5
New Fundraising Methods at JVS LA	6
JVS Detroit's Strictly Business Luncheon	7
JFVS Louisville's Golf Challenge A Hit	8
JFVS Louisville Announces Triple Chai Goal for 2005	9
JVS Chicago Attracts New Income	10
JVS Toronto's Bowl-A-Thon	11
Network Announcements	13

E-Lights: An IAJVS Publication for Executive & Professional Leadership

IAJVS is a non-profit network of 29 national and international human service agencies throughout the United States, Canada, Israel, and Argentina. Our member agencies provide a vast array of services that have a direct effect on the lives of hundreds of thousands of people each year: career management, skills training, rehabilitation programs, health services, and home and community based services.

Executive Director's Message

On behalf of the IAJVS Board of Directors, I am so pleased and proud to introduce Karen Goldenberg, CEO of JVS Toronto as the new President of IAJVS. Karen is a creative and energetic leader with exciting ideas for guiding the organization over the next two years. We are privileged to benefit from her many years of experience in fundraising, management and program design. Karen will also lead IAJVS in strengthening our focus on the organization's international reach. While I am so excited to welcome Karen as President, I would like to thank Gail Magaliff, COO, Human Services, FECS New York for all the time, effort and care she provided IAJVS over the last two years. Gail consistently gives 110 percent of herself to everything she is involved in and her role as IAJVS President was no different. We were so fortunate to have had the benefit of her vast expertise and look forward to working with her more in the future.

This quarter's issue of E-Lights focuses on the topic of fundraising as it relates to special events and donor campaigns. I hope that you will be able to utilize this as a learning tool while gleaning some new ideas for approaching the highly necessary task of fundraising in a new way. Please do share this with your colleagues in order to make good use of this wonderful information-sharing tool.

Have a safe and pleasant summer,
Genie Cohen, Executive Director

President's Message

It gives me great pleasure to write my inaugural greeting for this special edition of E-lights. This publication showcases the work of IAJVS and is a valued tool for professional development. E-lights has relevance and value to all of us in this global village and represents an extremely important part of the "I" in IAJVS. It reaches out to all of us: front line staff, managers and executives.

Since becoming involved with IAJVS in 2000, I have eagerly awaited each E-lights delivery and I circulate it broadly within JVS Toronto and to other friends and colleagues that I know have an interest in our "goings-on". In its electronic version, dissemination is but a click away, putting valuable information in the palms of our hands.

JVS Toronto has recently created a process for sharing ideas that we call the Idea Tree, and E-lights often serves as a springboard for our discussions. This special edition on fundraising is especially timely as we all face the responsibility of raising dollars to supplement our frequently under-funded programs. Not only must we fundraise, but we must demonstrate donor support and create awareness for our individual agencies.

Thank you to our fabulous professional development committee for their ambitious agenda for the year and for their involvement in bringing us this wonderful publication. On behalf of the Board of Directors, I wish you all a wonderful, healthy summer.

Karen Goldenberg, President

IAJVS Annual Conference 2005 Review

The IAJVS Annual Conference 2005 was held May 15-17 at the Chicago City Centre Hotel in exciting downtown Chicago. This year, we were the guests of JVS Chicago, who warmly welcomed conference participants to their fantastic city. The conference entitled “Tomorrow’s Workforce, Today’s Solutions: A Look at Organizational & Program Development” featured sessions on the topic of services to at-risk youth and older workers, exploring emerging trends in programs, management, funding and policy issues within these two target areas. IAJVS was fortunate to benefit from the expertise of thinkers and policy makers from organizations throughout the country who presented on these issues. Many conference participants raved that this year’s conference was one of IAJVS’ best. IAJVS offers a sincere thank you to all the presenters as well as JVS staff whose efforts made this year’s conference a truly memorable one.

The conference commenced with a fascinating presentation by Mr. Joel Carp, Senior Vice-President of Community Services, Grants & Government Relations at the Jewish Federation of Metropolitan Chicago, on the plethora of challenges facing the Jewish communal network. Monday morning conference participants were privileged to hear from Ms. Kathryn Scanland, Senior Consultant at the Greystone Group, Inc. and one of the authors of the book “The Jobs Revolution: Changing How America Works”. Ms. Scanland offered many illuminating facts on the trends within the American workforce today as well as ideas on how non-profit agencies can attempt to meet the needs of the many unemployed and underemployed Americans. In addition, IAJVS was fortunate to have received a Train-the-Trainer grant from the Bank of America for the third consecutive year. This year’s training workshop entitled “Preparing Our Youth: Fostering Youth Development Through Vocational and Educational Services”, focused on

integrating program services that help youth develop a sense of competence, usefulness, belonging, and power. IAJVS received very positive feedback from workshop participants on the quality and usefulness of the all-day workshop. Participants reported feeling more confident in employing creative thinking in designing program

strategies and now have an array of problem-solving tools accessible to help their staff increase their personal and program leadership capacities with the long-term goal of improving program outcomes.



Outgoing IAJVS President, Gail Magaliff awarding Alan Goldstein, CEO, JVS Chicago with the Bernie Rosenthal Executive Director Award.

One of the highlights of this year’s conference was the Sunday night host reception and award ceremony that took place at The Second City, a Chicago landmark, which is the home of the renowned comedy troupe of the same name. IAJVS recognized the work of five exceptional Jewish communal service professionals. In addition, IAJVS honored an exemplary program run by JVS MetroWest, as well as Louis Duman, a generous Chicago lay leader and two outstanding companies, Canadian Imperial Bank of Commerce and NISH. For a full list of award recipients please see our website at http://www.iajvs.org/about_iajvs/iajvs_annual_conference.htm.

In an attempt to improve our service to member agencies, IAJVS collected evaluation surveys asking attendees to rate their satisfaction with all the elements of the conference experience. IAJVS is

(Continued on page 3)

IAJVS Annual Conference 2005 Review

(Continued from page 2)

proud to know that so many people benefited from this year's conference, as we were pleased to discover based on post-conference evaluations that over 70 percent of conference participants found at least 75 percent of the conference sessions to be useful to them professionally. The evaluations demonstrated that respondents from the professional track gained a great deal from the session entitled "Breaking Through the Iron Door: Serving the Older Worker". In addition, confirming participants' continued interest in leadership training, "Tips for Maximizing Staff Potential" was also very well received. On the executive track, attendees found the presentation and roundtable discussion on succession planning to be particularly pertinent and informative. In response to last year's

requests for increased networking opportunities, IAJVS and JVS Chicago arranged 3 group meals for participants interested in meeting new people or socializing with old colleagues. This was recognized and appreciated by participants.

The evaluations are very useful for informing IAJVS on ways the conference can be improved. Some of the suggestions received included adding more time for brainstorming and problem solving after sessions as well as making the sessions more interactive. These helpful suggestions will be considered by IAJVS to make next year's conference even more informative and enjoyable. We greatly appreciate those who took the time to share their thoughts and look forward to seeing everyone again in Minneapolis in 2006.

Celebration Through Giving

What better way to celebrate a 60th birthday than to have a program started in your honor? That's the story behind the Franklin C. Ash Summer Internship Program at JEVS. The program began five years ago when former board member Stan Moss solicited donations from friends to acknowledge the JEVS past president – Frank Ash - and his commitment to building young leaders in the Jewish community. To keep this growing program alive, Frank and his wife Sharon now provide \$1500 stipends for 8 to 10 students for the 6-week internship. The interns are matched with mentors from local Jewish community agencies to engage in meaningful activities that enhance career exploration. Past internship sites include the Anti-Defamation League, National Museum of American Jewish History, Jewish National Fund and JEVS. In addition, interns benefit from Friday

seminars that foster a deeper understanding of the Jewish communal service system. The program has been marketed to potential participants largely through word-of-mouth. This summer, there is a waiting list for the program.

In celebration of Frank Ash's 65th birthday, JEVS commissioned a quilt to be made in his honor and invited his friends who helped start the program to sign squares which were sewn into the final piece. JEVS raised an additional \$11,000 for the program from these individuals.



Frank and Sharon Ash with Marian Baldini, COO, Home, Health & Work, JEVS

Comedy Benefits JFCS Minneapolis

Jewish Family and Children's Service of Minneapolis (JFCS), the parent agency to JVS Minneapolis, combines entertainment, education, dining, shopping and good old-fashioned schmoozing to create an Annual Benefit that last year net over \$300,000.

Since 1989, JFCS has tapped nationally known comedians including Martin Short, Rita Rudner, David Brenner and Al Franken to provide the entertainment for this gala. The evening includes a dessert reception and a silent auction with over 350 items. For those people who contribute over \$250 there is an elegant dinner before the entertainment.

While the Benefit's primary function is to raise money for JFCS operations, according to Robin Segal, JFCS Director of Communications, "The Benefit's success cannot be measured in dollars alone. Each Benefit is an opportunity to bring the community together, and educate them about the wonderful work JFCS/JVS does."

Each year one specific program is highlighted. Last year The Twin Cities Jewish Healing Program was featured. This program uses staff and volunteers to

meet the needs of Jewish families and individuals facing illness, death, loss, grief, and other life challenges.

Segal, working with a videographer, created a video that gave an intimate glimpse into the lives of people who benefited from the Healing Program. Immediately after the video the audience was asked to make contributions specifically to that program. Within 10 minutes, over \$45,000 was raised.

For many people, the Annual Benefit is a much-anticipated social event – not to be missed. But to make sure that everyone in the community knows about the evening, a beautiful invitation is sent to the entire JFCS mailing list – about 13,500 families.

The agency newsletter, *Directions*, runs a story profiling the headliner. A second issue of *Directions* publishes a complete list of silent auction items. These items vary



Revelers indulge in a chocolate dipping fountain before the night's entertainment.

from toys to handmade jewelry to deluxe vacation cruises. Some of the most popular items include artwork from local artists, sports memorabilia, and gift packages from local businesses.

Ads appear in local publications, both Jewish and secular. These include a weekly Jewish newspaper, *The American Jewish World* and *Twin Cities Jewish Life*, a publication sent out by the Minneapolis Jewish Federation. Display ads also run in the upscale *Minneapolis/St. Paul Magazine* and *Minnesota Monthly*, a magazine for members of the local public television station. Press releases go to the top daily newspapers in Minneapolis and St. Paul and the local weekly suburban papers.

An effort this large requires a team approach. Everyone from support staff to the CEO contributes. Amy Litman, JFCS Staff

"The Benefit's success cannot be measured in dollars alone. Each Benefit is an opportunity to bring the community together, and educate them about the wonderful work JFCS/JVS does."

(Continued on page 5)

Comedy Benefits JFCS Minneapolis

(Continued from page 4)

Benefit Coordinator works year-round planning this event and coordinating the JFCS/JVS staff along with supervising a massive team of volunteers. Litman says, "I could not even begin to estimate the amount of hours our 150 volunteers put in. Their time is invaluable, but they also create a buzz in the community about the event."

About 11 months before the Benefit two benefit co-chairs are named. These volunteers help oversee the entire event. Each chair serves for two years alternating their initial year. "That way," explains Litman, "one chair has a year of experience and they can help the incoming person." Although the Benefit is staff-driven, many JFCS board members have huge volunteer roles. Jeff Mirviss, incoming JFCS Board president,



Amy Litman, staff Benefit Coordinator & Robin Segal, Director of Communications, pose with Howie Mandel.

will co-chair promoting next year's dinner to benefactors under the age of 40.

While JFCS does not partner with other companies or agencies for this event, it relies on the generosity of a growing number of Benefit sponsors, many of who have been contributors for years. Ten different companies and/or families gave more than \$10,000 each, becoming Gold Sponsors last year.

To gauge the success of the Benefit, you could go back to the first year, 1989, when JFCS raised over \$25,000.

Each year the success builds and builds. Now, according to The Minneapolis-St. Paul Business Journal, the Benefit is among the Top 25 fund-raising events in the state of Minnesota.

How could other agencies replicate the success of the JFCS Minneapolis Annual Benefit? Amy Litman says, "Focus on your sponsors. A strong relationship with these families and companies is key to our success. And make the night a fun, inclusive evening." She concludes, "You have a broad audience at the event so take that opportunity to educate them about your agency. We do a short presentation, focused on just one program. That helps people understand the good that we do for the community."

Translation & Interpretation Services A Reliable Source of Revenue for JF&CS Atlanta

Refugee resettlement has been at the heart of the work of Atlanta's Jewish community since the late 1890's, laying the foundations for what has become, over the last hundred plus years, Jewish Family & Career Services. That work is

still being done in the International Services program at JF&CS. The varied services the agency offers to the international community are funded by grants, donations, contracts, and for-fee initiatives.

The most fruitful for-fee program is Translation and Interpretation Services. In addition to meeting periodic needs of its clients, such as interpretation for social service appointments, le-

(Continued on page 6)

Translation & Interpretation Services A Reliable Source of Revenue for JF&CS Atlanta

(Continued from page 5)

gal meetings, HR meetings, etc., JF&CS have a long-standing, stable and very successful partnership with a county Department of Family & Children's Services (DFCS) to provide full-time, on-site interpretation for the large and ever-growing Spanish speaking community.

The partnership began ten years ago, as the need for interpretation in the county north of metro Atlanta first began to see a limited English speaking clientele. Eventually,

DFCS requested and JF&CS provided one interpreter 20 hours per week, who set about developing policies and procedures to expedite clear communication between Spanish speaking clients and DFCS case-workers. That position has grown in five years from those 20 hours per week to 80 hours, requiring two, full-time interpreters, who assist an estimated 8,000 clients per year. Given the hectic, demanding pace of DFCS work, the agency's interpreters have become essential to the well being of the county office.

JF&CS' Translation Services Manager stays in close contact with the off-site interpreters as well as with the DFCS management staff, in order to support the partnership and keep it strong. It has turned out to be a very dependable, stable and successful partnership that has, in turn, provided a steady and welcome source of reliable revenue for International Services in a time of ever-changing and unpredictable funding streams.

JVS Los Angeles Implements New Methods of Fundraising for 75th Anniversary Year

Like so many of its sister agencies and many non-profits nationwide, JVS Los Angeles has experienced cutbacks in government funding, and has stepped up its private and corporate fundraising efforts to fill the gap. The celebration of its 75th Anniversary has also given the agency a unique opportunity to reach out to the community with special events, including a Gala and the annual Strictly Business Luncheon.

JVS' Diamond Anniversary Gala, held in January, kicked off the year by honoring members of the community and JVS Board

members. The event celebrated JVS Los Angeles' founding in 1930 to its work today. Politicians, community and business leaders turned out for the event, helping to raise money through a Tribute Journal and Silent Auction.

Wells Fargo, a longtime supporter and partner of JVS, has been the principal sponsor of JVS' 75th Anniversary year, and the company and its CEO were also honored at this year's 8th Annual Strictly Business with the 2005 Business Leadership and Philanthropy Award. JVS Los Angeles has been concentrating on business partnerships as the way of the future. It's

a give and take relationship—JVS provides business services such as training, hiring and outplacement in return for support of our social service work.

The agency has found over the years that the key element in developing these partnerships is communicating its success in impacting clients' lives. JVS accomplishes this through the production of a short film highlighting four individuals, a technique we employed this year with the Gala as well. The Strictly Business Luncheon is an ideal forum, attracting more than 600 professionals and

(Continued on page 7)

JVS Los Angeles Implements New Methods of Fundraising for 75th Anniversary Year

(Continued from page 6)

numerous companies such as Bank of America, Cedars Sinai Medical Center, Bloomingdale's, California Pizza Kitchen and the Peninsula Hotel, a prime audience for marketing JVS business services.

In addition to overall fundraising for the agency, JVS has concentrated on specific programs that resonate with the Jewish community, in particular, the JVS Scholarship Fund, founded in 1972. Through a partnership with the Jewish Federation's CEO Leadership Forum, JVS has launched a drive to expand its donor base and grow its endowment fund, due to rising tuition costs and increasing applications each year. To give donors a personal connection

with scholarship recipients, JVS has implemented the Adopt a Student and Award a Diploma programs, encouraging long term mentoring relationships.

"In order to survive today, we have to learn to think and operate like a business, and develop new partnerships in the community," said JVS' CEO Vivian Seigel. "As we mark the halfway point in our 75th Anniversary year, we look ahead to our final fundraising push for the year – a board driven personal letter writing campaign and our new business venture, Community Care At Home."



Wells Fargo Chairman and CEO Richard M. Kovacevich (center), recipient of JVS' Business Leadership and Philanthropy award, with JVS' Employees of the Year honorees (left to right) Herman Baltayan, Jerry Rogoway, Jamie Lauren Zimmerman and Kevin Miller.

JVS Detroit Hosts Successful Strictly Business Luncheon

A record-breaking crowd of over 700 attended JVS Detroit's 8th annual Strictly Business Networking and Awards Luncheon on June 9, 2005. Business, community and opinion leaders turned out to hear the charismatic remarks of Dr. Dieter Zetsche, President and CEO of Chrysler Group DaimlerChrysler AG. Due to Chrysler's recent turnaround, Dr. Zetsche is one of the hottest corporate figures in Detroit.

The event was also successful on other levels. Event committee members aggressively pursued sponsorships by targeting their business contacts and automotive-related connections. Their persistence resulted in more than 200 corporations pledging over \$286,000 to the event.

Event organizers made it memorable by starting with a bang and finishing with a laugh. Following the invocation, a singing cantor who had previously sung on Broadway

belted out the Stars and Stripes a cappella. Audience members joined in, which created a chorus of hundreds.

To thank Dr. Zetsche for his participation, the event ended with a humorous gift presentation, which has become a tradition that is anxiously anticipated by the audience. This year, Dr. Zetsche was presented with a giant size moustache grooming kit, which included a set of hedge

(Continued on page 8)

JVS Detroit Hosts Successful Strictly Business Luncheon

(Continued from page 7)

trimmers to groom his moustache. Upon receiving the second gift, a genuine, personalized Detroit Pistons's jersey with "Dr. Z" printed on the back; Dr. Zetsche pulled it on over his suit, which brought the house down.

Holding it all together was effervescent anchor and Good Health Reporter Lila Lazarus from the local NBC affiliate. Lila has emceed the event all eight years and always adds a personal touch to the event. Speaking in German to make Dr. Zetsche feel at home, Lila warned him to keep his remarks brief, but what she cheer-

fully translated to the audience was that he could take as much time as he wanted. She then asked everyone who came up to the podium to say a German word. You can imagine the crowd's reaction when one of the award recipients came up to the stage and offered the word "sauerkraut!!"

This year's event truly took on a life of its own and was peppered with personal touches and humorous moments. It created good feelings about the agency and



Dr. Dieter Zetsche of Daimler-Chrysler AG was thrilled to receive a customized Pistons jersey from JVS Detroit.

raised as much awareness as it did funds, which were the two main objectives of the event.

JF&VS Louisville's Annual Golf Challenge is A Hit

The Jewish Family & Vocational Service and the Jewish Community Center will net at least \$35,000 each from their second annual Republic Bank & Trust Golf Challenge, held June 20, 2005 at Chariot Run, the golf course of Caesars Indiana. "The weather was perfect, the course was in great shape, and we raised a lot of money for our two organizations," said Jay Klempner, Chair of this year's Joint Planning Committee and Chair of the Development and Marketing Committee of the JFVS Board. Previously each organization

sponsored its own tournament, but seeing that each was soliciting the same sponsors and getting the same golfers, it was decided to join together to organize one golf event and split net profits 50-50. The Joint Planning Committee was headed by a JFVS Board member and included 47 board members and staffs from each organization.

Republic Bank was the title sponsor at \$15,000. Chairman of the Board Bernard Trager and his wife, Jean, were honorary chairs. Bank President Steve Trager was

instrumental in securing a number of major sponsorships.

There were six Premium sponsors from \$3,500 to \$5,000, eight Contest Sponsors from \$1,000 to \$2,500, 16 Off The Tee sponsors from \$1,000 to \$1,800, and 15 Greenside Sponsors from \$100 to \$250. Volunteers garnered 130 contributions from business throughout the community that were used as door prizes, silent auction items, raffle items and prizes for the winning teams.

(Continued on page 9)

JF&VS Louisville's Annual Golf Challenge is A Hit

(Continued from page 8)

Car dealerships placed an Acura and a Cadillac on the course for a hole-in-one contest (no winners), and Republic held a beat the banker contest on a par 3. For a minimum of \$5, a golfer would compete to hit his drive closer to the pin than a low handicapped bank employee. If the golfer beat the banker, he would double his money. It was a big success and raised an additional \$600.



Jay Klempler, Chair, Joint Planning Committee & Judy Freundlich Tiell, Executive Director, JFVS.

grams and sponsorship solicitations. The Committee was also instrumental in securing sponsors and golfers.

- continue \$20 raffle ticket for trips, airline tickets, etc;
- continue to sell fun packs (mulligans and putting contest);
- eliminate door prize for each participant in fun packs;
- create day-of-event hole contests; and
- secure better silent auction packages.

Outdoor signage in front of the JFVS and JCC buildings was in place three months before the tournament. Articles were run in the *Community Newspaper* and each organization's newsletters. There were sponsorship pro-

grams and sponsorship solicitations.

- The plan next year is to:
- increase major sponsorship contribution;
 - secure additional \$5,000 sponsorships;
 - increase golf teams to full capacity;

The plan



Beat the Bankers Competition was a great success.

JF&VS Louisville Announces Triple Chai Goal for 2005 Annual Membership Campaign

The Jewish Family & Vocational Service has announced a **Triple Chai** goal for the 2005 annual membership campaign. The \$54,000 goal is a 35 percent increase over last year's contributions. "We see an increased need to develop new and innovative programs in parenting and life coaching and in care-giving services for older adults," said Judy Freundlich Tiell, Executive Director. "Reaching our goal will allow us to better serve the human needs of our whole community."

The campaign begins in late August and runs through December (with blackout periods for Metro United Way and Jewish Community Federation campaigns). The Triple Chai challenge is designed to move donors into a higher level of giving. Direct mail solicitations will not only be sent to the Jewish community, but to appropriate clients, referring professionals and other prospects in the general community.

The kickoff for the campaign will be a Board orientation and social event in July, where Board Chair Dr. Lowell Katz will ask new and returning members for 100 percent participation with a contribution at a leadership level. Board members also will be asked to personally correspond with at least 10 donors on solicita-

(Continued on page 10)

JF&VS Louisville Announces Triple Chai Goal for 2005 Annual Membership

(Continued from page 9)

tion letters, and to secure a Triple Chai (\$54) donation from at least five new prospects. The Board campaign ends August 23 when the community campaign begins.

New this year will be Board-hosted "house parties," where invited guests will hear a short talk about JFVS services, a cli-

ent testimonial, and be asked to become a member of the organization. Corporate giving will be solicited for the first time, as well, with specific proposals being presented by the appropriate staff member and a member of the Board. JFVS services may be included as a benefit of giving.

There will be articles about the

campaign in the *Community Newspaper*, JFVS Newsletter, and staff is meeting with media representatives now to secure articles about JFVS services in *The Courier-Journal*, *Business First*, *Velocity*, *LEO* and *Today's Woman*. If outside funds can be secured, billboards and bus shelters will be considered.

Leveraging An Endowment To Attract New Income Streams

JVS Chicago's relationship with the Jewish Federation of Metropolitan Chicago has a significant impact on its bottom line. As a longtime partner of the Federation, JVS realizes an allocation of more than \$2,000,000 in its core budget each year. In addition, Federation has created an endowment vehicle for donors to name a program which JVS has identified to benefit Jews-at-risk. Federation takes a menu of newly created JVS program concepts and solicits interested donors on its behalf. The principal remains with the JVS Endowment Foundation and part of the interest earned funds the specific JVS programs earmarked in perpetuity or an endowment may be designated to benefit JVS' operations. This income will sup-

plement the changing realities of philanthropy in the Jewish community.

The creation of the Duman Microenterprise Center and Loan Fund from a \$5,000,000 testamentary gift supporting small business loans to Jewish entrepreneurs came from such an endowment and has an effect beyond its original intent. Because the donor wanted to see the program operate, he underwrote the annual costs. Not only has it opened up a new department at JVS, giving Jewish entrepreneurs financial and educational options beyond the traditional career counseling and job placement services. It has actually attracted new funding sources: three separate grants totaling \$45,000 from

Fel-Pro/Mecklenburger Supporting Fund to support loans to the general community; an additional \$500,000 testamentary gift from an anonymous donor to augment the Duman loan funds; \$4,500 from the Jewish Women's Foundation to introduce Jewish women to entrepreneurship; and a four year \$228,000 annual commitment based on performance from the Office of Refugee Resettlement to support refugee and asylee entrepreneurship. Three corporate grants provided \$32,000 operating support last year. Publicity highlighting Duman educational seminars and technical workshops in the Jewish media and Chicago press has generated inquiries from potential donors

(Continued on page 11)

Leveraging An Endowment To Attract New Income Streams

(Continued from page 10)

and attracted loan committee members, who provide mentoring service to loan recipients.

Based upon our success in managing these grants and endowments which serve Jews seeking another route to self-sufficiency,

and with JVS' enhanced reputation for meeting and exceeding outcomes and outreach to the Jewish community, the agency has been encouraged to expand its entrepreneurial offerings to Jewish women through a larger second grant, and to apply to a federal program (IDA), to create

wealth among low income individuals. One endowment has more than fulfilled its mission, and extended its value while exciting the Jewish community in Chicago and stimulating new avenues of revenue growth. Consider the possibilities!

JVS Toronto Youth Services Bowl-A-Thon

At JVS Toronto, youth services are a key focus of the agency. The JVS Toronto Youth Services Bowl-A-Thon promotes visibility of its services, encourages community support, and fosters the spirit of partnership.

Helping to ensure that all youth are given the opportunity to succeed at work and at school is critical to their success and to the success of the community. At JVS Toronto, the goal is to continue to develop and provide services that effectively address the employment and educational needs of youth.

Now entering its third year, JVS Toronto's Youth Services Bowl-A-Thon raises funds for programs and services that benefit youth at-risk, young newcomers to Canada, and all other youth in need of help. More than 5,000

young people benefit from JVS services annually.

Funds raised through the 2nd Annual JVS Toronto Youth Services Bowl-A-Thon, held March 8, 2005, benefited the expansion of three new youth programs into communities in need:

- *The East Willowdale Youth Program* provides a safe space for at-risk youth to access services such as: counseling, mentoring, school support, conflict mediation, life skills training and employment help.
- *The Retail Source* is a retail training program designed to help youth increase their self-confidence, gain customer service and sales experience, work in a team environment and ultimately

find part-time or full-time retail employment.

- *YouthReach @ Touchstone Youth Centre* offers assistance with vocational and employment planning for youth between the ages of 16 and 29 who have been in conflict with the law and are currently on probation or parole.

The Bowl-a-Thon is marketed through the creation of a promo-

(Continued on page 12)



Jo Michaels, Staff; Ernie Rubenstein, Volunteer Chair; & Karen Goldenberg, CEO enjoy the event.

JVS Toronto Youth Services Bowl-A-Thon

(Continued from page 11)

tional kit that includes a brochure, pledge sheet and detailed information about how to become involved. Internally, JVS Toronto staff members are key players in the event - raising pledges through various small fundraisers (bake sales, jewelry sales, etc.), and forming teams to bowl. Externally, JVS beneficiaries reach out to their neighborhoods to raise funds for youth teams to bowl as well as form teams of their own staff. JVS also looks to corporate sponsorships – especially those that have an interest in youth. JVS has been underwritten at a \$5,000 level by a major Canadian bank for the last two Bowl-A-Thons.

A Bowl-A-Thon committee is established each year in late summer / early fall that consists of a volunteer Chair and Coordinator, several staff, and key players from the agency's beneficiaries. Both years have been successful thus far and JVS is



Glow-in-the-dark bowling

currently planning its third year. This year the agency is likely to partner with the Toronto Professional Fire Fighters Association. Several members of this association came out to bowl at the last event and were so interested in the work that JVS does with youth that they've decided to take a more active role in events to come.

The Basics:

- 5 bowlers per team
- Each team member is required to raise a minimum of \$100; therefore, a team is required to have raised a minimum of \$500 to bowl.
- Corporations/ individuals can become lane sponsors by donating \$250. Included in that is a sign above a lane with their name on it and a mention on the JVS website and Annual Report.
- Corporations / individuals can also become team sponsors by donating \$750. This also includes a lane sign and mention on the website and Annual Report. Some teams wear shirts or uniforms of their team sponsor.
- Through in-kind donations, JVS collects numerous items that are raffled / auctioned off during the night.



Toronto Professional Fire Fighters Association– Best Team Spirit Award

The agency also does a 50/50 draw. Between 15-20 staff and volunteers dedicate their evening to help the event run smoothly.

- Prizes are given to highest/lowest scoring individual bowlers and teams...best team spirit...etc.

The support and participation at this tremendously fun and worthwhile event has helped JVS continue to deliver quality programs to communities in need. It's an evening featuring bowling, entertainment, music, food, prizes and fun! JVS Toronto continues to **STRIKE IT BIG** for youth!!!

Network Announcements

Amy Fishman, JVS Cincinnati Summer Intern, Donates Bone Marrow to Save a Man's Life

JVS Cincinnati is very proud of its Workum summer intern, Amy Fishman, who has given of herself in an extraordinary manner. In February, as a student at George Washington University, Amy signed up to join a registry of volunteer bone marrow donors to possibly save a life through the Gift of Life Bone Marrow Foundation. A partnership between GWU and Hillel resulted in the donor drive at GWU.

Over winter break, Fishman received a call from Gift of Life; she was a match for a 60 year-old man with chronic lymphocytic leukemia and time was of the essence. After some testing, it was determined that she was the best match for the patient. Amy unselfishly decided to go ahead and donate her bone marrow to save this man's life. Amy commented, "I felt it was the right thing to do—someday, if I was in the same situation, I would like someone to do it for me." She is looking forward to meeting the recipient at the end of this year.

On June 29th, Amy gave a presentation about her experience at a national Hillel event. As the first person to donate through the Hillel-Gift of Life program, she encouraged other Hillel chapters to coordinate donor recruitment drives on their campuses.

Marilyn Mor Retires from JVS Cincinnati After 35 years of Outstanding Service

JVS Cincinnati announced that effective July 1st, Marilyn Mor is retiring from the Agency after 35 years of dedicated service to its consumers and the Agency. Marilyn has worked tirelessly in the Work Center as a production supervisor and has helped thousands of consumers achieve greater independence in her 35 years.

Marilyn has found the opportunity to work with consumers very rewarding. She has helped to equip individuals with improved work and socialization skills and enabled consumers to achieve their personal goals. JVS has been like a second family to Marilyn and she will miss the consumers and her fellow employees.

BIRTH ANNOUNCEMENT

Jennifer Marshall of JFS Columbus gave birth to a baby girl, Caitlin Louise on June 21. This is the third child for Jennifer and Chris. Congratulations!



CONTACT US:

1845 Walnut Street, Suite 640
Philadelphia, PA 19103
Phone: 215-854-0233
Fax: 215-854-0212
Email: hartsr@iajvs.org
www.iajvs.org

**Socially Responsible
Leadership for the 21st Century**

WHO WE ARE: The International Association of Jewish Vocational Services (IAJVS), a not-for-profit membership association, links 29 social service agencies in the United States, Canada, Israel, and Argentina that provide a wide range of educational, vocational, and rehabilitation services.

WHAT WE DO: Through our member agencies, individuals seeking to improve their lives gain access to a vast array of services such as career management, skills training, rehabilitation programs, and health services. Each year, the IAJVS family of agencies—with a combined budget of over \$395 million—serves more than 350,000 individuals from across the social strata, including persons with disabilities, dislocated workers, people changing careers, recent college graduates, welfare recipients, refugees, older workers and the elderly. Since its founding in 1939, the IAJVS network has assisted over 16 million individuals, from both the Jewish and non-Jewish communities.

OUR MISSION: The International Association of Jewish Vocational Services strengthens the capabilities and capacity of its member agencies to increase economic self-sufficiency, foster independence and build a productive work force of its constituent clients.

SAVE THE DATE!

**IAJVS Board of Directors Meeting
Arizona Biltmore Resort & Spa
November 5-7, 2005**



**IAJVS Annual Conference 2006
Hilton Minneapolis
May 21-23, 2006**

Production Credits:**Publisher & Editor:**

Ruth Hartstein— Executive Assistant
Hartsr@iajvs.org

Co-Editors:

Lucy Klain— National Projects Director
Klainl@iajvs.org

Genie Cohen— Executive Director
Coheng@iajvs.org