



Jewish Federation of Madison

As One, We Make A Difference

Dear Friends:

As we mark the anniversary of October 7, we remember and pray for those who died so brutally, for the survivors, and for their friends and families.

The needs in Israel—from temporary housing to loans for those restarting businesses to mental health therapy—have been immense. The extraordinary response of our Madison community to the Emergency Campaign to Support Israeli Victims of Terror raised \$303K, and our 2023 Annual Tzedakah Campaign raised over \$960K. As of June, our emergency campaign contributions, collectively combined with the generosity of thousands across the country, helped the Jewish Federations system raise \$833M, and allocate over \$433M to 520 NGOs across Israel.

At home in the greater Madison area, together with our beneficiary agencies, we rose up with heart and energy to protect and lift up members of our local Jewish and non-Jewish community. With the deepest thanks, we acknowledge UW Hillel, Chabad at UW, JSS, JBAM, and Wisconsin Jewish Conference for their tireless efforts during these times of heightened antisemitism.

As we look ahead to Rosh Hashanah and a new year, we wish everyone a Chag Sameach filled with fulfillment, happiness, peace, and prosperity. **L'Shanah Tovah U'Metukah!**



Sasha Kerlow
President, Board of Directors



Alan Klugman
Executive Director

Upcoming Events

**Midrasha Ice Cream Social
Meet and Greet**
Wednesday, September 4
6:15 pm - 8:15 pm
Chocolate Shoppe Ice Cream

**2024 Annual
Tzedakah Campaign Kickoff**
Sunday, September 15
5:00 pm - 7:00 pm
Beth Israel Center

PJ Library Madison Fall Fun Event
Sunday, September 22
1:30 pm - 3:30 pm
Eugster's Farm, Stoughton

**Active Jewish Adults (50+)
Breakfast and Hike**
Friday, September 20
9:30 am - 11:30 am
Ice Age Trail, Verona

Community 1-Year Commemoration
Monday, October 7
Details TBA

Major Gifts Appreciation Dinner
Wednesday, October 30
5:30 pm - 7:30 pm
Full Compass Systems

Midlevel Donor Appreciation Event
Monday, November 18
Details TBA

84th Annual Meeting
Tuesday, November 19
6:00 pm
Max Weinstein
Jewish Community Building

see event details and register at
jewishmadison.org/our-events



Creating Safe and Nurturing Spaces for Our Children

by Marla Becker

Director of Hilde L. Mosse Gan HaYeled Preschool



Two years ago, Gan HaYeled Preschool embarked on a transformative journey by implementing the Pyramid Model, a comprehensive, inclusive, multi-tiered social and emotional learning (SEL) framework.

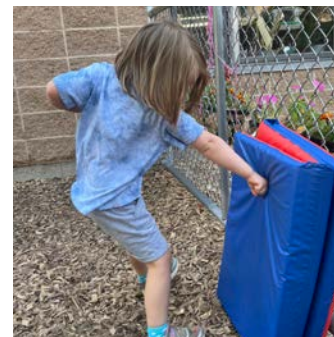
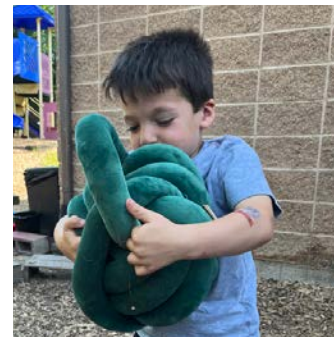
This model emphasizes promotion, prevention, and intervention practices to foster positive social, emotional, and behavioral outcomes in young children (National Center for Pyramid Model Innovations, 2023).

As we continue to embrace this model, we have observed a marked increase in reflection, collaboration, and communication among our staff and families, all focused on finding the best ways to support our children. Our children are learning to use problem-solving and calm-down strategies, helping them navigate their daily interactions. We also recognize the profound connection between SEL skills—such as regulation, emotional expression, understanding, the development of social relationships, and problem-solving abilities—and Jewish values. Not only are we creating a safe and nurturing environment for our children, but we also strive to move closer to *tikkun olam*, the Jewish concept of repairing the world.

It is inspiring to see our young preschoolers making meaningful connections between Judaism and SEL, such as during our exploration of Purim. A four-year-old independently began contemplating the reasons behind Haman's anger, suggesting that he may have lacked the necessary calm-down strategies when someone was mean to him. A three-year-old then added that Haman's anger might have resulted from not knowing how to ask for a toy he wanted.

Gan HaYeled's adoption of the Pyramid Model has also forged significant connections beyond

our school community. We have cultivated a partnership with the Jewish Federation of Madison, the City of Madison, Wisconsin Alliance for Infant Mental Health (WIAIMH), Madison Metropolitan School District, and BE HEART Madison. Thanks to a city grant, the Jewish Federation of Madison hosts free workshops conducted by WIAIMH for both educators and families in Madison, aiming to support and promote positive behavior strategies. We are grateful, honored, and proud to be a part of this collaboration.



Social-emotional Support Tier of the Pyramid Model
At Gan, we explore several emotions and big feelings, learning to identify and name them. Then, we figure out strategies for working with those emotions.

What does being angry look and feel like?

Rose, age 4: So the eyes are crinkled and the mouth has a frown on it and the nose is crinkled too. The hands are about to pinch someone or like a monster. The whole body is like really angry.

What are some calm-down strategies we can use to keep ourselves safe and our friends safe?

Astella, age 4: You can squeeze a pillow or a lovey. It helps you to be calm.

Sam, Age 4: You blow out five candles.

Leo, Age 4: You can punch a nap mat. There's one on the wall and you push it.

Midrasha Director Returns from Fellowship in Israel

by Maddy Friedman

Director of Midrasha Hebrew High School



My time this summer with the Counter-terrorism, Public Diplomacy, and Digital Media Fellowship, in partnership with Onward Israel, Sachlav Israel, and Reichman University, was nothing short of transformative.

Over a month in Israel, I engaged with policymakers, studied at the university, and participated in impactful trips to deepen my understanding of the conflict and develop meaningful educational resources. I was invited to this fellowship due to my background in digital media. Holding a master's degree in Social Media Communications from Dublin City University, where I wrote my dissertation on Antisemitism on Social Media, I was eager to apply my skills and knowledge to this program. Last semester at Midrasha, I used this knowledge to teach the elective "Antisemitism on Social Media."

During the program, I gained a comprehensive understanding of Israel's military response since October 7 through briefings from the International Institute for Counter-Terrorism at Reichman University. I visited the Kfar Aza Kibbutz and the Nova Festival site and heard firsthand accounts from soldiers who fought on October 7. The program also delved into public diplomacy, highlighting Israel's unique position in the global arena. Lectures covered relations with Middle Eastern countries, Russia, and the United States. I traveled to Jerusalem, where I visited the Knesset and engaged in discussions about global politics with members of parliament.

In the final week, we learned from members of the Foreign Service Ministry who specialize in digital media for Israel. We created campaigns aimed at promoting soft diplomacy and educating about Antisemitism. I will use this fellowship knowledge to update the curriculum for our 10th, 11th, and 12th-grade courses this

year and develop new programs and courses. This fellowship has equipped me to educate based on fact-based evidence and foster meaningful discussions among our high school students.

I am deeply committed to implementing the insights and knowledge gained from this fellowship to enhance our educational programs and make a difference in our students' academic and personal growth. Midrasha fosters informed, critical thinking among our youth through impactful courses and resources, ensuring our students receive a well-rounded, fact-based education that prepares them to navigate and understand complex global issues.

Is your teen registered for Midrasha this fall?

Midrasha Hebrew High School, a program of the Jewish Federation of Madison, in partnership with Beth Israel Center, Congregation Shaarei Shamayim, and Temple Beth El, offers classes in Hebrew, Jewish Studies, and electives with time for socializing for 8th-12th graders. Midrasha meets weekly on Wednesday evenings and optional Sunday afternoons for Hebrew. This meaningful, pluralistic community program welcomes all teens from any denomination or non-synagogue-affiliated background. Studying at Midrasha provides students with experiences and educational opportunities to develop a strong, positive identity and set of values within the framework of a united Jewish people. **Classes begin September 11.** **Learn more at jewishmadison.org/midrasha**

Curious about Midrasha? Join us at the Midrasha Ice Cream Social Meet and Greet on September 4 to schmooze with the staff and students and enjoy some ice cream—our treat. **See details and RSVP at jewishmadison.org/icecream2024**

Camp Shalom's Rewarding Camper-to-Counselor Cycle

by Sam Toso

Camp Shalom Director



When I returned to Camp Shalom for the 2021 season, one of the best indicators that everything would work out - even with navigating the ever-changing pandemic while becoming a first-time director - came out of the

1:1 Zoom calls I conducted with the camp staff during that winter and spring. A common thread developed early on, and as many of the calls began, those of us on either side of the screen shared smiles we hadn't shared in years. On my end, I was seeing time sped up - because these counselors, weren't they my campers just yesterday? I still had our sun-faded group pictures, their precious art, and cards signed in thick marker strokes. When did they become so tall, well-spoken, grown-up? Surely, I hadn't been away for all that long.

These extraordinary young people, whom I had the joy and privilege of knowing in their camper years, were ready to rejoin camp and give it their all. For those of us who work with children, we often wonder where they will go, where life will take them. I feel immensely lucky that so many have continued on at camp and have made the transition from camper to counselor—and even beyond. Our campers are just as lucky!

The *ruach*(spirit), love, attention to detail, and tradition that come from staff who grew up at camp is a beautiful thing to witness, as is how proud they are to be part of this camp and its history. As counselor Jane shared, "I am proud to say that I was a camper before becoming a counselor because it shows how much I truly love camp and how big a part camp is in my life." Whether it's braiding challah on Shabbat or playing four-way capture-the-flag on Maccabiah, fishing at the pond or making friendship bracelets, singing at rallies, or racing through the trails after a counselor in a costume

-we're eager to share memories and traditions with new staff and campers and keep them going strong.

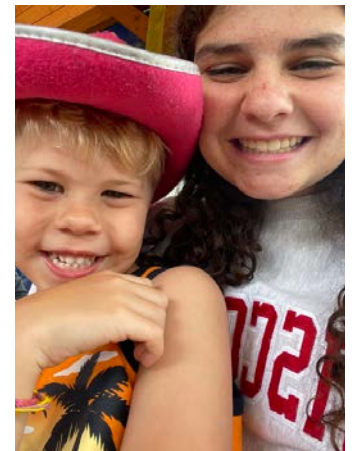
With the majority of our staff routinely belonging to this homegrown group, the spirit of Camp Shalom becomes something that is spread across generations. Times change, we evolve, and there are always new things to learn and new friends to bring into our community - but the love our staff has for camp and their protectiveness and dedication to it is felt by all. This camper-to-counselor cycle is so special to Camp Shalom and resonates through all parts of camp. For Machsen Lead Kaylee, who has been involved with camp for almost twenty years and is in her fifth position on the staff team, making the transition from camper to counselor made her feel that she is "part of something. I have a community that I have come back to summer after summer.[...]I have learned from many of my counselors about how to work with others and how to build community. I have met so many different people, learned from those people, and have met many lifelong friends from being here."

The jump from being a camper to becoming part of the staff team isn't one that all campers make, but for those who do, it can be incredibly rewarding. "[It] is a scary step, but also a really great one," shared counselor Maddie, who has been at camp since she was a rising kindergartener. "As I step off the bus every day, I learn something new, and these life lessons teach me valuable skills that I can use in the real world in the future." Current counselor-in-training Gabe shared, "From camper to counselor, I regret nothing from making my decision to work at Camp Shalom. [...]It means so much to me to finally, after nine years of being a camper, be on the other side as a counselor. As a camper, I always wondered how it would feel to be a counselor;

I would wonder how it would feel to not do swim lessons, to have access to Bubbe’s kitchen, to plan group times, and be a leader for my group.”

Something that commonly comes up for our campers-turned-staff is to create the magic of camp, which means something different for everyone. Aleph Unit Head Jori shared, “I strive to recreate the magic of camp that I once experienced as a camper, all the way from Aleph to NOBO! Planning fun activities and being a safe and welcoming space for campers brings me and so many other staff members joy. Camp Shalom has been the greatest experience for me as a camper and as a career and character-building opportunity in my staff years!” Gimel Unit Head Sophie shared, “Seeing these kids experience the magic of Camp Shalom, knowing you once were in their position is a different type of feeling. I learned from my counselors when I was a camper to always be kind.[...]I hope that this message will pass onto the current campers here and that it will stick with them for life.” Counselor Polina continued this sentiment: “The message I want to bring to my kids, as a counselor who sat where campers now sit, is camp is a place where magic happens. It’s where you make friends that feel like family, challenge yourself to grow in many ways that you never expected. As a counselor, I want to be that support person to cheer them on and create memories for them that will last them a lifetime.”

Having just finished our 70th summer at Camp Shalom, we look forward to this circle continuing in our 71st summer and beyond. The strength of our camp lies in its community, and our campers-turned-counselors are an incredible part of the community effort that makes our camp run.



Counselors featured in this article pictured above (from the top, left to right):
Jane, Jori, Sophie, Maddie, Polina, Gabe, Kaylee

Work at Camp Shalom

Every summer, Camp Shalom and Camp Shalom Noar-Bogrim (NOBO) hire admin staff, specialists, lifeguards, counselors, and counselors in training (CIT) to work with campers in K-9th grade.

Not only will you have a blast while earning income you'll also have the opportunity to develop and practice vital job skills, network, be part of a community, get free daily snacks, and have your best summer ever!

Learn more at [jewishmadison.org/work-at-camp](https://www.jewishmadison.org/work-at-camp)

Leadership Mission to Germany & Israel Witnesses Impact

by Lainie Minkoff and Jeremy Tunis

Executive Committee Board Members and 2024 Annual Tzedakah Campaign Co-Chairs



In July, we joined our Executive Director Alan Klugman on a trip to Berlin and Israel to participate in a mission with other leaders in the Jewish Federations of North America network.

In Berlin, we were

reminded that history informs, but memory commands. We visited the Platform 17 Memorial at Grunewald Station commemorating the thousands of Jews who were deported from Berlin on trains and saw the Memorial to the Murdered Jews of Europe, which was the result of years of planning post-German unification. Like many countries, we heard stories of rising antisemitism in Germany. However, the German government is working diligently to combat it, including the appointment of a Federal Commissioner for Jewish Life in Germany and the Fight against Antisemitism.

Not to be forgotten is the ongoing war in Ukraine and the significant refugee crisis that it has caused. Germany has welcomed the largest number of refugees, including thousands of Ukrainian Jews who are receiving life-saving support. In Berlin, we met with Ukrainian teens who are spending their high school years in Germany in temporary housing away from their family and friends. Their lives are forever changed. They shared their hopes and dreams for the future, and even though some of that may be uncertain right now, they can think about a future because of the support they're receiving.



Next, we traveled to Israel, where we came to bring strength, but left feeling strengthened. We visited Kibbutz Nir Oz, just over a mile from Gaza, where we could see, hear, and feel the fighting. On October 7, Hamas brutally murdered 40 people and kidnapped 77 others from Nir Oz. Over one-fourth of the community was lost in a single morning. We walked through the once beautiful kibbutz, now empty except for burned-out houses and bullet-riddled buildings, with Nir Metzger, a lifelong resident and security liaison at the kibbutz, providing an account that was almost too difficult to hear. This included the brutal kidnapping of both of his elderly parents (his mother Tamar was released in an early exchange, but his father Yoram died in Hamas captivity), the murder and burning alive of countless friends and neighbors, and widespread looting and destruction.



At the site of the Nova Music Festival, where 365 people were killed and 44 kidnapped, we heard stories from victims' family members of selflessness and bravery. This place will become a memorial, reminding future visitors of the horrors that occurred there on October 7.

We visited Soroka Medical Center, which on October 7 experienced the largest mass casualty incident from terror in a single day. They saw 674 casualties in the first 24 hours, including 44 children. Staff from the night shift stayed on, and medical personnel and volunteers in the area showed up because there was a need. This spirit of solidarity and selflessness was everywhere throughout the



country. The hospital is now providing a variety of rehabilitation services, both mental and physical, to the community.

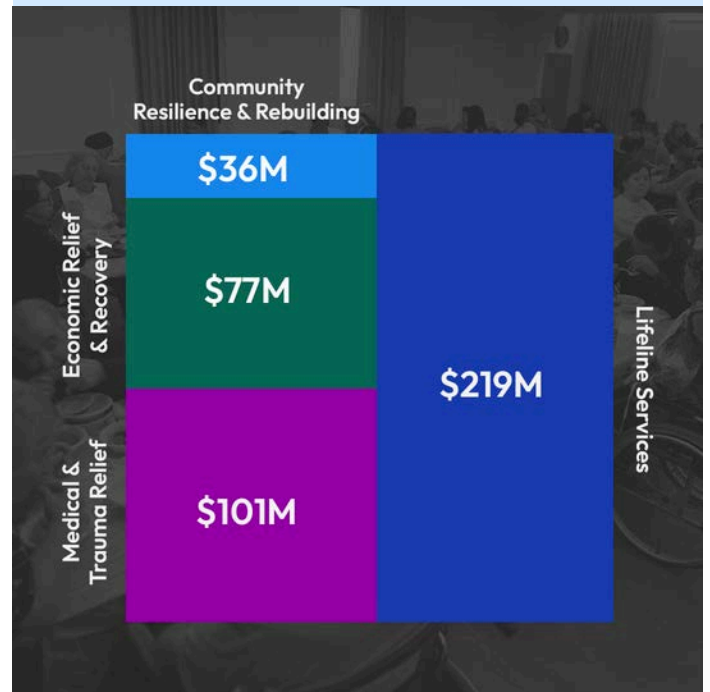
Our history has made us a resilient people. Everywhere we went, we were humbled by the strength and determination of our organizations, our community, and our people. In times of crisis, Jews have consistently stepped up to take care of each other and do whatever is necessary. Our funds support a wide range of needs, from assisting victims of the October 7 terror to providing emotional and career counseling for wounded Israeli soldiers to resettling Ukrainian refugees and offering enrichment programs for Ukrainian teens in Germany. These contributions have a profound impact on countless lives. Throughout our trip, people repeatedly expressed their gratitude for our support and solidarity. It is a privilege to convey their thanks to all of you. Representing the Madison Jewish community in Israel and Germany was an honor, and we are deeply committed to working on behalf of our community and Jewish communities worldwide.

Am Yisrael Chai.



Supporting Israel's Road to Recovery

Jewish Federations have allocated \$433M to 520 organizations and programs.



**data as of 6/3/24*

Remembering the Legacy of Avi

Our executive director, Alan Klugman, brought over 30 condolence cards written in memory of Avi Chatual by Madison community members during our Yom HaAtzmaut Celebration in May to Israel on the leadership mission. A lifelong resident of Ofakim, Avi was murdered on October 7 when he went out to check on homebound neighbors after hearing gunshots. The cards were personally delivered to his wife, Shoshana (Shoshi), and children by their Jewish Agency for Israel caseworker from the Victims of Terror Fund. The family collectively read every card. Sometimes, a relatively small gesture can have a significant impact.

PJ Library Madison Heads Into Its Second Year

by Adina Gasser
Director of Engagement and Leadership



In the winter of 2023, the Jewish Federation of Madison became the proud implementing partner for the PJ Library program in the Madison metro area. Since taking over the program, the Jewish Federation has

presented a year of inspirational and exciting programming and events for PJ Library Madison, in addition to sending free books monthly to 436 children celebrating Jewish values and culture. Over the past year, PJ Library celebrated Jewish holidays, mitzvot, community, and so much more. There was laughter, playtime, and, of course, plenty of reading. It is clear that PJ Library has become a true haven for connection and growth within the Madison Jewish community.

The Jewish Federation of Madison would like to express its heartfelt gratitude to each and every one of its PJ Library participants. You make this program such a successful one. From the volunteers to the parents to the beautiful children in the Madison Jewish community - every single one plays a vital role in the programs and events that celebrate Jewish life, history, and community. Your energy, enthusiasm, and appetite for fun inspire us all!

As we look ahead to the next year, we are excited to share that we have a fantastic lineup of monthly programming and activities that promise to engage, inspire, and delight - while we continue to explore Jewish life and PJ Library books together.

Here's to another amazing year of reading, growing, and connecting together through PJ Library Madison!

If your family, or a Jewish family you know, would like to participate in the PJ Library program, **you can learn more and sign up at jewishmadison.org/pj-library.**

Upcoming PJ Library Madison Events

Some highlights to look forward to:

September

PJ Library Fall Fun Event
Sunday, September 22
1:30 pm - 3:30 pm
Eugster's Farm, Stoughton

We will pick apples, create a bumble bee honey container, and enjoy apples with honey while reading a PJ Library book about Rosh Hashanah. Families are welcome to stay for the rest of the afternoon to explore or visit with the animals. The cost is \$10 per person (ages 1 and under are free). See more details and register at jewishmadison.org/our-events.

October

PJ Library Party in the Sukkah
Sunday, October 20
1:00 pm - 2:30 pm

November

PJ Library Get-together

December

Chanukah Community Party with PJ Library
Sunday, December 29

January

PJ Library Get-together

February

Let's Celebrate the Trees! A Tu BiShvat Event

March

PJ Library's Purimpalooza
Pass the Matzah! A Special Passover Event

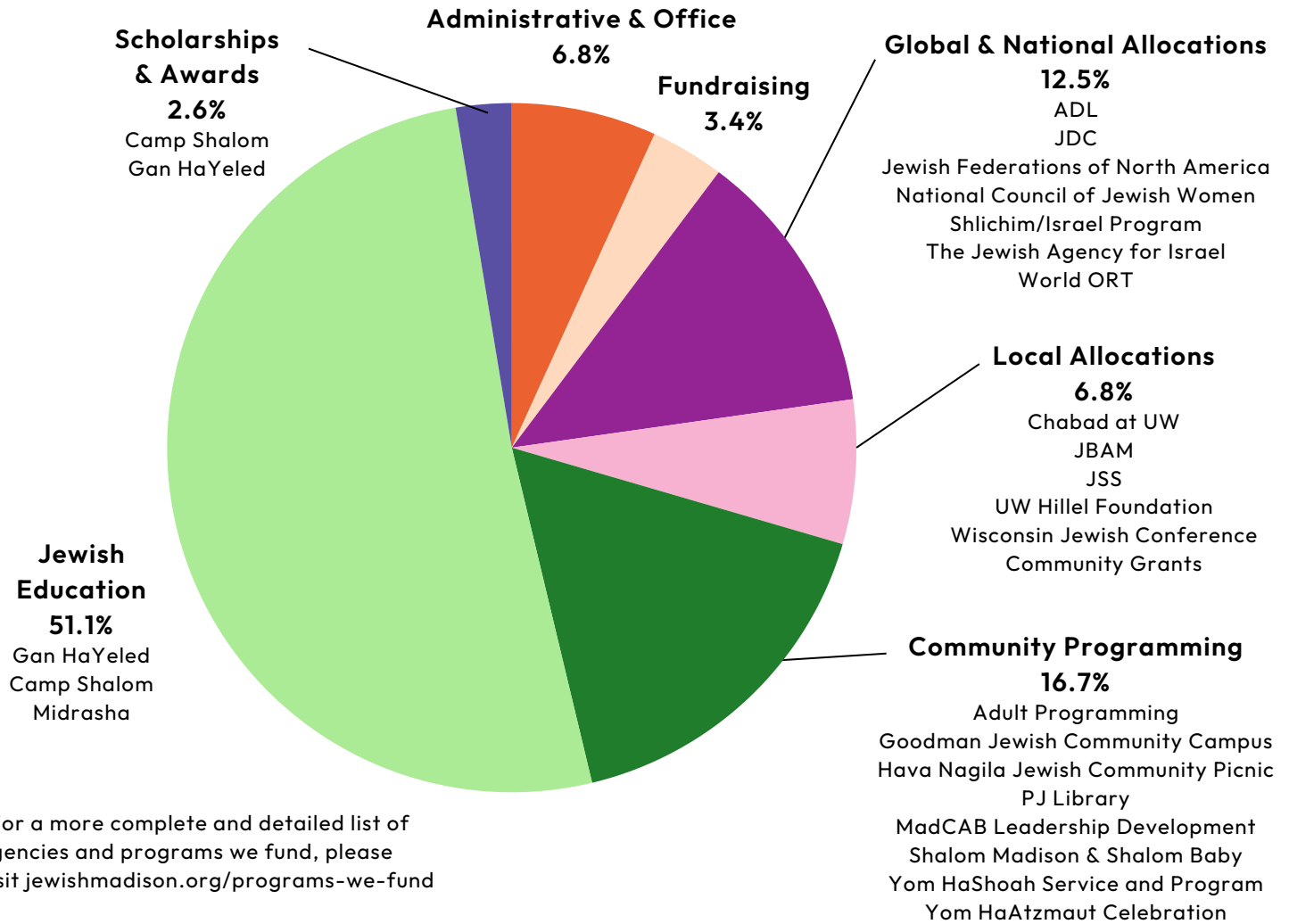
May

PJ Library Ice Cream Shavuot Fun

For more information and to register, check the Monday Morning News, your PJ Library Madison Newsletter, or visit jewishmadison.org/our-events.

Where The Money Goes

2023 Fiscal Year Expenses*



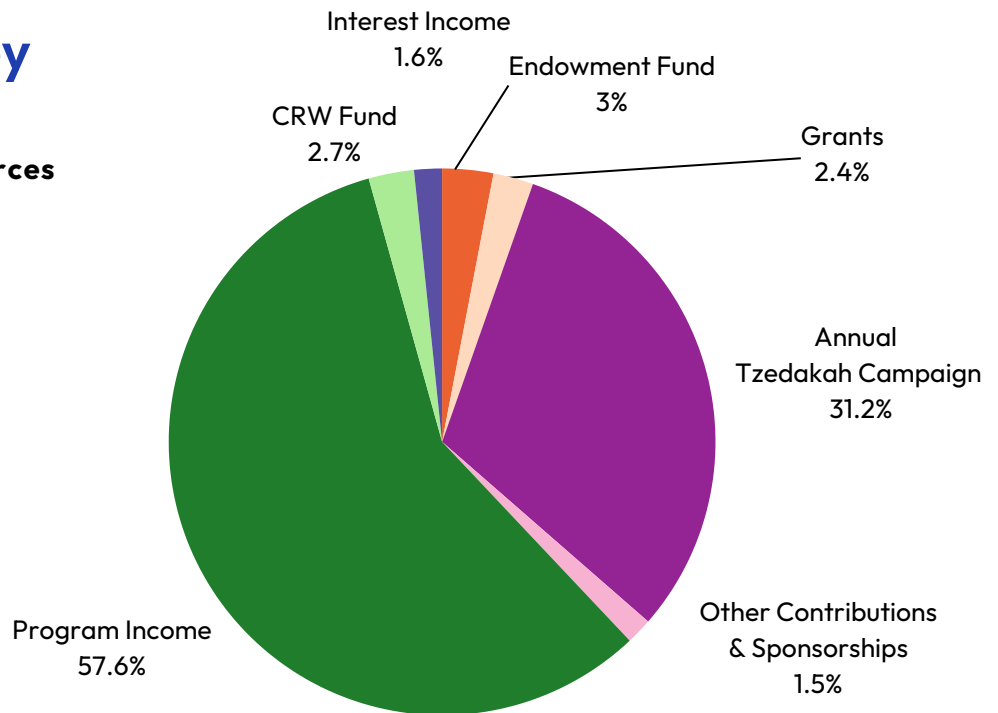
*For a more complete and detailed list of agencies and programs we fund, please visit jewishmadison.org/programs-we-fund

Where The Money Comes From

2023 Fiscal Year Income Sources

2024 Annual Tzedakah Campaign Goal is \$1M

Ensure these vital agencies and programs serving our community continue to flourish and grow by contributing to our upcoming campaign - kicking off on Sept 15. **As One, we make a difference.**



How Does Your Support Impact Our Madison Partners?

The critical work of our funded community partner organizations is supported by a yearly allocation made possible by the generosity of donors to our Annual Tzedakah Campaign. Leaders from the Jewish Federation of Madison's local beneficiary agencies share some of the meaningful ways your contribution collectively makes a difference.



“At JSS we do our best to provide the best support that's culturally responsive to all of the different populations that we serve. Currently, we have staff representing 20 different languages, seven different countries and four different continents. And because of that, I think it positions us, especially as a Jewish agency, in a way that's beneficial for our community and also for other communities it's important for them to see us doing this work. We're so grateful for JFM [Jewish Federation of Madison] for the support to do this work.

[...]We're all trying to work together on some very, very serious issues that our community and other communities are facing, and the goal is to uplift, to advocate for, short-term and long-term case management and advocacy for vulnerable communities within Madison. And that includes our own Jewish community and other communities.”

**Kai Yael Gardner Mishlove, Executive Director
Jewish Social Services of Madison (JSS)**

These excerpts are from recent conversations for a video highlighting the work and impact of our local beneficiaries, made possible by your support of the Annual Tzedakah Campaign. Join us at the Kickoff on September 15 to see the video!



“What's really critical about JBAM is that we work with all of the agencies and synagogues in Madison to meet the community's needs. We're supported by the Jewish Federation of Madison. We work very closely with Jewish Social Services and all of the synagogues. We do that in order to meet the death and burial needs of our community. We make sure that no one's denied a Jewish burial because of finances, and we participate in a community-supported burial that's supported by the entirety of everyone in the Madison Jewish community.”

**James Stein, President
Jewish Burial Association of Madison (JBAM)**



“What I can tell doing this 25 years at the University of Wisconsin-Madison in our 100th year, is there is still no better place to be a Jewish student in America than here. There are 5,000 Jewish students on campus, there is comfort in numbers, there is a supportive

environment in Hillel, and there is a supportive environment from the University and our partners in the Jewish community across Madison.

[...]So, I do feel at this moment the importance of what we do with our partners at the Federation and synagogues, and the larger community is just mission-critical.[...]Our necessity to work with administration, to help our families and our college students thrive is in a moment that is unparalleled with complexity and necessity to lead.“

**Greg Steinberger, President & CEO
UW Hillel Foundation**



“It's my job as a rabbi on campus and as an adult in their lives to remind the Jewish students that antisemitism doesn't define our Jewishness.[...]We need to be upbeat for ourselves. We need to be upbeat for our fellow Jews in Israel - and ultimately, it's to not allow antisemitism and anti-Semites to define us and define our Judaism.

[...]It's such an important program that we're providing, and there's incredibly low administrative costs that goes overwhelmingly to the students. And we're very proud that, in the 19 years that Henya and I have been doing this and for a while before with my parents, the

Jewish Federation has been an active supporter, and that's not true necessarily for every Chabad around the country. And that support has grown. And that means a lot. It means a lot to us. And it means a lot to feel cared for by your local Jewish community and that care expresses itself through support.”

**Rabbi Mendel Matusof, Director
Chabad at UW**



“I think Wisconsin was probably the first state to pass a resolution in the legislature condemning the attack on October 7. That's an example of the relationships we have with the legislature and the support, frankly, that we have in the Capitol. I think it was adopted the second week of October. So there's things like that that we can do that raises awareness in the public.

[...]Then there's more, I guess, tangible things like the Holocaust education bill. We passed a bill a couple sessions ago that mandates the teaching of Holocaust education in Wisconsin. It's a newer effort, so we're still seeing how it's working, but already, this past session we passed a bill for funding. We got a bill through for \$200,000 a year for funding the effort.”

**Michael Blumenfeld, Executive Director
Wisconsin Jewish Conference**



Jewish Federation
of Madison

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jewishmadison.org/support



2024 Annual Tzedakah Campaign Kickoff

Sunday, September 15 • 5 pm -7 pm
Beth Israel Center, 1406 Mound Street, Madison, WI

Join us for an evening of inspiration and community with keynote speaker Andrew Hochberg, light dinner, and dessert.

As *One*

We Make A Difference

Your support allows us to provide essential aid to those in need, spring into action in times of crisis, combat antisemitism and protect our communities, nurture vibrant Jewish life, and build a brighter future where everyone thrives.



See details & register at jewishmadison.org/kickoff2024 or scan qr code above.