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# A Message From Your CEO



**Peter  
Blair**

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*I am honored* to be the CEO of the Levine Jewish Community Center and I feel blessed every day to be a part of this community, for it has that charm and kindness that makes you want to give of yourself, that makes you want to be part of - and make a difference in - a beautiful community.

Here at the Levine JCC we have the opportunity to build and nurture relationships with the members of our community each day. These **relationships are solidified upon the foundation we build together** and our foundation is strong. Every strong foundation is built upon a cornerstone and the cornerstone of this community is the Shalom Park partnership. Our relationships are built within **Kehilah: Community**. It is why we at the Levine JCC invest so heavily in our Charlotte Community. We invest through partnerships, as we believe that our role is to partner to help to build a healthier Charlotte. We partner with the United Way, with the Levine Children's hospital, with Special Olympics, with the Bruce Irons Scholarship Fund, with CMS, and we partner with each of you.

At its core, **relationships are built upon the support of our community**. This support is our **Koach: Strength**. I want to thank those of you who have supported us this year as volunteers and we want to thank those of you who have chosen to give us strength through your financial support. Whether you

made a donation to the endowment of your choice, or a program here at the JCC that impacted your life, we say thank you. We thank those of you who support us through distinctive membership, which enables us to provide scholarship to families in need. We thank those of you who have signed a Create a Jewish Legacy pledge, affirming our long term sustainability. We thank those of you who have made a pledge to our Capital Campaign. Thank you for your support, thank you for your time, thank you for your Koach, your strength.

You need only leaf through the pages of this first installment of **JIMPACT**, to learn a bit more about the impact YOUR Levine JCC is having on Charlotte. I hope you enjoy this glimpse into our work in the community. Your support of our work enables us to have an impact on members of every age.

I am proud of the work that we do here at the Levine JCC, as while we may be a fitness center, a swimming pool, a summer camp, and the best tennis center in town, we are more than just those programs. We are a J that invests in our community; that invests in relationships.

I hope to see you in the halls of your J soon,

 - Peter Blair

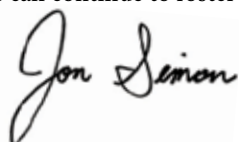
In 1986 several Jewish families took a risk and made an investment to establish a community center for Charlotte's Jewish population. I know they are proud of their return on this investment on its 30th anniversary. We have created a vibrant LJCC with over 8000 members and 250 staff comprised of full time, part time and contractors. It is a jewel in the city of Charlotte's crown of which we should all be proud. In fact, I believe we serve as a model for the rest of the country.

I have been involved at the Levine JCC my entire life and have spent the last four years serving on the Board of Directors. Along with our new CEO Peter Blair, and our board, I want to continue our success as an organization and hope to enhance existing programs as well as focus on additional initiatives that benefit the greater Jewish community. We are able to pursue these because of you, our loyal members and generous donors. You value the work that we do and the sense of community that we provide.

I thank you, our staff thanks you, and our Jewish Community thanks you. Our relationship with you is important to us and it is our goal to raise the level of fulfillment that you receive from your investment in the LJCC. We will keep you informed about the impact your dollars are having and where they are going. We are building something special together that will keep us connected for many generations.

You will begin to see your impact in the next few months. We are completing plans for our family locker rooms to be refurbished. These have not been updated for quite some time. This project will begin soon.

We are fortunate to have an outstanding staff. Currently we have a task force consisting of board and staff members focused on our CUSTOMER SERVICE INITIATIVE. We want to continue to perfect the experience that our members and donors receive when they visit. We plan to implement these improvements over the summer. With your support we can continue to foster community, education, and wellness in a first class environment.

 - John Simon

## LJCC Board President



**Jon  
Simon**





# WELLNESS COMMUNITY RELATIONSHIPS

## L'fum Tzara Agra

According to the effort is the reward.



# Introducing Our New Director of Advancement



**Diana  
Warth**

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diana.warth@charlottejcc.org

## Welcome

The Levine JCC is thrilled to welcome the newest member of our staff, Diana Warth, to our Charlotte Jewish Community. Diana, who joined our family of staff as the Director of Advancement in January, will serve in this key leadership role, building on the recent success of our Capital Campaign and helping to establish our infrastructure. Diana looks forward to working hard to affirm the Levine JCC's position as a destination for community investment, where our donors are valued, their wishes respected, and their ideals brought to life through efficient management and focused programming.

A Charlotte resident since 2012, Diana brings a wealth of expertise to the Levine JCC. Prior to joining the J, she served most recently as the Director of Development for The Junior League of Charlotte. She also held the position of Director of Leadership Giving at Planned Parenthood in Charlotte and while living in Washington D.C., served as the Senior Development Associate at The Investigative Project on Terrorism. A graduate of the Bernstein Leadership Group, Diana is a member of Temple Israel and a founding resident of Moishe House in Charlotte.

We are thrilled to welcome such a talented professional to our team, and look forward to our community meeting and getting to know Diana. Diana's depth of experience in fundraising and development, her love of Judaism, and her commitment to serving our community will be a benefit to our LJCC and Shalom Park.

We know that you will join us in welcoming Diana to our community.

### Building Relationships



### Helping to successfully complete our Capital Campaign



### Continuing to grow our *Create a Jewish Legacy* program



### Completed projects:

- ✓ Camp Mindy renovations
- ✓ Pavilion sports court
- ✓ New fitness floors
- ✓ Upstairs dance studio

### Future projects:

- Family locker rooms
- Star pool
- Adult locker rooms
- Expansion of our fitness facilities
- Infrastructure





# J BUILD

*If Not For The J...*

Lessons from Honi and the Carob Tree are alive and well in our current LJCC capital campaign. Just as this beautiful Talmudic tale teaches us to consider future generations...so does our commitment to provide and “plant” for future generations.

The results have been remarkable so far: \$750,000 investment in Camp Mindy, more than \$150,000 in improvements to our Fitness complex (including a new Sports Court in the Pavilion, a new floor in the Fitness center and JForce room) and a renovated second floor Dance Studio.

Your generous donations are having a staggering impact. Thanks to everyone that has participated in the campaign since its launch in 2014, we are realizing our dreams of an updated facility for current and future JCC families. Although close, we are not quite there and, as we move toward the next phase, there is still time for the entire community to participate. Your pledges will be evident as we update the locker rooms, fitness areas and the outdoor aquatics complex. These exciting renovation plans will create a family-centric experience with a splash ground and zero-entry area for little ones, slides and climbing wall for older children and a newly imagined Star Pool. These changes will enhance everyone's experience and give new generations the opportunity to meet, to gather and to form lasting relationships. While we know the physical changes are needed on our 30-year-old campus – the campaign is much less about what we are building than WHY we are building it.

The current J members benefit everyday from the visionary leadership of a group of families decades ago. They dreamed

of something special happening in Shalom Park and it is our obligation to continue that dream. We must make sure that young families continue to see the LJCC as their home away from home, that more than 350 special Olympians continue to be served through our Camp SOAR program, that more than 6,500 public school students continue to be educated about the Holocaust through our Butterfly Project, that Jewish children continue to bond over swim lessons,

basketball games or theater performances. The dream is just as powerful today ... to ensure there is a place where everyone can make and enjoy quality relationships with others, building friendships and memories of a lifetime. It is our sacred responsibility to keep that dream alive on Shalom Park.

Every one of us has our own “IF NOT FOR THE J...” personal story. Would you

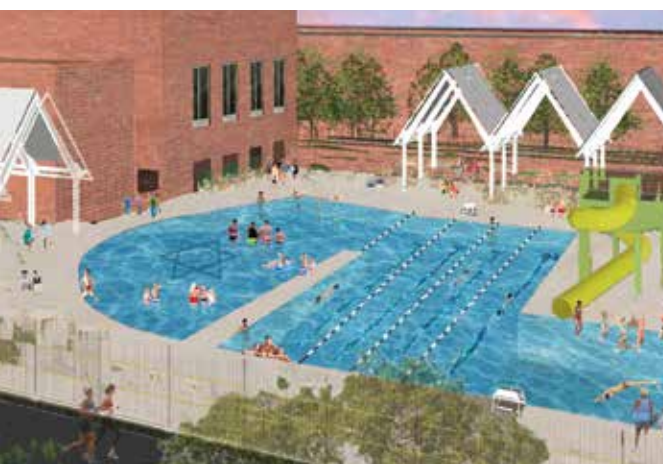
have met the other moms strolling their babies through the halls? Would you have met your personal trainer and made healthier, lifestyle changes? Would your children have dressed up for the Purim carnival? Or gone to summer day camp? Would you have easily met new friends when you moved to town?

This campaign not only gives us newer facilities, but it creates what happens in the new dance studio and at the new pools, when we meet one another and share these experiences. If you haven't seen these improvements come check them out. After all, they are yours. You might also make a new friend.

Roni Fishkin, *Capital Campaign Chair*  
Jon Simon, *LJCC President*  
Peter Blair, *LJCC CEO*

“My children grew up at the LJCC...and many of their friends today are still the ones they made in Hoopsters, micro soccer or just hanging out at the pool. I want that same opportunity for the next generation. I feel strongly about this campaign because just as past generations created a place to shape my J story ... I want to ensure there are future stories to be told.”

– RONI FISHKIN



DONORS:  
**480+**  
RAISED:  
**\$5,275,000**



**Building a Foundation For Our Community's Future**

# The Butterfly Project



*Zikaron V'tikvah*  
Remembrance and Hope

**M**ore than 80 times during the 2015-16 school year, the LJCC Butterfly Project – a 2 ½ hour workshop – is presented to students and adults in the greater Charlotte community. The workshop uses the lessons of the Holocaust to teach what can happen when prejudice, discrimination and bias are allowed to flourish.

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

While each segment of the workshop has an impact on the participants, the segment that seems to make the biggest impression is when they hear from a Holocaust survivor. Suly Chenkin and Irving Bienstock

volunteer countless hours to the Butterfly Project to tell their story of survival at each workshop.

Your donations continue to allow students from Title I schools to attend workshops at no cost. The workshops are run by part-time staff, with significant help from volunteers. Engaging volunteers from the community helps to spread the message beyond the participants.

## The Project Takes Flight...

Butterfly Project idea is brought from the San Diego Jewish Academy to the Levine JCC

**May** - Dedication of the Margaret & Lou Schwartz Butterfly Garden, and its Children's Holocaust Memorial Sculpture, created by Paul Russo, with help from Patrick Robertson. The sculpture contains approximately 2,800 butterflies.



**2011-12 School Year**  
991 participants attend workshop

**2013-14 School Year**  
4,952 participants attend workshop

**2008**

**2009**

**2010**

**2011**

**2012**

**2013**

Fundraising began for permanent memorial; volunteers go out into greater Charlotte community and approximately 3,000 ceramic butterflies are painted in memory of children who died in the Holocaust.

**November**  
Start of current form of in-house Butterfly Project workshop

**2012-13 School Year**  
3,116 participants attend workshop



*For the last five years, I have had the opportunity to participate in the Butterfly Program at the JCC. I am a Holocaust survivor, and during that time period, I have told my story of survival to many thousands of Charlotte area students. I came to the United States in 1940. For many of the 76 years that I have lived in the US, I never wanted to speak about what happened to me and my family and friends. We did not talk about it at home. I did not talk about it to my wife, relatives or friends. It wasn't until after I retired at age 74 that I realized my life span was nearing the end, and if I didn't tell my story, nobody would know what the Nazis did to me. More important, what they did to 6,000,000 of my brethren, who can't speak for themselves. When the Butterfly Project got started, I volunteered with Suly Chenkin to tell our survival stories. At the JCC we are able to reach many more thousands of students in the Charlotte area, and I am certain that we are making a difference. It has been a most gratifying experience for me to be able to do this, and I will continue, for as long as I am able to.*

**– IRVING BIENSTOCK**

I did not speak about the Holocaust until the year I lost my father when I was asked to speak in his stead to a class of 8th graders in a school here in Charlotte.

By then I was 50 years old and my reluctance to come out as a survivor was washed away by the students' response to my talk and replaced by the sense that it was in my hands to help keep history alive and try, even in the smallest way, to make a difference.

For the past five years I have been part of the workshops at the Butterfly Project, where I have had the opportunity to tell my parents' and my story of survival to thousands of children. My speaking is more than a story. It is a tribute to my parents, their courage and that of all the survivors and victims. And, of course, it is especially in loving memory of the innocent 1.5 million children who, unlike me, did not survive the darkness of a time when evil was allowed to win by all those who stood by.

I hope to continue speaking until the day that I no longer have a voice.

— SULLY CHENKIN



First Name: Danna

School: Porter Ridge High School

Age: 17

Date: 12-15-15

Peace and change only occur when people actually lift a hand and help others in need. Not doing anything to help is much worse than anything because you are being bystander to evil. Peace and change can start with one person but make a world of difference.

First Name: Mikaela

School: Blythe Elementary

Age: 11

Date: 1-5-16

The pyramid of hate is something that reached out to me. Because I had no idea that one thing can lead to another in these cases. Especially how dangerous it can get.

First Name: Lottie

School: Lincoln Charter School

Age: 13

Date: 3-12-15

My day here at the butterfly project touched me in many ways. I cannot fathom the amount of lives lost and I will leave here trying to be kinder to others. The most touching part for me was listening to the victims tell their stories. I left with a new perspective on some things, like how to treat people.



### Exciting News:

Winner: 2016 JCCA Biennial Zahav Award

Wells Fargo generously donated \$40,000

School Year  
Participants  
Workshop

2014-15 School Year  
5,540 participants  
attend workshop

2015-16 School Year  
more than 6,500  
currently scheduled  
to attend workshop

2014

2015

2016

October

Patrick Robertson applies  
1,500 additional butterflies  
to the Sculpture

**125**  
ORGANIZATIONS  
have participated in  
a workshop; of those,  
**47**  
PARTICIPATED  
**2x**  
or more.

During the 2014-15  
school year, over  
**55**  
VOLUNTEERS  
participated in some  
aspect of the Project,  
giving more than  
**250**  
HOURS  
of their time.

Since the inception  
of the LJCC  
Butterfly Project  
workshop, almost  
**20,000**  
CHILDREN  
who died in the  
Holocaust have  
been honored by  
the painting of  
a ceramic  
butterfly.

**Thou shalt not be a victim. Thou shalt not be an oppressor. But thou shalt never be a "bystander."**

— YEHUDA BAUER

Professor, Hebrew University of Jerusalem



# 2016 CHARLOTTE JEWISH FILM FESTIVAL

## 2016 CJFF Statistics

20+ Films

30+ Events

5000+ Tickets Sold

The Charlotte Jewish Film Festival (CJFF), a program of the Levine JCC provides an illuminating and entertaining cultural opportunity by bringing together a diverse group of film lovers to enjoy stories, characters and themes with universal appeal, viewed through the unique lens of the Jewish experience in America and around the world. Our films are going to make you laugh, cry, think and feel.

What started out as a small, 2-film event in 2005 has grown into a year round cultural extravaganza that showcased 23 films in 28 events during the 2015 season. Our 2016 Core Series (February 20 – March 13) shattered attendance records and the CJFF brand has never been stronger.

The CJFF offers the perfect combination of things that make for a great event - we screen interesting movies, have informative and fun value added programming, and provide an insular, non-threatening access point for people to plug into the community, whether it's for social, cultural, educational or simply entertainment reasons.

Donations play a critical role in the success of the CJFF. The festival is made possible through the support of Corporate Partners, Patrons, grants, Community Partners as well as ticket sales. No one single source brings in enough funds to cover all of the CJFF's expenses, therefore the support of our community is vital. Donors, and volunteers, are an invaluable resource in helping promote the festival throughout the community. Corporate Partners and Patrons will continue to be instrumental and necessary to drive the CJFF's growth and ability to improve upon its programming in the future.



*I've enjoyed helping to produce a team-oriented event in a relaxing and supportive environment, from volunteering on the screening committee to organizing volunteers. The festival is truly a community event from beginning to end and I draw strength from seeing the happiness it brings and the discussions it spawns.*

– ELLEN GOLDBERG



# What did you like best about your CJFF experience?

"Diversity and high quality of films presented relating to all things Jewish as well as the opportunity to meet/hear people associated with the films (speakers added such a depth to the experience). It was also an added bonus to have the receptions and getting to meet the people attending the festival in a social setting."

"It's a wonderful community event that also attracts the non-Jewish community. I appreciate the inclusiveness of the festival."

"I have a career as a Steinway Artist, and my wife and I are actively involved in the performing arts. We are avid theatre / film lovers, and were thrilled to be in a community of people who share our passion. We've made new friends, and found a new creative outlet through the CJFF experience. Thanks for bringing this beautiful Festival into being!"

"We are really sorry that we've never participated before this year. What a wonderful experience so far!"

## Leadership

The CJFF has also been extremely fortunate to have such a great **leadership legacy**.

2005-2006	Debby Block
2007-2011	Jodi Greenwald
2012-2013	Jeff Turk
2014-2015	Rick Willenzik
2015-Present	Benjamin Schwartz

Each Director has taken the mantle from their predecessor and kept the CJFF's momentum moving forward. While each has brought their own ideas, everyone's overall vision has been unified – we all have shared a desire to continue making the CJFF one of the premier cultural events in the region.



## Volunteers

The CJFF has been fortunate to have such **dedicated and hard-working volunteers** over the years. They are vital to the execution of the CJFF and have also been ambassadors for the festival in the community and have done an amazing job of keeping people informed and engaged.

## 2016 CHARLOTTE JEWISH FILM FESTIVAL SEE YOU AT THE MOVIES!



Feb. 20 • 7:15pm  
Temple Israel



Feb. 21 • 7:15pm  
Temple Israel



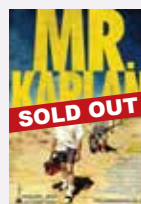
Feb. 24 • 7:15pm  
Temple Israel



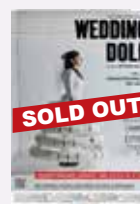
Feb. 27 • 7:15pm  
Regal Ballantyne



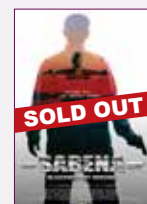
Feb. 28 • 11:00am  
Regal Ballantyne



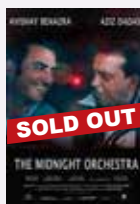
Mar. 2 • 7:15pm  
Regal Ballantyne



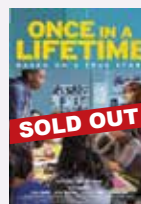
Mar. 5 • 7:15pm  
Regal Ballantyne



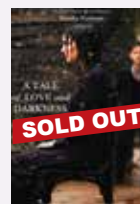
Mar. 6 • 7:15pm  
Regal Ballantyne



Mar. 9 • 7:15pm  
Regal Ballantyne



Mar. 12 • 7:15pm  
Regal Ballantyne



Mar. 13 • 3:00pm  
Regal Ballantyne



Mar. 13 • 7:15pm  
Regal Ballantyne

# J Story

## If not for the J...

### The Boyd Family

We love swimming at the JCC! We were not members when we signed our daughter up for the Jr. Jaws team in the Spring of 2015. She fell in love with swimming and with Coach Heather immediately! We decided to join that summer!

Our son is now swimming on the team and my husband and I swim 3-4 times a week for exercise! The aquatics facilities are phenomenal, the staff/coaches are exceptional and we love how much our kids have grown and developed in their competitive swimming. **GO JAWS!**



**LEVINE JCC  
VISUAL AND  
PERFORMING  
ARTS  
DEPARTMENT**



### The Waller Family

We first got involved in performing arts at the LJCC in the fall of 2009 when I was in the cast of *Honk!* My two oldest sons, Sam (12) and Toby (9) have each performed in the fall and winter musicals. My youngest son Andrew (5) is currently in Kayla's Funky Moves dance class and that is the highlight of his week! Toby has participated in the performing arts summer camps and he and I have also taken acting classes with Susan. We all get so much out of the performing arts program. It has taught my kids perseverance, commitment, team work, and the value of practicing in addition to the joy of performing. It gives them an appreciation for the arts both as a participant and an audience member.



# Create Your Jewish Legacy

A FCJC program

## Thank You ...to our Levine JCC Legacy Donors

Anonymous (4)

Wilma & Gerson Asrael

Judy & Stan August

Shellie & Harvey Barer

Gail & John Baron

Meredith & Michael Baumstein

Phil Berman

Glenda & Brian Bernhardt

Elka & Andrew Bernstein

Suly & Richard Chenkin

Jena Coen

David I. Cohen

Andrea & George Cronson

Deedee & Gene Daumit

Andrea & Jeremy Davids

Aleen & David Epstein

Roni & Glenn Fishkin

Patty & Bill Gorelick

Stanley Greenspon

Anna Gunsher

Jodie & Michael Iagnocco

and Family

Dana & Andrew Kapustin

Nancy & Bob Kipnis

Lorrie & Barry Klemons

and Family

Elise & Jaime Kosofsky

Susan & Eric Lerner

Harry Lerner

Alison & Mark Lerner

Julie & Howard Levine

Sandra & Leon Levine

Laura & Marc Lewin

Annie & Harrison Lord

Rose & Abe Luski

Karen & Gary Maniloff

and Family

Pam & Scott Menaker

Staci & Darren Mond

Elsa & Martin Multer

Brenda & Floyd Patten

Harriet & Mark Perlin

Debora & Ed Pizer

Dena & Michael Raffler

Melissa & Steven Raphael

Jennifer & Andrew Rosen

Chantal & Ilya Rubin

Michael Scharf

Elaine & Marty Schefflin

Larry Schwartz

Melvin Segal

Maxine & Gary Silverstein

Stephanie & Jon Simon

Anne & Michael Sinsheimer

Lori & Eric Sklut

Stacey & Ira Slomka

Marilyn & Harry Swimmer

Karen & Jeff Turk

Debra & David Van Glish

Judie & Mike Van Glish

Debby & Evan Weiss

Joanna & Eric & Wisotsky

Kim & Marc Wojnowich

Lisa & Scott Yarbrough



*"Participating in the Levine JCC's Charlotte Jewish Legacy is one way we can show our children how important it is to support the Jewish community. Our grandparents and parents set a good example for us and we hope to continue that legacy."*

*Giving through legacy gifts enables us to ensure that the Jewish community we helped build today will survive for both our children and future generations to enjoy."*

– THE SLOMKA FAMILY  
Members since 2004

Through the Charlotte 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.



## Award

The J's outgoing Create Your Jewish Legacy Board Chair **Mark Perlin** (pictured with Levine JCC CEO Peter Blair and Board Director & Past President David Van Glish), being honored with the President's and Executive Director's Award at the 29th Annual Levine JCC Board of Directors Meeting.

# Create Your Jewish Legacy

A FCJC program

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

**Shellie Barer**

Executive Administrator

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tzedakah ★ traditions ★ legacy



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