

JEWISH COMMUNAL APPEAL

today tomorrow forever



PESACH NEWSLETTER 2010

UNDERSTANDING OUR CHALLENGES AND DEALING WITH OUR NEEDS 'AT HOME'



Pesach is the story of the redemption of the Jewish people and the formation of Am Yisrael. We remind ourselves every year what it means to be 'free' and why we as Jews never want to be 'enslaved' again.

Yet today, three thousand years later, Israel and being Jewish are again threatened by a level of anti-semitism that is greater than during the Holocaust. The international campaign to delegitimise Israel as a Jewish homeland is just as anti-semitic as the stereotypical manifestations our forebearers have experienced over the centuries.

Many in our community believe that these are not Australian problems. But what if they are wrong? Could what we are seeing in Europe today happen here? I have no doubt that it could.

I also believe there is much we can do 'at home' to neutralise these threats.

For example we can:

- learn more about what it means to be a Jew so that we know what we are holding onto and why.
- act as personal ambassadors for Israel's right to exist by being informed and having the courage to speak up
- rebuild the Diaspora's contract with Israel to reflect their mutual dependence
- strengthen commercial, cultural and technological relationships between Israel and Australia that go beyond the shared bonds of history and values
- be even more aggressive in our efforts to show how we can be the 'light unto the nations' through our acts of 'tikun olam'
- help each other to be strong and secure through our charity and kind acts

Some of these actions require only your own involvement and commitment. However, most require responses from our own community's institutions as well. It is what we do 'at home' that will profoundly affect how we address these priorities. This is where the JCA family of 21 organisations really make a difference.

Let's focus on JCA's major organisations. We rely on the NSW Jewish Board of Deputies to ensure the community's political and physical security. We expect our Dayschools, Academy BJE and the Progressive Board of Jewish Education to give our children a love for Yiddishkeit and to teach them how being Jewish adds meaning to their lives. We trust Maccabi to keep our youngsters connected through sport. We rely on the Shalom Institute to support our young adults on campus and in the social arena. We depend upon JewishCare, the Montefiore Home, COA Sydney and Wolper Hospital to support our aged, our sick and our needy. We rely on the Sydney Jewish Museum and B'nai B'rith to showcase how tolerance and dignity for others builds a stronger society.

It is these larger organisations and the rest of our members working together through their JCA that has been, and will be, the key to our success. We ensure that individually and collectively each organisation and the community as a whole have the wherewithal to support these priorities.

This is what we do to make our community stronger. But we cannot do this without your ongoing support. Making an annual donation is the first and easiest way to continue this success.

Secondly, everyone can make a difference by avoiding complacency and by appreciating our community's magnificent institutions which work so hard to make Australia and NSW such wonderful places for Jews to thrive and prosper.

For us to continue to be 'free', in the sense that Pesach so clearly defines for us, 'charity must begin at home' as we reflect on what we need to do here to tackle our community's greatest challenges.

I would like to take this opportunity to wish you and your families a chag sameach and a healthy Pesach.

David Balkin

President, Jewish Communal Appeal



T 02 9360 2344
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SUPPORT WHERE IT'S NEEDED MOST

29 YEARS OF SERVICE, A JCA LEGEND – PAT EVANS



On 1st March this year, a member of the JCA office team, Pat Evans, celebrated 29 years of service to the organisation.

Joining the JCA in 1981 Pat has seen the JCA change over the years into what it is today – the primary fundraiser, facilitator and planner for our local Jewish Community.

Working with JCA stalwarts Hal Goldstein, Ian Pryer, Peter Wise, Barry Smorgon, Peter Ivany and now Peter Philippsohn and David Balkin, Pat's support of the JCA leaders as well as the office has been invaluable. Dealing with major donors, directing campaign events and providing key input to marketing, communication and community relations initiatives, Pat's positive influence has been felt throughout the organisation.

And while her hands-on experience is invaluable, it is Pat's warm and nurturing manner that has made her an icon in the JCA office.

"While I would like to wish Pat another successful 29 years in our office, we will unfortunately be farewelling her at the end of the year as she will be retiring to spend time with her children and grandchildren. Pat's wealth of knowledge of our community and the history that she has with many of our donors is irreplaceable," said JCA CEO Ian Sandler.

"While I am looking forward to my retirement, the inspiring environment of which I have been a part over the past three decades has been an integral part of my life. I will leave with many cherished friendships that are life-long with people who are committed to their community," concluded Pat.

FRANKLINS – JCA – A PARTNERSHIP FOR THE COMMUNITY

In December last year, Franklins and JCA launched a new initiative to help support one of JCA's member organisations – JewishCare. With the introduction of the Local Community Card, Franklins customers can now donate their Loyalty points to JCA and really live by the "charity begins at home" moniker.

Franklins Local Community Card is an extension of their Loyalty Club and allows customers to give their points to the JCA account. Customers earn one point for every dollar spent, plus Loyalty Club members are offered lots of great weekly bonus point specials. All points given to JCA will be used to help support JewishCare.

The points will be redeemed annually for vouchers and donated to JewishCare.

If you would like your existing card to be linked to the JCA account or if you do not hold a card and would like one, please go online to www.jca.org.au to complete the forms.

Your loyalty card will then be posted directly to you once the form has been processed.

JCA will keep you updated as to how these points are being used, as well as notify you of any promotions available exclusively to JCA Franklins Loyalty Card members. You can contact Lauren Finn at JCA on 9360-2344 at any stage should you have any questions.

We thank you on behalf of both JCA and JewishCare in advance for your support.



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RECOGNISING A LOCAL HERO

Our community is well known for giving back and supporting local causes. One of our Jewish champions, Ronni Kahn, was recently recognised and honoured for her contribution at the Australian of the Year Awards 2010.



Ronni, founding director of OzHarvest was honoured when she received the Australia Local Hero Award. The award is one of four award categories in the Australian of the Year Awards, and acknowledges outstanding community members who have made a significant contribution or achievement. OzHarvest is a not for profit organisation that rescues unwanted food from restaurant retailers, food outlets and corporate kitchens across Sydney, Canberra and Wollongong to feed communities at risk. Through their activities, many people at need within our community are fed from food that would otherwise go to waste.

Ronni received her award from Prime Minister Kevin Rudd at Parliament House in Canberra.

Having emigrated from Israel over 22 years ago and being involved with event management for many years, she saw firsthand how much food was wasted through her contact with the hospitality industry. Today, OzHarvest has over 600 food donors and

delivers more than 195 000 meals each month to 163 charities in the NSW and ACT areas. They have plans to roll out nationally later this year.



"OzHarvest is dedicated to helping those in need and we cannot do it without the help and support of so many who are as dedicated as we are. We can all be champions of OzHarvest by sharing. The simplicity of what Oz does is so attractive. For just \$1 we can deliver a meal to someone in need – the impact of what we do based on such a small financial amount makes an enormous difference," said Ronni.

"Ronni is an example to us all, looking after people in your community, taking care of those in your immediate environment is so important. Just as the JCA is a charity based in Sydney, looking after 21 organisations that service local need. After all, charity begins at home," concluded Peter Philippsohn, JCA Appeal Chairman.



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GERALD SIDNEY WRONKER (1916-2008) – A WONDERFUL LEGACY

It is with much gratitude JCA acknowledges the generosity of the Late Gerald Wronker who chose to remember our community with a bequest in his will. We are proud to carry his memory into the future. We honour his ultimate commitment.

Born in Leipzig, Gerald spent many years in Vienna before fleeing with his mother and twin sisters to Australia just before the outbreak of World War II. They were reunited with his father in Sydney in 1938 when Gerald was in his early 20s. Mr Wronker senior had come to Australia in the early 1930s. The family lived in Killara.

Although Gerald's first language was German, his proficiency in English secured him immediate admission to Sydney University where he studied law, graduating in 1943. He was articled to Sam Simblist, worked with E J Kirby later going into partnership with Ernest before going out on his own in the early 1950s. A number of well-respected members of the legal fraternity worked with Gerald in the ensuing years.

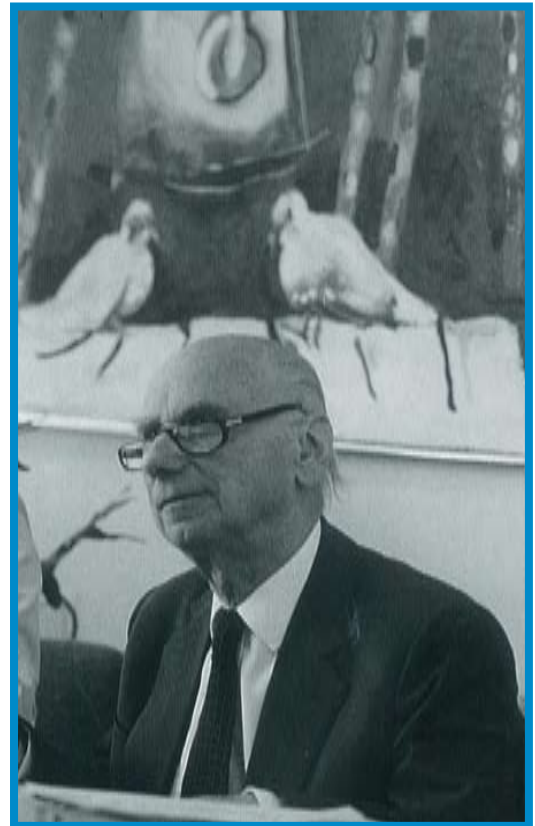
In his professional life Gerald was fair and straightforward. He became a friend and confidant of many of Australia's politicians, senior lawyers and Attorneys General.

Gerald married Ruth Friedlander in 1950. Originally from the United Kingdom, Ruth was his best friend and constant companion for more than 50 years until her passing in 2001. They both enjoyed a passion for books, music and the arts in general and frequently attended performances of Musica Viva, the Sydney Symphony Orchestra and the ballet.

Gerald was a cultured and very private person with absolute integrity and strong convictions but was scrupulously polite in a disagreement. He had an incisive mind and was respected by those who became close to him. Behind it all, Gerald was a soft and caring person who would devote all his energies and resources to resolving perceived wrongs.

JCA is indebted to Gerald Wronker for his magnificent support of the work we do to support our Jewish community. His generosity has touched the lives of many and will continue to do so in future.

To discuss your ongoing support of our community tomorrow and forever please contact Deborah Beder at JCA on 9360 2344.



CHARITY BEGINS AT HOME with the Jewish Communal Appeal



wishing you and your family
chag sameach
and a healthy and
happy pesach

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