

Knoxville Jewish Alliance 2015 Annual Report

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Community

Knoxville Jewish Alliance

15th Annual Meeting

December 13, 2015
Kislev 18, 5776

Agenda

Financial Report: Mr. Adam Brown, Treasurer

Interim Director's Report: Mrs. Deborah Oleshansky

New Business

- Elections: Board Members/Officers: Renee' Hyatt
- Installation of Board and Officers: Manny Herz
- Remarks: Manny Herz
- Acceptance Speech: Adam Brown, President-elect
- Good and Welfare
- Announcements

Slate of Officers

The following newly-elected officers will serve a two-year term in their respective offices:

President: Mr. Adam Brown
Secretary: Mrs. Mary Linda Schwarzbart
Treasurer: Mr. Daniel Messing
VP Campaign: Mr. and Mrs. Gary and Tamara Sturm
VP Culture and Education: Mrs. Anne Greenbaum
VP Jewish Community Services: Mrs. Marilyn Wohl
VP Public Relations: Ms. Judith Rosenberg
VP Administration: Mr. Adam Friedman
VP Children and Youth: Ms. Martha Iroff
Past President: Mr. Manny Herz

Member at large (2 year term): Mr. Stephen Rosen
Member at large (2 year term): Mrs. Barbara Bernstein
Member at large (2 year term): Mr. Ron Sebold
Member at large (2 year term): Dr. Renee' Hyatt

Join us for MENORAH MADNESS, beginning at 4 p.m. on the AJCC Campus.

KJA President's Report:

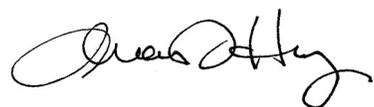
Manny Herz, KJA President

Dear Members:

When I assumed the role of Knoxville Jewish Alliance president, my goal was to leave this position two years later with the state of the Alliance being better than when I started (sort of a miniature *Tikkun Olam*). I did not necessarily know where the journey would take me but now, at the end of my tenure, I feel satisfied that many things have improved while other programs have continued to thrive.

- 1) While our AJCC Preschool was offering a fine, high-quality program, we were overstaffed, under-attended and presented a financial burden that forced us to consider the school's viability. With some hard work from volunteers, particularly Rosalie Nagler, our V.P. for Children and Youth, we have increased enrollment by 50% in this short timeframe. Ms. Kristen and her staff have energized the program and it is a joy to behold.
- 2) Our educational and cultural programs were greatly strengthened during the short time that Jesse Feld was on staff. Together with Anne Greenbaum, our V.P. for Education and Culture, our programs were exciting and well attended. In addition, we established YJAK, a program for young adults that has taken off with a high level of energy providing a social environment for our future leaders. This is something that we have long needed.
- 3) We are progressing on some major physical improvements to the AJCC. Construction is starting on a lift that will make all levels of the building accessible. Construction also will begin on the Schwarzbart Gallery. In addition to his works, space will be devoted to changing exhibits of Jewish artists and craftsmen in our community. These projects will be the first steps towards a total renovation of our lobby. Our next step will be to renovate restrooms, making them accessible and visually attractive.
- 4) Deborah Oleshansky is now our acting director and Ed Hunter, in addition to his duties as financial resource manager, is now responsible for the health and welfare of our physical facilities. Together with Marilyn Wohl, Laura Berry has continued her great work with Jewish Family Services, Joyce York is doing such a fine job editing *Ha'Kol*, and our newest addition, ReNee' Pelicano, is serving numerous office roles, but particularly, with Joyce, is the first welcoming voice you hear when you call. We have a super team caring for our needs. To that end, special thanks to Bryan Merrell for serving as the resource and ombudsman for our staff.
- 5) Finally, one of my greatest moments of success has been finding my successor, Adam Brown. I have worked for Adam as his architect as his school has continued to flourish. I have worked with Adam in his role as KJA treasurer, and have appreciated his common sense and business approach to the challenges that we have had. Over the past three months, I have seen the dedication and energy that he has exhibited in spearheading the drive to realize the Schwarzbart memorial wall. I leave you in good hands.

With thanks to all my board members, I feel satisfied and grateful for having been your president. I am very optimistic that the next few years are going to be amazing as the KJA enters a major period of revitalization and rebirth.



Manny Herz

KJA Executive Director's Report:

Deborah Oleshansky, Interim Director

Wow! Since agreeing to serve as interim director three months ago, things have been busy, fulfilling, surprising, challenging and overall very exciting.

One of the most enjoyable parts of the responsibility has been working very closely with the professional staff and volunteer leaders who are committed to the work of the KJA. First and foremost, Ed “there is no I in team” Hunter. His willingness to take on new responsibilities in addition to his already exhausting list has been essential to this transition. Ed and I are joined by a group of professionals listed in this Annual Report, including our dedicated AJCC Preschool Staff.

KJA only exists through the support, commitment and leadership of board members and community volunteers. As Manny Herz steps down, he has already fulfilled the most important responsibility of the immediate past president – finding his successor. Adam Brown is ready, willing, and able to step into the KJA presidency and will continue to lead the organization “back to the future.”

Looking forward, several steps are already in process, and others are quickly approaching. The vision for the coming year includes:

Physical Renewal: Work on the AJCC lobby elevator lift project begins tomorrow! This will allow physical access for all members of the community in order to host new programs for all ages and abilities.

Emotional Renewal: Installation of the Schwarzbart Gallery will begin in late January. By definition, art is, “the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.” We all look forward to the emotional beauty and power the gallery will bring to our building.

Spiritual Renewal: Spiritual connection is the energy that is created between people when they feel seen, heard, and valued, and when they can give and receive without judgment. Martin Buber wrote, “When two people relate to each other authentically and humanly, God is the electricity that surges between them.” Our hope is that in the coming year, KJA can be both the catalyst and host for these connections, and provide opportunity for this electricity to expand and improve our role in the community.

Welcome to all the incoming leadership. Thank you to ALL the outgoing leadership. Your efforts are hugely appreciated and just know that once part of the KJA, always part of the KJA. We WILL continue to call you for guidance, wisdom, perspective and celebration.



Proposed lobby elevator lift.



KJA Staff:

Laura Berry - Jewish Family Services Director & KJA Friendshippers Coordinator

Laura has worked at the KJA since 2008. She started out as the Jewish Family Services Director and later added Friendshippers and the Knoxville Jewish Community Family of Funds to her duties as well. Laura holds a Bachelor of Science in Social Work degree from the University of Tennessee and a Juris Doctorate degree from the University of Richmond T.C. Williams School of Law. She is also a proud graduate of the AJCC Preschool (where her mother was a teacher) and a former MCDC camper.

Kristen Cannon - AJCC Early Childhood Director

Kristen is in her second year as the Early Childhood Director for the AJCC Preschool and has been at the AJCC for four years. In her extra time, she enjoys being a dance mom and spending time with friends and family. She also enjoys decorating and party planning.

Alexandra Gellis - Program Assistant

Alexandra joined the KJA staff part-time this Fall. She is a UT ceramics program grad, previous Hillel president, and currently lives in Knoxville with her husband Justin Short.

Ed Hunter - Financial Services & Facility Manager

Ed has been with the Knoxville Jewish Alliance for 17.5 years and counting. In September 2014, he completed a MS in Accounting with a concentration in Forensic Accounting. He is the proud parent of one daughter and proud of his one grandson. He enjoys working at and is pleased to be involved with the Knoxville Jewish Community.

Deborah Oleshansky - Interim Director

Deborah serves as KJA Interim Director, UTK Hillel Jewish Student Organization Director, and P2G Israeli Partnership Regional Coordinator. Since moving to Knoxville, she has been involved as both a professional and volunteer with a number of programs including B'nai Tzedek, AJCC Preschool, Tikun Olam Israel Exchange Program, and Russian Resettlement. Her husband David is a Past President of the AJCC and her children are proud alumni of basically every program from Preschool through BBYO.

ReNee' Pelicano - KJA Office Secretary

ReNee' joined the KJA staff part-time in August of this year. She brings to the AJCC over 25 years of Executive, Logistics, and Educational administrative support. She is also an author and publisher. ReNee' has lived in Knoxville for 5 years. She and her husband Tom have been married for 22 years and have two grown daughters currently in college.

Nicki Russler - Archives

Nicki has been the Archivist at KJA since 2006. A professional genealogist, she previously taught at the UT Law School in their clinical program for 15 years and has a Master's degree in Library Science.

Joyce York - Ha'Kol Editor

Joyce York enters her 15th year as editor of *Ha'Kol*, our Knoxville Jewish community newsletter, and her third year of designing promotional materials and assisting in the front office. Joyce is a University of Tennessee graduate who previously worked in healthcare marketing and media relations. She is the wife of Michael Messing and mom to Andrew and Jacob Messing. Joyce volunteers with Friends of the Knox County Public Library, Knoxville Hadassah, the Hardin Valley Academy PTSA, and HVA's FIRST Robotics Team 3824. Reading, photography, enjoying theatre and concerts, and spending time with family are favorite activities.

Facilities Management Report:

Ed Hunter - Facilities Manager

The KJA must expend \$39,000 annually on the Arnstein Jewish Community Center campus just to maintain the 46-year-old, aging facility. In addition to maintaining the facility, the KJA attempts to upgrade and update the existing facility when possible.

Currently the KJA Board of Directors has approved:

- ▶ Lobby elevator lift project: Project cost estimated at \$64,000 with construction to begin in December. The project will make all floors of the Arnstein JCC accessible.
- ▶ Schwarzbart Gallery: Project fundraising is currently under way with donations exceeding \$26,000.
 - Phase One includes the relocation of the Ben Zwick Wall of Honor and the placement of cabinets that will encase works of art from Arnold Schwarzbart and other Knoxville talents.
 - Phase Two will encase the elevator lift in matching maple wood paneling.
 - Phase Three will complete the project with maple wood paneling for the remaining lobby entrance.

Pool maintenance has been placed on a regular weekly maintenance schedule.

A possible partnership agreement for the Tennis Courts is being researched.

Wish List:

- ▶ Bathrooms: Project would include the renovation of both restrooms on the upper level floor for accessibility. Estimated project cost: \$55,000.
- ▶ Front Entrance door renovation with full glass automated doors to improve accessibility to the facility. Estimated project cost: \$7,500
- ▶ Tennis Courts in need of repair.
- ▶ Pool needs concrete work and swim team will require new starting blocks.
- ▶ Tables for program events – many beyond repair and need replaced.
- ▶ Copy/Printer is seven (7) years old and needs replaced.
- ▶ Sound system and speakers.



Proposed Schwarzbart Gallery

Archives:

Nicki Russler, Archivist

Co-chairs: Michael Burnett, Mary Ann Merrell
Chair emerita: Barbara W Bernstein
Committee members: Marilyn Abrams, Erwin Bloom, Pam Brody, Pessa Brody, Marian Jay, Richard Licht, Monte Millen, Raphe Panitz, Susette Panitz, Marilyn Presser, Deborah Roberts, Natalie Robinson, Mel Sturm, Marilyn Wohl; archivist Nicki Russler

In the past twelve months the Archives has:

- added **44 new family files** so we now have **682 family files**
- added **6 new bio photo** files and now have **135 bio photo files**
- conducted **5 interviews of community members** and continued **transcribing** 1980's-era audio interviews
- continued to file and preserve monthly bulletins and publications of Knoxville and surrounding Jewish community's organizations
- provided photos and text for "**The Way We Were**" feature in each *Ha'Kol* issue and sometimes supplemented with additional information online
- **written articles** for *Ha'Kol*, including discoveries made possible by the materials in the Archives
- participated in **Mitzvah Day** by holding an open house
- responded to several **research queries**



Michael Burnett and Susette Panitz at an Archives work session.



Raphe Panitz volunteers at an Archives work session.



2014 SJHS Conference Attendees L - R Raphe and Susette Panitz, Michael Burnett, Barbara and Bernie Bernstein

The AJCC Archives has:

- continued to add new clippings, documents, and photographs to existing files: biographical and organizational. We've sought and received assistance in identifying persons, places, events, and times in photographs and other materials.
- **welcomed visitors** who have researched our holdings, and have **provided information** to, among others, the *Knoxville News-Sentinel's* Georgiana Vines, who was researching Lalla Arnstein in her role as the first female Knox County commissioner/magistrate. The archivist answered queries from Louisville Jewish community members interested in setting up an archive in Kentucky.
- had several members of the Archives Committee attended this year's Southern Jewish Historical Society Conference held in Nashville.
- received a handwritten compendium of Jewish burials in Knoxville compiled by Steven Udelsohn of Memphis. David Ilove had received a copy of this several years ago and was inspired to send it to the Archives after reading Michael Burnett's *Ha'Kol* article about the work he'd done compiling information on Knoxville's early Jewish families.
- continued our transition to new leadership. We are discussing strategic plans for the future as the Archives looks to find new opportunities for increasing awareness, and use of, the collection. Throughout the year, the archivist and committee members strive to ensure that the legacy of the Jewish community of Knoxville and environs is preserved.

Ha’Kol, Knoxville Jewish Community Newsletter:

Joyce York, Editor

Chair: Mary Ann Merrell

Editor: Joyce York

- Ha’Kol continues to be a popular and cost-efficient community initiative, uniting eight organizations within one publication to provide valuable community resources to the East Tennessee Jewish community.
 - ◊ Heska Amuna Synagogue
 - ◊ Temple Beth El
 - ◊ Chabad
 - ◊ Jewish Congregation of Oak Ridge
 - ◊ Knoxville Hadassah
 - ◊ Knoxville Jewish Community Family of Funds
 - ◊ Knoxville Jewish Day School
 - ◊ Knoxville Jewish Alliance
- Ha’Kol communicates programs, services, lifecycle events, human interest stories, and news features over an 11-issue cycle.
- The 40-page newsletter is mailed to 1,300 East Tennessee households the first of almost every month and also is available online via the KJA website.
- Ha’Kol is edited by Joyce York and overseen by the KJA director. Staff members Laura Berry and Nicki Russler graciously serve as proofreaders and sounding boards, making our community’s communications even better.

UTK Hillel Advisory Committee:

Deborah Oleshansky

Chair: Dr. Greg Kaplan
Director: Deborah Oleshansky
UTK Hillel Student President: Jordan Shipowitz

Andrew Vogel. Student
Leader as Drum Major
for Pride of Southland
Band.



Highlights:

- We have received a Hillel International Israel Action Program grant to support programming on campus. We have spent \$1,500 of this during fall semester and are in the process of planning a large scale event for spring semester. Michal Kaplan has been planning and facilitating these campus programs.
- Laurie Fisher served as a Hillel Intern during fall semester. Laurie is earning her Ph.D. in Jewish Education from Gratz College, and has been a TREMENDOUS asset to our campus program.
- Large and active group of student leaders: Jordan Shipowitz, Sam Bendriem, Andrew Vogel, Sharon Soleman, Nathan Light, Lesley Shiffman, Jamie Shapiro, Jamie Marquis, Jacob Geltzer, Jake McCoy, and Benji Ballin.
- Student Leader, Andrew Vogel, was selected as Drum Major for Pride of Southland Band.
- AEPi Chapter on campus has been reinstated due to efforts of several young men including Alec Greenberg, Jacob Geltzer, Jacob McCoy and Benji Ballin. Membership continues to grow and they held their installations at the AJCC.
- Scholarship from local AIPAC leaders to send Jordan Shipowitz and Nathan Light to the national AIPAC conference.
- Nashville has increased our allocation by 40%!
- Deborah has been in direct contact with Laura Linder, Executive Director of the Memphis Jewish Federation, and we are optimistic we will have an allocation from Memphis in the next budget cycle.

Israel Partnership Committee and P2G Southeast Consortium:

Deborah Oleshansky

Knoxville Chair: Jenifer Ohriner

Staff: Deborah Oleshansky

Educator Delegation

We hosted three Israeli educators from Hadera Eiron. They observed the AJCC Preschool, KJDS, Webb School of Knoxville, Heska Amuna Religious School and Temple Beth El Religious School. They attended services at Temple Beth El and Heska Amuna, and also the KJA Menorah Madness event. Thank you to host families: Sandy Parker and Steve Beber, Betty and Lester Golub, Jenifer and Evan Ohriner

Tikun Olam Summer Program

We hosted a delegation of four Israeli teens and their adult chaperone, and Allie Hull traveled with the delegation to Israel. Thank you to host families: Sharon and Rich Berube, Bonnie and Van Boring, Amy and David Hull, and Charlene and Joe Oleinik. The Israeli teens worked at the Milton Collins Day Camp and planned and implemented a fantastic Israel Day for campers.

P2G @ 20 Trip to Israel

Eight members of our Knoxville Jewish community will travel to Israel next spring as part of the P2G @ 20 Community Mission organized by Nashville.

Jewish Family Services/KJA Friendshippers:

Laura Faye Berry, JFS Director & KJA Friendshippers Coordinator

Chair: Vacant

Director: Laura Faye Berry, BSSW, Esq.

Committee Members: Nancy Becker, Honerlin Del Moro, Trudy Dreyer, Janet Gurwitch, Dick Jacobstein, Marilyn Presser, Natalie Robinson, Gene Rosenberg, Pat Rosenberg, Lesley Rosenblatt, and Matthew Theriot

JFS has many opportunities for community members to volunteer, from leading our monthly Shabbat service, cooking a meal for Mitzvah Meals or Family Promise (or hosting a Family Promise meal), blowing the shofar during the high holy days, visiting seniors, and more.

Activities planned by the Jewish Family Services committee in 2015 included:

- Visiting residents of assisted living facilities and nursing homes
- Mitzvah Meals for individuals followings an illness or hospital stay
- Holiday gatherings for Passover and Hanukkah (our Hanukkah party was held in conjunction with Friendshippers and our Purim party was canceled due to icy weather)
- Arranging for shofar blowers to visit the long-term care residents for the High Holy Days and delivering Rosh Hashanah *Chai* bags filled with apples, honey, and challah rolls.
- Hold a monthly Shabbat service at Sherrill Hills on the first Friday of each month
- Cooking and hosting dinners for Family Promise when situationally homeless families are staying at Tennessee Valley Unitarian Universalist Church. You can read more about the local Family Promise at: <http://www.familypromiseknoxville.org>



Rabbi Yossi led our JFS Passover Seder at Elmcroft on April 7, 2015



Sherrill Hills Shabbat participants at the November 2015 service

Some of the many things that JFS has assisted clients with in the past year include:

- exploring long-term care options with seniors and/or their family members
- senior services in the Knoxville area
- navigating the health care arena (hospital stays, rehabilitation facilities, what to do when you are discharged, etc.)
- emergency financial assistance for things such as utility bills, rental assistance, food, or other qualifying expenses
- affordable housing
- transportation options
- counseling referrals
- selecting home care or home-health care
- job search assistance, including résumé help

The Friendshippers group gets together once a month (except in July and August) for lunch and entertainment. Friendshippers is open to all—we don't check IDs at the door! The luncheon begins at noon and the program begins at 12:45. Lunch is \$8. There is no cost for attending the program alone. Unless otherwise specified, Friendshippers meets at Sherrill Hills Retirement Community, 271 Moss Grove Boulevard.

2015 Friendshippers Programs:

Wednesday, January 14:

3 Nice Guys Barbershop Quartet
(no, their name isn't a typo!)



Tuesday, February 10:

Rob Heller:
"Telling Stories in a Tennessee Coal Town."



Wednesday, March 18:

Canceled out of respect for a funeral that day

Wednesday, April 29:

Senior Science
by Dr. Al Hazari



Wednesday, May 20:

A vocal performance
by Rachel Brown
(accompanied by Susan Brown)



Wednesday, June 17:

A piano performance
by Michael Burse



Wednesday, September 30:

Elder Law Attorney Amelia Crotwell



Wednesday, October 14:

Canceled due to performer's illness

Wednesday, November 18:

Akima Singers



Wednesday, December 9:

A Chanukah Party with piano
entertainment
by Manny Herz

(this program was held in the AJCC Caller Auditorium)



Early Childhood and Youth Programs:

Kristen Cannon, Early Childhood Development Director

Camp K'Tonton

Camp K'Tonton celebrated summer 2015 with A Camping We Will Go. We had a total of 51 campers enrolled for the summer. There was a 13.64% enrollment increase from 2014.



AJCC Preschool

Current enrollment as of Dec 1, 2015 depicts the following percent of increase from Dec 1, 2014 – +30.77% full-time enrollment and +13.33% part-time enrollment.

We are slated to enroll 3 new full-time students when we return in January. We have also begun our list for Camp K'Tonton and Fall 2016.



We continue to use our Green for Growing incentive program to lure and maintain families and we also are looking into hosting a Spring Fling Open House to showcase our summer camp options as well as openings for Fall 2015.

We conducted fundraising events throughout the year, including the annual Art Gala and Krispy Kreme Doughnuts. As a result of our fundraising efforts and donors, we were able to purchase the Playground structure for our big playground and we are looking to do more work to improve our playground in the coming year.



Our Parent Organization for 2015-2016 is chaired by Kelsey Brooks. The Parent Organization organizes holiday gifts for the teachers, help with family celebrations, and works as committee members for our various committees. Our Strategic Planning Committee worked diligently to set goals for the upcoming 3 years and we have taken great strides to implement the ideas of our parents and community.



The AJCC Preschool has received their 3-Star Rating for the 15th consecutive year. What does a 3-Star Rating mean? The Star-Quality Program offers recognition to those providers who exceed minimum licensing standards. Under the program, a provider can earn a rating of 1, 2 or 3 stars, which can then be displayed along with its license. The more stars a program has, the better the quality of care it offers to children. Providers also receive a full report of their Environment Rating Scale observation, so they can continue to understand and address areas that need improvement. Simply by participating in the Star-Quality Program, providers show families in their communities that they are working to offer the highest-quality child care.

The Star-Quality Program rates child care centers on a scale from 1 to 3 stars:

- 0 Stars – The child care provider has a license in good standing and meets the state’s child care licensing requirements.
- 1 Star – The child care provider meets a standard that exceeds the state’s minimum child care licensing requirements.
- 2 Stars – The child care provider continues to exceed the state’s minimum child care licensing requirements, with increasingly high standards.
- 3 Stars – The child care provider has achieved the highest quality standards and provides child care at the highest standard.

AJCC Preschool Staff



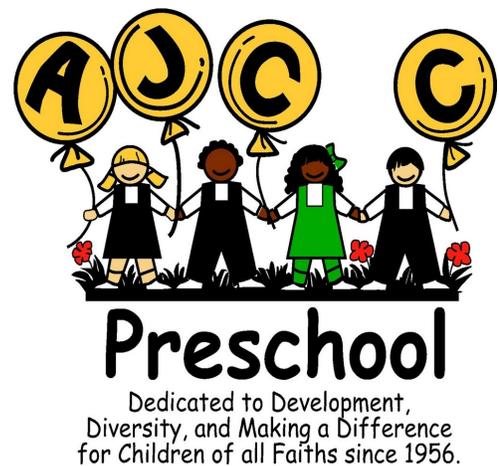
Kristen Cannon—Director

Kristen is in her second year as the Early Childhood Director for the AJCC Preschool and has been at the AJCC for four years. In her extra time, she enjoys being a dance mom and spending time with friends and family. She also enjoys decorating and party planning.



Amber Perrin—Assistant Director

Amber is in her third school year at the AJCC Preschool. She works in the office with Kristen Cannon, Director, and loves being a part of the AJCC Preschool team. When she is not at work, you can find her hanging out with her husband Fain and her new little one Sophie.





Sherran Lawhorn—Cook

Sherran has been with the AJCC Preschool for 8 years. She enjoys being at the Preschool and working in the kitchen. Sherran has one son Andrew who is a sophomore at Bearden High School. He is a football player and she loves going to his games. Sherran and her husband have been married 20 years.



Naomi Scarlett—Bet Teacher

Naomi is in her first year with the AJCC Preschool. She has been working in childcare for the past five years. Naomi worked at the AJCC after graduating high school. After two years at college, she returned. Naomi will obtain her TECTA degree for teaching in the Spring. When not working at the AJCC Preschool, Naomi enjoys family, being outside, and line dancing.



Tara Chrapliwy—Young Aleph Teacher

Tara is in her second year at the AJCC, currently teaching the Young Aleph class. She is a third-year university student and has a goal of becoming a grade-school teacher. Tara has a 5-year-old daughter and in her spare time she enjoys reading, making pottery and just being with her husband and daughter.

Ashton Helton—Bet Teacher

Ashton is in her second year at the AJCC Preschool. She is a junior at the University of Tennessee majoring in Early Childhood Education. When not at the Preschool, Ashton enjoys reading, spending time with friends and family, and watching the Vols play football.



Kayleigh Willemain—Aleph Teacher

Kayleigh is in her first year with the AJCC Preschool, currently teaching the Aleph Class. Prior to joining the Preschool, she was a student at UTK where she earned her BA in Psychology and MS in Child and Family Studies. When not at the AJCC, she enjoys spending time with her husband and cats, playing video games, knitting, and painting.



Rodney Monroe—Gimel Teacher

Rodney has been at the AJCC Preschool for fifteen years. He enjoys his work in the Gimel classroom and teaching the 3-year-olds their numbers and ABCs. When hanging out with his sons Trenton and Cameron fun comes in tons. When not in class, Rodney is in a wrestling ring body slamming people and winning wrestling bling. Wrestling and teaching are his dreams come true.



Alison Pasternak—Aleph Teacher

Alison is in her first year with the AJCC Preschool, currently teaching the Aleph Class. Alison received her Bachelor's degree from the University of Central Florida and has been in Knoxville for three years. When not at the AJCC she enjoys spending time with her husband and twin boys, reading, and baking.

Julie Brimmer—Gimel Teacher

Julie is in her fourth year with the AJCC Preschool, currently teaching the Gimel Class. She has a BS in Special Education and a Masters in Curriculum and Instruction, both from UW Milwaukee. Julie taught in a public-school setting for almost 10 years in special education resource classrooms. She loves being at the AJCC Preschool and has also taught in the Dalet classroom. Her joy in life comes from working with children and animals.

**Michelle Robinson—Dalet Teacher**

Michelle is in her second year with the AJCC Preschool, currently teaching the Dalet Critter Café. Prior to joining the preschool she was an interim teacher with Knox County Schools. She holds a Master of Arts Degree in Curriculum and Instruction (K-12) and a Bachelor's Degree in Elementary Education (K-6). When not at AJCC she enjoys spending time with her husband of twenty-two years and two wonderful children, Billy and Beth. They enjoy spending time together hiking and playing outdoors.

**Brianne Dosch—Dalet Teacher**

Brianne is in her first year at the AJCC Preschool and she is really enjoying being a part of the Dalet Class. Brianne recently moved to Knoxville after living abroad in New Zealand while her husband was completing his Master's degree. Prior to that she was a nanny while earning of Bachelor of Arts in English in Hawaii. In her free time, she enjoys reading, long runs, and playing with her two new kittens.

**Ginny Small—Science Specialist**

Ginny is the Science specialist for the AJCC Preschool. She received a BS degree from VA Tech with a double major in Biology and Science Education. She received a MS degree from UTK in Botany. Ginny started working summers for the KJA as the Nature Specialist at MCDC. During the school year, she worked for the AJCC Preschool in: Aftercare and Beforecare, Dalet teacher, and Camp K'ton ton teacher and Science Specialist. Ginny has been at the AJCC for 14 years.

**Charlene Gubitz—Judaica Specialist/Music**

Charlene is in her ninth year teaching Judaic Studies and Music at the AJCC Preschool. Prior to her return to Knoxville in the fall of 2007, Charlene spent one year as a Reading Interventionist with FWCS (Fort Wayne Community Schools); 15 years as an Artist in Residence with FWCS; 18 years as Religious School Director of Education (Congregation Achduth Vesholom) and 21 summers as Music Director at Goldman Union Camp Institute, all in Indiana.

Julia Short—Aftercare

Julia is a senior at UT studying Child and Family Studies. In her free time, she loves to be outdoors and hanging out with family and friends!

Brooke Boley—Aftercare

Brook is in her first year at the AJCC Preschool working as an Aftercare Aleph class teacher. She is currently a senior at UTK majoring in Communication Studies and minoring in Child and Family Studies. In her free time, she enjoys crafting and working out.

Andrea Coyler—Aftercare

Andrea is in her second year at the AJCC Preschool and loves the sense of community that exists between the teachers, children, and their families. She is majoring in Early Childhood Education at the University of Tennessee and plans to graduate in May 2017. In her free time, Andrea enjoys reading, watching movies, and spending time with family.

Alicia Carter—Aftercare

Alicia has been working with the AJCC Preschool for almost five years and is currently an aftercare teacher. She is a senior at the University of Tennessee majoring in Social Work. When she is not working at the Preschool, Alicia enjoys going on car trips, babysitting, taking naps, eating Mexican food, and spending time with her family and friends.

Rachell Wood—Aftercare

Rachel is in her fourth year at the AJCC Preschool. She is currently working on her degree in Education and enjoys working in the kitchen and classroom in Aftercare.

Milton Collins Day Camp

VP Children and Youth: Rosalie Nagler
MCDC Director: Sarah Price
Assistant Directors: Margaret Googe and Jesse Feld

Milton Collins Day Camp (MCDC) introduced a new online registration system and while most parents were comfortable with it, others still needed guidance in accessing and selecting camp sessions. Camp numbers were low at the beginning of camp, then steadily increased throughout the summer. Camp programming and staff were very good and MCDC is still "The Most Fun Under the Sun!"

MCDC also hosted two **Parent Night Out** programs which attracted former campers and nine new-to-the-AJCC youths. Parent and youth reviews were very positive.

MCDC 2016 goals are to improve the online registration system and have programming and registration in place earlier so that parents can plan their summer schedules.

AJCC Smokin' Salmon Swim Team

VP Children and Youth: Rosalie Nagler
Swim Team Coach: Megan Edman
Swim Team Parents: Lynn Davis, Stephen and Kim Rosen

The AJCC Smokin' Salmons extend a huge thank you to Coach Megan for all her hard work and dedication to the team. For personal reasons, she will not return to the team in Summer 2016. Swim Team Chair Lynn Davis and Swim Team parents Stephen and Kim Rosen made swim practice and meets fun for kids of all ages. We will have an exciting announcement about our team soon!



Smokin' Salmons Swim Team
at the Smoky Mountain
Regional



MCDC Parents Night Out Program



KJA Educational and Cultural Arts Programs:

VP Education and Culture: Anne Greenbaum
KJA Program Manager: Jesse Feld

When Jesse Feld joined the KJA staff as program manager and assistant camp director, he was tasked with the challenge of creating new programs, including one for younger members of the Knoxville Jewish community. Jesse accomplished these tasks with professionalism and creativity. In October, Jesse was hired as the Young Adult Organizer at the Jewish Community Federation of Richmond. We wish him well.

KJA-UTK Joint Seminar

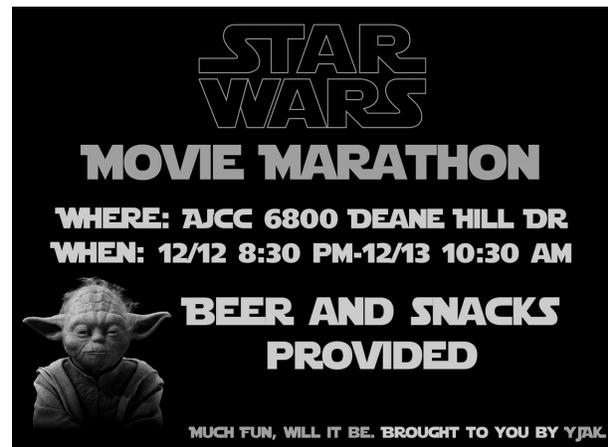
Drs. Erin Darby and Raphe Panitz taught a series of community lectures on *Cult Places in the Bible and the Ancient Near East*, which were held at the AJCC.

Young Jewish Adults of Knoxville (YJAK)!

January 2015 kicked off a new group for Jewish individuals ages 21-35 interested in meeting people their age, sharing cool experiences, and having fun in Knoxville. The group quickly grew to 89 members within six months. They gathered for trivia nights, Shabbat and holiday dinners, art classes, movies and sporting events, as well as community service projects such as helping at Mitzvah Day and building a picnic table for Family Promise's new playground. The group's "grand finale" was hosting an all-night *Star Wars* movie marathon at the AJCC. The KJA is excited to welcome this dynamic new group to our community. May the force be with them in 2016!



YJAK Dinner Outing March 30, 2015



Holocaust Remembrance

April's KJA program *Not Just Fiction* featured an afternoon of drama, fiction, and autobiography that not only was well attended but also earned a *yasher koach* from its audience. UT Theatre's Terry Silver-Alford and cast members showcased scenes from UT's stage production of *Shayna Maidel*, author Alan Gratz discussed his children's book *Prisoner B-3087*, and Holocaust survivor Art Pais shared his story.

Yom HaShoah

Yom HaShoah was also observed under the auspices of KJA at the Jewish Congregation of Oak Ridge. Students of all three area synagogues (JCOR, Temple Beth El, and Heska Amuna) joined in presenting poetry, essays and prayers commemorating the Holocaust and also the 70th anniversary of the liberation of Auschwitz and other concentration camps.

UT Jewish Faculty Lecture Series

The diverse 2015 series included:

- College of Liberal Arts and Sciences Dean Theresa Lee discussing the *Value of Judaic Studies in Liberal Arts*
- Dr. Eric Cline discussing *1177 B.C.E.: The Year Civilization Collapsed*
- Dr. Elena Shpak teaching us The Truth about GMOs (genetically-modified organisms)
- Assistant Athletic Director Jason Yellin providing an inside look at *Tennessee Athletics and the Media*
- UT College of Law professors Robert Blitt and Valorie Vojdik educating their audience on *Human Rights in Tennessee: The Access to Justice Challenge*.

Jewish Book Month

Meryll Levine Page, author of *Jewish Luck*, presented three terrific programs. On Sunday November 17, she led a two-hour session for *Global Jewish Day of Learning*. Titled *Ta'am Torah/Taste of Torah*, the program was interactive and aimed to educate how to draw families together for Shabbat and Torah study and good eating. Meryll's presentation at KJA on Tuesday Nov. 19 was also two-part. She began by meeting with Knoxville's Hadassah Book Club to discuss her book *Jewish Luck: A True Story of Friendship, Deception, and Risky Business*. Afterwards, Page presented to a very full audience a slide show and talk about the Russian Jewish women featured in her book. She focused on very recent political, economic and social conditions in and around Russia and their effect on the lives of these women.

Community-Wide Programming

Mitzvah Day, Sundown in the Sukkah, and Menorah Madness attracted hundreds for schmoozing, eating, good deeds and more. August's popular Shabbat at the Pool welcomed 120 participants.



Members peruse Archive Photos at Mitzvah Day



Members making sandwiches for Lost Sheep Ministry at Mitzvah Day

Individual Programs

The AJCC hosted several classes throughout the year including:

- *Making Fermented Foods*, taught by Alexandra Gellis
- *iPhones and iPads for Seniors*, taught by Jennifer Dancu
- *An Introduction to Mah Jongg*, presented by game mavens Robin Brown and Marian Jay
- *Jack Love and the Grandeur of Cantorial Music* was a successful May program that attracted a wide community audience.



K J C F F

Knoxville Jewish Community Family of Funds

Supporting organizations of the Knoxville Jewish Alliance and the East Tennessee Foundation

KJCCF Board of Directors

President: Scott B. Hahn
Vice President: Carole Martin
Secretary/Treasurer: Jacki Imbrey
Board Members: Bernard S. Rosenblatt, Past President; Jeff Becker; Bernard Bernstein; Abraham Brietstein; Jill Chasan; Arnold Cohen; Robert Goodfriend; Richard Jacobstein; Howard Pollock; Pace Robinson; Alexandra Rosen; Alan Solomon; Mel Sturm; Deborah Oleshansky Ex Officio)
KJCCF Administrative Director: Laura Berry

Our Goals

- Strengthen and improve the Jewish Community of East Tennessee
- Increase Jewish Philanthropy in East Tennessee
- Build Endowments for Permanent Gifts to Organizations of the Knoxville Jewish Community
- Promote the Infrastructure of the Knoxville Jewish Community Necessary To Develop and Deliver Services and Programs
- Provide Funds for Religious, Cultural, and Educational Activities
- Support Social Service Needs of Individuals and Families
- Administer Endowment, Long-term, and Donor - Advised Funds
- Support the General Community of East Tennessee

Achievements for 2015

(through September 30, 2015—KJCCF's 4th quarter 2015 financials have not been finalized as of the writing of this report)

Total number of grants in 2015: **32**

Total dollar amount of grants in 2015: **\$237,297.98**

Total dollar amount of contributions in 2015: **\$299,510.74** (includes the establishment of four new funds)

Net assets as of September 30, 2015: **\$2,488,504.10**

A Note from KJCFF's President

Scott B. Hahn, President, KJCFF

I am pleased to report that the KJCFF has made a total of 32 grants this year, allocating almost \$240,000 to various charities and organizations. We were also able to add contributions of almost \$300,000 (this includes the establishment of 4 new funds). At this time, KJCFF has roughly \$2.5 million in assets. While this is good, we can always do more to increase the amount of funds we have for allocations. As we have seen fundraising shrink or stagnate in other areas, we will become more and more dependent on endowed funds to finance programs and make up budget shortfalls.

It has been a pleasure to serve as President over the past 2 1/2 years. I was a member of the first board and it pleases me to see how the organization that started as a good idea has become a vital part of our community. A special thanks goes out to the Board, East Tennessee Foundation, and the KJCFF staff person, Laura Berry, for all their hard work and guidance over my tenure.

CURRENT FUND LIST GROUPED BY COMMON PURPOSES

Beautification

- Heska Amuna Sisterhood Judaica Shop Fund (Heska Amuna Synagogue Designated Fund)
To benefit beautification projects for Heska Amuna Synagogue
- Zelda and Miles Siegel Flower Fund (Heska Amuna Synagogue Designated Fund)
To buy flowers for the Heska Amuna Synagogue sanctuary, primarily for the High Holidays

Building/Capital Improvements

- Arnstein Jewish Community Center Endowment Fund (KJA Designated Fund)
For capital improvements to the AJCC
- Cohen-Presser Designated Fund (Heska Amuna Synagogue Designated Fund)
For improvements to the physical plant of Heska Amuna Synagogue and may also be made available for procuring and engraving plaques for the donor wall established by Mr. and Mrs. Joslyn Presser
- Heska Amuna Building Assessment Fund (Heska Amuna Synagogue Designated Fund)
To provide funds for capital improvements, expansions and emergency repairs to the building and property of Heska Amuna Synagogue.
- Heska Amuna Religious School Capital Fund (Heska Amuna Synagogue Designated Fund)
To provide funds for capital improvements, capital equipment acquisition, and emergency repairs to the Heska Amuna Religious School

Cemetery/Burial

- Dewey Reich Chesed Shel Emet Fund (KJA Designated Fund)
To provide support for the mitzvah of chesed shel emet, caring for the interment of those who cannot afford it, and who will never be able to return the kindness
- Heska Amuna Cemetery Fund (Heska Amuna Synagogue Designated Fund)
To maintain and improve the New Jewish Cemetery

Children/Youth

- Gordon Brown Youth Recreation Fund (KJA Designated Fund)
To support recreational and sports-related activities for children ages 18 months to 18 years
- Debra and Irwin Gordon Fund (KJA Designated Fund)
To benefit the Gordon Family Scholarship, a program of the Knoxville Jewish Alliance (need-based scholarship support for colleges and Jewish summer camps)
- Alice Greenberg Fund (KJA Designated Fund)
To supplement and/or offset the future expenses of the AJCC preschool program

- KJDS Fund (KJDS Designated Fund)
For the general benefit of KJDS
- Hannah and Raymond Landsberger Preschool Fund (KJA Designated Fund)
To provide scholarship support for AJCC preschool families
- Ted & Dolly Reback Knoxville Youth Fund (Donor-Advised Fund)
To benefit Knoxville Jewish youth, primarily through the Knoxville BBYO program and activities
- Lucas and Debbie Richman Endowment Fund for the Arts (KJDS Designated Fund)
To provide support to KJDS for arts programming
- Bradley Sturm Memorial Fund (Heska Amuna Synagogue Designated Fund)
To enhance and enrich the Jewish education of youth from the greater Knox and Anderson Counties of Tennessee

Cultural

- Abe Collins Cultural Fund (KJA Designated Fund)
To provide support to the KJA for cultural programs, which may include musical, singing, or other productions
- Milton Collins Cultural Fund (KJA Designated Fund)
To provide support to KJA for programming, which may include musical, singing, or other productions
- Zelda & Max Morrison Cultural Enrichment Fund (KJA Designated Fund)
To help the AJCC provide quality cultural programming of Jewish content, such as musical programs, lectures, or similar entertainment
- Sylvia Robinson Memorial Fund (Heska Amuna Synagogue Designated Fund)
For educational and programmatic musical experiences for Heska Amuna Synagogue
- Frances Sturm Cultural Fund of the Jewish Congregation of Oak Ridge (JCOR Designated Fund)
For enhancing and furthering Jewish educational and cultural activities
- Ben & Pearl Zwick Fund (KJA Designated Fund)
To provide support for quality KJA programs of an entertaining or cultural nature

Education (all ages)

- Heska Amuna Educational Enrichment Fund (Heska Amuna Synagogue Designated Fund)
To enhance and enrich educational programs of Heska Amuna Synagogue

Environment

- Rosenthal Environment Fund (Heska Amuna Synagogue Designated Fund)
To provide financial support to activities of Heska Amuna Synagogue relating to environmental preservation and conservation
- Zionist Organization Fund (KJA Designated Fund)
To provide support to KJA for its program of planting trees in Israel in honor of newborn births and Bar Bat Mitzvahs

General

- Allen, Leibowitz, Pearson Family Fund (Donor-Advised Fund)
To benefit Jewish and non-Jewish charitable organizations and institutions, regardless of geographic location
- Alliance Opportunity Fund (KJA Designated Fund)
For the general benefit of the KJA
- Jeff & Nancy Becker Community Enrichment Fund (Donor-Advised Fund)
For general charitable purposes
- Bernard E. & Barbara W. Bernstein Charitable Fund (Donor-Advised Fund)
For general charitable purposes

- B'nai Tzedek Legacy Fund (KJA Designated Fund)
Overall fund for the individual B'nai Tzedek teen philanthropy funds
- Harry & Mollie Brietstein Memorial Fund (Donor-Advised Fund)
To benefit Jewish causes
- William "Bill" Brody Fund (KJA Designated Fund)
For the general benefit of the KJA
- EAR Fund (Donor-Advised Fund)
For general charitable purposes
- Sylvia Greenberg Family Fund (Donor-Advised Fund)
To build and maintain the Knoxville Jewish community
- Miriam's Well (Donor-Advised Fund)
For general charitable purposes
- Pace & Karen Robinson Philanthropic Fund (Donor-Advised Fund)
For general charitable purposes
- Allen Rosen Education Fund (KJA Designated Fund)
For the general benefit of the KJA
- Sam & Esther Rosen Community Enrichment AJCC Fund (Donor-Advised Fund)
To benefit the AJCC
- Sam & Esther Rosen Community Enrichment Federation Fund (Donor-Advised Fund)
To benefit the KJA
- Sam & Esther Rosen Community Enrichment Synagogue Fund (Donor-Advised Fund)
To benefit Heska Amuna Synagogue
- Stephen & Kim Rosen Donor Advised Fund (Donor-Advised Fund)
To benefit various organizations and causes including, but not limited to, Jewish and educational organizations
- Pat and Gene Rosenberg Fund (Donor-Advised Fund)
To benefit various organizations and causes, including, but not limited to, Jewish, educational, and environmental organizations
- Dr. Bernard S. Rosenblatt Fund (KJA Designated Fund)
For the general benefit of the KJA

Immigrants

- Sam & Millie Gelber Fund for Jewish Immigrants (KJA Designated Fund)
To enhance the quality of life for Jewish immigrants to the Knoxville Jewish community

Leadership

- David Blumberg Youth Leadership Award Fund (KJA Designated Fund)
To provide support to KJA for its leadership training and award program for KJA members under the age of 35
- Natalie & Mitchell Robinson Community Enrichment Fund (Donor-Advised Fund)
To enhance the development of leadership and education for the Knoxville Jewish Community

Mental Health

- Sharon Brietstein Memorial Fund (Donor-Advised Fund)
To benefit mental health causes

Salary/Benefits

- Heska Amuna Educators Supplement Fund (Heska Amuna Designated Fund)
To supplement the salary/benefits compensation package of the Heska Amuna educational director and teachers in the religious school

- KJA Director's Fund (KJA Designated Fund)
To support the expenses associated with the Executive Director's salary and benefit package

Seniors

- Goldstein/Tygum Family Fund (Donor-Advised Fund)
For the improvement of the quality of life of the aged of the East Tennessee community
- Jewish Family Service Fund (KJA Designated Fund)
For the benefit of the Jewish Family Services program of the KJA
- Sam & Esther Rosen Friendshippers Fund (KJA Designated Fund)
To provide support to the KJA for subsidizing the needs, as in the areas of recreation, education, and other generalized services, of the Jewish elderly and infirm in Knoxville
- Miles & Zelda Siegel Fund for Knoxville's Jewish Elderly (KJA Designated Fund)
To provide support to the KJA for its program of services for Jewish elderly members of Knoxville

Sisterhood

- Heska Amuna Sisterhood General Fund (Heska Amuna Designated Fund)
To benefit Heska Amuna Sisterhood

Social Justice

- Besmann Family Fund for Social Justice and Spiritual Enrichment (Donor-Advised Fund)
To benefit the activities, events, or projects created by Knox County organizations for the purpose of promoting social justice and/or spiritual enrichment in Knox County.
- David & Deborah Oleshansky Family Fund (Donor-Advised Fund)
To further causes of peace and justice in the world

KJA Financial Report

Adam Brown, KJA Treasurer

I am pleased to report that the Knoxville Jewish Alliance is in a much better position financially than we've been the last few years. Although the KJA will end the **2015** calendar year with a financial loss, our budget committee was able to submit a very realistic budget for 2016 showing a surplus of more than \$5,000.

Cash Flow Crunch – The financial crisis of 2008/2009 and other business aspects has taken a toll on the KJA. The General Fund experienced losses from 2011 – 2014 that extinguished the General Fund Cash Reserve of \$320,000 held on December 31, 2010. The General Fund lost \$73,000 in 2011, \$118,000 in 2012, \$61,000 in 2013, \$79,000 in 2014, and as of October 31, 2015, \$6,000; we are projecting a \$12,000 loss by December 31, 2015. This projected loss may be greater if outstanding campaign contributors for 2015 do not step up to the plate before December 31. The KJA Executive Committee had to authorize a \$75,000 transfer of funds from the Alliance Opportunity Fund to bolster the General Fund bank account to maintain operations for 2015. This is 30% of the Alliance Opportunity Fund.

Annual Campaign – The annual campaign is currently at **\$275,325** on **313** gifts as of **11/25/2015**. The *good* news is that **118** families gave increases over the previous year, including **42** new family gifts; unfortunately 42 families decreased their gifts, including a couple of “heavy hitters,” thus leaving us well short of our goal of **\$360,000**.

AJCC Preschool –K'Tonton, the summer preschool program, is operating at approximately 65% capacity and we operated the program at a deficit. This program has sold out for probably 8 consecutive years prior until the past four summers. The preschool itself had lost participants, but has returned to just slightly above break-even with a \$5,000 surplus as of October 31, 2015. On a positive note, due to some changes we've made and the efforts of many, especially our new preschool director, Kristen Cannon, and our preschool chair, Rosalie Nagler, things do appear to be turning around and we are proposing a \$20,000 surplus in 2016 compared to \$48,000 deficit in 2014.

Soccer Field Lease – Our tenant's lease is on an annual basis, currently at \$2,000 annually. The gymnasium & room rentals fee for 2015 is \$7,000. Because of some long-overdue changes in our rental fees, we are budgeting \$8,000 for 2016.

Wage costs – By the end of the year, we will have approximately **90** W-2s with the vast majority being hourly staff close to the minimum wage. As a side note, about 30 employees are members of the Jewish community. This is especially important given the current jobs market. KJA is doing everything we can to cut costs. In preparing the budget for **2016**, all staff and volunteers were directed to improve or keep their bottom lines as compared to **2015**.

Bottom Line - Unfortunately, the financial situation of the KJA is still not good, but there appears to be a bright light at the end of the tunnel, and with the changes that have been implemented, as well as the continued efforts of the staff and volunteers, it's just possible that the bright light IS NOT another train.

Financial Report Notes - 10 months ending October 31, 2015:

Ed Hunter, Financial Services Manager

Accounting Policies

The Knoxville Jewish Alliance's (KJA) management is responsible for the accuracy and integrity of the financial reports. The financial reports contained in the Annual Report have been prepared in accordance with U.S. Generally Accepted Accounting Principles (GAAP) appropriate for not-for-profit organizations. In preparing the financial reports, management makes informed judgments where necessary to reflect the expected effects of events and transactions that have not been completed. The internal controls and procedures ensure that material information required to be disclosed is recorded, processed, summarized and communicated to the Executive Board and Board of Directors within the required time periods.

The KJA utilizes the accrual accounting method that provides a thorough financial reporting system to reflect the current financial position of the organization by reporting open account receivables, accrued payables and potential contingencies. The accrual method of accounting recognizes revenues when earned and expensed when incurred.

Presentation Basis

The financial statements represent the organization as a whole and report the net assets as follows:

- ▶ **Unrestricted net assets:** free from donor-imposed restrictions.
- ▶ **Temporarily restricted net assets:** subject to restrictions for support of particular operating activities, a specified future period, or utilized to acquire long-lived assets.
- ▶ **Permanently restricted net assets:** subject to restrictions of gift instruments generally require the principal be maintained intact in perpetuity or until the occurrence of a specified event.

The KJA maintains accounts in accordance with the principles of fund accounting to ensure observance of limitations and restrictions placed on the use of resources available to the KJA.

The independent auditors are engaged to express an opinion on the Company's financial statements and internal controls for financial reporting. Their opinions are based on procedures that they believe to be sufficient to provide reasonable assurance that the financial statements contain no material errors and that the KJA's management internal controls are effective.

For the purpose of comparative reporting, the 2015 annual reports have not been audited for the 10-month period ending October 31, 2015 as of the printing of this report. The comparative reports reflect audited financial reports for years prior to 2015.

Collection

As part of its mission, the KJA is home to the Knoxville Jewish Archives, which are maintained to preserve the historical footprint and contributions of the East Tennessee Jewish community since 1796. Materials are gifted to the archives by local residents and other institutions; archived; preserved and maintained for research by academics, families, historical societies and genealogical researchers. The value of the collection is not reflected in the accompanying statement of financial position nor are donations to the collection recognized in the statement of activities. The KJA does not purchase or sell collection items.

Beneficial Interest Held by Others

The KJA endowment funds are held by the Knoxville Jewish Community Family of Funds, managed by the East Tennessee Foundation. The KJA receives annual distributions in the form of grants, generally limited to income from the funds. These funds are accounted for in accordance with FASB ASC 958. The endowment funds are held in the Foundation's Long Term Commingled Fund with an annual spending rate of 4.5% of a twelve-quarter rolling average. Discretionary distributions of fund principal are permitted in most of the fund documents, though the intent is to be a permanent endowment. Fund balances represent third-quarter reports as of September 30, 2015.

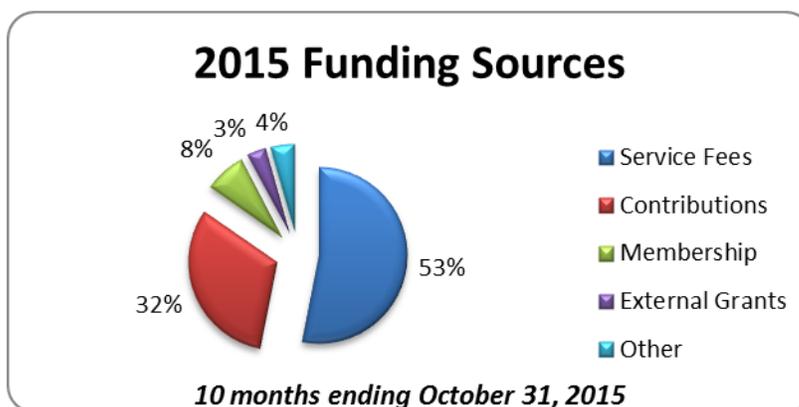
2015 Revenues and Costs Summary Information - 10 months ending October 31, 2014

• Funding Sources

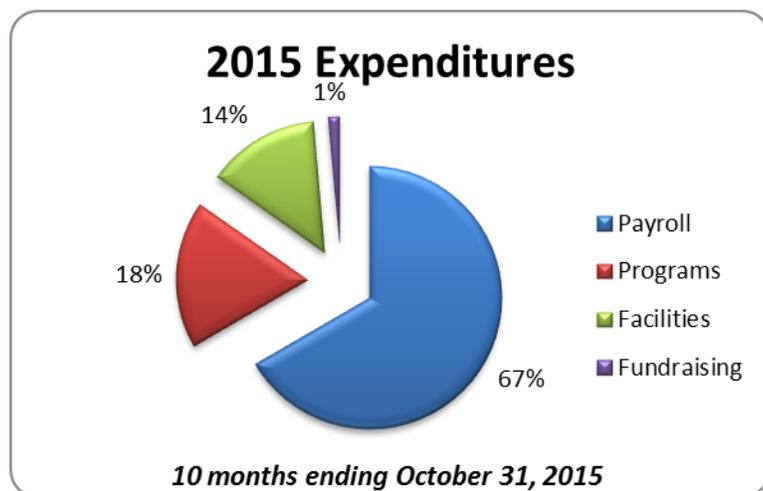
Revenues Stream	Dollars
Service Fees	\$478,933
Contributions	284,704
Membership	68,761
External Grants	31,025
Other	38,434
Total Revenues	901,857

The KJA revenue stream largely consists of program service fees, annual campaign pledges and other contributions, and AJCC Annual and Summer Membership dues. KJA also receives funding through external grants and sundry revenues; i.e. rentals and accounting services.

When funding sources fail to meet the KJA budget, leadership is required to make difficult decisions on whether to reduce programming or utilize restricted reserves.



• Expenditures



KJA's largest expense is payroll. We employ between 85 – 100 people annually based upon program needs. Our year-round staff is comprised of approximately 25 staff members; 20 for the Early Childhood program and the remaining for other programs and administrative office.

2015 expenditures currently exceed revenues and it is projected the year will end with a deficit unless sufficient campaign contributions are received in December 2015.

The KJA facility is open 74 hours each week; totally over 3,600 hours annually with an average cost of \$42 per hour of operation (excluding the cost of payroll).

Expenses	Dollars
Payroll	\$604,609
Programs	164,781
Facilities	126,008
Fundraising	12,493
External Allocations	0
Total Revenues	907,891

• **Net Costs by Cost Center**

Cost Center	Dollars
Administrative	124,333
Child & Youth	21,040
Cultural	18,576
Jew. Comm. Serv.	63,372
Public Relations	9,964
Facilities	91,927
Total Revenues	329,212

Cost Center deficits are supported by the Annual Campaign.

Net Costs by Cost Center reflects the net cost after the application of revenues for each major cost center. Administrative is largest and reflects the net cost after membership dues.

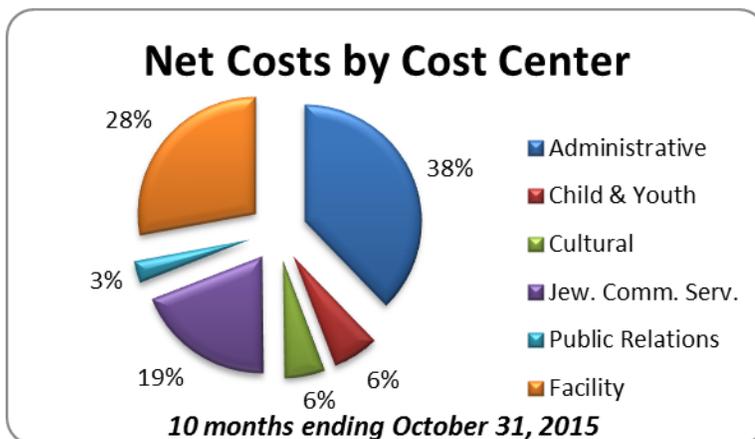
Facility is the second largest and reflects the net cost after rental revenues.

Jewish Community Services is the third largest and has a small revenue stream.

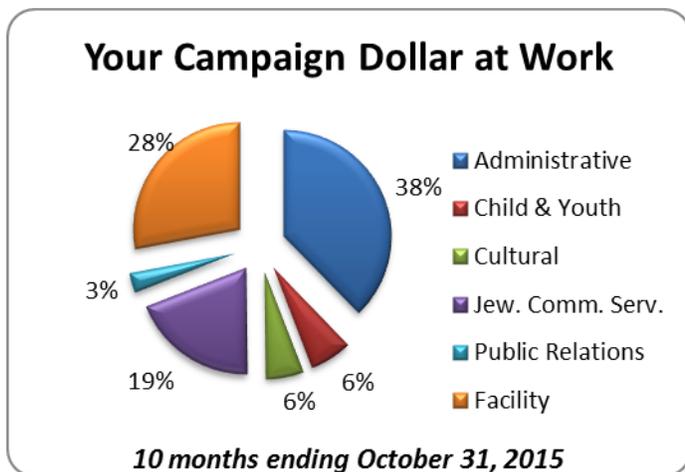
Child and Youth represents the Early Childhood, Summer Camp, and Summer Pool and Tennis.

Cultural programming is supported largely by external grants and restricted endowment funds.

Public Relations is supported by Passover and High Holy Day Greetings revenue.



• **Your Campaign Dollar at Work for the Community**



The KJA Annual Campaign supports deficits for all Cost Centers.

Here you can see how your campaign dollar works for you in the Knoxville Jewish Community.

Unfortunately, the KJA has been unable to make any external allocation since 2008

Ever wonder how your Annual Campaign gift is used by the KJA to meet community programming?

In 2015 administrative costs required 38 cents of every campaign dollar and the AJCC campus required 28 cents of every dollar.

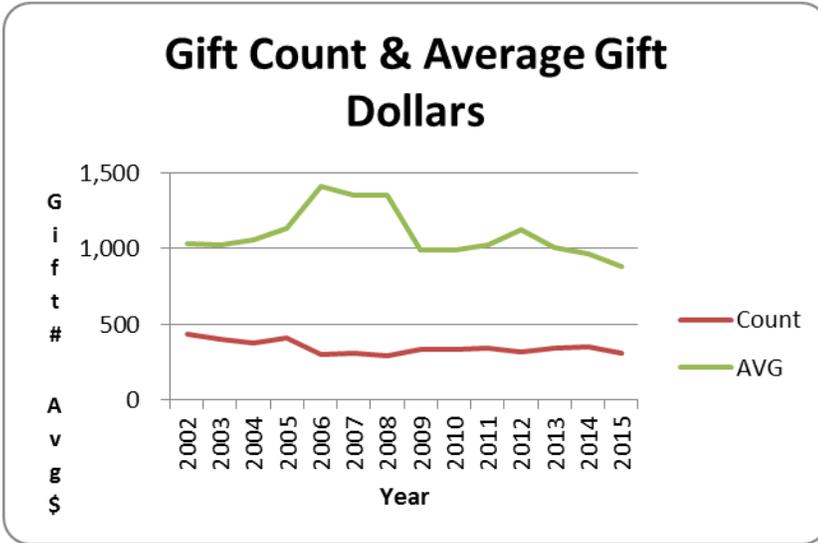
Programming required 34 cents of every campaign dollar.

Your Campaign Dollar at Work

Cost Center	Dollars
Administrative	0.3777
Child & Youth	0.0639
Cultural	0.0564
Jew. Comm. Serv.	0.1925
Public Relations	0.0303
Facilities	0.2792
Total Revenues	1.0000

KJA Trends since the 2001 merger of the AJCC and KJF

- KJA Annual Campaign 2002 - 2015 (current)



2002 Fiscal Year began the Annual Campaign with 434 gifts totaling \$448,140

A gift average of \$1,033

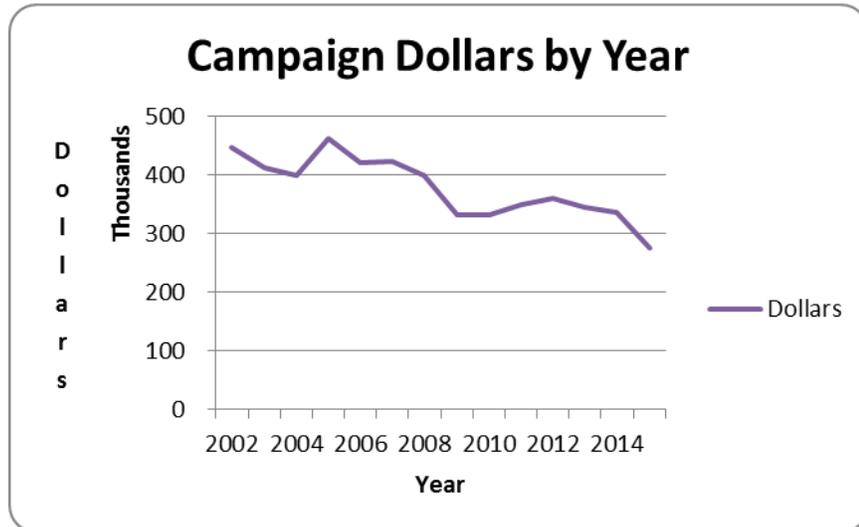
The 2005 campaign was our largest: totaling \$462,601 with 409 gifts

A gift average of \$1,131

2006 reported our largest average gift of \$1,408 on 299 gifts totaling \$420,988.

2015 is currently our lowest average gift of \$880 on 313 gifts that currently total \$275,325.

Trends indicate a reduced donor base and a reduced donor gift average as shown in the chart.



- AJCC Annual and Summer Membership provides funding for the facility which has significantly reduced since 2006

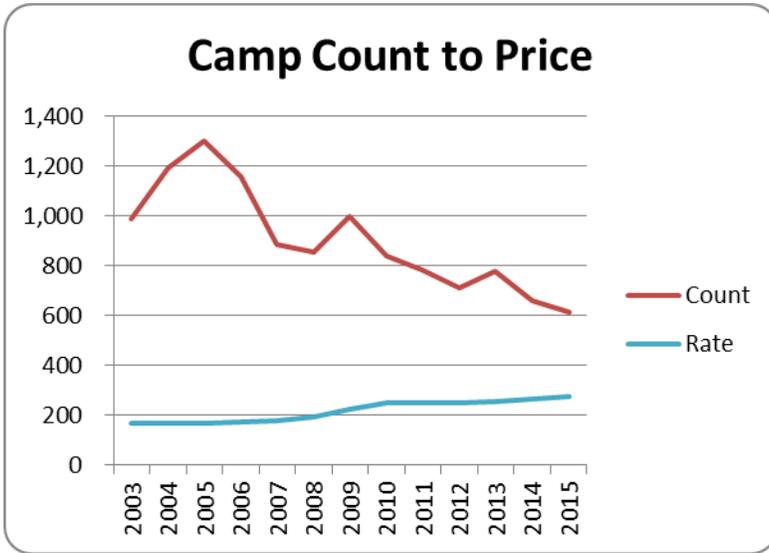


AJCC Annual Membership has fallen from 230 in 2006 to a current low of 149 members.

AJCC Summer Membership has fallen from a high of 89 in 2009 to a current low of 50 members.

Membership provides funding for the facility and administrative costs. These costs are significant as indicated. Annual Campaign must support these costs at 38 cents per dollar to cover the shortfall of membership revenue.

- **Milton Collins Day Camp and Early Childhood Programming**



Milton Collins Day Camp has experienced several disappointments in achieving goals. Many factors have affected the results and the chart indicates the dramatic drop in camp attendance since the 2005 high of 1,303 weeks sold.

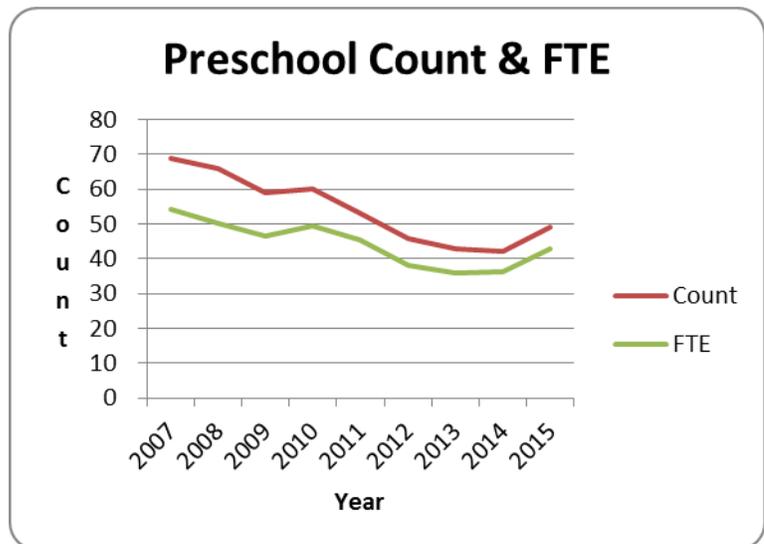
2015 reported an all-time low of 613 weeks sold.

Early Childhood Programming (Preschool) indicates a reduction in students since 2007.

FTE (Full-time equivalents) translates student registration to full-time status (5 days per week).

Preschool offers 2, 3, 4 and 5 day options. As preschool progresses through the chart, the count and FTE lines get closer. This indicates students are currently enrolled more days than in previous years.

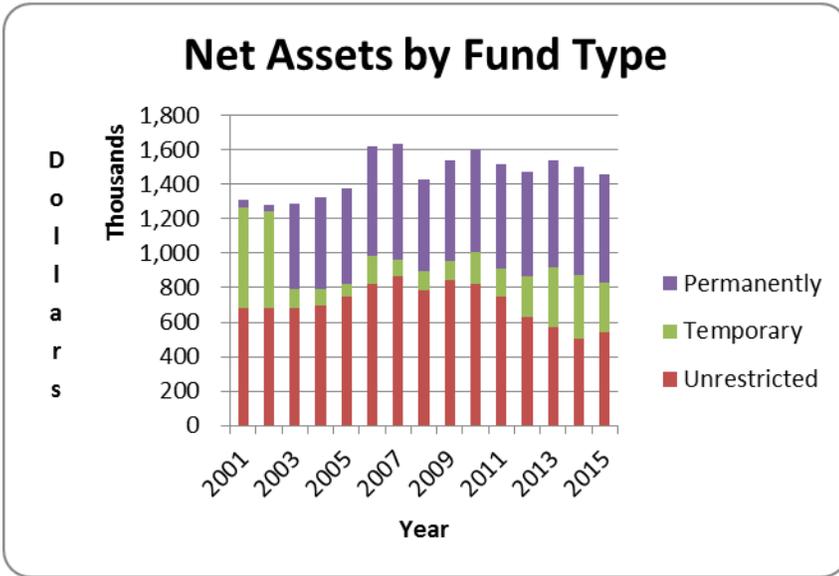
The chart also indicates an enrollment increase for 2015.



• **Net Assets by Fund Type by Year**

The Knoxville Jewish Alliance consists of three (3) types of net assets:

- ▶ **Permanently Restricted** - subject to restrictions of gift instruments generally require the principal be maintained intact in perpetuity or until the occurrence of a specified event.
- ▶ **Temporarily Restricted** - subject to restrictions for support of particular operating activities, a specified future period, or utilized to acquire long-lived assets.
- ▶ **Unrestricted** - free from donor-imposed restrictions.



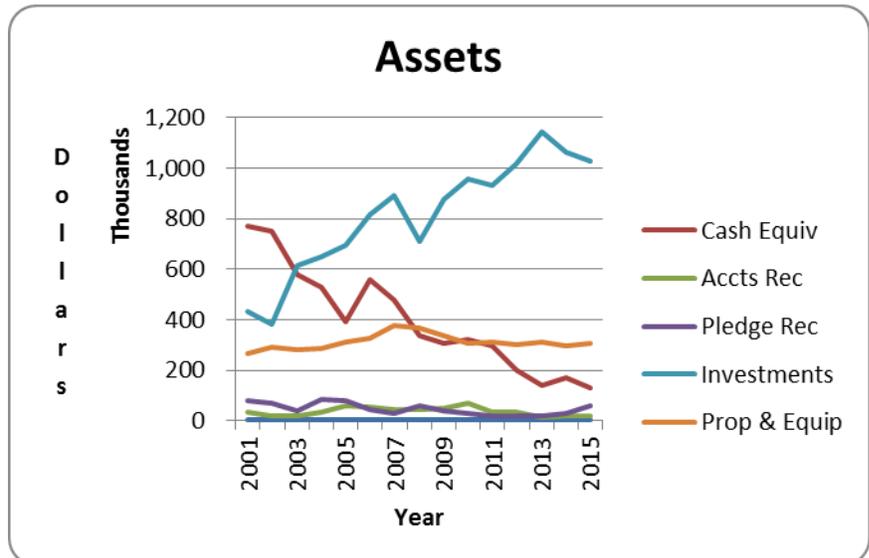
The chart indicates that permanently restricted funds have grown significantly since 2001.

In 2003 most of the Temporarily Restricted Funds were moved to the East Tennessee Foundation and are now held by the Knoxville Jewish Community Family of Funds and reported as Investments for KJA. Permanent Funds have experienced an increase while the Unrestricted (General) Fund has significantly decreased.

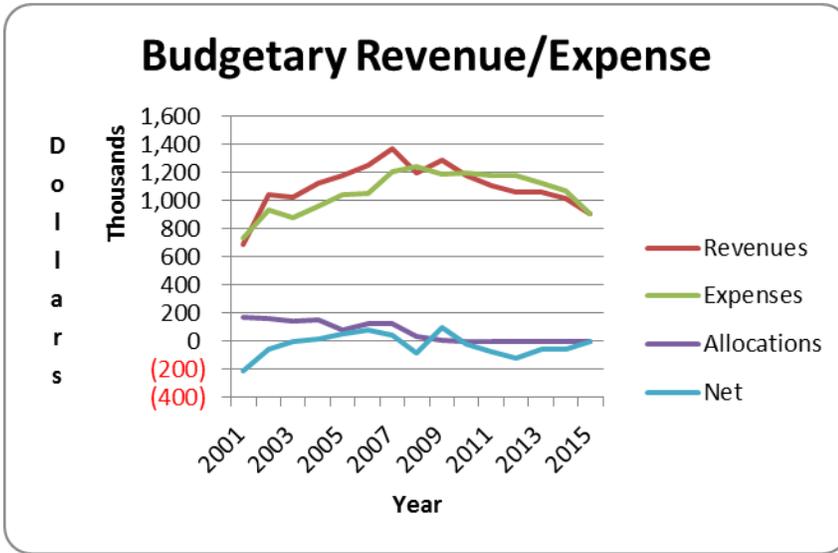
• **Asset makeup by Year**

Investments have increased significantly through additional permanently restricted funds where contributions are held in perpetuity.

Cash equivalents have significantly declined as KJA continues to expend funds to maintain Property and Equipment for the facility.



• KJA Revenue, Expense and Net Surplus or Deficit by Year



The KJA General Fund operates on an annual Budget. As indicated, in the early years KJA experienced budget surpluses over expenditures and external allocations were possible.

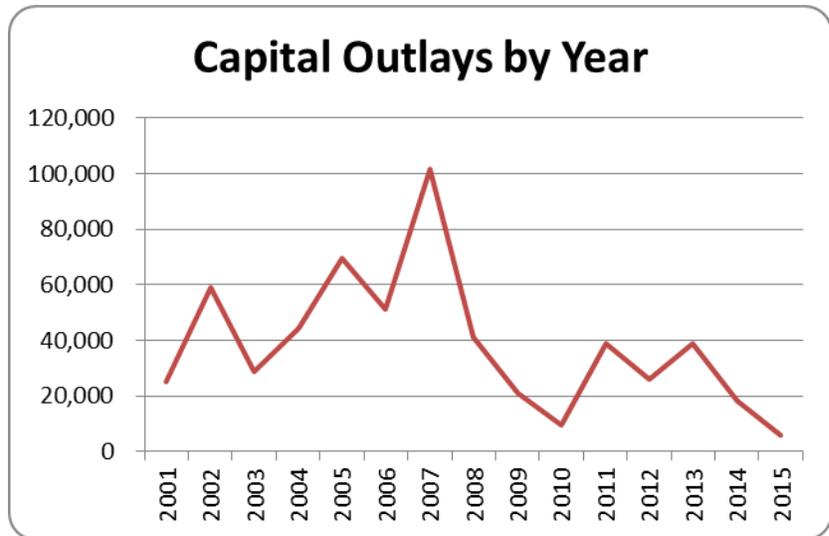
External Allocations became impossible after 2008 due to the inability to meet budget from lost revenues from Annual Campaign, AJCC Membership, and Programming.

• Capital Outlays by Year

To maintain the AJCC Facility, the KJA must continually invest cash to update the existing structure and grounds. Depreciation averages approximately \$39,000 annually.

KJA has expended an average of \$39,000 annually to maintain the AJCC facility.

As indicated by the chart, some years have been more and some less. Yet our AJCC facility is aging and in need of many more repairs than the General Fund can accommodate through the annual budget.



Thank You to All KJA Campaign Contributors

Campaign contributions through November 25, 2015

\$10,000—\$25,000

Dr. & Mrs. Jeffrey Becker
Mr. & Mrs. Bernard Bernstein
Mrs. Natalie Robinson
Mrs. Alexandra Rosen
Mr. & Mrs. Stephen Rosen

\$5,000—\$9,999

Dr. & Mrs. Stuart Chasan
Mr. Scott Hahn
Mrs. Jill Ivins
The Honorable Mary Beth Leibowitz
Dr. Barbara Levin
The Markman Family
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