Jewish Peoplehood in Action

$7.6 Million Dollars in Lead and Major Gifts
Extraordinary Start for $12 Million Campaign

Building Community TOGETHER!

The generosity of our members is unbelievable and their dedication to the growth of the MAR-JCC is truly unmatched! Just 18 months after launching the Lead and then Major Gift Phases of our Capital Campaign, the MAR-JCC has five-year commitments, from over 150 donors, equaling close to $8 Million dollars.

That means we are almost two thirds of the way to reaching our $12 Million dollar goal, and we are just getting started with the Community Phase of our campaign!

What is the Community Phase? It is the portion of the campaign during which every member of the MAR-JCC is given the opportunity to participate in a way that is significant to them.

Whether donating a mezuzah, putting a family name on a paver, putting a message on a commemorative wall, or simply donating $100, the Community Phase of the campaign welcomes everyone. Not only is every gift important, no matter the amount, but every single person who wants to participate and feel part of the growth of their “J” is able to because we are all building this community together!

The MAR-JCC currently serves close to 8,000 individual members and if everyone gets involved, we will not only meet our $12 Million dollar goal, but even surpass it!

The success of this Campaign will result in the completion of the George Feldenkreis Cultural Arts and Education Center, featuring the Alan and Diane Lieberman Theater, a 200-seat black-box theater with retractable...
From the president & CEO

Dear Friends, Members and Donors,

Welcome to the first issue of JCC IMPACT, the official Philanthropy Newsletter of the Michael-Ann Russell Jewish Community Center. We chose the name JCC IMPACT because we wanted a name that would represent not only the IMPACT the MAR-JCC has on the community, but the extraordinary IMPACT our members, donors, and volunteers have on the “J”.

This publication is designed to keep you up to date on all of the exciting fundraising initiatives going on at the Center, throughout the year, and about the incredible generosity and support we receive from our constituents on a daily basis.

JCC IMPACT will include articles about the three primary Development Department campaigns: Capital, Annual, and Legacy. Plus, you will read remarkable stories about the small gifts and acts of kindness that make all the difference in the lives of our members, young and old alike.

However, this premier installment is different. This issue focuses 100% on the amazing successes of our Capital Campaign, and is written in honor of the amazing leaders, committee members, and volunteers who have worked, and continue working, tirelessly to ensure the success of this $12 Million dollar campaign.

This special issue is also designed to acknowledge our generous donors who have given selflessly, one campaign after the next (and sometimes to more than one campaign at the same time!) to ensure the growth of our MAR-JCC. Because of generous philanthropists, like George Feldenkreis and Alan and Diane Lieberman, who are featured in this issue, along with the 150+ others who have donated to date, we have raised almost $8 million dollars in 18 months. From the bottom of my heart, I thank you for your generosity and dedication.

I hope you enjoy this new publication, and as we build it, please know that your ideas and suggestions are important to us. Please call or email any time. The Development Department at the MAR-JCC always welcomes the opportunity to talk with you.

Warm regards,

[Signature]

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Building Today and Securing Tomorrow

We are well on our way to reaching our $12 Million dollar Capital Campaign goal, and are anxiously anticipating the groundbreaking! The new building will be beautiful and, of course, state-of-the-art, but what will happen in 10 years, 25 years, 50 years? How will we pay for upgrades, improvements and repairs when the dollars have long been spent? That’s where the Create a Jewish Legacy comes in!

Although the MAR-JCC derives operating revenue from membership dues, registration fees, state and other grants, and funding from the Greater Miami Jewish Federation and the United Way of Miami Dade, these sources are exhausted each year and are not enough to secure the future of our JCC.

In order to ensure our “J” is still around for future generations, we must build an endowment that will offer perpetual income for the future needs of our Center. To achieve that goal, the MAR-JCC has joined forces with Create a Jewish Legacy (CJL), a program that represents a shared commitment by area agencies, synagogues and day schools, currently 17 in total, to work together to collectively secure endowment gifts.

Please consider the MAR-JCC and the Jewish community in your legacy plan. It is never too early or too late to create a lasting legacy for you and your family, and to guarantee a Jewish future for our descendants and our community. L’dor va’dor, from generation to generation.

New Parking Lot Constructed in Record Time:
Camp Drop-off and Pick-up a breeze!

At the request of our members, and as the first stage of campus growth, the MAR-JCC engaged the services of Zyscovich architects to redesign our parking lot, with the goal of adding additional parking spaces, improving the flow of traffic, and enhancing drop-off and pick-up during the school year and for summer camp.

The job needed to be done in 13 weeks and general contractor, Max South, was up for the challenge. Working tirelessly days, nights and weekends, the new parking lot was completed 10 days before the first day of summer camp. The result? Smooth sailing... well, smooth driving! Drop off and pick up times were reduced by 30 minutes and the MAR-JCC has 111 New parking spaces for use throughout the year!

NAM ED ROOMS & SPACES

GROUP NAMINGS
Aerobics Room
Alex & Monica Brakha
Jose & Karina Fincheltub
Meyer & Karina Fincheltub
Alberto & Jennifer Gross
Alex & Karen Guenoun
Daniel & Nathaly Kaswan
Simon & Karen Kaswan
Allan & Tamara Kiblisky
Anthony & Daniela Kiblisky
Joe & Yaël Kiblisky
Henrique & Nadine Perel
Eduardo & Renee Sabo
Salomon & Ghida Toledano
Richard & Ivette Toledano
Eyal & Debbie Yecutieli

Fitness Gym Welcome Center & Concession
John & Susan Cogan
Teodoro & Anabelle Cohen
Ariel & Jocy Furman

Group Fitness Center
Miguel & Dominique Bacal
Uri & Vanessa Benhamrom
Dan & Lilian Cohen
Emilio & Miriam Di Marcobertardino
Eli & Denise Geiman
Andres & Fanny Hausmann
Samuel & Pierina Szomstein

Rikudim Office
Michael & Cynthia Berkman
Eduardo & Dana Nicolaievsky

Rikudim Room 2
David & Gay Bensadon
Abraham & Anat Garzon
Richard & Ivonn Galmian
Samir & Rony Shiro
Javier & Florette Wainer

Naming opportunities still available.
Contact Development Department.
The Alan and Diane Lieberman Theater Presents:
The Art of Giving

As we look back upon the successful 2012-2013 season of cultural arts at the MAR-JCC, including a wonderful season of J-CAT, our Meet the Author and Jewish Book Review Series, unique Israel Cinema Nights, and Israeli Dance and Folk Dance festivals, and quickly realize we’re on track for another season of incredible triumphs, we could not help but to try to envision how far our successes will go when we open the doors to our new Alan and Diane Lieberman Theater.

The naming of the state-of-the-art, 200-seat theater by Alan Lieberman, owner of the South Beach Group, and his wife Diane Lieberman, owner of South Beach International Realty, came with a generous pledge of $1 Million dollars, and is the ultimate expression of their undying support of cultural arts and Jewish communal organizations throughout South Florida.

The Liebermans’ passions and generosity are far reaching and extend to the Museum of Contemporary Art (MOCA), the New World Symphony, Adrienne Arsht Center, Art Basel Miami Beach, Aventura Turnberry Jewish Center, the Greater Miami Jewish Federation and, of course, the MAR-JCC.

In addition to their current commitment to bring new and exciting theater to the North Miami Dade Community, thousands of local children, primarily from underserved communities, have benefitted from the Alan & Diane Lieberman Children’s Cultural Art Series, now in its 18th season, which introduces young audiences to the world of the arts.

So, as the Liebermans practice the “Art of Giving,” we are fortunate to be among the organizations that benefits from their noteworthy “performances.”
The Design Development Phase of the Capital Campaign is complete, and we are moving into the Construction Document Phase.

Under the supervision of MAR-JCC Board member and Vice-Chair of the Facilities Operations Committee, Danny Halberstein, who volunteers countless hours per week to this project, Zyscovich Architects will prepare final construction drawings and other specifications to crystallize the design concept, scope of work, and describe it in terms of architectural, landscape, structural, plumbing, electrical, and mechanical drawings. This is also when Zyscovich will define all the materials, finishes and the structural system that will be used in the building.

The campus is abuzz with talk of the new building and the Construction Document Phase brings us one step closer to the anticipated early 2014 groundbreaking.

Continuation of “Building Community TOGETHER”

seating which will double as an event venue for MAR-JCC members as well as for community organizations.

The new building, accessed by the Phil and Joanna Solomon Entryway, will feature the Kiblisky Family Gymnastics Studio, which will be home to the Ashley Ziff Gymnastics Program. We will welcome the Wildenberg Dance Center, with three large, studios, to house the 650 participants in our Ashley Ziff Gymnastics Program. We will welcome the Wildenberg Dance Center, with three large, studios, to house the 650 participants in our Ashley Ziff Gymnastics Program. We will welcome the Wildenberg Dance Center, with three large, studios, to house the 650 participants in our Ashley Ziff Gymnastics Program.

The last phase of our new construction, the Scheck Family Plaza, will lie at the center of the MAR-JCC and be the focal point of the new and existing buildings. The final phase will also be a refurbishing and expansion of our existing fitness center to rival similar clubs in the area, and the addition of two new classrooms for our ever-expanding Early Childhood Development Center.

This is an exciting time at the MAR-JCC. Please contact Elizabeth Mitrani, (305) 932-4200, ext. 114, elizabethm@marjcc.org, with any questions and to CONTRIBUTE TODAY. Your gift means the world and makes all the difference.
Be sure to visit the Capital Campaign Central tent during the Maccabi Games to see our new animated virtual tour of the George Feldenkreis Cultural Arts & Education Center.