



JForce Youth program with Renaldo.

WINTER 2020 • ISSUE 9

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A Message From
Your Levine JCC
CEO



Peter
Blair

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IN THE PRE-COVID 19 world of March 13th, the Levine JCC was thriving, and you could feel its energy. We were thriving because of the commitment of our members and the dedication of our Family of Staff.

On March 13th, we were faced with a reality that included the temporary suspension of our normal operations, including the closure of our facilities. It was in those early days that I said these words to our Family of Staff: “The Levine JCC is in a strong position as we encounter this new challenge of COVID 19 because of you, our Family of Staff, we will get through this challenge because of you, and we will be in a strong position to serve our community after COVID 19, because of you. I have no doubt that in spite of these challenges, this will be our finest hour.”

As our facility doors closed, we did what Jews have done for centuries when faced with crisis or challenge, we looked to our values as a guide. One door closed and we opened another. When we couldn’t bring our Oasis seniors to the J to ensure that they were active, healthy and fed, we mobilized our Staff and resources and continued to feed our Oasis seniors, providing well over 4,600 meals to our community who is most at risk.

As our facility doors closed, we opened another, pivoting to provide JConnect, our virtual and on-demand platform, and as we all began to emerge from our homes in early Summer, we pivoted again, to ensure that we were here for our community – providing Camp Mindy for our 20th Summer, because they knew that our community’s children needed Camp Mindy this summer more than any other. Our kids needed the laughter, the fun, the friendships that are built here at the LJCC. For we know that Camp Mindy isn’t just about the campers, it also provides the resources to offer Camp SOAR to 450 special Olympians every year.

As the year continued and it became clear that our community and our lives would not return to “normal,” our amazing Family of Staff continued to innovate, turning our Barbara Levine Parking Deck into an outdoor Fitness Studio, investing more deeply in Crush Valley which continued to welcome in hundreds of our Community members to safely play Tennis each day, we transformed our Dawson Aquatics Complex into a reservation-based, concierge service experience. And as the Fall approached, we pivoted yet again to provide Camp Mindy 365, allowing parents to return to work and children to learn in new and innovative ways.

We were able to overcome our challenges of COVID by asking ourselves “What is at the heart of why we offered these programs, services, and facilities? Community... And community wasn’t about getting people in a building, it was about getting people together. And so, we innovated, we pivoted, and we ploughed through the challenges that were in our path. We bound together, we supported one another and ultimately, we persevered. Resiliency was our strength and innovation was our inspiration.

When we were faced with another challenge, our One Million Dollar Challenge Campaign, we looked to you to provide us with strength and you did, donations pouring in with a breadth and depth that we haven’t seen in over 20 years. We asked for your help and you were there to support our beloved LJCC. For those that have already committed to the campaign, thank you! For those who have yet to commit, it’s not too late!

We’ve made it to this time because of an unyielding commitment to our core values and a knowledge that we are MORE THAN JUST BUILDINGS. We are a resilient community and we know we will get through this—together. In the meantime, as we say in our tradition and I look forward to saying it with you soon: *Shevet achim Y’chayom – We lived through that together.*

– Peter Blair

J

Your J Needs You Now!

Your membership supports ALL of our wonderful J moments.



The value and power of community have never been more apparent than in the year 2020, as we experienced unforeseen isolation. Community is built in the moments that make up our lives and we have all had our J moments. Remember your J moments and let them inspire you to make it count today:

Please take part in our Million Dollar Challenge - an opportunity to save your J! **The Leon Levine Foundation has generously agreed to match us dollar for dollar up to \$500,000!**

You donate > They match > It doubles. You join the J, unfreeze your membership, or upgrade > They match > It doubles. *It’s that simple.*

With much appreciation,

Peter Blair
Levine JCC CEO

Raizel Kahn
Levine JCC Board President

\$1,000,000

Donate

Upgrade

Join

THE
LEON
LEVINE
FOUNDATION

A Message From
Your Levine JCC
Board President



Raizel
Kahn

AS PRESIDENT of the Board of Directors, I’d like to simply say thank you. Thank you to the Levine JCC staff - your hard work, your endless energy, your innovation and creativity, your heart, your enthusiasm, and your resilience and ability to adapt have enabled us to weather the unexpected challenges of 2020. Thank you to the Community of Members - as always your continued support will allow us to keep our facility thriving for generations to come.

What has amazed me the most about this year, is the resiliency of the LJCC and the innovation that has been a direct result of the crisis before us. The pandemic has forced us to think in new ways and to problem-solve for challenges we could not have imagined. Our amazing staff figured out ways to move beyond our walls all while ensuring the health and safety of its members. What’s even more remarkable is the fact that we have stayed to stay true to our mission: Throughout this entire year we have continued to enrich lives and build relationships through quality Jewish experiences, despite the challenges of social distancing.

An unforeseen result of Covid is that we, as an agency, are now more agile - we have evolved and know that we can take on any challenge presented. In a strange way, our resilience has strengthened us, and this will only serve us well in the future. During the stay at home orders we had to reimagine what “community” looks like - how does that work when we can’t physically be together?

We innovated, and figured it out - and now our community feels stronger than ever before. This has been evident during our recent and successful efforts during the One Million Dollar Challenge Campaign. Thank you to everyone who has participated: staff, board members, community.

Community is made up of individuals. You are our community and our community is you. Your resilience has enabled the JCC to continue to be the heartbeat of the Jewish Community. As we close another year in the life of the Levine JCC, I simply say again, thank you.

– Raizel Kahn



LJCC Butterfly Project

WHEN NC GOVERNOR ROY COOPER ordered all public schools to close beginning on March 16, 2020 due to the coronavirus pandemic, the Levine JCC Butterfly Project had 16 schools (1,573 students) left on its workshop schedule for the school year.

With a continuing rise in anti Semitism in the United States and issues of racial justice dominating the news, the LJCC Butterfly Project knew how important it was to continue with those scheduled workshops. Staff quickly transitioned the workshop to an online format consisting of the most-favored part of the workshop: survivor testimony. Holocaust survivors Irving Bienstock and Suly Chenkin, who have spoken at LJCC Butterfly Project workshops to almost 45,000 students



since 2011, settled down in front of their computers and told of their experiences online. Students quickly mastered Zoom and were able to ask meaningful questions of the survivors and receive live meaningful answers. Of those schools scheduled for the remainder of the year, 12 were able to participate in this format!

While students were not able to paint a ceramic butterfly in memory of a specific child – an integral part of the on-site workshops – they were asked to create a butterfly of some sort to remember the child whose name they received. Student creativity never ceases to amaze!

Over the summer, LJCC Butterfly Project staff worked tirelessly to reformat the entire workshop to be able to provide not only the survivor testimony, but the other segments of the workshop, too, in a virtual format

for students who would continue to attend school remotely during the 2020-21 school year. With so many ongoing uncertainties with remote learning and return-to-school plans, we are thrilled to have approximately 60% of our typical participants attending an online workshop this year. Staff has created an engaging and meaningful experience. Schools may choose to include the painting of ceramic butterflies or to create their own butterflies.



The LJCC Butterfly Project looks forward to the day when it can resume on-site workshops. We are proud of what we have accomplished in providing an online workshop this year, but eagerly await the return of students, teachers, chaperones and our wonderful volunteers when it is once again safe to have large groups at Shalom Park.



Our goal is to teach each participant to remember the past, to act responsibly in the present, and to create a more peaceful future.

JTRI

LEVINE JCC KIDS TRIATHLON

Benefitting Pediatric Rehabilitative Services
at Levine Children's Hospital and the
Adaptive Sports and Adventures Program



THE LEVINE JCC was just 2½ months away from its 9th Annual LJCC Kids Triathlon when the worldwide coronavirus pandemic hit. The closure of the LJCC facilities and suspension of programs, along with recommendations by the CDC and NCDHHS, resulted in the cancellation of the 2020 event.

The cancellation was a disappointment for so many: the Levine Children's Hospital (LCH) pediatric rehabilitation unit and the Adaptive Sports and Adventures Program (ASAP), which are the beneficiaries of the event; the participants, ages five through 14, including former rehab patients and ASAP athletes; the staff of both the LJCC and Atrium Health Foundation (AHF), and the many volunteers who work so hard to make the event happen, but enjoy the day so much; and the corporate sponsors who support the event.

Over the past eight years, the Levine JCC Kids Triathlon has raised a total of almost \$735,000 for pediatric rehabilitation services at LCH and ASAP. For 2020, we were on our way to another successful year.

Moving forward, the uncertainty of the virus has resulted in a shift for 2021 to a Virtual Kids Tri. While the details of this event are not yet finalized, we look forward to continuing to engage our members and the greater community in this amazing event.

The LJCC, AHF, LCH and ASAP wish to thank the following sponsors who have graciously allowed us to shift their 2020 contributions to the 2021 Virtual Kids Tri. The support of these sponsors means so much to so many and their generosity is appreciated!

2021
Levine JCC Kids Triathlon
A VIRTUAL EVENT
Look for registration information
to come early next year!



The Leon Levine Foundation
Ally Financial
Atrium Health Foundation
Action Plus Ideas
Regal Foundation
Moore Van Allen
Rodgers
Brownlee Jewelers
Haley & John Timperio



OASIS

You're Never Too Old To Learn Something New!

ON MARCH 13 the Levine JCC committed wholly and uncompromisingly to community health, making the leadership decision to suspend its normal operations. Oasis met that day in person, and then transitioned to on-line programming. Over the past seven months Oasis has never missed a beat! The Oasis Staff, led by Director of Senior and Adult Programs Jill Lipson, created call lists for Staff to use as they too transitioned to working from home. The dedicated LJCC Staff continually made 75 wellness calls each week, checking on the members of our Senior community, our friends. Soon it became apparent that COVID-19 would last longer than originally anticipated and that Oasis wasn't returning to the LJCC facilities quickly, so Staff gathered critical information during their calls. They asked questions such as "Do you have a computer-PC or Mac? Do you have a smartphone, flip phone? iPhone or Android? Do you use Facebook, FaceTime, WhatsApp? And so the conversations proceeded, because Staff had to gauge the best way to expand communication with our Senior participants.

What happened next was surprising and encouraging. The Staff learned that the seniors were more tech-savvy and connected than expected! Many had smartphones and computers. Most used email and wanted to learn how to use **ZOOM**. It was an incredible discovery. So, little by little, the Oasis Staff helped on-board the seniors to Zoom, making personal calls to the seniors to walk them through the steps, and if needed, even reaching out to their children for help. A few weeks later, Oasis participants had a Zoom test, and... It. Was. Magical! After two months of not seeing their friends' faces, the Oasis Seniors were connected once again in a different way, and it was so much fun.

Since that first Zoom test, Oasis has increased its online programming, offering eight to nine Zoom programs per week including exercise classes, bingo, book club, Coffee and Conversation, History's Mysteries, Exercise of the Mind, brain games, lectures, and even movies! These intimate, virtual gatherings have allowed us all to grow closer to one another,

learn more about each other, and even compel us to try new and different activities.

Throughout this pandemic we have been continually reminded of that which is most important--the most vulnerable and isolated members of our Community need to engage, have fun, socialize, and stay connected with one another. In a time when technology is needed most, those who have traditionally been afraid of it are now embracing it, tapping into skills that keep our minds active, helping to ward off dementia, depression, and anxiety. There is lots of laughter on the Zoom calls, and we all need a lot of that right now during this challenging time. Oasis Staff continue to send out regular emails with programming information and links to articles, artwork, poetry, and more, and for those without technology, regular wellness calls ensure a continued connection to the Oasis and J community.

Of equal importance to the Oasis virtual programming, **the LJCC committed to ensuring for our Seniors' food security. Staff make bi-weekly meal deliveries to participants living alone or with senior children themselves. To date Oasis has**



"It.
Was.
Magical!"

delivered over 4500 meals to 30 unique individuals, all with the help of a grant from the COVID Response Fund (United Way of the Central Carolinas/The Foundation of the Carolinas) and the generosity of donors Julie Lerner Levine and Stanley P. Greenspon. The meal deliveries have been achieved in partnership with locally-owned businesses such as FS Food Group, Phil's Deli, Izzy's Catering, The Rusty Onion, and Foster-Caviness. The meal delivery is two-fold; seniors get to see friendly faces in person during meal deliveries, and they are also kept safer by not having to frequent food establishments.

The continuity of services being offered by Oasis during this pandemic would not be possible without the ongoing support of LJCC members keeping their memberships active and grantors such as the Carolinas Foundation for Jewish Seniors, Federal and State funding, and individual generous donors/sponsors. Keeping seniors safe, healthy, and engaged has always been Oasis' top priority. Now, more than ever, making those things happen is critical to the lifeline of those most vulnerable, and we, as a community, have come together to make it happen.

For more information about how to support Oasis during this critical time, please email:
Jill.Lipson@charlottejcc.org



THANKS TO YOUR GENEROSITY,

400 MEALS SERVED!
900 POUNDS OF KOSHER BBQ SERVED!
1200 CHILDREN RECEIVED "MEALS FOR A DAY!"

Kosher BBQ 2020

For the 7th year the Levine JCC was proud to host Charlotte's only Kosher BBQ Championship. This year was a little different without our usual team competition and fun-filled day of children and family activities but we haven't lost our purpose! Smoking over 900 pounds of Kosher BBQ, we served over 400 meals through pre-orders that were picked up on-site at the Levine JCC on Labor Day. The Kosher BBQ continues to serve as a vehicle to not only educate our community about the issue of children's hunger but to take a proactive step towards eradicating children's hunger in our city.

With our community support, the Levine JCC was able to address child hunger needs through the Shalom Park Freedom School and ourBridge for Kids to fight childhood hunger: Kosher BBQ proceeds directly fund food insecurity programs for children at Title 1 Charlotte-Mecklenburg Schools and educate our community about childhood hunger. Thanks to the generosity of our sponsors and individual donors, 1,200 children received "Meals for a Day".

A Very Special Thank You to Our Generous Sponsors:

2020 Charlotte Kosher BBQ TITLE SPONSOR:



2020 Charlotte Kosher BBQ Presenting Sponsors:



We are excited to announce that Publix Super Markets Charities will again be the Presenting Sponsor for the 2021 Charlotte Kosher BBQ.

WWW.CHARLOTTEKOSHERBBQ.COM

Camp Mindy 365

We are fortunate to have a 2nd grader and a Kindergartener at Camp Mindy 365 this year. Our daughter has attended the JCC's afterschool program for the past 2 years. During that time, we have greatly appreciated how much J-Team enriches our daughter and also caters to families with two working parents with bus transportation, operating on school closure days, proactive communication, giving plenty of notice for program deadlines, and always having a thoughtful plan for handling whatever scenario may arise.

This has never been truer than during the COVID crisis. Through the spring and summer, we waited (impatiently) for the pandemic to stabilize so we could send our kids back to school, activities, and camps. We did our best to juggle two busy careers with the academic and social needs of our kids but fell short in many ways. Mid-summer, we decided to take the plunge and let our daughter attend Camp Mindy, knowing that she was as desperate for activities, interaction, and time outside our house as we were for her. We were nervous but knew that the JCC team had put together a solid plan for dealing with a very complicated and unprecedented set of circumstances. As we knew would be the case, she had a blast and was kept safe without incident.



Like many families, we never imagined last Spring that schools wouldn't reopen this Fall. We resisted the notion until it was definite – and then we panicked. The prospect of once again simultaneously managing our jobs and our kids' school days was daunting for us. When we got word of JCC saving the day (yet again) with a day program for the school year, we knew we were in! We knew that the JCC would once again come up with an awesome solution for the challenges of our two-working-parent family that would prioritize safety, fun, and convenience. That has absolutely been the case since both our kids started **Camp Mindy 365**. We have real peace of mind knowing that our kids are safely having fun, learning, and making friends, and that we have our afternoons to focus on work without distraction.

We hope that CMS will be able to benefit from the JCC's experience about how to safely welcome kids and staff back in person. We had to break the news to our Kindergartener that the JCC is not in fact his elementary school, but he is looking forward to school bus adventures to travel to the JCC once school is back in session!

We are so grateful for the JCC's amazing programming during this difficult time, and we feel lucky to have the resources to take advantage of it. We recognize that many are hit much harder by the pandemic circumstances and are still struggling to find needed support for their families. We hope everyone who is blessed by JCC programs can also look for ways to support others in our community who are less fortunate.

– LINDSAY & MICHAEL KORT

Capital Campaign Update

Next Campaign Investments:

Capital Campaign funds will support the following projects and renovations:

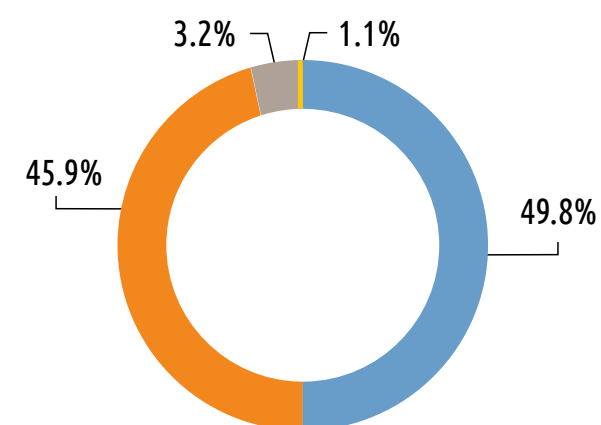
- ✓ Adult Locker Rooms
- ✓ Women's Steam Room
- ✓ Massage Room Renovations



Annual Report 2019

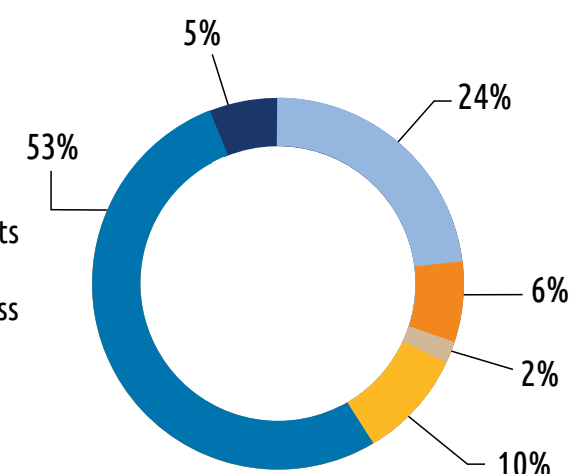
REVENUES

- Programs
- Membership
- Community Support
- Miscellaneous



EXPENSES

- Summer Services
- Seniors & Adults
- Community Service & Events
- Family & Early Childhood
- Health, Recreation & Fitness
- Cultural Arts



By-the-Numbers

2281

CHALLAH Sales

2784

SENIOR LUNCHES Served

813

SUMMER CAMPERS
2019 Camp Mindy and Sports & Tennis Camps

4397

BUTTERFLIES PAINTED in Butterfly Project workshops during the 2018-19 Academic Year

Building a Foundation For Our Community's Future.



Capital Campaign contact:

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Create Your Jewish Legacy

A FCJC program

Through the Charlotte Create Your Jewish Legacy Program, you can make a difference in our community for years to come. Please consider joining the many who have already committed to leave a Legacy Gift ensuring that generations of Jewish families continue to have a strong and vibrant community to call their own. Endowment funds will help provide for continuous growth and long-term capital improvements.

Thank You

...to our LJCC Legacy Donors

Anonymous (5)
Wilma & Gerson Asrael
Judy & Stan August
Shellie & Harvey Barer
Gail & John Baron
Meredith & Michael Baumstein
Lois & Sanford Benjamin
Philip Berman
Glenda & Brian Bernhardt
Elka & Andrew Bernstein
Peter Blair
Diana Warth Bregman & Justin Bregman
Bobby Cain
Suly & Richard ב"ר Chenkin
Jena Coen
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Andrea & George Cronson
Deedee & Gene Daumit
Andrea & Jeremy Davids
Lynn & Paul Edelstein
Aleen & David Epstein
Roni & Glenn Fishkin
Tammy & Ken Golder
Jennifer Cohen Golynsky & Leon Golynsky
Patty ב"ר & Bill Gorelick
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Sandra & Leon Levine

Laura & Marc Lewin
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Adina & Joshua Loewensteiner
Annie & Harrison Lord
Rose ב"ר & Abe ב"ר Luski
Karen & Gary Maniloff
Michael ב"ר Meiselman
Pam & Scott Menaker
Staci & Darren Mond
Elsa & Martin Multer
Elizabeth & Jeremy Naman
Gwen & Paul Orland
Brenda & Floyd Patten
Harriet & Mark N. Perlin
Debora & Ed Pizer
Dena & Michael Raffler
Melissa & Steven Raphael
Wendy & Sandy Rose
Jennifer & Andrew Rosen
Chantal & Ilya Rubin
Michael Scharf
Elaine & Marty Schefflin
Larry Schwartz
Maxine ב"ר & Gary Silverstein
Stephanie & Jon Simon
Anne & Mike Sinsheimer
Lori & Eric Sklut
Stacey & Ira Slomka
Emily & Steve Snyder
Phil Solomon
Marcia & Ken Stern
Marilyn & Harry Swimmer
Karen & Jeff Turk
Amy & Ross Udoff
Ellie & Robert Valenstein
Debra & David Van Glish
Judie & Michael Van Glish
Debby & Evan Weiss
Joanna & Eric Wisotsky
Kim & Marc Wojnowich
Lisa & Scott Yarbrough



"It is important to our family to be a part of the Charlotte Jewish Community's Legacy because we believe if the Jewish people do not take care of one another then no one else will. Since we moved to Charlotte in 2012, the Charlotte Jewish community has been so welcoming and warm to us - we have truly found our home. There are many organizations in the Jewish community that we have chosen to leave our legacy, but we have chosen the J, specifically, because the J has been a vital part of ours and our children's lives. The J has been essential in creating some of the first and long-lasting memories in our children's lives. It is where they attended summer camp for the first time, played some of their first sports matches, seen live productions, and bonded with some of their closest friends. Our entire family finds so much comfort visiting the J, it has become our home away from home and we hope to continue that feeling for our family and many other families for generations and generations... L'dor V'dor."

– THE KULBERSH FAMILY

For more information, or to learn how you can be a part of this wonderful and important initiative, please contact:

Peter Blair

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