

Federation Focus

Summer 2021

Vol.11 Issue 4

Federation Focus is published three times a year by the Jewish Federation of Central California.
“All Jews are responsible for one another.” (Talmud:Shavuot 39a)



Two boys deliver groceries. During the 1890s general stores and grocery stores became more numerous in Fresno. Kutner-Goldstein & Company's main store was on the corner of Mariposa and H streets offering dry goods, carpets, curtains, and wallpaper. The firm was started in a 25 x 60 foot store room in 1874 and grew into a two million dollar a year business when it was terminated in 1929. The founders were Adolph Kutner, who came to Fresno from Reno, and Samuel Goldstein of Sacramento.

In 2015, the Fresno County Historical Museum debuted to showcase the vast history of Fresno County. It provides a place where generations of Valley residents can reflect and learn about key events and celebrate the cultures that make Fresno County so unique!

FRESNO JEWISH MUSEUM NEEDS PHOTOS, VIDEOS FOR FAIRGROUNDS EXHIBIT

Old photos such as the ones on this page are being gathered from local residents and historical reference material for display at the new Jewish Museum which will be housed at the County Fairgrounds.

Our all-volunteer museum team chose the theme “Things that Brought Us, Things that Bind Us” for the exhibit. The first part is historical, and will cover both the push and pull of early (and not so early) Jewish immigration to Fresno. It will feature Jewish pioneers in the commercial, civic and agricultural life of Fresno County.

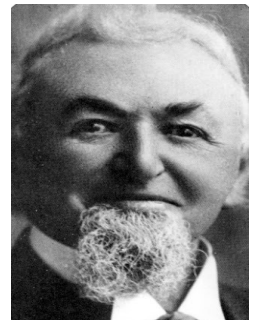
Because space is limited, and museum visitors spend an average of three minutes per exhibit, this part will briefly survey European anti-Semitism and the Holocaust as well as the opportunities available in Fresno to early settlers. Included will be an interactive digital display of Fresno Jewish pioneers, prominent Fresno Jews, and Jewish landmarks in Fresno.

The second theme is an introduction to Judaism: our values, life-cycle, holidays and history of the Fresno Jewish community. In this second part we hope to include a digital display featuring a continuous loop of pictures and videos of local Jewish life-cycle events and home holiday celebrations.

But we won't be able to achieve that successfully without plenty of pictures and videos from YOU! Please send digital pictures and videos of your family celebrations to jeannaf@tbifresno.org. These can be old or recent, but we prefer pictures taken in your homes or at TBI, CBJ or Chabad of Fresno. By sending me your photos and videos, you are agreeing to their usage at the Fresno Jewish Exhibit.

Jeanna Francis

In 1875 the Central California Colony was established south of Fresno by **Bernard Marks**, pictured at right, which set the model for a system of development that was used throughout the San Joaquin Valley. Tracts of land were subdivided into 20-40 acre parcels, irrigated from a system of canals and often landscaped with boulevards of palms, eucalyptus or other drought-resistant trees. By 1903 there were 48 separate colonies or tracts in Fresno County which drew farmers and their families from Scandinavia and from across the United States.



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In honor of the 92nd Birthday of Myriam Farris

Her children and grandchildren

For the good health of Yvonne Litman

Francine and Murray Farber
Jeri Buchman Weil and Douglas Weil

In appreciation of the care and support of Jeri Horwitz

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Fresno Jewish Day School - Preschool, Child Care, Play-Based



FJDS is a faith-based preschool where everyone is welcome and children take the lead in their education. *Great Fresno school with tons of outdoor time and lots of fun.*

Greetings from the Fresno Jewish Day School. We are now in full swing at our new location, 1343 East Barstow in Fresno, with a five-day a week program. We are still half-day; however will be opening to full days this summer if restrictions allow. We are having so much fun in our (almost fully) outdoor program. For more information about our program you can visit our website at www.fresnojewishdayschool.org.

Sarah Page Teacher/Director



Ethan Smith SIOR, CCIM

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Counseling Center

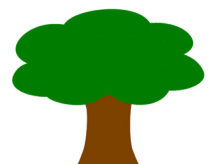
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Federation Profiles: Phyllis Farrow

by Francine M. Farber

In the Tokyo airport, a little girl held up a yellow Frisbee that was imprinted with the words "Taco Bell." That was Phyllis' greeting when she traveled by herself to Japan to open several fast-food restaurants in the capital city. "It was very exciting," she remembers, "and when we opened the restaurants there were people lined up all around the streets waiting to get in." Previously in the states she had trained the Japanese managers who would be running these Taco Bell restaurants. Her trip was one of the highlights of her life and after it she received a promotion.

That scene may seem like a far cry from the Federation office, but the skills Phyllis acquired during those years in administration and financial management are exactly what enable her to excel at her job as executive director of the Federation and of its right arm, Jewish Family Services.

She arrived here after a divorce with two teen-age daughters, now adults, and was determined to involve them in Jewish community life. Born in New York, over the years she had lived in Tennessee, Ohio, Texas and Southern California before coming to Fresno because of having

friends who lived here.

Phyllis has been the dynamo behind the Federation's success for the past 13 years. At first there were several JFS employees but after

a few years when there was (and still is) only one employee, the Community Outreach Coordinator, she also took on the job of leading JFS.

Most of her work involves coordinating discussion groups and managing finances. The latter have improved and gotten more complex recently through considerable endowments from estates of deceased members. Through these endowments Phyllis hopes to manage JFS solely on its income when possible, although it does receive some money from the Federation, its parent organization. An active JFS committee meets monthly to plan programs and discuss issues.

"The community loves JFS", she smiles. "It is really appreciated here, and although the Federation always will continue to support Israel, our members are determined to give a lot of support to local needs in Fresno and the rest of the Central Valley through JFS."

Phyllis most enjoys the simple things that the Federation and JFS accomplish. When entering the parking lot one day she saw a family using the building's trash cans.

(continued on page 7)



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A Message from the Director

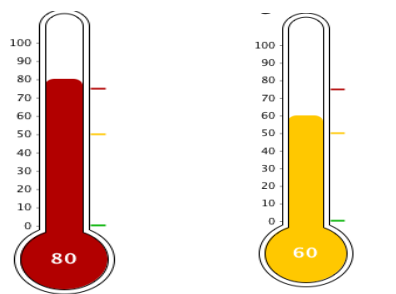
As we slowly begin to open up our community, we hope that Shabbat services will once again be in person in July. The Zoom services went so well that TBI is planning to offer both. This has been one of the most challenging years and I hope going forward we will appreciate the simple things. I will get to see my daughter soon for the first time in over a year, and I will treasure every moment. I hope everyone is staying safe and finally enjoying the comfort of seeing family and friends again.

The Pan and Mah-Jongg games are back and summer is here! On June 21 at 11a.m. we will have a presentation on Aging and Memory. This will be lead by students from Fresno State and will be on zoom. A link will be sent to you.

Every Friday I send out an email to wish everyone a good Shabbos and let you know what is going on in our community. The email has a link to make your pledge. If you are not receiving this, please let me know and I will add you to the list. I would like to thank everyone who has made a pledge and encourage those who have not to please consider one. We need your help to match last year. Here are ways you can make your pledge:

- ♦ call the JFCC office at 432-2162
- ♦ send your pledge to JFCC (use form on last page)
- ♦ send an email to
- ♦ **fedfresno@sbcglobal.net**
- ♦ go online to our web site at **Jewishfederationcentralcalifornia** and click on donate button

As well as pledges, we gratefully accept donations in honor of or in remembrance, and notify the associates or family of those being honored or remembered. We also accept advertise



Last Year

This Year

ments that will be included in both the FOCUS and on our website. The cost is \$100 annually. We hope you will consider placing an ad; we encourage all of our community to support our advertisers.

If you have any questions or suggestions or if you need anything please call me at 432-2162 or email fedfresno@sbcglobal.net

L'hitraot

Phyllis Farrow

Executive Director, JFCC/JFS

Chassidus Corner

Suppose someone owes you money. Then to your surprise that person suddenly appears at your front door and begs you to give him another loan. What should you do? Shouldn't this brazen individual be ashamed? To answer this difficult situation, let's look at ourselves.

Our parents bring us into the world and then proceed to invest vast amounts of time and money, growing us up to be good Jews and functional in society. The cost can be hundreds of thousands of dollars. Do parents expect their child to repay them? In fact, the parents would feel embarrassed if their children arrived with a check to repay the loan. But was it a loan?

(continued on page 8)

Many children raised Jewish after intermarriage

According to the new Pew Research Center's "Jewish Americans in 2020" study, the intermarriage rate has remained steady at about 60% — but the progeny of such relationships are increasingly identifying as Jewish.

Among Americans older than 49 with one Jewish parent, the survey found that roughly one in five (21%) identifies as Jewish. But that number jumps to nearly half (47%) in the 18-49 age range.

The finding arms those fighting for greater acceptance of interfaith families with evidence for their contention that marrying a non-Jew does not threaten Jewish continuity nearly as much as stigmatizing those families does — and that three decades of effort to counteract that stigma have made a difference. "There's a growing awareness that it only takes one Jewish parent to raise Jewish children."

And as many advocates for mixed-faith families point out, it's often the non-Jewish parent who is the catalyst for Jewish connection, driving kids to Hebrew school and researching Jewish camps. The survey suggests that intermarriage is much more common among children of intermarriage. Most grown children of intermarriage considered themselves Jewish in an ethnic or cultural sense, but not a religious one. Meanwhile, Orthodox Judaism, which forbids intermarriage and whose adherents tend to be those most vocally against it,

(continued on page 6)



LETTER FROM ISRAEL by Vic Rosenthal

Comments?
K2vco.vic@gmail.com

Here we are, in the middle of yet another war with Hamas. **Here are some things you should know:**

As of today (18 May), Hamas has launched more than 3,150 rockets at the civilian population of Israel. Half of the country is under fire from rockets which have much larger explosive payloads than the original homemade Qassam rockets. They have proven deadly: so far 10 men, women, and children have been murdered.

Yes, Israel shoots back, but Israel takes care to warn civilians when a military target nearby will be hit. Hamas' command and control center is located in the basement of Shifa Hospital in Gaza City, so it has remained untouched through several campaigns.

Probably the single greatest cause of civilian casualties in Gaza is Hamas rockets that fall short and land on their own population. Almost *one third* of them do!

Casualty figures from Gaza come directly from Hamas. They consider everyone a civilian, and blame Israel for the ones that they kill with their own rockets.

Israel builds bomb shelters for its people (although not enough). Hamas builds shelters for its bombs, and puts its rocket launchers in civilian neighborhoods.

Hamas started firing rockets supposedly to protect the mosque in Jerusalem. In fact, they wanted to establish their credentials as the leaders of the Palestinian "resistance" against Israel, after Mahmoud Abbas,

the leader of the Palestinian Authority, canceled their elections because he was afraid that Hamas would win.

But believe it or not, the war is the least of our troubles. You will read in the international media that there are "Jewish-Arab clashes" going on in those towns and cities that have mixed populations. That is wrong: there are anti-Jewish riots involving mobs of Arabs, and there are a handful of extremist Jews that have perpetrated violent acts against Arabs. The media like to suggest that it's evenly divided, and that "both sides" have resorted to violence. That is far from the truth.

In Acre, Arabs are systematically attacking Jewish businesses and homes in the Old City area to force the Jews out of the area. Just today an Arab was arrested for throwing a firebomb into a home there and seriously burning a 12-year-old boy. But the boy was an Arab: the terrorist had the address wrong. Also today, a man who was pulled from his car and beaten by Arabs, one of several, died of his injuries. As of today, ten synagogues have been burned. *10 synagogues have been burned!* In the Jewish state.

The rioters are Arab citizens of Israel, who live within the boundaries of the pre-1967 state. Although there have been riots among this population before, there has never been systematic anti-Jewish violence of this kind involving this group. **The disturbances involving Arab citizens are more significant, because they are unprecedented.**

About 20% of Israel's population – not including the Arabs of Judea, Samaria, and Gaza – are Arabs, who

did not leave the country in 1948. They have become an important part of society. Many doctors, nurses, pharmacists, and other medical professionals are Arabs. Many tradespeople and virtually all construction workers are Arabs. Some Arabs are poor, but some have become quite wealthy. A lot of the economic activity in predominately Arab towns is done by cash, and is not reported to the tax authorities (Israel has a Value Added Tax which applies to almost every transaction). Arabs don't have to serve in the army and few do national service. There is some discrimination, but it seemed until recently that the goal of coexistence was coming closer. **Apparently that was wrong.**

Lise and I are lucky that we have been the target of only a few Gazan rockets. The worst was a few days ago when we had three alerts in one night; each time we jumped out of bed and ran down the hall to the shelter that is on our floor in this apartment building. But compared to the southern part of the country, where alerts continued almost 24/7, it was a small inconvenience.

The war will probably end in a few days with a cease-fire. Our leadership prefers to leave Hamas in control of Gaza, for various reasons. Every few years there is an outbreak, and then we have peace until they feel they have stockpiled enough rockets and dug enough tunnels to try again.

But the Arab riots are something else. The idea of coexistence has suffered a serious blow, as has our trust that our Arab neighbors won't get up one morning and join our enemies. **It will be a long time, maybe forever, before things are as they were before.**

Presentation on Aging and Memory

Hosted by the Jewish Federation
of Central California

Monday . June 21, 2021

11 a.m. to 12 p.m.

Zoom Access Code:

<https://us02web.zoom.us/j/9375006082>



Dr. Lisa Wise is a psychiatrist who just completed her residency at UCSF Fresno. She will soon be training in her chosen specialty, Geriatric Psychiatry.



Winter Olmos recently received her M.A. in experimental psychology from California State University, Fresno. She is studying Alzheimer's disease and memory functioning.



Claudia Nayares is an M.S. student in biology at California State University, Fresno. She is currently studying the neurobiology of Alzheimer's disease.



Sarah Saravia is an M.A. student in psychology at California State University, Fresno. She is studying depression and Alzheimer's disease.



Jasmin Moreno has a B.A. in Psychology and currently volunteers as a research assistant at California State University, Fresno. She is studying Alzheimer's disease and mild cognitive impairment.

- The presentation will focus on recent research centered around Alzheimer's disease.
- The presentation will explore Alzheimer's assessment, including the diagnostic process and how to reduce risk factors.
- There will also be a question and answer portion at the end of the presentation.

Jewish Inter-marriage

(continued from page 4)

is not just maintaining its numbers — but growing.

“Interfaith families aren’t a drop in the ocean,” said Jodi Bromberg, the head of 18Doors, a nonprofit that offers programming for interfaith couples. “They are the ocean. If you leave them out in the cold, you’re leaving more than half the Jewish population out in the cold.”

This story was reprinted in part from The Jewish Forward. To read the entire article, go to the Forward’s edition of May 13, 2021.



Visalia Voices

California Holocaust Education & Resource Center

114 S. Stevenson St. Visalia 93291 559-308-1333

FB: [Californiaholocausteducation&resourcecenter](https://www.facebook.com/californiaholocausteducation&resourcecenter)

The Holocaust Button Memorial is now under the auspices of the Chabad House on Ming Avenue in Bakersfield, California. Rabbi & Rebbitzin Schlanger are very busy meeting with local and state leaders regarding bringing the project to fruition. Recently, California State Assembly Member Vince Fong was given a tour of the site location and overview of the educational benefit and goals of the memorial.

The landscape architect has been hired and the rendering is complete. It will be beautiful! Part of the Chabad property will be renovated into an outdoor walkway along which six million buttons will be displayed. There will be panels conveying the history of the Holocaust.

Fundraising efforts began approximately six weeks ago.

In the meantime, the Center has a Visalia office that can be reached at the above address and phone. Please call to contribute buttons, give financial support, or arrange for Hebrew reading classes.

We look forward to the day when we will send out invitations to visit the Holocaust Memorial in Bakersfield.

Cynthia Simonian





I hope that you all are staying safe, hydrated, and cool. Jewish Family Services is here to support our entire community from Visalia to Merced by connecting people to needed services, obtained from our referrals and resources lists.

We successfully launched our Caring Calls program that provides connection and friendship to those that may be at elevated risk of loneliness or social isolation. We have made some wonderful matches between our volunteer callers and recipients. If you would like to be a caller or know of someone who would benefit from this connection, please contact me or 559-281-1104 or jfsfederation@gmail.com

Included among services for our clients, we may provide house-cleaning, names of health care providers, info on meals and wheels with free food pickup in Fresno and Madera Counties. We check throughout the month on current clients as well as outreach to past clients.

Sometime we are called on for unexpected services. Recently we received a call from the East Coast from a mother who was looking for a Jewish Singles Club for her son to join. He lives here and had just broken up with his girlfriend.

As we start to venture out once again, I want to remind you of the Measure C Senior Scrip Program. It provides reliable and affordable transportation to Fresno County residents who are 70 years of age and older. Eligible seniors receive a 75% discount on fares by purchasing paper scrip for qualifying taxi companies, or by using electronic credit for access to Uber and Lyft through their partnership with Gogograndparent. This is an outstanding program and is relatively easy to sign up for.

Be well.

Jeri Horwitz
Community Outreach Coordinator

To the JFCC Board,

My family and I would like to thank you and let you know how much we appreciate the help we have received. We are also grateful for everything the JFCC and Jewish Family Services does for our community. Thank you . A SATISFIED CLIENT

Join Caring Calls!



**Have a Conversation
Create a New Friendship
& Change a Life!**

If you're interested and want more information, please send an email to Jeri Horwitz jfsfederation@gmail.com or call her directly at (559) 281-1104. **You can change a life!**

Just One Degree of Separation !

Phyllis Farrow interview

(continued from page 4)

They looked like they needed a friend. After talking to them she went inside her office and brought out a supermarket gift card for them. They were astonished and so grateful for the unasked-for help.

When asked about her dream for the Federation, this petite person with the powerful talents says that first, she would like to move into a new building because the current site is old and not always appropriate. But more than that, she hopes that someday the Federation can occupy one space with the Reform, Conservative and Orthodox local groups cooperating and living harmoniously to enhance the Jewish experience and outreach in the Central Valley.



Fresno State Jewish Studies 2021 Graduates

Jewish Studies Certificate with Honors

Alleah Griffin
Jason Hamada
Jakeb Light
Blake Mustachio

Jewish Studies Certificate

Jennifer Prudente
Adam Richardson

www.fresnostate.edu/jewishstudies

FRESNOSTATE
Jewish Studies Program

שלום
shalom
welcome

Chasidus *(continued from page 4)*

NO! Their children and grandchildren are **the fruits of their prayers and their** desires. In fact, given that Hashem provides us with all our needs, do we repay Hashem? All Hashem asks of each Jew is to follow **the ways of the Torah** and keep the **613 mitzvot**. Not so easy! So when we pray and request something ---we are that person knocking on the door! What if we are not deserving of this? Amazingly, our connection to Hashem remains immutable. God extends to us even more of his infinite kindness and sustains us even if we are not deserving.

So the answer is, use the materialism of this world to make this world a sanctuary for Hashem – and help your fellow Jew.

David ben Hirsch HaCohen



Jewish Studies graduates 7 students; term papers explore off-beat topics

Teaching Jewish Studies on Zoom has been a challenge for faculty and students. As we were unable to hold our annual graduation reception with friends and family, Fresno State staff and our allies in the wonderful Fresno Jewish community, our 2021 graduates deserve an extra special Mazel Tov for completing their requirements under pandemic conditions.

Students wrote term papers on a range of fascinating topics: investigating Jewish life during Reconstruction; proto-Zionism (the precursor of Zionism); Jews and modern dance; the Boyle Heights neighborhood in Los Angeles; the St. Louis ship refused entry to the U.S. in 1939; Jewish GIs in World War II; and Jewish American responses to the Six Day War.

In the popular culture class, topics included Jewish women on Broadway, Jewish female comic book characters, the music of Debbie Friedman, early television star Gertrude Berg, Barbra Streisand, and the play and movie versions of The Diary of Anne Frank. A. Saldaña, who wrote a top-notch paper about a graphic novel set in the Lower East Side during the early twentieth century, said it was one of her favorite readings ever during a course at Fresno State.

This year's JFCC scholarship recipient, Alea Droker, shared her appreciation: "The Jewish Studies Program has not only encouraged me to dig deeper into my cultural heritage, but to represent and fight for marginalized Jewish communities around the world. The JSP has prepared me to participate in vital discourses about what it means to be Jewish, which is particularly important in times like this." Next year's scholarship recipient, Tanner O'Brien, enrolled in the Community Service option and volunteered with the JFCC, providing invaluable service to the community.

For more about the JSP and the Zoom speakers we sponsored, please go to our website, www.fresnostate.edu/jewishstudies. We are grateful to our many donors who contributed during Day of Giving last November and throughout the year.

Gill Fields

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JFCC ALLOCATIONS 2021

Israel Overseas

Jewish Federation North America	\$15,000
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Magen David Adom	1,000
Akim Israel	2,000
Krembo Wings	1,000

Local

Jewish Family Services	\$20,000
Israel Independence Day	3,000
Interest Free Loans	3,000
CBI Yom Hashoah	1,000
Jewish Community Relations Council	5,000
Camperships	2,500
New Cemetery	5,000
TBI Cemetery	8,000
Jewish Studies Program, Fresno State	5,000

TOTAL **\$76,500**

VISALIA VOICES

Congregation B'nai David * 559-732-3139

www.congregationbnaidavid.com

We have had several services on the patio as well as being on ZOOM with our lay leaders and our Student Rabbi, Aria. Our hope is that in July or August we can begin to hold services in our sanctuary and in the Fall hold High Holy Day services with our Student Rabbi in person.

During the last several months our Student Rabbi Aria has held monthly ZOOM Friday night services as well as Saturday morning Torah and Lunch 'n Learn study classes and has worked with the Sunday School students on Sunday morning.

We are still working on having an outdoor movie night in the Fall and a return to Sunday School picnic and our annual cake auction.

CBD wishes the entire San Joaquin Jewish community and all other communities a peaceful and not too hot summer. We are looking forward to fall and the High Holy Days. Anyone interested in learning more about Judaism or attending one of our services, please call us at (559) 732-3139.

Marsha Brooks-Smith

ALLOCATION DESCRIPTIONS

Jewish Federation of North America Umbrella organization to help support and sustain worldwide Jewry. Our community is focusing on HIAS, which helps refugees from around the world rebuild their lives.

Jewish Distribution Committee The world's leading Jewish humanitarian organization that works to lift lives and strengthen communities, by providing life-saving care to those in desperate need.

Magen David Adom With Israel under attack, MDA provides first responders, vehicles, and training, as well as transportation to hospitals to save lives.

Akim Israel The Israelis national organization to help people with intellectual disabilities and their families, using legal, community, and self-advocacy.

Krembo Wings A youth movement in Israel for children with and without disabilities, providing weekly social activities.

Israel Independence Day Yearly Yom Ha'atzmaut community celebration, marking the establishment of the modern state of Israel in 1948.

Jewish Family Services Provides services and support for the Central Valley Jewish Community (Visalia to Merced) regardless of age, income, or synagogue affiliation, and to strengthen Jewish identity, build community, and fortify family life.

Interest Free Loans to promote financial assistance to Jewish families in need by offering them a NO interest loan.

Yom Hashoah /CBI A day set aside for Jews to remember the Holocaust.

Jewish Community Relations Council Liaison between the Jewish community and our non-Jewish neighbors, engaging in dialogue and clarifying misunderstandings, as well as sponsoring pro-Israel speakers.

Jewish Studies To endow a Jewish studies scholarship fund for Fresno State students in the Jewish Studies Program who have completed at least two courses toward earning either the Jewish Studies Certificate or the new Jewish Studies Minor.

HAVE YOU MADE AND FULFILLED YOUR 2021 PLEDGE?

*“When a person’s good deeds exceed his wisdom,
his wisdom will be enduring.”*

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Federation Focus

**The publication of the
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Jewish Federations of North America protects and enhances the well-being of Jews and Jewish communities in North America, Israel and around the world. We strive to realize our core values of *chesed* (caring and compassion), *Torah* (Jewish Learning), *tikkun olam* (repair of the world) and *tzedakah* (social justice). As the focus of the federations, JFNA acts upon these values through philanthropy, strategic initiatives, and collective leadership—in partnership with local communities, national and international agencies.