

FIFTY-FIRST

1987

ANNUAL MEETING

Report to the Community



The Jewish Federation of Greater Houston

Letter to the Community

The Jubilee Year of the Jewish Federation of Greater Houston has found us not only remembering the accomplishments of the past, but actively planning for a bright Jewish future in our own community and for Jewry around the world.

As we celebrated our 50th Anniversary, we paid tribute to our leaders whose foresight made Houston into the vibrant Jewish community it is today. We are truly fortunate that this community continues to produce such leadership.

The 1987 United Jewish Campaign, swimming against the tide of Houston's economic realities, was able to achieve \$7.3 million in pledges, a total which reflects an outstanding effort by campaign volunteers.

Our recently-completed Demographic Study, a collection of detailed data about our community, will permit the Federation and the Jewish community as a whole to make better and more informed decisions that will affect services and programs in the greater Houston area.

Reflecting the Federation's role as a coordinator and facilitator in the Jewish community, the Board of Trustees recently established a Synagogue Relations Committee which will work with the leadership of area congregations on issues of common interest. This new initiative will supplement our ongoing efforts to enhance our support for and cooperation with Houston's many fine Jewish social service agencies.

Looking beyond the confines of

Houston, the Jewish Federation has entered a new phase in its relationship with its Project Renewal neighborhood in Israel, Yoseftal. Now that we are no longer actively raising funds for capital projects, our relationship is concentrating on "people-to-people" activities, sharing expertise, and continuing needed social programs.

Next year, Israel will celebrate its 40th year of existence. We can take real pride in our record of support for Israel's ongoing and necessary social services: absorbing immigrants, aiding the sick and elderly, providing a second chance for troubled youth, fostering Israel's agricultural "miracles".

The trickle of Jewish emigration from the Soviet Union is slowly increasing. The Soviet regime's declared policy of "glasnost," openness, has given the refusenik community a glimmer of hope. It is our responsibility to answer this hope by keeping the issue high on the agenda in dialogue between American and Soviet leaders.

It is because we have worked together — hundreds of dedicated volunteers, the Federation's professional and clerical staff, and the leadership of our communal agencies — that we have been able to achieve so much. We are grateful for these efforts. In the year ahead, may our goals be even higher and may we achieve even more!

Harold Raizes
President

Hans Mayer
Executive Director

Highlights of the Year

Fiftieth Anniversary

- The Jewish Federation celebrated 50 years of service to the Houston Jewish community with a week of activities culminating in a Golden Jubilee Gala, December 11, 1986. The Gala featured a salute to all past presidents and executive directors and a speech by former Speaker of the U.S. House of Representatives, Thomas P. "Tip" O'Neill, Jr.; it attracted about 1500 people.
- A major gifts dinner for the United Jewish Campaign that same evening, featuring Tip O'Neill, was attended by nearly 200 people.
- The "Celebration of Jewish Life in Houston" included publication of a commemorative book chronicling 50 years of Federation activity and achievements.
- The Gala also marked the premiere of "Celebrate! Jewish Life in Houston," a videotaped presentation about the Jewish community of Houston today.

Allocations

- Federation's Board of Trustees initiated a program of modified budgeting for all beneficiary agencies as a response to a United Jewish Campaign affected by Houston's current economic downturn.
- The Allocations Committee implemented the Uniform Family Income Scale, used by beneficiary day schools to standardize the amount of financial aid for which families are eligible.
- Over 7 committees, composed of 150 volunteers, took part in the annual budget and allocations process.

Bureau of Jewish Education

- 1987 Pilgrimage is the largest ever: 82 participants from seven area congregations.
- The Leadership Conference on Major Issues in Jewish Education, a "first" for Houston, brought together lay leaders from all segments of the Jewish community for 15 hours of intensive discussions on planning for Jewish education.
- The Southwest Staff Development Conference, co-sponsored by the Bureau of Jewish Education, the Jewish Educators Council and Jewish Education Service of North America,

presented a series of sessions for principals and supervisors of Jewish schools designed to improve their skills in working with teachers. This was the first such regional conference hosted by the Bureau in Houston.

- A Jewish Professionals Institute was established to provide courses with Jewish content on a regular basis for staff of Houston Jewish agencies.
- A consultant provided by the World Zionist Organization Department of Education and Culture was engaged by the Bureau for one day per week to teach about the Hebrew language and Israel.

Community Relations Committee

- The Safam concert on behalf of Soviet Jewry, held on Dec. 7, 1986, attracted over 1300 people. The event was co-sponsored by over thirty organizations and congregations.
- Participants in the 1987 Business & Professional Mission to Israel, among them Congressmen Tom DeLay and Mac Sweeney, will spend ten days on a specially designed tour and will meet with Israeli political, civic and economic leaders.
- The second annual six-part Leadership Seminar on the Middle East examined different aspects of Middle Eastern politics. Guest speakers included Mero Benvenisti, Ze'ev Chafets, Bernard Lewin and Steven Spiegel.
- Participants in the Community Relations Committee Hispanic-Jewish Leadership Dialogue attended a mariachi Mass and an interfaith Seder on behalf of Soviet Jewry.
- Jewish community leaders met, under CRC auspices, with such public figures as Congressmen Mike Andrews, Bill Archer, Mickey Leland and Mac Sweeney and labor activist Cesar Chavez.
- The CRC helped to coordinate a growing number of trips by Houstonians to the Soviet Union to visit and encourage Jewish refuseniks.

The Endowment Fund

- In the past year, the Endowment Fund of the Jewish Community of Houston has achieved a major increase in contributed assets, as well as substantially increasing its number of individual Supporting Foundations,

Philanthropic Funds and Restricted Funds.

- Two Endowment Fund seminars on the changes in the tax laws, sponsored by many of the Jewish Federation beneficiary agencies, were successful and well attended.
- The Endowment Fund set new highs for both the number of allocations and the sum of those funds distributed to the Jewish Federation and its beneficiary agencies in the past year.
- Several committees of the Endowment Fund, including the Investment, Development and Professional Education Committees, were actively engaged in establishing important programs and operating procedures.

Outreach

- West Houston Jewish Education Series sponsored by the Federation, the Bureau of Jewish Education, the Jewish Community Center/West Houston, and the West Houston Jewish Presidents Council offered a variety of courses of Jewish interest.
- Coffees in West Houston provided residents with a chance to meet with Federation leadership on an informal basis.
- North Houston, West Houston, and the Bay Area hosted noted actress Rosina Fernhoff, who presented one of her thought-provoking one-woman plays in each community.

Planning

- Federation's 1986 Demographic Survey was completed; it presented detailed data about the Houston Jewish community that will aid community planning for the future.
- Two beneficiary agencies, B'nai B'rith Hillel in Houston, and Seven Acres Jewish Geriatric Center, worked with Federation's Planning Committee to expand their growing programs. Hillel will establish a permanent home to serve all of Houston's college and graduate students; Seven Acres, with

the help of the Morris and Frieda Wolf Foundation, will enlarge its Senior Adult Day Care program.

United Jewish Campaign

- More than 800 volunteers helped raise a total of \$7,300,000 for the 1987 campaign, despite Houston's current depressed economy.
- Parlor meetings for major gift divisions with guest speakers Alan "Ace" Greenberg and Maurice Hatchwell Toledano raised over \$3-million.
- A new Young Professionals Division for singles ages 21-35 provided its own programming as well as sharing several educational events with the Young Leadership Division.
- The Physicians Division held a major gifts event featuring comedian Henny Youngman; 110 attended.
- The UJC made a special effort for outreach/new gifts during Super Sunday/Super Week. The annual phone-a-thon raised more than \$600,000.
- Women's Division Leadership Skills Workshops provided useful information and a chance to meet other community leaders. Over 50 women took part.

Other

- A council of presidents of Houston Jewish women's organizations was reconvened under the auspices of the Women's Division.
- The Walk for Israel, revived after a two-year hiatus, attracted over 500 people to raise money for Houston's Project Renewal neighborhood, Yoseftal. This was the first time that three organizations — the Bureau of Jewish Education, the Jewish Community Center, and Houston B'nai B'rith Hillel — coordinated the event.
- The Federation's Board of Trustees initiated a Synagogue Relations Committee which will work with leaders of area congregations on issues of common interest.

Demographic Survey

Introduction

The Board of Trustees of the Jewish Federation in 1984 appointed a committee to plan and develop a demographic survey of the Jewish population of the Greater Houston area. A comprehensive study was proposed because of significant growth and other changes observed in Houston's Jewish community since a previous survey in 1975. The purpose of this new study was to provide an organized and rational method to discover the needs of Jews in greater Houston and to help Federation, Jewish social service agencies and synagogues design appropriate responses to those needs.

The Board of Trustees contracted with Telesurveys of Texas, a Houston social research firm, to conduct the Demographic Study. Dr. Bruce Phillips, Associate Professor of Jewish Communal Studies at Hebrew Union College-Jewish Institute of Religion, Los Angeles, served as a research consultant for Telesurveys. His expertise includes work on five previous Jewish community demographic surveys.

Methodology

Jewish households in the Houston metropolitan area were identified by telephone through random-digit dialing and the use of a short screening questionnaire. Between March and June of 1986 the actual survey was administered in a telephone interview with one adult member of each of these households. Interviews were conducted in Harris County and contiguous areas of Montgomery, Galveston, Brazoria, Fort Bend and Waller Counties.

The entire community has been deeply involved in the Demographic Study — as volunteers serving on the Demographic Study Committee and as interview subjects — and the Federation believes it important to share these preliminary results with the greater Houston Jewish community before official publication of the final reports.

Jewish Population

The Jewish population of the Houston metropolitan area for early 1986 is estimated at 45,000 persons.

Preliminary Conclusions

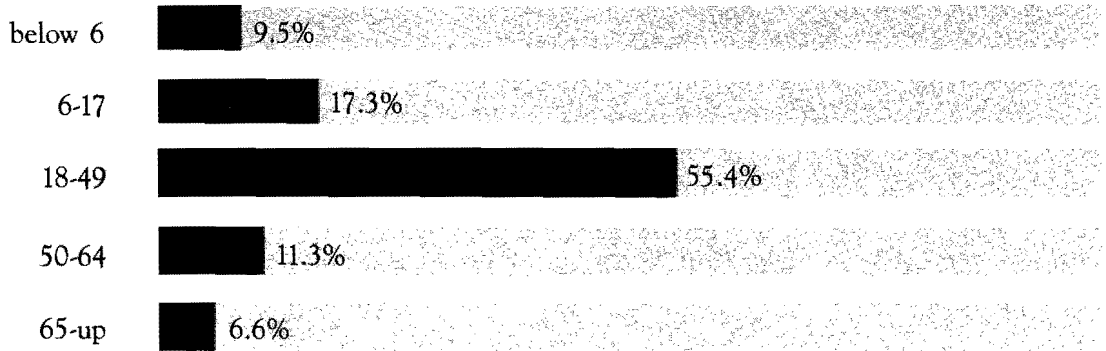
Preliminary reviews of the data indicate a number of areas of interest to be explored further. The large percentage of respondents unaffiliated with congregations and Jewish organizations, as well as those who have not given to the United Jewish Campaign, points out a need for outreach programming. The large number of Jewish singles could indicate the necessity to develop and expand social and cultural programs for them. The growth of Jewish population in West Houston will require a new look at the development of appropriate programs to serve that area of the city. These and other issues will be considered and examined for further action by Federation's Planning Committee and the Board of Trustees.

Using the Data

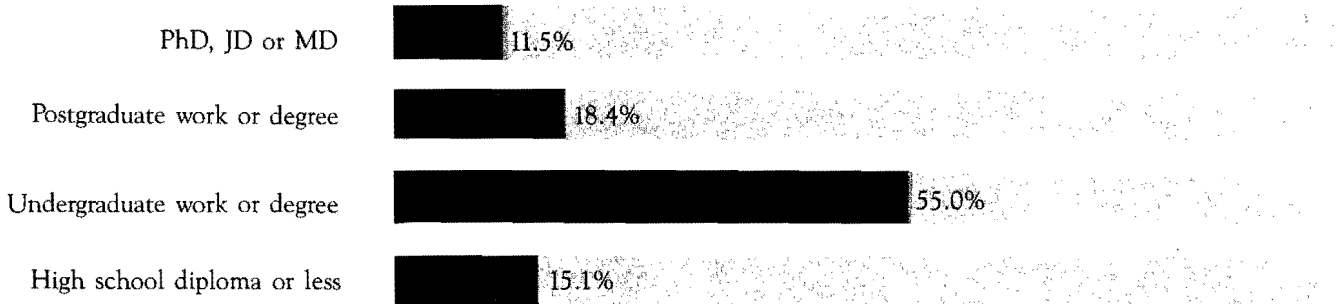
The Federation conducted the Demographic Study to provide data for more informed planning to meet the Jewish community's needs. This data has been compiled and is available on computer at the Federation; information from the Study has already been shared with several agencies, synagogues and organizations. Those who are interested in obtaining data from the Study should contact Federation.

The Study is a milestone for our community, because it offers an opportunity to analyze ourselves and the effects of the tremendous growth in Houston over the last ten years. The broad numbers presented in this Annual Report provide some overall highlights. Detailed publications, describing specific characteristics of the Jewish community, will be released in the coming year. In addition, the Federation is currently conducting surveys of four major Jewish population areas: West Houston, North Houston, Fort Bend County and the Bay Area. Through these efforts, we will be able to provide a more detailed portrait of the Jewish community of Greater Houston.

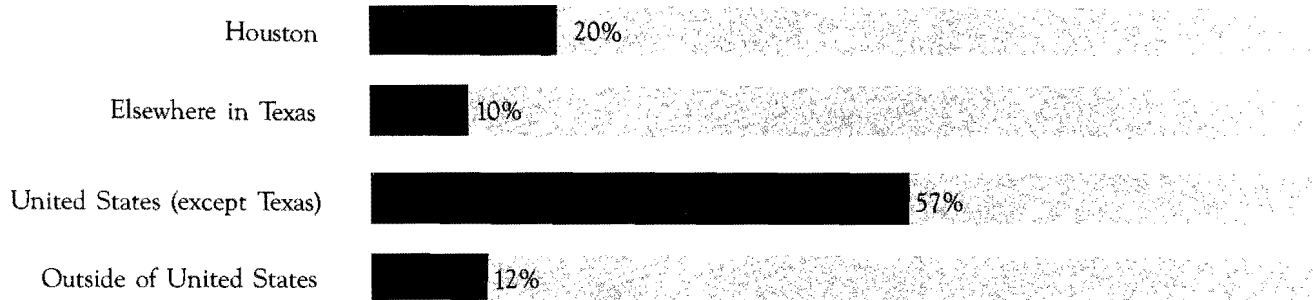
Age of household members



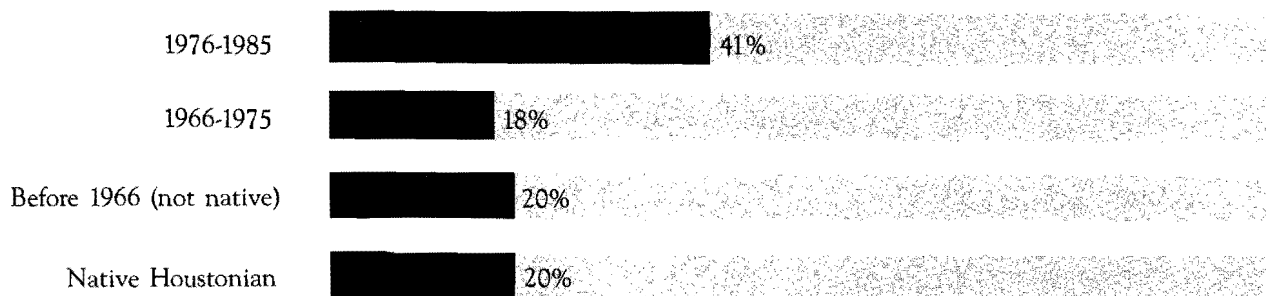
Education



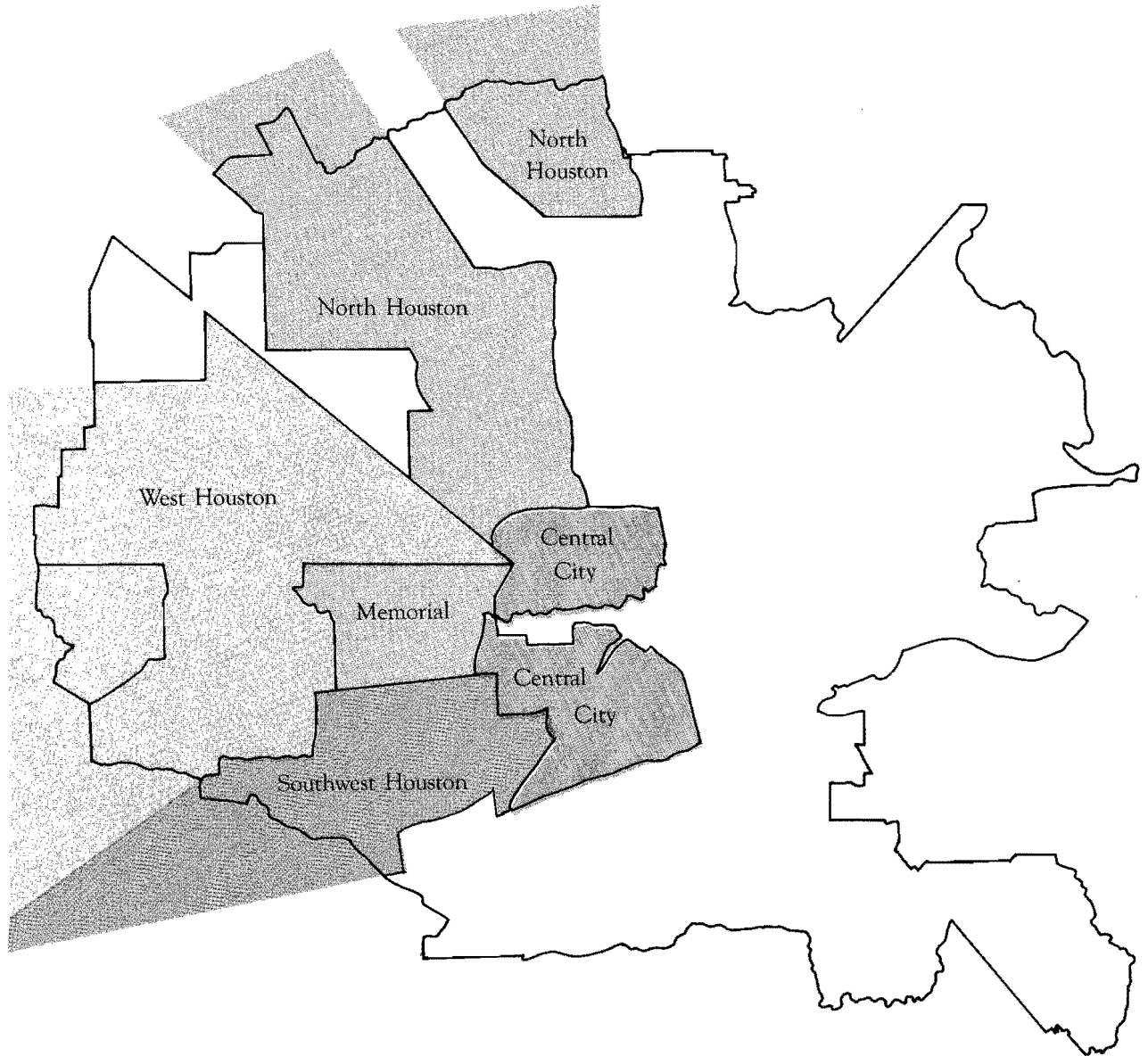
Place of birth



Year arrived in Houston



Zipcode map



Central City (77004, 05, 06, 07, 08, 09, 21, 27, 30, 54, 98): 3,550

North Houston (77018, 38, 64, 66, 69, 70, 88, 90, 91, 92, 77365, 73, 79, 80, 81, 88, 77429): 3,250

Memorial (77024, 56, 57, 63): 3,350

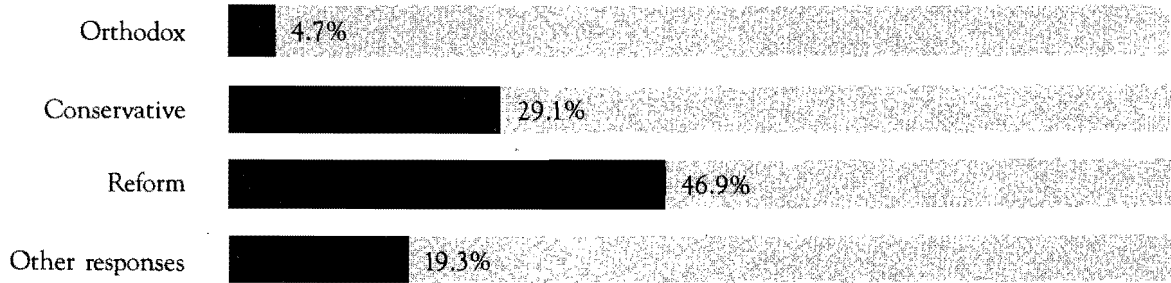
West Houston (77041, 42, 43, 55, 72, 77, 79, 80, 82, 83, 84, 77449, 50): 8,200

Southwest Houston (77025, 31, 35, 36, 71, 74, 81, 96, 99, 77401, 59, 77, 78, 79): 21,500

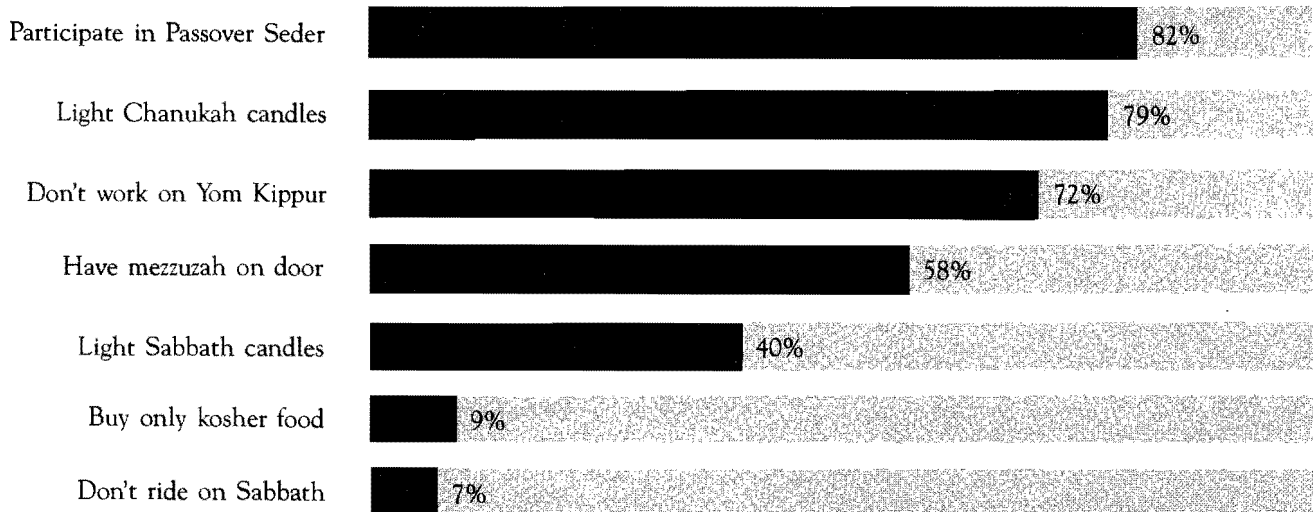
Balance in Harris County: 2,650

Balance in contiguous counties: 2,500

Religious affiliation



Selected religious practices



Other interesting facts

Nearly 9 out of 10 of those surveyed contributed to some charitable organization; nearly half of those questioned gave to the Jewish Federation's United Jewish Campaign, and 57% of all respondents gave to the United Way.

Nearly one of every five respondents (18.5%) volunteer on behalf of a Jewish organization; nearly one in six (15.5%) volunteer for both Jewish and non-Jewish organizations.

United Jewish Campaign

The annual United Jewish Campaign raises the dollars needed for the Jewish Federation to fund its many beneficiary agencies and services. Through the Federation's allocations process, campaign proceeds are distributed to over 45 agencies in Houston, nationally, throughout the

world and in Israel. A list of these beneficiaries appears on the following page.

In these difficult economic conditions, Houston can take pride in its 1987 Campaign achievement, which totalled \$7,300,000 in pledges.

Project Renewal

This year marks a major change in the Project Renewal partnership between Houston and Yoseftal, at one time a slum neighborhood in the city of Petach Tikva. For five years, Houston was involved in a fundraising campaign to aid in the physical and social revitalization of that community. Over \$3.5 million was raised for Yoseftal.

The relationship extends beyond fundraising. Leadership from Houston participates in budgeting and planning conducted by the Yoseftal Residents' Council. Yoseftal teens have come to Houston as camp counselors; every year, Houston teenagers on the Bureau of Jewish Education's Pilgrimage spend a

day in Yoseftal, helping in community projects and enjoying the warm hospitality of families there. All Houstonians who visit Israel are encouraged to see Yoseftal.

The partnership has made a visible difference: through the construction of service facilities, neighborhood beautification, social programs, and most of all the renewed pride of the residents in their community.

Although the fundraising period officially ended in the summer of 1986, the relationship continues. People-to-people programs provide an ongoing link between our two communities.

1987-1988

Allocations to Beneficiaries

1987-1988 ALLOCATIONS TO BENEFICIARIES

(as approved by the Board of Trustees, May 28, 1987)

Local and Regional Beneficiaries	Allocation
B'nai B'rith Youth Organization	\$ 13,500
B'nai B'rith Hillel Foundations:	
Texas A&M University	11,000
University of Houston/Rice/TMC	46,850
University of Texas, Austin	18,900
Bureau of Jewish Education	165,970
Bureau of Jewish Education — Scholarships	49,000
Chabad House, Austin	4,500
Community Relations Committee of the Jewish Federation	171,069
The Hebrew Academy	217,672
Houston Metropolitan Ministries	8,188
I. Weiner Jewish Secondary School	79,887
Irvin M. Shlenker School	32,041
Jewish Federation Chaplaincy Office	50,612
Jewish Community Center	823,698
Jewish Family Service:	
Refugee Advisory Committee	16,353
Emergency and Supplemental Financial Aid Grants	36,000
Financial Aid Administrative Allocation	12,000
Jewish Federation Administration/Campaign	843,653
Kashruth Supervision at the Jewish Community Center	6,300
Seven Acres Jewish Geriatric Center	
General Operations, including Day Health Care Program	184,061
Meals-on-Wheels	14,761
Torah Day School	104,966
University of Houston — Hebraic Studies	3,904
William S. Malev Day School & Beth Hayaed	59,950
Young Judaea (Southwest Zionist Youth Commission)	7,000
National & Non-Local Beneficiaries	
America-Israel Cultural Foundation	1,200
American Academic Association for Peace in the Middle East	500
American Jewish Committee	7,500
American Jewish Congress	1,750
Anti-Defamation League of B'nai B'rith	7,500
Association of Jewish Family and Children's Agencies	1,700
B'nai B'rith National Youth Service Appeal	3,000
Central Fund for Traditional Institutions	4,500
Council of Jewish Federations	78,225
HIAS (Hebrew Immigrant Aid Society)	13,000
Hadassah Medical Organization	6,000
Hebrew Union College — School of Jewish Communal Service	1,400
JWB	19,000
Jewish Children's Regional Service	5,000
Jewish Education Service of North America	9,522
Jewish Labor Committees	1,800
Jewish Telegraphic Agency	5,000
Jewish War Veterans	1,000
Joint Cultural Appeal	9,000
Large City Budgeting Conference	2,410
National Conference on Soviet Jewry	5,500
National Jewish Community Relations Advisory Council	14,715
North American Jewish Students Appeal	500
Synagogue Council of America	200
Zionist Organization of America	4,000
Overseas Allocations: The United Jewish Appeal	\$3,716,280

**1986-87
OFFICERS OF THE BOARD**

Harold Raizes	President
Don Aron	Vice-President
Buster Feldman	Vice-President
Saranne Kosberg	Vice-President
Gilbert Baker	Secretary
David Minberg	Assistant Secretary
Ann Kaufman	Treasurer

BOARD OF TRUSTEES

Lynne Aronoff Nancy Beren Denis Braham Daniel Brener, M.D. Lorraine Brown *Seymour "Slugger" Cohen Scott Davis Ted Dinerstein Honey Donsky Helen Dow Marcia Elefant *Harold Falik Tom Falik Bernard Farfel, M.D. Marty Fein Theba Feldman Sam Feldt Al Fridkin Marshall Frumin, M.D. Gilbert Gertner Mildred Gertner William J. Goldberg Willy Goldberg Harold Goldstein Marc Grossberg *Noel Graubart *M. Robert Hecht Siegmund Izakson Irvin Kaplan Joe Kaplan Linda Kashar *Col. Albert Kaufman *Stephen Kaufman Joe Kornfeld *J. Livingston Kosberg *A.I. Lack Robert Landauer David Lerman H. Fred Levine *Milton Levit Marcia Weiss Levy Miriam Mendell	Cathy Minberg David Mitzner Rabbi Shaul Osadchey Jerry Paine Eta Paransky Ron Paransky Rabbi Joseph Radinsky *Gerald Rauch Hershel Rich Hilda Rich Russ Robinson Sheldon Rubenfeld, M.D. *R. Alan Rudy Suzanne Sachnowitz J. Victor Samuels Helen Schaffer, M.D. Bertha Alyce Segall Bubba Silberstein Cathy Steinberg Henry Spira *Joel Spira *Adolph Susholtz David R. Toomim Dan Trachtenberg Ellen Trachtenberg Norma Trusch Harold Turboff Carl Waldman Linda Walter Shirley Warshaw Leon Weiner Sandra Weiner Sanford Weiner *Sol Weiner *Bernard Weingarten Dolores Wilkenfeld Joe Williams *M.S. "Sonny" Williams *Avrohm Wisenberg Melvyn Wolff Fred Zeidman Bob Zinn
--	---

*past presidents

COMMITTEE CHAIRS

Admissions and Planning	Ann Kaufman
Aliyah	Robert Zurawin, M.D.
Allocations	David Minberg
Audit	Jerry Paine
Bureau of Jewish Education	Lorraine Brown
Campaign Cabinet:	
General Campaign	Gilbert Gertner
Project Renewal	Ted Dinerstein
Women's Division	Linda Kashar
Cash Collections	Bill Dinerstein & Larry Sondock
Chaplaincy	Shirley Warshaw & Selma Leff
Community Relations	Joseph Kornfeld
Demographic Study	J. Victor Samuels & Cathy Minberg
Endowment Fund	Joel Spira
Investment Advisory	Don Aron
Leadership Development Program	Gerald & Sherry Merfish
.....	& Carolyn Mintz
Nominations	Noel Graubart

PROFESSIONAL STAFF

Hans Mayer Executive Director
Richard Jacobs Associate Executive Director

Arthur Abramson, Ph.D. Community Relations Director
Marion Bernstein Public Relations/Special Projects
Jonathan Biatch Budget Director
Linda Burger Women's Division Director
Shirley Gluckman Endowment Director
Suzanne Jacobson Assistant Campaign Director
Elaine Kellerman Assistant Bureau of Jewish Education Director
Gary Kornblith Assistant Community Relations Director
Rabbi Ted Sanders Chaplaincy Director
Jeff Sokoloff Campaign Staff Associate
Carol Topek Goldberg B'nai B'rith Towers Director
Rabbi Arthur Vernon Bureau of Jewish Education Director
Gary Weinstein Campaign Director
*Aileen Zarin Bureau of Jewish Education Secondary Education Coordinator

ADMINISTRATIVE STAFF

Arnold Sachs Data Processing & Facilities Coordinator
Libby Soffar Office Coordinator
Jan Wise Bookkeeping and Accounting

CLERICAL & SUPPORT STAFF

*Sylvia Berner	Jerri Doctor	Pearl Marcus
Vivian Coggan	Dorothy Ellis	*Mae Odinov
Audrey Cohen	Eleanor Grefe	Theda Taschinger
Terri Dehn	Lois Kaplan	*Shirley Tracy

*Indicates less than full-time