



Dear Friends,

As we prepare our homes for the upcoming Passover holiday, we recall our ancestors' journey from slavery to liberation, and the constrictions and adversities of Egypt that brought the Israelites together to become a people.

In our generation, Federation and Foundation bring us together to support each other, encounter the conditions of the world before us, and build a vibrant Jewish community. This work is outlined in this Passover Impact Report. Our schools and programs promote Jewish learning and identity building. Our partner organizations save lives here in the East Bay, in Israel, and in Jewish communities around the globe. The financial aid we provide for Jewish education, Israel pilgrimage, and Jewish summer camp help to make Jewish life affordable and accessible.



Even as we are working to raise the dollars for the priorities before us today, we are also planning for the future. Our Community Impact Committee is evaluating our current programs and working with our donors and organizational partners to develop the strategies to provide for a vibrant Jewish future.

On behalf of our volunteer and professional leaders, and the thousands of people who are supported by our work, thank you for your partnership and generosity. Together, we are continuing in the tradition of the Israelites of Exodus, coming together as a people, and building the foundations for a vibrant Jewish future.

With warm wishes for a joyous Passover.

Chag Sameach,

Claudia Felson
Federation President

Joe Felson
Foundation President

Rabbi James Brandt
CEO

L'Dor V'Dor: Steve and Vicki Zatzkin

Steve Zatzkin is East Bay through and through. In fact, Steve's grandchildren are sixth-generation Oaklanders. For Steve, community is personal. He is invested in the Jewish community because of the generations that have come before him and the promise of those who will follow. Steve's involvement and commitment to help others is innate; it is, in a manner of speaking, in his DNA.

Steve's parents, Vera and Joe Zatzkin, taught their children about the importance of giving back to the community. Joe Zatzkin was the recipient of Jewish social services as a child and felt that the success he achieved had a direct correlation to the start he got in life. Joe wanted to give back to his community and passed along his values of philanthropy to his son. "I've always felt that collective Jewish communal activity was important," says Steve. "I'm sure I got this from my parents and the environment that they created." His mother Vera still lives in Oakland and continues to be dedicated to the community.

Steve, and his wife, Vicki, do their part to give back by supporting numerous charitable Jewish organizations in the Bay Area. Steve has served the Jewish Federation of the East Bay in many ways; as a board member, Israel Task Force chair, and chair of the 2011 and 2012 Community Campaigns. Vicki serves on the board of Jewish Family & Children Services East Bay and as a senior trustee of Tehiyah Day School. Working with the Jewish Community Foundation, Steve and Vicki established a legacy gift through the Create a Jewish Legacy program to ensure that the institutions they care about will continue to thrive. They know how important it is to pass along to the next generation the values that their parents instilled in them.

Recently, Steve and Vicki travelled to Israel for a family wedding. Several of the family members had the opportunity to meet with educators at Dror Israel's Akko Kibbutz, a Federation-supported program that works with at-risk youth. Looking ahead at what the future holds for the next generation of East Bay Jews, Steve says, "Federation is evolving to meet the needs of a dynamic East Bay Jewish community. It is Federation's unique role to bring people together to address issues that impact the entire East Bay Jewish community and to encourage philanthropy to meet the community's needs. We need to continue to work for a strong and responsive Federation."



Focus on Impact: Early Childhood Education

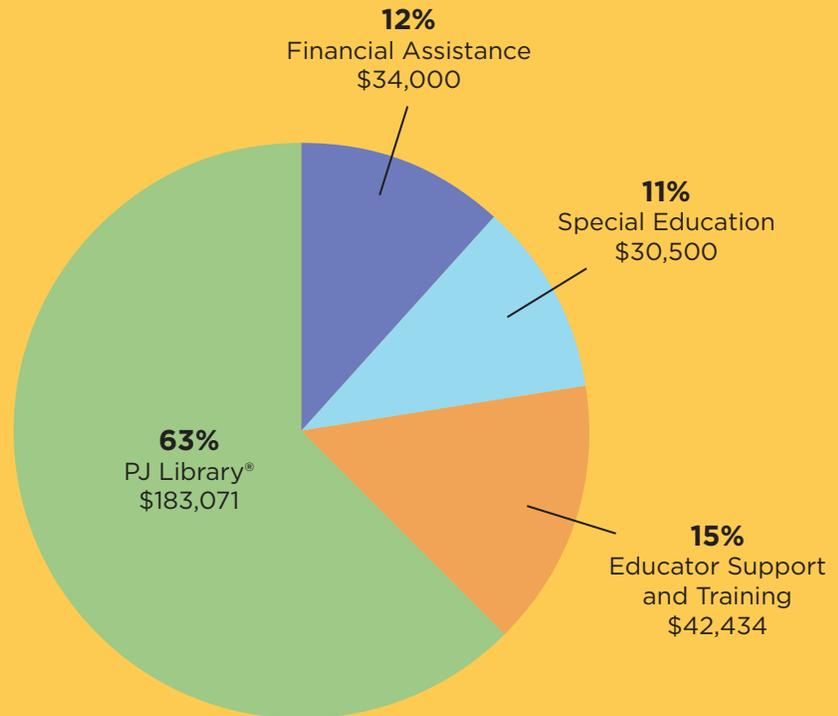
We are committed to serving children and youth in our community. In 2013-14, our early childhood and engagement support totaled \$290,005. Our programs serve nearly 25 synagogues and other educational programs working to build Jewish identity and create a vibrant Jewish community. We strive to create and support programming that provides a positive Jewish environment from a young age to encourage a life-long connection with our heritage.

Educator Support and Training: Early childhood educators network, share best practices and build skills throughout the year at Federation-sponsored monthly council meetings. Our annual ECE conference provides directors and teachers the opportunity to spend a full day in training.

Special Education: We provide professional development on special education for classroom teachers of all ages, on-site consultation for schools, and in-class observation of students who need individualized support. This year, 50% of this funding was directed to Jewish preschools.

PJ Library®: Each month, the PJ Library® program provides free, age appropriate, books and music on Jewish holidays and culture to children up to seven years of age. Through our partnership with the Harold Grinspoon Foundation and the Jim Joseph Foundation, we have enrolled nearly 2,500 subscribers in the East Bay, many of whom attend our PJ Library® music, art and storytelling programs, and holiday events throughout the year. We also provide a monthly newsletter of Jewish resources to PJJ families.

Financial Assistance: Recognizing the importance of early exposure to Jewish life, we are proud to help families meet the costs of sending their children to Jewish preschools through our financial assistance grants.



For a complete listing of our grant recipients, visit jfed.org/grants



Jewish Preschool: Strengthening Jewish Identity

One of our community's critical challenges is to ensure that Jewish education is within reach of every family. Research demonstrates that early exposure to Jewish life increases the likelihood of building a long-lasting relationship with Jewish community, making Jewish preschools a critical entry point.

Each year, we demonstrate our commitment to the vital role of early childhood education by providing consultation and training to early childhood education professionals, offering targeted support in the area of special education, and by providing financial aid that makes Jewish education affordable for families like the Benjamins*.

Raised in an Orthodox home, Sophia Benjamin remained engaged with Jewish life through high school. Like many, her involvement waned as the pressure of balancing college, work, and starting a family increased. When the time came to think about a preschool for her son Gabe, Sophia and her husband explored the JCC East Bay preschool. After visiting the JCC, Sophia realized that she missed being part of Jewish community and was pleased to find a preschool where Gabe could connect with Jewish tradition.

While the Benjamins would not have been able to afford preschool tuition without assistance, the JCC, with the support of Federation donors, was able to offer Gabe a space last fall. Receiving this financial aid was a welcome relief for Gabe's family, who began attending JCC Family Shabbat dinners before Gabe's year began. After being disconnected from the Jewish community for many years, through her family's recent involvement with the JCC, Sophia has found a renewed sense of Jewish identity, belonging, and purpose.

All of these efforts that open the door to Jewish learning and community are made possible by the generous support of our donors.

** Names have been changed to protect the identities of financial aid recipients*



MAY 18: Dedicate & Celebrate

This May, we will move our office to 2121 Allston Way, in Berkeley's vibrant Museum District. This move will provide state-of-the-art office space for Federation/Foundation, the East Bay JCRC, and the Jewish Coalition for Literacy, as well as shared office space for Bay Area Jewish professionals, inspired by the "hub / incubator" concept. We are particularly excited about new collaborations with our downstairs neighbor, the Magnes Collection for Jewish Art and Life.

On Sunday, May 18, join us as we DEDICATE our new office and CELEBRATE our impact:

11:00 am: Create a Jewish Legacy's Book of Life Celebration, honoring those who have included gifts to the Jewish community in their estate plans, and featuring readings from Legacy Society members about the experiences and values that inspired their gifts. Create a Jewish Legacy is a community-wide initiative to secure the future of our community through legacy giving.

Noon: Office Dedication and Mezuzah Hanging Ceremony followed by lunch and office tour.

3:00 pm: The East Bay Jewish Teen Foundation's (EBJTF) 2014 Grants Celebration will feature this year's grant recipients, who provide aid to youth affected and displaced by violence, and the impact of their work. The EBJTF gives teens the opportunity to become Jewish philanthropists by building leadership skills, practicing consensus-based decision making, and developing a commitment to tzedakah.

All programs are free of charge and open to the public.

Info: jfed.org/may18 or 510.839.2900

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Claudia Felson, Federation President; Jean Colen, Dedication Chair; Rabbi James Brandt, CEO



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