



THURSDAY  
JULY 16  
2015





Dear Colleagues,

Welcome to the COJECO RSJ Symposium! For over 25 years, and especially during the last 10 years, the Jewish community has been piloting, developing, and fine-tuning a wide array of engagement programs for Russian-speaking Jews. The COJECO RSJ Symposium brings together the invaluable experience and knowledge found among Jewish professionals from different metropolitan areas in the United States and Canada who have been working first hand with the Russian-speaking Jewish community toward the goals of Jewish identity development and community building.

It is an honor and a pleasure for COJECO to host this one of a kind gathering and bring together talented professionals from all over North America. We hope the COJECO RSJ Symposium will not only serve as an opportunity to learn from one another, find potential collaborations, and inspire innovation, but will also provide practical resources for professionals working with the Russian-speaking Jewish community, beginning with this guide to the participants of the Symposium and their programs. We are grateful to be in such superb company of dedicated and thoughtful professionals, and look forward to many more years of working side by side with you.

Warm Regards,

**COJECO Staff Team**



COJECO (Council of Jewish Emigre Community Organizations) is the central coordinating body of the Russian-speaking Jewish community of NY that was formed in 2001 to facilitate the successful integration of Russian-speaking Jews into the greater American Jewish community, while preserving our unique cultural heritage. Today COJECO supports 33 Russian Jewish member organizations, represents the community and advocates for its needs.

COJECO serves as a bridge between the Russian-speaking Jewish community and the American Jewish community by providing informal Jewish education, leadership training, assistance to American Jewish organizations in developing culturally sensitive and appropriate programs for Russian-speaking Jews, as well as resources to its member organizations.



In collaboration with the Brandeis-Genesis Institute for Russian Jewry, we're excited to welcome the fellows of the Brandeis Jewish Leadership Incubator (BJLI) to the COJECO RSJ Symposium. This 12-month fellowship nurtures a cadre of effective Russian-speaking Jewish communal professionals, fortified by superior management skills, Jewish knowledge, systematic understanding of the Russian-speaking and American Jewish communities, and commitment to the future of the Jewish people.



The COJECO RSJ Symposium is generously sponsored by the UJA-Federation of New York and Genesis Philanthropy Group.





# ABOUT

The COJECO **RSJ Symposium** has gathered professionals from Jewish non-profit organizations throughout North America working with the Russian-speaking Jewish (RSJ) community.

**When: July 16, 2015 10:00 AM – 5:00 PM**

**Where: UJA Federation of NY – 130 East 59th St, New York, NY 10022**

This one-day, invitation only conference is an opportunity for Jewish professionals to network with peers, address challenges, exchange program ideas and best practices, and take stock in the incredible work being done in the field of RSJ community engagement.

As part of the registration for the Symposium, we collected extensive data about the professionals themselves, their communities, organizations, programs, and useful resources. While some of this data will be presented at the Symposium, the majority of this material, as well as the outcomes of the Symposium itself, will be made available in the months following the conference.

The findings of the Symposium will be compiled and published online to serve as a resource for current and future Jewish professionals working with Russian-speaking Jews.





# COJECO RSJ SYMPOSIUM PROGRAM



9:00 – 10:00 AM **Arrival & Breakfast**

10:00 – 11:00 AM **Welcome**

by Roman Shmulenson, COJECO Executive Director

**Who are the Jewish professionals working with  
the RSJ community in North America?  
Looking at the Data & Each Other**

with Lisa Klig & Olga Markus, COJECO

11:00 – 12:00 PM **What Does Success Look Like?  
Strategies for Effective Engagement**

with Simon Klarfeld, Young Judea Executive Director

12:15 – 1:15 PM **RSJ in the Greater Jewish Community:  
Panel Discussion with Funders**

**David Mallach** – UJA-Federation of NY, Managing Director  
Commission on Jewish People

**Marina Yudborovsky** – Genesis Philanthropy Group,  
Regional Director North America

**Harlene Winnick Appelman** – Covenant Foundation,  
Executive Director

**Will Schneider** – Harold Grinspoon Foundation,  
Director of Advancement for PJ Library

Moderator: Alex Budnitsky, Edith and Carl Marks JCH  
of Bensonhurst, CEO

1:15 – 2:15 PM **Lunch & Network**

2:15 – 4:00 PM **How Can We Help Ourselves and Each Other?  
Turning Our Challenges into Opportunities**

Participant driven group work

4:00 – 4:30 PM **Future of RSJ Community in North America**  
Ilia Salita, Genesis Philanthropy Group, CEO

4:30 – 5:00 PM **Next Steps & Closing**

5:30 PM **Dinner and Drinks**

Mike's Bistro

127 East 54th Street (between Park and Lexington Aves)

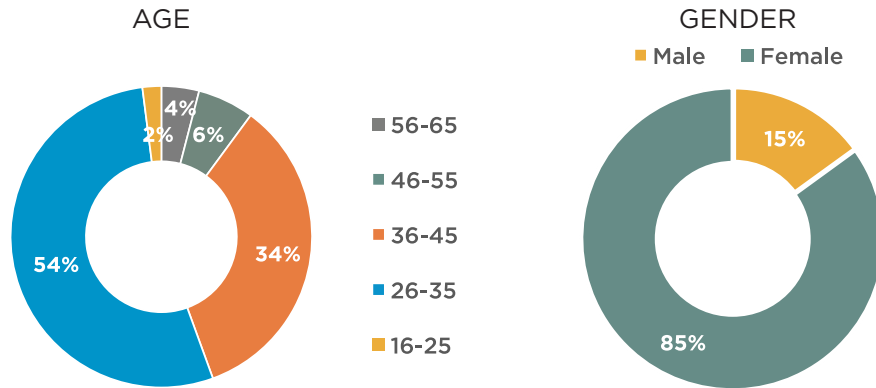
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# SYMPOSIUM PARTICIPANTS

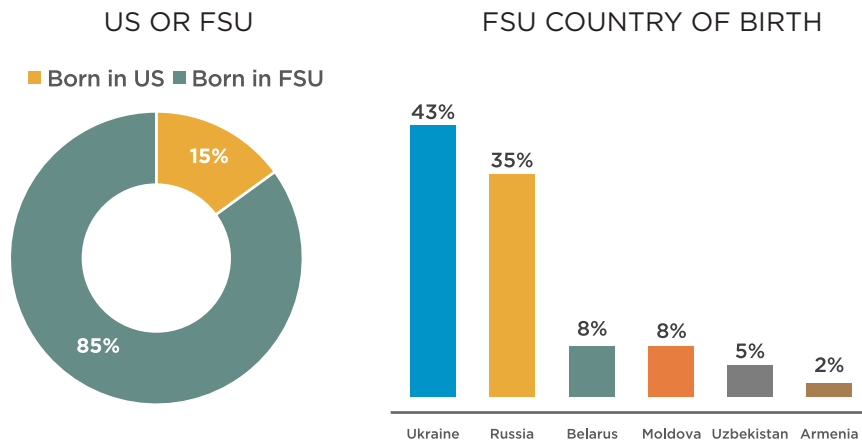
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## PARTICIPANT SUMMARY DATA

### AGE & GENDER OF PARTICIPANTS

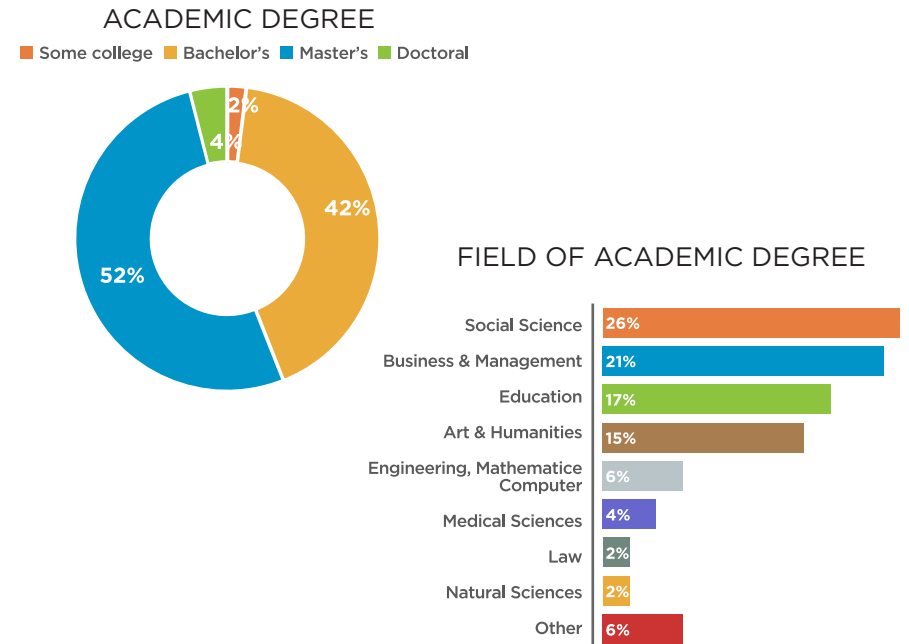


### COUNTRY OF BIRTH

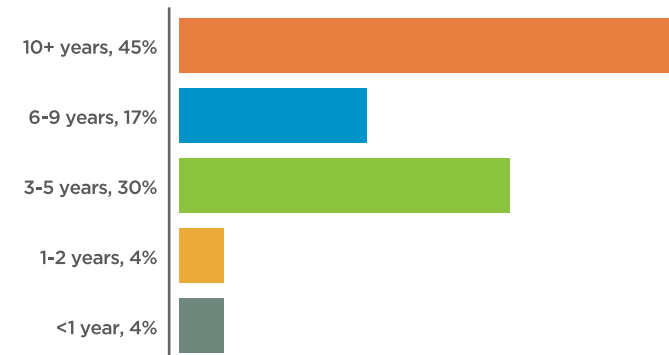


## PARTICIPANT SUMMARY DATA

### EDUCATION



### NUMBER OF YEARS WORKING AS A JEWISH PROFESSIONAL





# Rabbi Asher Altshul

## President

718-758-4784

asher\_orazion@yahoo.com

## ORGANIZATION:

### Or A Zion (OZ)

4242 Bedford Ave, Brooklyn NY 11229 USA

[www.orazion.org](http://www.orazion.org)

The mission of the "Or A Zion" is to develop and enhance the Jewish identity among the Russian speaking Jewish community.

## PROGRAM SPOTLIGHT:

### KABBALAT SHABBAT

## SUMMARY:

A weekly community Shabbat celebration that is fun for the entire family, designed to develop and enhance Jewish community and identity among Russian-speaking Jews.

## DESCRIPTION:

On Sabbath Chanukah 2002, a few individuals decided to volunteer and share their Sabbath experience with others. Since then we haven't missed a single Shabbat, which continues to be run by enthusiastic people who love being part of our community and want to share the love with others. On Friday night we celebrate birthdays, support people who are grieving and just get together. After all, Sabbath must be fun. You can see here teens, adults, kids, college students, young adults, and senior citizens. It's a family thing. It's a community.

01

## TYPE:

**Jewish  
Community  
Center**

## COMMUNITY

**SERVED:**

**Local**

## LOCATION:

**Brooklyn, NY**

## YEAR

**STARTED:**

**2002**

## TARGET

**AUDIENCE:**

**Children**

**Teens**

**Students**

**Young Adults**

**Families**

**Adults**

**Seniors**

**Inter-generational**



## Yelena Azriyel

Director of Jewish Student Life

718-859-1151  
yelena@bchillel.org

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
Local

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2005

TARGET  
AUDIENCE:  
Young Adults  
Seniors  
Inter-generational

### ORGANIZATION:

**Tanger Hillel at Brooklyn College**

2901 Campus Road, Brooklyn NY 11210 USA  
[www.bchillel.org](http://www.bchillel.org)

Tanger Hillel is the foundation for Jewish life on campus. Our mission is to enrich the lives of Jewish students at Brooklyn College so they will enrich the Jewish people and the world.

### PROGRAM SPOTLIGHT:

**PASSOVER DELIVERIES TO  
RUSSIAN SENIORS IN NEED**

#### SUMMARY:

College students volunteer their time for two weeks to package Passover bags and then deliver them to Russian seniors in need. The goal is to engage college students in inter-generational programming and give back time to their community

#### DESCRIPTION:

The Tanger Hillel at Brooklyn College organizes Food Package Deliveries to senior citizens, Holocaust survivors, and families in need. Starting two weeks before Passover, students coordinate with student clubs, fraternities, sororities, youth groups, and even their parents, working tirelessly to assemble food packages for the underprivileged. The Tanger Hillel at Brooklyn college reaches 420 families every Passover, and is a truly meaningful experience for all involved.

## Rabbi Ilana Baird

Russian-Speaking Jewish Programs Coordinator

408-916-8095  
rabbiilana@svjcc.org

### ORGANIZATION:

**Addison-Penzak Jewish Community Center  
(APJCC)**

14855 Oka Road Suite 201, Los Gatos, CA 95032 USA  
[www.apjcc.org](http://www.apjcc.org)

The Addison-Penzak Jewish Community Center of Silicon Valley is dedicated to the enhancement of Jewish life by providing for the social, cultural, educational, recreational, health and wellness needs of our community.

### PROGRAM SPOTLIGHT:

**JEWISHNIK WOMEN'S GROUP**

#### SUMMARY:

Monthly Jewish identity development program for Russian-speaking women, mothers and daughters, with a different female presenter and topic each month

#### DESCRIPTION:

The Jewishnik Women's Group program often includes an art project with a Jewish theme. Other times, it is a lecture on a cultural topic in Judaism or Jewish history. We have made glass mezuzot in an artist's studio, silk painting matzo covers, and enjoyed lectures on cosmetics and beauty in modern times and Jewish history.

### TYPE:

Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
San Jose, CA

### YEAR

STARTED:  
2013

### TARGET

AUDIENCE:  
Teens  
Young Adults  
Adults  
Inter-generational

## Audrey Beeber David

Director, Generation R at JCC Manhattan

(646) 505-4443

adavid@jccmanhattan.org

TYPE:  
Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
New York City

YEAR  
STARTED:  
2010

TARGET  
AUDIENCE:  
Children  
Families

### ORGANIZATION:

#### The Jewish Community Center in Manhattan JCC Manhattan

334 Amsterdam Ave, New York, NY 10023 USA  
[www.jccmanhattan.org](http://www.jccmanhattan.org)

JCC Manhattan imagines Jewish life that is diverse and engages meaningfully with its values, culture, and ideas in everyday lives.

### PROGRAM SPOTLIGHT:

#### RUSSIAN SHABBAT CLUB CLASSES FOR TODDLERS AND PRE-SCHOOLERS

##### SUMMARY:

Classes that instill a love of Jewish culture, traditions, rituals and values to young children (2-5 years old) who may only speak/understand Russian at that time

##### DESCRIPTION:

Russian-language Shabbat Club classes and a similar program on Saturday afternoons called Arlekino@Havurah strive to acquaint young children from Russian-speaking families with Jewish culture, traditions, rituals and values through immersive play, movement and interaction. Each class, both on Fridays and Saturdays, ends with a ritual celebration of Shabbat.

## Zhanna Beyl

Communal Education Networker

646-472-5356

zbeyl@JewishEdProject.org

### ORGANIZATION:

#### The Jewish Education Project

520 8th Avenue 15th Fl, New York, NY 10018 USA  
[www.JewishEdProject.org](http://www.JewishEdProject.org)

Our mission is to spark and spread innovations that expand the reach and increase the impact of Jewish education.

### PROGRAM SPOTLIGHT:

#### NETWORK FOR JEWISH YOUTH PROFESSIONALS OF NYC

##### SUMMARY:

NYC network meetings that support and lead Jewish Youth Professionals, helping them to engage teens in meaningful Jewish experiences

##### DESCRIPTION:

The purpose of the Jewish Youth Professionals' Network of New York City is to connect, support, inform, and inspire those who work with Jewish teens in the city for the sake of encouraging collaboration, sparking innovative ideas and spreading best practices. It brings together those who work with Jewish teenagers throughout the city in a variety of contexts (JCCs, synagogues, social service agencies, youth groups).

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
Local

LOCATION:  
New York City

YEAR  
STARTED:  
2015

TARGET  
AUDIENCE:  
Teens  
Young adults

## Alina Bitel

Director, Strategic Initiatives

646-278-4533

alina@jewishcamp.org

TYPE:  
Foundation

COMMUNITY  
SERVED:  
International

LOCATION:  
New York City

YEAR  
STARTED:  
2009

TARGET  
AUDIENCE:  
Children  
Teens  
Students  
Young Adults

ORGANIZATION:  
**Foundation for Jewish Camp (FJC)**

253 West 35th Street 4th Fl, New York, NY 10001 USA  
[www.jewishcamp.org](http://www.jewishcamp.org)

The Foundation for Jewish Camp unifies and galvanizes the field of Jewish camp and significantly increases the number of children participating in high quality, immersive, and transformative Jewish summers, assuring a more vibrant North American Jewish community.

PROGRAM SPOTLIGHT:  
**RSJ ENGAGEMENT INITIATIVE IN  
OVERNIGHT JEWISH CAMPS**

**SUMMARY:**  
Targeted outreach, staff recruitment and training initiatives with camps across USA intended to develop long-term strategy for engaging RSJ campers and staff.

**DESCRIPTION:**  
FJC has been working with a number of camps and communities to develop long-term engagement strategies of RSJ campers and staff in Jewish overnight camps across USA and Canada using a holistic approach of targeted outreach, staff hiring and training, as well as programming.

## Ziva Davidovich

Director of Development

646-278-4584

ziva@jewishcamp.org

ORGANIZATION:  
**Foundation for Jewish Camp (FJC)**

253 West 35th Street 4th Fl, New York, NY 10001 USA  
[www.jewishcamp.org](http://www.jewishcamp.org)

The Foundation for Jewish Camp unifies and galvanizes the field of Jewish camp and significantly increases the number of children participating in high quality, immersive, and transformative Jewish summers, assuring a more vibrant North American Jewish community.

PROGRAM SPOTLIGHT:  
**RSJ ENGAGEMENT THROUGH  
JEWISH OVERNIGHT CAMP**

**SUMMARY:**  
Targeted outreach, staff recruitment and training initiatives with camps across USA intended to develop long-term strategy for engaging RSJ campers and staff.

**DESCRIPTION:**  
FJC is spearheading efforts to engage more campers and staff from Russian-speaking families to ensure that they too can benefit from the transformative, identity-building summers that foster long-term connections with the Jewish community. The Russian-Speaking Jewish community makes up over 15% of North American Jewry. Through FJC engagement efforts, in the past five years, we have more than doubled the number of first-time campers from RSJ families; however the opportunity is even greater.

TYPE:  
Foundation

COMMUNITY  
SERVED:  
International

LOCATION:  
New York City

YEAR  
STARTED:  
2009

TARGET  
AUDIENCE:  
Children  
Teens  
Students  
Young adults

08

COMMUNITY  
SERVED:  
International

LOCATION:  
New York, NY

YEAR  
STARTED:  
2009

TARGET  
AUDIENCE:  
Teens

## Jane Dechtiar

### Emissary for the RSJ Community to the East Coast

917-595-2100 ext. 205  
jane.dechtiar@youngjudaea.org

#### ORGANIZATION:

#### Jewish Agency for Israel

633 3rd Ave, New York NY 10016 USA  
[www.jewishagency.org](http://www.jewishagency.org)

We connect the global Jewish family, bringing Jews to Israel, and Israel to Jews, by providing meaningful Israel engagement and facilitating Aliyah. We build a better society in Israel - and beyond - energizing young Israelis and their worldwide peers to rediscover a collective sense of Jewish purpose.

#### PROGRAM SPOTLIGHT:

#### CAMP HAVURAH

##### SUMMARY:

Educational camp for RSJ teens offering positive Jewish experiences among peers.

##### DESCRIPTION:

Camp Havurah gives teens entering 9th through 12th grades the opportunity to spend three and a half weeks with their peers at Camp Tel Yehudah, the national teen leadership camp of Young Judaea. The full-session program includes overnight trips throughout the Northeastern United States, Maccabia games (color war) and numerous opportunities for fun, learning and making new friends. Through a variety of innovative educational and recreational experiences, Havurah participants explore and deepen their relationships with Israel, Jewish traditions, Jewish culture and identity, as well as their connection with RSJ and other Jewish peers.

## Deeana Dobrer BJLI Fellow

### Supervisor, Disaster Case Management Program

347-689-1820  
dobrerd@shorefronty.org

#### ORGANIZATION:

#### Shorefront YM-YWHA (Shorefront Y)

3300 Coney Island Ave, Brooklyn NY 11235 USA  
[www.shorefronty.org](http://www.shorefronty.org)

The Shorefront YM-YWHA builds community, strengthens families and empowers individuals to achieve their potentials and enhance the quality of their lives.

#### PROGRAM SPOTLIGHT:

#### NYS DISASTER CASE MANAGEMENT PROGRAM (DCMP)

##### SUMMARY:

The DCMP provides services and ongoing advocacy to assist community members affected by Hurricane Sandy with their repair/rebuild needs, housing needs, and other Sandy-related needs.

##### DESCRIPTION:

The New York State Disaster Case Management Program is operated by Catholic Charities Community Services, Archdiocese of New York, under the auspices of the New York State Division of Homeland Security and Emergency Services, Office of Emergency Management and funded by the Federal Emergency Management Agency. The program provides relief to those affected by Superstorm Sandy by providing a single point of contact to access services from various social service organizations and to develop an individual recovery plan.

09

#### TYPE:

Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2009

TARGET  
AUDIENCE:  
Teens  
Families  
Adults  
Seniors

TYPE:  
Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
Vaughan, Canada

YEAR  
STARTED:  
2010

TARGET  
AUDIENCE:  
Children  
Teens  
Young adults  
Families  
Adults  
Seniors  
Inter-generational

## Dina Dryden

Associate Director, J. Academy Camp

905-303-1821 ext. 3045  
dina@srcentre.ca

### ORGANIZATION:

#### Schwartz/Reisman Centre (SRC)

9600 Bathurst Street, Vaughan OH L6A 3Z8 Canada  
[www.srcentre.ca](http://www.srcentre.ca)

The Schwartz Reisman Centre (SRC) is committed to developing in York Region a vibrant community characterized by its diversity, unity, compassion, generosity and commitment to Israel and Jewish values. Emanating from the Lebovic campus, serving the York Region community and the Jewish community of Greater Toronto, SRC will enrich lives by providing opportunities for social, cultural, spiritual, educational and physical activities.

### PROGRAM SPOTLIGHT:

#### J. ACADEMY CAMP

##### SUMMARY:

Providing engaging camp programs for teens, young leaders and families, building an accepting RSJ community in the greater Toronto area.

##### DESCRIPTION:

J. Academy camp was created as a community building project engaging teens, student leaders, and families from Russian-speaking Jewish backgrounds through a Jewish overnight camp experience. In time, J. Academy camp developed and introduced a variety of different year-round teen and family programs for this community. Since 2010, J. Academy camp successfully involved over 500 families in various educational, social and identity based programs.

## Jackie Fishman BJLI Fellow

Assistant Director

212-764-5930  
jackie@natan.org

### ORGANIZATION:

#### Natan Fund

120 East 23rd Street 5th Fl, New York NY 10010 USA  
[www.natan.org](http://www.natan.org)

Natan inspires young philanthropists to engage actively in Jewish giving by funding innovative projects that shape the Jewish future. Natan believes that educated, engaged, and entrepreneurial philanthropy can transform both givers and nonprofit organizations.

### PROGRAM SPOTLIGHT:

#### NATAN RSJ GIVING CIRCLE

##### SUMMARY:

Engaging young RSJ philanthropists in Jewish giving and supporting grassroots RSJ initiatives in the US

##### DESCRIPTION:

Natan inspires young philanthropists to engage actively in Jewish giving by funding innovative projects that shape the Jewish future. Natan believes that educated, engaged, and entrepreneurial philanthropy can transform both givers and nonprofit organizations. Through unique educational events and experiences, and through a rigorous, hands-on grantmaking process, Natan creates an influential community of philanthropists dedicated to strengthening the Jewish world.

TYPE:  
Foundation

COMMUNITY  
SERVED:  
International

LOCATION:  
New York, NY

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Adults



## Vladimir Foygelman

**President**

617-771-4870  
info@centermakor.org

**TYPE:**  
Jewish  
Community  
Center

**COMMUNITY  
SERVED:**  
Local

**LOCATION:**  
Boston, MA

**TARGET  
AUDIENCE:**  
Children  
Teens  
Young adults  
Families  
Adults  
Seniors  
Inter-generational

**ORGANIZATION:**  
**Center Makor**

1845 Commonwealth Ave, Brighton MA 02135 USA  
[www.centermakor.org](http://www.centermakor.org)

Center "Makor" offers a plethora of new cultural opportunities and educational offerings affecting nearly every segment of the Russian-speaking community. The Center, operating out of the Temple B'nai Moshe in Brighton, is open every day of the week except Saturdays. Center "Makor" acts as a community center providing free space and technical assistance with organizing cultural events to numerous local Russian-Jewish organizations that also participate in the development of programs for "Makor".

**PROGRAM SPOTLIGHT:**  
**CELEBRATE JEWISH LIFE**

**DESCRIPTION:**  
"Celebrate Jewish Life" aims to give Russian-speaking Jews a strong feeling of belonging to the Jewish community, culture and cultural heritage through series of cultural events based on Jewish holidays, as well as to educate them about importance of continuing this legacy for them and their children. Likewise the program strives to create opportunities for interaction between Russian, American and Israeli parts of the Jewish community, building understanding of the importance and true meaning of "Klal Israel."

## Harriet Gefen

**Executive/Educational Director**

516 374-0655  
Hagefencsoi@aol.com

**ORGANIZATION:**  
**Congregation Sons of Israel**

111 Irving Place, Woodmere NY 11598 USA  
[www.csoiwoodmere.org](http://www.csoiwoodmere.org)

To provide spiritual, religious and educational programming to a diverse Jewish population. To encourage families to learn about their Jewish heritage and celebrate Jewish Life.

**PROGRAM SPOTLIGHT:**  
**J-STARS**

**SUMMARY:**  
An educational track providing meaningful Jewish knowledge and experiences for RSJ families and children

**DESCRIPTION:**  
J-STARS is a dynamic and innovative educational program that provides positive Jewish living and learning experiences as well as enrichment in Russian culture, with the goal of strengthening RSJ identity. The program emphasizes love for the State of Israel, knowledge of Jewish history and culture, and basic religious practices through weekly classes for children, Sunday Family Workshops, PJ Library programs and special adult/family events. Creating an atmosphere of acceptance and belonging for the school-age children from Russian Jewish families, and by integrating shared multi-generational events, J-STARS perpetuates Jewish life for Russian Jews, while recognizing the valuable contributions this population brings.

**TYPE:**  
Synagogue

**COMMUNITY  
SERVED:**  
Local

**LOCATION:**  
Long Island, NY

**YEAR  
STARTED:**  
2012

**TARGET  
AUDIENCE:**  
Children  
Families  
Adults  
Inter-generational

## Estee Goldschmidt

### Staff & Curriculum Development

845-558-0493

estee.goldschmidt@gmail.com

TYPE:  
Synagogue

COMMUNITY  
SERVED:  
Local

LOCATION:  
New York, NY

YEAR  
STARTED:  
2012

TARGET  
AUDIENCE:  
Children  
Families  
Adults

#### ORGANIZATION:

### Park East Synagogue

163 East 67th Street, New York NY 10065 USA

[www.parkeastsynagogue.org](http://www.parkeastsynagogue.org)

Park East Synagogue is an historic New York City landmark house of worship and one of the nation's leading modern Orthodox congregations. It plays a vital role in the cultural, civic and spiritual life of New York City. Park East Synagogue is dedicated to providing the opportunity for spiritual growth, Jewish education and spiritual comfort for individuals, families, and our community.

#### PROGRAM SPOTLIGHT:

### SUNDAY SHKOLA

#### SUMMARY:

Sunday program for children engaging Russian-speaking Manhattan Jews in a Jewish environment.

#### DESCRIPTION:

Every Sunday, for 25 weeks, our children are engaged in exciting, innovative programming: fine arts, linguistics, and dance all taught with passion in the spirit of Jewish tradition.

## Sasha Grebenyuk

### Program Director

508-951-3944

sasha@centermakor.org

#### ORGANIZATION:

### Center Makor

1845 Commonwealth Ave, Brighton MA 02135 USA

[www.CenterMakor.org](http://www.CenterMakor.org)

Center "Makor" offers a plethora of new cultural opportunities and educational offerings affecting nearly every segment of the Russian-speaking community. The Center, operating out of the Temple B'nai Moshe in Brighton, is open every day of the week except Saturdays. Center "Makor" acts as a community center providing free space and technical assistance with organizing cultural events to numerous local Russian-Jewish organizations that also participate in the development of programs for "Makor".

#### PROGRAM SPOTLIGHT:

### CENTER MAKOR AFTER SCHOOL AND WEEKEND PROGRAM

#### SUMMARY:

After School and Weekend Program provides RJS families with school-age kids with age-appropriate Jewish and Russian educational and cultural programs.

#### DESCRIPTION:

Center Makor offers a concentrated educational approach, focusing on areas where RSJ children need additional support, with children studying a variety of academic disciplines and participating in hands-on workshops. Topics include Science, Math, Chess, Jewish History & Traditions, and Hebrew. Makor also provides space and opportunities to a number of local small businesses, including but not limited to photographers, artists, and children's organizations.

TYPE:  
Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
Boston, MA

YEAR  
STARTED:  
2012

TARGET  
AUDIENCE:  
Children  
Teens  
Families  
Adults  
Inter-generational

## Asya Gribov

Russian Engagement Consultant

asya.gribov@gmail.com

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
International

LOCATION:  
New York, NY

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Families

ORGANIZATION:  
**PJ Library**

67 Hunt Street, Suite 100, Agwam MA 01001 USA  
**www.pjlibrary.org**

PJ Library is a Jewish family engagement program implemented on a local level throughout North America. PJ Library mails free, high-quality Jewish children's literature and music to families across the continent on a monthly basis.

PROGRAM SPOTLIGHT:  
**PJ LIBRARY RUSSIAN ENGAGEMENT  
NATIONAL PILOT**

**SUMMARY:**  
Working with local communities across North America to create engagement programs for RSJ families through PJ Library books

**DESCRIPTION:**  
PJ Library has prioritized the engagement of the RSJ population in various communities and partnered with Genesis Philanthropy Group to create family programs catering to the needs of Russian-speaking families across North America.

## Tanya Gutsol

Director of Citywide Events and  
Masa Israel Russian Community Liaison

443-977-0620  
tanya@bchillel.org

ORGANIZATION:  
**Tanger Hillel of Brooklyn College (BC Hillel)**

2901 Campus Road, Brooklyn NY 11210 USA  
**www.bchillel.org**

The Brooklyn College Hillel seeks to strengthen Jewish identity among the college's Jewish students; to sustain and develop their commitment to Israel; to increase understanding both between Jewish groups and between Jews and others; to foster a climate of tolerance through a pluralistic approach; to engage its students through Jewish learning opportunities, arts, culture, recreation and religious experience; to cultivate students' participation in social action; and to utilize the resources of Jewish partner organizations and agencies, as well as those of the city.

PROGRAM SPOTLIGHT:  
**MASA ISRAEL**

**SUMMARY:**  
Masa Israel offers young Russian American Jewish adults 5-to-10 month study abroad, MA/MBA, and career opportunities in Israel that effectively shape and inspire the next generation of Jewish leaders and strengthen their connection to the Jewish people and to Israel.

**DESCRIPTION:**  
Masa Israel Journey offers young adults between the ages of 18 and 30 immersive, life-changing gap year, study abroad, post-college and volunteer experiences in Israel, connecting them to programs that meet their interests, offering grants and needs-based scholarships, providing expertise, and supporting them throughout the entire process. Masa Israel is a joint project of the Government of Israel and the Jewish Agency for Israel that is made possible by the generous contributions of the Jewish Federations of North America and Keren Hayesod-UIA.

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
Local

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Young Adults

COMMUNITY  
SERVED:  
International

LOCATION:  
Los Angeles, CA

YEAR  
STARTED:  
2012

TARGET  
AUDIENCE:  
Young adults

## Eden Kanovsky

Emissary for the RSJ Community to  
the West Coast

323-658-7302  
edenk@jafi.org

### ORGANIZATION:

**Jewish Agency for Israel**

6505 Wilshire Blvd, Los Angeles CA 90048 USA  
[www.jewishagency.org](http://www.jewishagency.org)

We connect the global Jewish family, bringing Jews to Israel, and Israel to Jews, by providing meaningful Israel engagement and facilitating Aliyah. We build a better society in Israel - and beyond - energizing young Israelis and their worldwide peers to rediscover a collective sense of Jewish purpose.

### PROGRAM SPOTLIGHT:

**RJCLP - RUSSIAN JEWISH COMMUNITY  
LEADERSHIP PROGRAM**

### SUMMARY:

High-level leadership training and skill building program for young adults to practice career-building skills, strengthen Jewish identity, and develop the tools to be a leader in L.A.'s Russian Jewish community.

### DESCRIPTION:

The Russian Jewish track is part of the Jewish Federation of Greater Los Angeles' Community Leadership Institute (CLI). It's a highly competitive 15-month program for committed individuals, ages 25-40, who are passionate about community building and who are invested in developing their skills to become strategic and effective leaders. As a CLI participant, they gain Jewish knowledge as well as professional, communal, and leadership development skills while being connected to a mentor. Participants graduate with the confidence and expertise to contribute to the RSJ community today and ensure the Jewish future for tomorrow.

## Lena Katsnelson

Russian Division, Manager

212-836-1609  
katsnelsonl@ujafedny.org

### ORGANIZATION:

**UJA-Federation of New York**

130 East 59th Street, New York NY 10022 USA  
[www.ujafedny.org](http://www.ujafedny.org)

Creating caring, connected, and inspired communities in NY and around the world. Supporting a network of nearly 100 non-profit agencies and many more grantees to impact the lives of over 4.5 million people in 70 countries every year.

### PROGRAM SPOTLIGHT:

**WEXNER RSJ COHORT**

### SUMMARY:

Educational fellowship designed to engage and educate a cadre of RSJ leaders in the NY area

### DESCRIPTION:

This two year fellowship is a modification of the Wexner Heritage Fellowship, tailored to an entirely RSJ cohort. The Wexner Heritage Program is a two-year Jewish study experience with an additional focus on leadership. Members attend four-hour evening Seminars approximately once every two weeks, for a total of 36 evenings. Three out-of-town Summer Institutes, each 5-7 days in length, are held in resort conference centers in the United States and Israel. The program educates up-and-coming RSJ lay leaders in the history, thought, texts, and contemporary leadership challenges of the Jewish People.

TYPE:  
Federation

COMMUNITY  
SERVED:  
Local

LOCATION:  
New York, NY

YEAR  
STARTED:  
2012

TARGET  
AUDIENCE:  
Adults

## Mariam Khachatryan

Russian NV Program Director

718-633-0130  
mkhachatryan@selfhelp.net

TYPE:  
Social Services

COMMUNITY  
SERVED:  
Local

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2005

TARGET  
AUDIENCE:  
Seniors

ORGANIZATION:  
**Selfhelp Community Services**

419 Church Ave, Brooklyn, NY, 11218 USA  
**www.selfhelp.net**

Selfhelp is a not-for-profit organization dedicated to maintaining the independence and dignity of seniors and at-risk populations through a spectrum of housing, home health care and social services, and will lead in applying new methods and technologies to address changing needs of its community. Selfhelp will continue to serve as the "last surviving relative" to its historic constituency, victims of Nazi persecution.

PROGRAM SPOTLIGHT:  
**RUSSIAN NV PROGRAM**

SUMMARY:  
Maintaining the independence and dignity of the Russian Nazi Victims by providing case management services

DESCRIPTION:  
Selfhelp Russian NV program provides case management services to the Holocaust Survivors from FSU addressing health and safety issues, offering counseling, assistance with Holocaust Claims, Benefits and Entitlements, providing subsidized home care or housekeeping services, financial management, guardianship, social programs and holiday celebrations.

## Manashe Khaimov BJLI Fellow

Director, Bukharian Youth Services

347-307-1829  
khaimovm@jccany.org

ORGANIZATION:  
**Jewish Child Care Association (JCCA)**

120 Wall Street, New York NY 10001 USA  
**www.jccany.org**

Our mission is to meet the child welfare and mental health needs of all children and their families in the New York metropolitan area. At the same time we are committed to providing services to Jewish children and their families in support of Jewish continuity. Our highly trained, dedicated staff works collaboratively with families to build on their strengths, preserve the family when possible, and help create new families when necessary, so that all children may thrive by having a sense of family, culture and community. We believe every child deserves to grow up hopeful.

PROGRAM SPOTLIGHT:  
**JCCA'S BUKHARIAN TEEN LOUNGE**

SUMMARY:  
Helping Bukharian immigrant teens to successfully integrate into the larger American community while maintaining their rich cultural heritage

DESCRIPTION:  
JCCA's Bukharian Teen Lounge is a comprehensive after-school program located in Forest Hills, Queens. In partnership with caring staff, young people develop creative and relevant programs, and learn through experience and service. We strive to inspire and empower young people to lead healthy, active, and productive lives, as caring and self-aware community members. We help teenagers clarify and work toward their personal, academic, and professional goals through Kavod summer internship program and College prep. We provide individual and group counseling and support. We offer a safe and comfortable space for youth to spend meaningful time with friends and explore the treasures of their heritage.

TYPE:  
Social Services

COMMUNITY  
SERVED:  
Local

LOCATION:  
Queens, NY

YEAR  
STARTED:  
1999

TARGET  
AUDIENCE:  
Teens



22

TYPE:  
Federation

COMMUNITY  
SERVED:  
Local

LOCATION:  
San Francisco, CA

YEAR  
STARTED:  
2009

TARGET  
AUDIENCE:  
Children  
Teens  
Young adults  
Families  
Adults  
Inter-generational

## Irina Klay BJLI Fellow

**Project Coordinator Russian Speaking  
Jewish Community**

415-369-2883  
irinak@sfjcf.org

### ORGANIZATION:

**Jewish Community Federation of San Francisco,  
The Peninsula, Marin and Sonoma Counties  
(San Francisco Jewish Federation)**

121 Steuart Street, San Francisco, CA 94105 USA  
[www.jewishfed.org](http://www.jewishfed.org)

The Jewish Community Federation and Endowment Fund is a philanthropic catalyst, connecting Bay Area Jews -- of all ages, backgrounds, and perspectives -- to the power we have as a community to improve the world. We partner with donors, organizations, and foundations to address the pressing issues facing our community, and develop innovative strategies that result in deep and lasting impact locally, in Israel, and around the world.

### PROGRAM SPOTLIGHT:

**MISHMASH / RSJ ENGAGEMENT**

### SUMMARY:

Providing innovative RSJ community engagement and supporting grassroots initiatives within the community.

### DESCRIPTION:

All our programs, from educational to cultural events and grant distribution, are designed to foster deeper connections to Jewish life and to one another. The Federation's RSJ programming brings first and second-generation Russian Jews together for meaningful Jewish cultural events and philanthropic ventures that foster social and professional networking and learning.

## Shulamit Levy

**The Jewish Agency For Israel Emissary**

718-701-1527  
shulamit@ezraus.org

### ORGANIZATION:

**Ezra USA**

311 Sea Breeze Ave, Brooklyn NY 11223 USA  
[www.ezraus.org](http://www.ezraus.org)

- Fighting assimilation • Strengthening Jewish self-identification • Leadership development in the Jewish community • Development of Jewish education • Support for the State of Israel • Solidarity and Unity among all branches of the Jewish People

### PROGRAM SPOTLIGHT:

**AVIV - LEADERSHIP PROGRAM**

### SUMMARY:

School of Jewish Leadership and Education.

### DESCRIPTION:

Aviv is a highly selective and competitive program designed specifically for young leaders of the Russian Jewish community. The program enables participants to enhance their leadership skills, develop a deeper knowledge of Judaism, Jewish history and tradition. We likewise provide multiple opportunities to apply these newly developed skills and knowledge at Ezra USA trips, programs, and events.

23

TYPE:  
Grassroots

COMMUNITY  
SERVED:  
Local

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2004

TARGET  
AUDIENCE:  
Young Adults

## Leeza Negelev

Associate Director of Education

617-244-1836 ext. 203  
leezan@mayyimhayyim.org

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
Local

LOCATION:  
Boston, MA

TARGET  
AUDIENCE:  
Young Adults  
Adults

### ORGANIZATION:

**Mayyim Hayyim Living Waters Community  
Mikveh and Education Center**

1838 Washington St, Newton MA 02466 USA  
[www.mayyimhayyim.org](http://www.mayyimhayyim.org)

Mayyim Hayyim is a 21st century creation, a mikveh rooted in ancient tradition, reinvented to serve the Jewish community of today. Mayyim Hayyim is a resource for learning, spiritual discovery, and creativity where women and men of all ages can celebrate milestones like weddings and b'nei mitzvah; where conversion to Judaism is accorded the honor and dignity it deserves; where survivors of trauma, illness or loss find solace; and where women can explore the ritual of monthly immersion on their own terms.

### PROGRAM SPOTLIGHT:

**INTRO TO JUDAISM AND FEELING JEWISH  
BY DOING JEWISH**

### SUMMARY:

Course introducing Jewish adults and those interested in becoming Jewish to the basic elements of Jewish life and religion.

### DESCRIPTION:

Taught by a dynamic team of rabbis, cantors and educators, this course explores Jewish rituals, holidays, and life cycle events to familiarize Jewish adults and those interested in becoming Jewish with a foundational background of Jewish practice. Introduction to Judaism and Feeling Jewish by Doing Jewish provides an opportunity to learn about Jewish history, traditions, holidays and life cycle ceremonies. Participants gain familiarity with the symbols, liturgy, music, traditions and Hebrew blessings that accompany Jewish celebrations in the home and synagogue.

## Kate Noam

Educational Emissary, Russian-Speaking Initiatives

416-356-3215  
kate.abazov@gmail.com

### ORGANIZATION:

**UJA Federation of Greater Toronto**

503 Beecroft Road Unit 611, Toronto OH M2N 0A3 Canada  
[www.jewishtoronto.com](http://www.jewishtoronto.com)

UJA Federation's mission is to preserve and strengthen the quality of Jewish life in Greater Toronto, Canada, Israel and around the world through philanthropic, volunteer and professional leadership.

### PROGRAM SPOTLIGHT:

**RUSSIAN SPEAKING JEWISH COMMUNITY  
INITIATIVES - UJA**

### SUMMARY:

Bringing together three generations of the Russian speaking Jewish community through tailor-made, identity based programs.

### DESCRIPTION:

Russian Jewish Community Initiatives provide support and implement tailor made programs for the Russian speaking Jewish community in Toronto.

TYPE:  
Federation

COMMUNITY  
SERVED:  
Local

LOCATION:  
Toronto, Canada

YEAR  
STARTED:  
2000

TARGET  
AUDIENCE:  
Children  
Teens  
Students  
Young adults  
Families  
Adults

## Chana Okonov

Educational Director / Founder

718-368-4490

morahchani@mazeldayschool.com

TYPE:  
Jewish Day  
School

COMMUNITY  
SERVED:  
Local

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2002

TARGET  
AUDIENCE:  
Children  
Families

### ORGANIZATION:

#### Mazel Day School (MDS)

60 West End Avenue, Brooklyn NY 11235 USA

[www.mazeldayschool.com](http://www.mazeldayschool.com)

Mazel Day School is a child-centered, value-oriented educational institution dedicated to academic excellence and Jewish heritage. Our mission is to bring the "Jewish day school" model to the Russian-speaking Jewish community. Our motto is "Instilling a Love for Learning and the Joy of Judaism". Our School is made up of a unique community of parents, teachers and children learning and growing together to gain a deeper understanding of ourselves, each other and the process of education, and Jewish education in particular.

### PROGRAM SPOTLIGHT:

#### MAZEL DAY SCHOOL

##### SUMMARY:

Jewish Day School (Early Childhood and K-8) serving young families in the Russian-speaking Jewish community of South Brooklyn.

##### DESCRIPTION:

Mazel Day School (MDS) considers the key to building Jewish identity among Russian Jews living in America today to be education of their children. MDS caters to the unique character of the Brooklyn Russian Jewish community: an educational institution that provides a rich and engaging curriculum in both general and Judaic studies and serves as a source of inspiration and guidance for parents and students as they explore their Jewish identity. Since 2002, MDS has grown to a school with 16 classes, over 200 students, a teaching staff of 45, and continuously growing student body; growing more than 25% just this past year.

## Oxana Pasternak

PJ Coordinator, Russian Program

514-928-6945

[oxana.pasternak@federationcja.org](mailto:oxana.pasternak@federationcja.org)

### ORGANIZATION:

#### Federation CJA

5151 Cote Saint Catherine, Montreal, ME H3W 1M6 Canada

[www.federationcja.org](http://www.federationcja.org)

Federation CJA leads in promoting a vibrant and caring Montreal Jewish community, one in which diversity is welcomed and Jewish life, education and values are nurtured and strengthened. Federation CJA embodies Jewish collective responsibility and advances communal interests locally, nationally, in Israel and beyond.

### PROGRAM SPOTLIGHT:

#### PJ LIBRARY, RUSSIAN LANGUAGE PROGRAM SPOTLIGHT

##### SUMMARY:

Engaging RSJ families of Montreal in Jewish community life through PJ Library.

##### DESCRIPTION:

The Russian PJ Program has 200 subscribers and is well known in Montreal. As RSJ's in Montreal were not involved in Jewish community life before, the PJ Russian program gives RSJ families an opportunity to participate in different cultural aspects of Jewish life through Russian language and community events.

TYPE:  
Federation

COMMUNITY  
SERVED:  
Local

LOCATION:  
Montreal, Canada

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Families

## Veronica Price

**Program Manager**

917-586-4133

veronica.price@gmail.com

**TYPE:**  
Grassroots

**COMMUNITY  
SERVED:**  
Local

**LOCATION:**  
New York, NY

**YEAR  
STARTED:**  
2011

**TARGET  
AUDIENCE:**  
Adults

**ORGANIZATION:**  
**RJeneration**

240 West 15th St Suite 16, New York NY 10011 USA

**www.rjeneration.org**

RJeneration's mission is to empower and enable a generation of Soviet-born American Jews to integrate into local and global Jewish life, by building and fostering a community through which we can explore and develop our unique Jewish identity and build bridges with the Jewish world at large.

**PROGRAM SPOTLIGHT:**  
**MESHUGENEH HOUSE OF DIY**

**SUMMARY:**

Festival of hands-on Do-It-Yourself workshops, blending Jewish tradition, spirituality, arts, and practical skills, that engages unaffiliated Russian-speaking Jews in their 20's, 30's, and 40's with Jewish life and learning in NYC

**DESCRIPTION:**

Meshugeneh House of DIY is a full day rooftop festival of hands-on workshops, blending Jewish tradition, spirituality, arts, and practical skills. The event features over 30 educational and experiential workshops, with five concurrent tracks, ranging from Krav Maga to Jewish meditation to pickling. Offering Russian Jewish young adults a myriad of fun, interactive ways to explore Judaism in a new way, DIY offers unaffiliated RSJ young adults the opportunity to explore Jewish values and traditions in a way that is relevant to their hybrid Russian-American-Jewish background, and serves as a doorway towards participation with Jewish organizations presented through the workshops.

## Katerina Romanenko

BJLI Fellow

**Assoc. Director of Education**

215-391-4652

kromanenko@nmajh.org

**ORGANIZATION:**  
**National Museum of American Jewish History  
(NMAJH)**

101 South Independence Mall East, Philadelphia PA 19106 USA

**www.NMAJH.org**

The National Museum of American Jewish History, on Independence Mall in Philadelphia, presents educational programs and experiences that preserve, explore, and celebrate the history of Jews in America. Its purpose is to connect Jews more closely to their heritage and to inspire in people of all backgrounds a greater appreciation for the diversity of the American Jewish experience and the freedoms to which Americans aspire.

**PROGRAM SPOTLIGHT:**  
**AMERICAN JEWISH HISTORY MUSEUM  
EDUCATIONAL PROGRAMS**

**SUMMARY:**

Teaching American Jewish History.

**DESCRIPTION:**

The Education Department is dedicated to providing high-quality educational programs for schools, families, and adult audiences. NMAJH provides nurturing environment for learning, social interaction, and collaboration. Visitors may participate in interactive guided tours or self-guided activity, enjoy story and play time, and find creative expression in arts and craft activities designed to create meaningful connections to the exhibition. An open door for all, NMAJH brings to life the stories of Jews in America and invites visitors to share their own.

**TYPE:**  
Cultural  
Institution

**COMMUNITY  
SERVED:**  
National

**LOCATION:**  
Philadelphia, PA

**YEAR  
STARTED:**  
2015

**TARGET  
AUDIENCE:**  
Children  
Teens  
Students  
Young adults  
Families  
Adults  
Seniors  
Inter-generational

## Izabella Safiyeva

Senior Program Director

212-239-2251

izabella@bluecardfund.org

TYPE:  
Social  
Services

COMMUNITY  
SERVED:  
National

LOCATION:  
New York, NY

YEAR  
STARTED:  
2010

TARGET  
AUDIENCE:  
Seniors

ORGANIZATION:  
**The Blue Card**

171 Madison Ave Suite 1405, New York NY 10016 USA

[www.bluecardfund.org](http://www.bluecardfund.org)

The mission of The Blue Card is to provide direct financial assistance to needy Holocaust survivors.

PROGRAM SPOTLIGHT:  
**THE BLUE CARD PROGRAMS**

### SUMMARY:

Improving quality of life for needy Holocaust Survivors by providing direct financial assistance.

### DESCRIPTION:

The Blue Card offers invaluable help to Holocaust survivors through a variety of vital programs, including financial assistance on a monthly basis as well as for medical emergencies, week-long vacations in a rural setting, special Jewish holiday grants, and health precautionary services that permit survivors to live with dignity in their own homes. The Blue Card is the only agency that provides continuing, ongoing support for medical care, rent subsidies, food and other basic needs to indigent Holocaust survivors.

## Olga Semenova

BJLI Fellow

Wellness Coordinator

248-592-2662

osemenova@jfsdetroit.org

ORGANIZATION:  
**Jewish Family Service of Metropolitan Detroit (JFS)**

6555 W. Maple Road, West Bloomfield MI 48322 USA

[www.jfsdetroit.org](http://www.jfsdetroit.org)

Inspired by the wisdom and values of Jewish tradition, we strengthen lives through compassionate service.

PROGRAM SPOTLIGHT:  
**HEALTHCARE NAVIGATION SERVICES**

### SUMMARY:

Helping Russian-speaking families and individuals sign up for insurance through the Marketplace for the Affordable Care Act or expanded Medicaid.

### DESCRIPTION:

JFS provides assistance to community members seeking access to health insurance. Our team of certified health care navigators helped more than 10,000 community members explore and purchase insurance on the health care marketplace in 2013 and 2014 through the Affordable Care Act, and we assisted many others in signing up for Michigan's expanded Medicaid program. We also help individuals access care once they have insurance; getting doctors, making appointments, and utilizing resources.

TYPE:  
Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
Detroit, MI

YEAR  
STARTED:  
2013

TARGET  
AUDIENCE:  
Children  
Teens  
Students  
Young adults  
Families  
Adults



TYPE:  
Federation

COMMUNITY  
SERVED:  
Local

LOCATION:  
Baltimore, MD

YEAR  
STARTED:  
2015

TARGET  
AUDIENCE:  
Families  
Adults  
Inter-generational

## Juliya Sheynman BJLI Fellow

Manager, General Campaign

410-369-9291  
jsheynman@associated.org

### ORGANIZATION:

**The Associated: Jewish Community Federation of Baltimore**

101 West Mt. Royal Ave, Baltimore MD 21201 USA  
[www.associated.org](http://www.associated.org)

The Associated strengthens and nurtures Jewish life by engaging and supporting community partners in Greater Baltimore, Israel and around the world.

### PROGRAM SPOTLIGHT:

**RUSSIAN COMMUNITY ENGAGEMENT INITIATIVE**

#### SUMMARY:

Increasing RSJ involvement in programming and committees, growing campaign giving from new and current RSJ donors, and engaging ambassadors through regular programming and education

#### DESCRIPTION:

We host a continuum of educational briefings focused on subjects of interest to the RSJ community: Operation Exodus/History of Jewish Baltimore, Homeland/Israel Security, Keeping Our Kids Jewish, and Israel and Overseas Support. We utilize agency professionals/leadership to connect the impactful work in these arenas to the funding from the Annual Campaign. We develop more informed RSJ representatives and open events to the larger RSJ community. Likewise, we review prospects for future engagement on committees, task forces, campaign giving and mission participation, keeping in mind leadership succession for the Russian Community Engagement Initiative.

## Sasha Shmurak

Program Associate

312-673-2350  
SashaShmurak@juf.org

### ORGANIZATION:

**Russian Jewish Division at the Jewish United Fund of Metropolitan Chicago**

30 S Wells St, Chicago IL 60606 USA  
[www.juf.org/rjd](http://www.juf.org/rjd)

The Russian Jewish Division (RJD) was created to serve Russian-speaking Jewish young adults in the Chicago area. The RJD combined the outreach efforts of the Russian Hillel and the Russian Jewish Leadership Forum to better assist the Russian Jewish community, and now focuses on student engagement, Israel advocacy, outreach to young professionals and young families, leadership development and fundraising. Its mission is to maintain and increase the outreach to the Russian-speaking Jewish Community in the Chicago-land area while reinforcing Jewish pluralism through the open-minded outlooks of the Jewish spectrum.

### PROGRAM SPOTLIGHT:

**TIKKUN FELLOWSHIP**

#### SUMMARY:

Developing and supporting community projects created by Russian-speaking Jewish individuals ages 22 to 40.

#### DESCRIPTION:

Tikkun projects are innovative initiatives that impact the Chicago Jewish community in areas such as volunteering, children and families, arts and culture, religion, immigration, language, music and performance, technology, environmentalism, social justice, fundraising, social media, etc. Selected individuals receive a grant of up to \$3000 to develop projects that engage the community in a meaningful and significant way. Tikkun Fellows are able to bring their ideas to life by creating their own unique Jewish community projects. All projects must have a demonstrated Jewish focus or theme. Based on the topics, fellows are connected with professional mentors and experts. The experts help the fellows further their own creative goals, one-on-one.

TYPE:  
Federation

COMMUNITY  
SERVED:  
Local

LOCATION:  
Chicago, IL

YEAR  
STARTED:  
2013

TARGET  
AUDIENCE:  
Young adults  
Adults

## Samantha Shokin

### RSJ Project Coordinator

718-419-9639  
samantha@jdc.org

TYPE:  
Cultural  
Institution

COMMUNITY  
SERVED:  
International

LOCATION:  
New York, NY

YEAR  
STARTED:  
2015

TARGET  
AUDIENCE:  
Young Adults

#### ORGANIZATION: JDC Entwine

711 3rd Ave, New York NY 10001 USA  
[www.jdcentwine.org](http://www.jdcentwine.org)

Entwine is a one-of-a-kind movement for young Jewish leaders, influencers, and advocates who seek to make a meaningful impact on global Jewish needs and international humanitarian issues. The American Jewish Joint Distribution Committee (JDC), commonly known as “the Joint,” is the world’s leading Jewish humanitarian assistance organization. Since 1914, JDC has exemplified that all Jews are responsible for one another and for improving the well-being of vulnerable people around the world.

#### PROGRAM SPOTLIGHT: GLOBAL IMMERSIVE EXPERIENCES

##### SUMMARY:

Overseas service trips that unite young RSJs across North America and bring them closer to Jewish identity.

##### DESCRIPTION:

This is a uniquely crafted global Jewish service program tailored specifically for young professionals from an RSJ background. Participants have the opportunity to connect with other passionate RSJ individuals from across North America and engage personally with issues facing Jewish communities abroad. Through a combination of educational tours, conversations with local leadership, and meaningful service work, participants learn about the host country, explore their own Jewish identity, form meaningful friendships with RSJ peers from throughout North America and discover the breadth of JDC’s work. We are recruiting participants throughout North America for overseas service trips to Argentina and China.

## Noam Shumakh BJLI Fellow

### Project Manager

718-530-2761  
shumakh.noam@gmail.com

#### ORGANIZATION: Limmud FSU USA

80 Central Park West, New York NY 10023 USA  
[www.limmudfsuus.org](http://www.limmudfsuus.org)

Limmud FSU’s mission is to both celebrate the richness and multi-dimensional nature of Judaism and to create community by bringing Russian-speaking Jews of all backgrounds and ages to create a multi-day festival of Jewish learning and culture based on volunteerism.

#### PROGRAM SPOTLIGHT: LIMMUD FSU USA

##### SUMMARY:

Engaging Russian-speaking Jewish young adults and empowering them to take ownership of their identity and connect to their communities through pluralistic, volunteer-driven conferences of Jewish learning and culture.

##### DESCRIPTION:

Limmud FSU brings together and empowers young Jewish adults who are revitalizing Jewish communities and culture in the countries of the Former Soviet Union, as well as in countries with Russian-speaking people, wherever they may be. Built on the experience of an international group of Jewish leadership, working in close partnership with Limmud FSU volunteer leaders, Limmud provides a rich educational experience – for the community, to the community and by the community. Limmud FSU shares in the core goals of diversity, learning, community and volunteerism with the other Limmud conferences throughout the world.

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
National

LOCATION:  
New York, NY

YEAR  
STARTED:  
2006

TARGET  
AUDIENCE:  
Young Adults  
Families  
Adults

TYPE:  
Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2007

TARGET  
AUDIENCE:  
Teens

## Michaela Slutsky BJLI Fellow

Director of Youth Employment and Education

718-916-4313  
mislutsky@jchb.org

### ORGANIZATION:

**Marks Jewish Community House of Bensonhurst (Marks JCH)**

7802 Bay Parkway 2nd Fl, Brooklyn NY 01114 USA  
[www.jchb.org](http://www.jchb.org)

The mission of the Marks JCH of Bensonhurst, known as the JCH, is to be a center for community life in Brooklyn that is rooted in Jewish values and fosters an inclusive environment. We affect residents at every life stage by providing critical services that lift people out of poverty and innovative programs that educate and inspire.

### PROGRAM SPOTLIGHT:

**CAMP B'YACHAD**

#### SUMMARY:

Providing RSJ teens with the opportunity to explore and learn about their Jewish identity and find connections to their Jewish community.

#### DESCRIPTION:

Camp B'Yachad is a 12-day overnight camp experience focusing on Jewish identity exploration through experiential education such as discussions, games, and creative expression. The camp model is a combination of activities and discussions; reflections and creative expression; role-playing games and facilitated group work, all focused on exploring the Jewish Identity of a teenager in a non-forceful, secular manner. The program is balanced with sports, swimming, motor and non-motor water sports, obstacle courses and zip lines, arts and music, evening activities and dance parties.

## Julia Smirnova

Havurah Program Manager

917-595-1900  
julia.smirnova@youngjudaee.org

### ORGANIZATION:

**Camp Tel Yehudah**

575 8th Ave 11th Fl, New York NY 10019 USA  
[www.campy.com](http://www.campy.com)

Tel Yehudah inspires Jewish and Zionist youth from around the world to experience and embrace the diversity of the Jewish people in a joyful and diverse community while training them to become leaders who effect positive change for the Jewish people, Israel and the world.

### PROGRAM SPOTLIGHT:

**HAVURAH SUMMER CAMP PROGRAM AT CAMP TEL YEHUDAH**

#### SUMMARY:

Through a variety of informal educational experiences, participants explore and deepen their relationships with Israel, Jewish traditions, and Jewish culture and identity. The positive and immersive camp enables RSJ teens to identify with the Russian-speaking Jewish community and take pride in being part of Jewish Peoplehood.

#### DESCRIPTION:

Camp Tel Yehudah, the preeminent Jewish summer camp for teenagers, is a unique, vibrant and joyful community of diverse young Jews from all around the world. At Tel Yehudah, we create an uncompromised Jewish and Zionist experience where our chanichim (campers) live holistically within the rich context of Jewish values, culture and time. Our dynamic programs of experiential education, activism and leadership development builds strong Jewish identities grounded in commitments to Jewish learning and pluralism, Israel and social responsibility.

TYPE:  
Camp

COMMUNITY  
SERVED:  
National

LOCATION:  
New York, NY

YEAR  
STARTED:  
2009

TARGET  
AUDIENCE:  
Teens

## Alex Tansky

Director of Education

212-674-2340

atansky@villagetemple.org

TYPE:  
Synagogue

COMMUNITY  
SERVED:  
Local

LOCATION:  
New York, NY

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Children  
Families

ORGANIZATION:  
**Village Temple**

33 East 12th St, New York NY 10003 USA  
**www.villagetemple.org**

The Village Temple is a place for kesher – connection. It is a home for contemporary Reform Jews who are seeking connections to Torah and spiritual fulfillment, links between past and present and one generation to the next, a bridge between the downtown Reform community with Israel and the world, and the balance between our daily lives and Shabbat.

PROGRAM SPOTLIGHT:  
**RUSSIAN KESHER CLUB**

**SUMMARY:**  
Engaging local RSJ families with children in the educational, spiritual, cultural, and social action programming at the Village Temple in Manhattan.

**DESCRIPTION:**  
Russian Keshet Club serves as a bridge and a connection between local Russian-speaking Jews and social, educational and spiritual components of congregational life at the Village Temple. Special opportunities offered throughout the programming year encourage Russian-speaking families to become more involved in our services, holiday celebrations, cultural and social action events, meet lay and professional leadership and explore the benefits of Temple membership.

## Rabbi Mordechai Tokarsky

National Director

718-812-0779

mtokarsky@rajeusa.com

ORGANIZATION:  
**Russian American Jewish Experience (RAJE)**

2915 Ocean Parkway, Brooklyn NY 11235 USA  
**www.rajeusa.com**

RAJE was founded in 2006 with the goal of ensuring a Jewish future for the next generation of FSU Jews in North America, by inspiring them to: • Establish Jewish households. • Affiliate with and be involved in the life of the Jewish community. • Fulfill their spiritual needs through the study and practice of Judaism. • Develop a strong connection to the State of Israel.

PROGRAM SPOTLIGHT:  
**RAJE FELLOWSHIP & ISRAEL TRIP PROGRAM**

**SUMMARY:**  
Semester long program designed for Russian-speaking Jews ages 18 – 30 to establish Jewish households, affiliate with and be involved in the life of the Jewish community, fulfill their spiritual needs through the study and practice of Judaism, and develop a strong connection to the State of Israel.

**DESCRIPTION:**  
The RAJE Fellowship consists of ten 4.5 hour sessions, 2 week-end retreats, and a two week educational trip to Europe and Israel. Over the course of a single semester, the students experience over 250 hours of highly impactful and transformative programming. 50% of those who complete the first level of the RAJE Fellowship program go on to complete the second level of the program, with another 400 hours of Jewish educational engagement. Since 2006, 3526 participants, or over 11% of all 18 – 30 year old FSU Jews in the New York area, have completed the RAJE Fellowship program.

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
National

LOCATION:  
Brooklyn, NY

YEAR  
STARTED:  
2006

TARGET  
AUDIENCE:  
Young Adults  
Adults

## Yana Tolmacheva

Director of RSJ Programming

212-908-2526  
yana@moishehouse.org

TYPE:  
Foundation

COMMUNITY  
SERVED:  
International

LOCATION:  
New York, NY

YEAR  
STARTED:  
2015

TARGET  
AUDIENCE:  
Young Adults

ORGANIZATION:  
**Moishe House**

125 Maiden Lane Suite 8B, New York NY 10038 USA  
[www.moishehouse.org](http://www.moishehouse.org)

Moishe House, a pluralistic international organization, provides meaningful Jewish experiences to young adults in their 20s.

PROGRAM SPOTLIGHT:  
**LEARNING RETREATS FOR  
THE RSJ COMMUNITY - IN RUSSIAN**

**SUMMARY:**  
Three day learning retreat for RSJ Moishe House residents, alumni and community members, aimed at strengthening the Jewish education and community involvement of the Russian-speaking Jews.

**DESCRIPTION:**  
Moishe House has several retreats per year, each with a specific Jewish topic or theme, but this retreat is conducted entirely in Russian. The theme of the last retreat was Jewish lifecycles and rituals and was held in Moldova with 26 participants from 8 countries. In addition to increasing specific Jewish knowledge, the retreats strengthen the community by providing the opportunity for shared experiences and dialogue between diverse Jewish communities in the FSU and Europe.

## Natalia Tsvibel

Director/Educator

408-605-4702  
ntsvibel@yomrishon.org

ORGANIZATION:  
**Yom Rishon School**

355 W. Olive Ave. #202, Sunnyvale CA 94087 USA  
[www.yomrishon.org](http://www.yomrishon.org)

To provide Jewish education in Russian for families with children 2-13 years old.

PROGRAM SPOTLIGHT:  
**MY JEWISH DISCOVERY**

**SUMMARY:**  
Monthly classes for Russian-speaking Jewish families with children.

**DESCRIPTION:**  
My Jewish Discovery runs on a monthly basis from September to June and is a Russian-language Jewish family education program that is broken down into age-appropriate segments for kids and their parents and grandparents. The 2.5 hours classes include time for studies together as a family as well as separate learning time with Kiddush and refreshments in the middle. At every age level, learning is hands-on through multimedia, art and crafts projects, music, video-making, puppetry, theatrical production, and more.

TYPE:  
Educational  
Institution

COMMUNITY  
SERVED:  
Local

LOCATION:  
San Francisco, CA

YEAR  
STARTED:  
2009

TARGET  
AUDIENCE:  
Families  
Inter-generational



## Victor Vitkin

**Executive Director**

781-736-2113  
vitkin@brandeis.edu

**TYPE:**  
Educational  
Institution

**COMMUNITY  
SERVED:**  
International

**LOCATION:**  
Boston, MA

**YEAR  
STARTED:**  
2013

**TARGET  
AUDIENCE:**  
Teens

**ORGANIZATION:**

**Brandeis-Genesis Institute for Russian Jewry  
(BGI)**

415 South St, Waltham MA 02454 USA  
[www.brandeis.edu/bgi](http://www.brandeis.edu/bgi)

The mission of the Brandeis-Genesis Institute for Russian Jewry (BGI) is to galvanize the Russian-speaking Jewish community around the world by empowering young adults to actively engage in Jewish life, nurturing a cadre of effective communal professionals and strengthening the field of Russian Jewish studies.

**PROGRAM SPOTLIGHT:**

**GLOBAL TEEN FELLOWSHIP**

**WEBSITE:**

<http://www.brandeis.edu/bgi/community/teen.html>

**SUMMARY:**

Bringing together motivated Russian-speaking high school students from around the world who wish to be of service to the Jewish community.

**DESCRIPTION:**

The Global Teen Fellowship integrates student participation in BIMA or Genesis summer programs at Brandeis University with a year-round extracurricular program. Our goal is to inspire Russian-speaking young adults around the world to actively engage in Jewish life by fostering global connections, strengthening their Russian Jewish identity and deepening their knowledge of Jewish heritage.

## Mila Voihanski

**Country Director**

416-618-0278  
mila@limmudfsucanada.org

**ORGANIZATION:**

**Limmud FSU Canada**

9600 Bathurst Str, Vaughan OH L6A 3Z8 Canada  
[www.limmudfsucanada.org](http://www.limmudfsucanada.org)

To engage young RJ adults in Jewish communal life and help them learn more about their RJ background through pluralistic educational and cultural experiences.

**PROGRAM SPOTLIGHT:**

**LIMMUD FSU CANADA**

**SUMMARY:**

Bringing together and empowering RSJ young adults to ensure a sustainable and vibrant future for young RSJ adults in Canada.

**DESCRIPTION:**

A volunteer-driven program that culminates in annual conferences focusing on restoring tradition of Jewish learning and strengthening Jewish identity.

**TYPE:**  
Educational  
Institution

**COMMUNITY  
SERVED:**  
National

**LOCATION:**  
Vaughan, Canada

**YEAR  
STARTED:**  
2013

**TARGET  
AUDIENCE:**  
Young adults  
Families

TYPE:  
Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
St. Paul, MN

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Children  
Teens  
Young adults  
Families  
Adults  
Inter-generational

## Ilana Volodarsky

**RAJMN Special Project Director**

651-255-4742  
ilanav@stpauljcc.org

### ORGANIZATION:

**RAJMN Project at JCC St. Paul**

1375 St. Paul Ave, St. Paul MN 55116 USA  
[www.stpauljcc.org](http://www.stpauljcc.org)

We strengthen the Greater St. Paul community by nurturing physical, intellectual, social and spiritual growth in an inclusive environment defined by Jewish values and culture.

### PROGRAM SPOTLIGHT:

**FALL FESTIVAL FOR THE RSJ COMMUNITY IN TWIN CITIES**

### SUMMARY:

Community festival presenting talented groups from the RSJ Community in Minnesota, with proceeds donated to Israel.

### DESCRIPTION

Special guests from New York participated in RAJMN Festival to capture pictures and people's quotations about their Jewish identity. Over 40 photos were selected from our community to be included in Alina and Jeff Bliumis Book about global RSJ identity: "Casual Conversations: From Selfie to Groupie." Proceeds from the festival were donated to two organizations in Israel working with RSJs, so as to enhance community members' Jewish identity, while respecting their Russian heritage and providing them with a positive, egalitarian Jewish learning experience.

## Diana Zeltser

**Program Coordinator**

516-677-9177  
dzeltser@miyjcc.org

### ORGANIZATION:

**Mid Island Y JCC**

45 Manetto Hill Road, Syosset NY 11803 USA  
[www.miyjcc.org](http://www.miyjcc.org)

The Mid-Island Y JCC provides vital services to the community and fosters Jewish Identity, personal growth, family strength and community. The Mid Island YJCC is open to everyone in the community serving individuals of all ages, abilities and challenges.

### PROGRAM SPOTLIGHT:

**BRIJE**

### SUMMARY:

Uniting unaffiliated Russian Jewish families throughout Long Island through targeted RSJ events

### DESCRIPTION

BRIJE is currently a Mid Island Y JCC program for RSJ families based on FRUJELI (Families of Russian Jewish Long Island), Diana Zeltser's COJECO BluePrint Fellowship project. The program is targeted toward Russian-speaking families with children ages 0 through 13, offering various cultural and educational programs around major Jewish holidays.

TYPE:  
Jewish  
Community  
Center

COMMUNITY  
SERVED:  
Local

LOCATION:  
Long Island, NY

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Families

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COMMUNITY  
SERVED:  
Local

LOCATION:  
New York, NY

YEAR  
STARTED:  
2014

TARGET  
AUDIENCE:  
Children  
Teens  
Families  
Adults

## Marina Zurakhinsky

Project Dacha Director

212-566-2120

marinaz@cojeco.org

### ORGANIZATION:

**Council of Jewish Émigré Community  
Organizations (COJECO)**

40 Exchange Plac Suite 1302, New York NY 10005 USA

[www.cojeco.org](http://www.cojeco.org)

Our mission is to facilitate the successful integration of Russian-speaking Jews into the greater Jewish community, while preserving our unique cultural heritage. Today COJECO continues to support its 33 member organizations, and also represents the community and advocates for its needs.

### PROGRAM SPOTLIGHT:

#### PROJECT DACHA

#### SUMMARY:

Specialty camp that empowers Russian-speaking Jewish families who spend their summers at predominantly Russian-speaking cabin communities to embrace Jewish traditions on their own terms, and become active participants in their children's Jewish education.

#### DESCRIPTION:

Project Dacha offers Jewishly themed workshops for children and culturally sensitive Jewish activities for the whole family, all conducted in Russian. By bringing Jewish programming to the locations where Russian-speaking Jewish families already spend their time, Project Dacha lowers the threshold for engagement and offers interactive, fun, and valuable Jewish experiences that strengthen a sense of Jewish identity among families, and encourages long-term Jewish involvement.





# INDEX OF PARTICIPANTS

- 1. Rabbi Asher Altshul**  
President  
**Or A Zion**  
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- 2. Yelena Azriyel**  
Director of Jewish Student Life  
**Ranger Hillel at Brooklyn College**  
Brooklyn, NY
- 3. Rabbi Ilana Baird**  
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**Addison-Penzak Jewish Community Center**  
San Jose, CA
- 4. Audrey Beeber David**  
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- 5. Zhanna Beyl**  
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- 7. Ziva Davidovich**  
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- 9. Deeana Dobrer**  
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- 10. Dina Dryden**  
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- 12. Vladimir Foygelman**  
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- 13. Harriet Gefen**  
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- 14. Estee Goldschmidt**  
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- 15. Sasha Grebenyuk**  
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**17. Tanya Gutsol**

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Masa Israel Russian  
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**18. Eden Kanovsky**

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**21. Manashe Khaimov**

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**24. Leeza Negelev**

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**25. Kate Noam**

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**26. Chana Okonov**

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**27. Oxana Pasternak**

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**28. Veronica Price**

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**30. Izabella Safiyeva**

Senior Program Director  
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**Jewish Family Service of  
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**32. Juliya Sheynman**

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**The Associated: Jewish Community  
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**Camp Tel Yehudah**  
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**38. Alex Tansky**

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**39. Rabbi Mordechai Tokarsky**

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Jewish Experience**  
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**40. Yana Tolmacheva**

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**Moishe House**  
New York, NY

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**Yom Rishon School**  
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Russian Jewry**  
Boston, MA

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Country Director  
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**45. Diana Zeltser**

Program Coordinator  
**Mid Island Y JCC**  
Long Island, NY

**46. Marina Zurakhinsky**

Project Dacha Director  
**COJECO**  
New York, NY

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## **COJECO**

**Council of Jewish Émigré Community Organizations**

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