

Hillel

AT VIRGINIA TECH®

IMPACT REPORT

2022



Enriching the lives of Jewish students so that they may enrich the Jewish people and the world.

FROM THE

EXECUTIVE DIRECTOR



During my research for our 90-Year Celebration, I uncovered story after story of kindness and gratitude amongst Jewish Hokies, creating common and powerful bonds from generation after generation.

The spirit of our Hillel drives us forward, in both good and challenging times. Recently, with the support of our community and students, Hillel organized to oppose efforts to demonize Israel on campus. What was gained was a greater awareness of the challenges Jewish Hokies face from anti-Israel activists and a sense of what our community can do when we come together.

The fight against the Israel boycott movement has actually strengthened pro-Israel advocacy and Jewish pride on campus. Our undergraduates, graduates, and young professional communities that make Hillel their home are stronger, more unified, and more energized than ever.

You can see this energy in the participation of nearly 1,000 undergraduates in one or more Jewish activities - like our first Shabbat in Lane Stadium with the Hokie Bird, the re-ignition of our community service trip to New Orleans, two buses of Birthright students, 20 student interns in Israel and the inception of our Pipeline Program for students and alumni.

This is where we are - imagine where we are going next. Over the past 90 years, Hillel at Virginia Tech has been improving the lives in our community and making it a better place for Jewish students to be their authentic selves.

You make it possible. With your support, encouragement and presence, Hillel at Virginia Tech is on a rising road and we are glad to have you on this journey.

With appreciation,

Sue Kurtz, Executive Director



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A MESSAGE FROM THE

OUTGOING BOARD PRESIDENT

As we saw a return to in-person activities this year, the Board of Directors wasted no time kicking off the year with our Board Retreat at the Malcolm Rosenberg Center. Over the long weekend, we were fortunate to spend time listening to students' ambitions for Hillel, helping us to shape our goals for the year.

Adding seven new Board members brought a wealth of new knowledge to our community - specifically focused on increased alumni engagement and setup for organization longevity. With the help of staff and Board members, we reached our highest contribution levels, supporting expanded programming for students throughout the year.

While my Chair term comes to an end, my successor Jay Lefkowitz has hit the ground running. I am grateful to have had the chance to lead this organization to the next level and am deeply proud of our strategic accomplishments over the past three years. Thank you for your continued support - we could not be here without you!



Rochelle Friedman '09



A MESSAGE FROM THE

INCOMING BOARD PRESIDENT, JAY LEFKOWITZ

I am honored to serve as the next Chair of the Board of Directors for Hillel at Virginia Tech. I am excited to continue on the trajectory set by Rochelle during her term. We have a lot to be proud of and I look forward to working with the Board, the professional staff, and the entire Hillel community. We will have many opportunities to continue our advocacy and support for our organization as we approach the 90th Anniversary of Hillel at Virginia Tech and the 100th Anniversary of Hillel International. It's an exciting time and we have a lot to look forward to.

GO HOKIES,
Jay Lefkowitz '03

FROM OUR STUDENT PRESIDENT

“The word that I would use to describe Hillel at Virginia Tech is simple: Welcoming. Regardless of if you are a Jewish Hokie, our staff and students welcome students, parents, faculty, and community members all the same way. We are living in a time where having a community is a necessity, and Hillel at Virginia Tech makes that possible. I am grateful to be Student President of an organization that welcomes individuals and groups from all different backgrounds to spark conversations and friendships. Hillel at Virginia Tech has allowed me to grow in the best way possible and I hope others are able to experience it, too.



This past semester on the student board, we have accomplished so much with our student leaders. We have used our voices time and time again and continue to advocate for Jewish students at Virginia Tech, whether it is for more recognition for Passover or awareness about the Jewish climate on campus. We have had fun and created a weekly social media content - “Almost Shabbat” which is a spin-off of a popular phrase “Almost Friday” where we share fun pictures and videos of our students and staff on our social media platforms.

All in all, Hillel at Virginia Tech provides students with resources, friendships, and a safe space to learn and grow. I am proud of the organization and am excited to continue as Student President for the fall 2022 semester.

- Emma Josi, '23, '24, Public Health

Executive Board 2022-2023

Emma Josi - President

Sam Lightfoot - Executive VP

Jenna Malyn - VP of Community Service & Social Justice

Rebekkah Chen - VP of Religion & Culture

Lindsey Brilliant - VP of Jewish First Year Advisory and Mentorship

Rachel Apple - VP of Programming

Matt Gertner - VP of Finance

Julia Jimmerson - co-VP of Marketing and Outreach

Maddy Kassof - co-VP of Marketing and Outreach

Charlotte Haber - VP of Innovation

Eitan Myers - Member at Large

Harris Edenbaum - Member at Large

Kiera Schneiderman - Member at Large

GENERAL BOARD 2022

Community Service and Social Justice

- Sam Fromer
- Elizabeth Glazunov
- Joshua Hoffman
- Jacob McNeer
- Dani Wartel
- Zach Weingrad

Religion and Culture

- Noa Benitah
- Alyson Lapidus
- Gaby Noble
- Brent Novey
- Aaron Tabenken
- Zachary Vaday

JFAM

- Evan Arovas
- Mia Barkan
- Julie Blitz
- Jillian Krinsky

Programming

- Marcella Braver
- Noah Fenster
- Aidan LeBlanc
- Ethan Werner

Finance

- Phoebe Pyles
- Josh Kasoff

Marketing and Outreach

- Mollie Dickler
- Jenna Feldman
- Tal Kalderon
- Noah Regal
- Carl Shapiro
- Ezra Silverburg

Innovation

- Quinn Apostolico
- Ben Kouzel

JNET 21

- Brett Broudy
- Samantha Kahn



CREATING OUR JEWISH FUTURE THROUGH INTERNSHIPS AND FELLOWSHIPS

BY THE NUMBERS

980

unique students participated (at events, etc.)

40

students took part in ongoing Jewish learning

120

student leaders and interns serving our community

PROGRAMS INCLUDE:

- **Sababa:** Ten-week curriculum exploring Israel's history as it relates to other countries in the world.
- **Peer Network Engagement Internship (PNEI):** Interns get the opportunity to network/connect with students on campus. Their work is to extend a warm welcome and invitation to anyone interested in Jewish life all year long.
- **Jewish Learning Fellowship (JLF):** Fellows participate in an eight-week curriculum exploring Jewish topics in a modern day context.



My favorite topic was called "I'm not religious, I'm spiritual." This one hit home for me since I'm someone who always had a hard time connecting to Judaism religiously. I learned that I don't need to be religious to identify with the Jewish community.

- JULIE BLITZ, '23

30

student interns support our growing Jewish community in places such as the Pipeline Project, PNEI, Jewish Learning Fellowship (JLF), Maccabi Task Force (MTF), and Israel.



CELEBRATING SPIRIT AND CULTURE

When we celebrate holidays at Hillel, we create a welcoming environment for all Jewish students, regardless of practice, knowledge, or affiliation. Jewish holidays are one of the most important times for students to connect to Jewish life on campus. The students can join the broader Jewish community, including alumni, university faculty and staff, and local community members in celebration.

HIGH HOLIDAYS

600 STUDENTS JOINED HILLEL FOR HIGH HOLY DAYS

This year students and alumni celebrated Rosh Hashanah and Yom Kippur in our outdoor fire pit outside of the Malcolm Rosenberg Hillel Center. Both services and traditional holiday meals were enjoyed as a community.



PASSOVER

270 ATTENDED OUR STUDENT-WRITTEN MURDER MYSTERY PASSOVER SEDER

This Passover Seder was a great way to celebrate being in-person again, as both students and community members filled the room at the Malcolm Rosenberg Hillel Center to eat good food, laugh with one another, and celebrate the beauty of Passover.

FRESHFEST & JFAM

Freshfest is the first introduction new Hokies get to Hillel on campus. From tubing down the New River to eating wings at Sharkey's, we welcome Freshmen into the Jewish Hokie family, and become their home- base for spiritual development and community over the next four years and beyond.

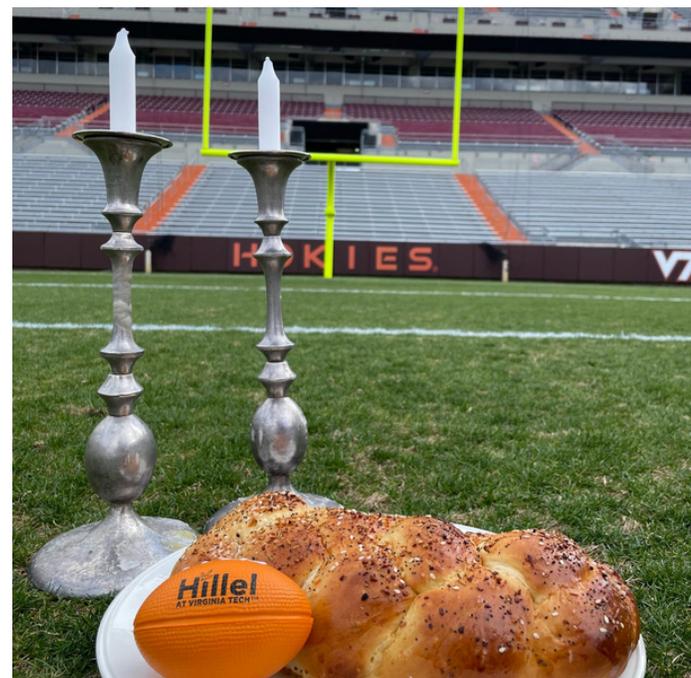


BY THE NUMBERS

68 STUDENTS ARE ON HILLEL LEADERSHIP BOARD

*INCLUDES TRANSITION BETWEEN BOARDS IN DEC.

9 STUDENT BOARD MEMBERS ARE FIRST-YEAR STUDENTS



“Getting involved in Hillel's general board as a freshman, I have grown and learned about what it takes to make a difference in my community. Through my experience, I've gained an understanding of what goes into Hillel programming and skills to become a strong Jewish leader.”

- Lindsey Brilliant, '24



IMMERSIVE OPPORTUNITIES - TRAVEL AND MORE!



ISRAEL:

70 STUDENTS TRAVELED TO ISRAEL WITH HILLEL IN 2022

(INCLUDES BIRTHRIGHT, ONWARD AND MACCABEE TASK FORCE)

1,150 STUDENTS ATTENDED OUR IN-PERSON ISRAELFEST

24 ISRAEL ADVOCACY STUDENT FELLOWS AND INTERNS



"The entire Onward experience was truly life-changing for me. I felt a strong connection to Israel and my heritage that I never imagined; I met many interesting people along the way; and I fulfilled my love of travel taking solo and group trips to old and new cities like Eilat, Haifa, and Akko. I really started to feel like a local and wish I could have stayed longer." - Josh Hoffman, '25



ALTERNATIVE SPRING BREAK:

15 HOKIES TRAVELED TO NEW ORLEANS FOR ANOTHER GREAT YEAR OF GIVING BACK TO THE LOCAL COMMUNITY



"Helping out through Alternative Spring Break with Hillel has shown me that hundreds of people can come together to make an impact by helping to rebuild this city [New Orleans] again."

- Gabe Press ('23)

CREATING COMMUNITY ON AND OFF CAMPUS

READING OF THE NAMES

In order to honor Yom HaShoah, or Holocaust Remembrance Day, Hillel at Virginia Tech annually organizes Reading of the Names. Over 54 individuals, including students, staff, professors, and community members read the names of children murdered during the Holocaust, totaling over 6,720 names. For the second year in a row, Reading of the Names occurred at the Pylons. This allowed for increased visibility of the program on campus. Students walking by were able to pick up roses and talk about the importance of remembering the Holocaust.

DANIEL PEARL MUSIC DAY

Daniel Pearl World Music Day is an international network of concerts that uses the power of music to embrace tolerance and humanity. This year, Hillel welcomed the Plain White T's and over 400 Hokies back in person to rock out alongside Hillel. Not only did they play their classic hit "Hey There Delilah", they also shared a nice rendition of "Enter Sandman".

We are appreciative of all 30 of our student leaders who played a role in the big day and we can't wait to see what next years concert will bring!



SHABBAT

Shabbat at the Malcolm Rosenberg Hillel Center served over 1,100 meals to both students and community members. This year, we celebrated Shabbat in new ways like Stadium Shabbat in Lane Stadium and "Almost Friday" - a student lead initiative that shares a relatable image of different Hillel leaders to promote and the upcoming opportunity of celebrating Shabbat together.



PIPELINE PROJECT:

Relationships that make an impact



The Pipeline Project connects current students and Jewish Hokie alumni with one another to create a community network that can assist each other in finding Jewish resources and career leads.

"The most impactful part was having the opportunity to see a different type of Jewish community. I have grown up in the same Jewish community throughout my whole life so it was interesting to see how other people find ways to connect to their Judaism."

- Rachel Apple, '24



WHAT ARE THE NUMBERS?

The Pipeline Project created a foundation that Hillel at Virginia Tech will continue to build and grow with alumni, students, and staff!



512 Hillel at Virginia Tech alumni were engaged throughout the year through various events such as Commonwealth Kiddush Cup. Along with this outreach, 15 alumni were featured through our Sunday Spotlight over social media and 28 students were paired with alumni through our mentorship program.



The Pipeline Project co-sponsored and organized seven on-campus events and two immersive experiences in the DMV, reaching over 529 students throughout the 2021-2022 academic year.



Throughout the Fiscal Year, the Pipeline Project was able to steward and establish partnerships with several organizations in the DMV area such as the DCJCC, GatherDC, and Sixth & I. These partners helped prospective students in the area get familiar with Jewish resources and Jewish Life in the DMV.

HILLEL EXTENDS BEYOND STUDENT LIFE



WE ARE INCREDIBLY THANKFUL FOR ALL THOSE THAT PARTICIPATED IN THIS YEAR'S COMMONWEALTH KIDDUSH CUP!



Together we raised \$107,000 for programs that impact over 1,300 Jewish Hokies. With your support, we are able to continue innovating our programs, supplies and expansive offerings.

HELP US BEAT UVA AGAIN NEXT YEAR!

New Babies, New Homes, New Jobs, Engagements, Weddings?
SEND US YOUR MAZELS, SO WE CAN SEND YOU ONE!



PUP PRIDE



ONESIES



BOTTOMS UP



TOO COOL FOR DROOL

JOIN THE HILLEL FAMILY CIRCLE!

Family Circle members play a vital role in providing a transformative Jewish community for their children and all the Jewish students at Virginia Tech. Please join and make an impact.



You receive:

- Invites to Parents & Family weekend
- Photos of your Hillel Hokies in action
- Personal thank you calls

HILLELATVIRGINIATECH.ORG/FAMILYCIRCLE

Sustainer Circle

\$15/Month
or \$180

+ 1 Year Monday Munch
+ Priority Access to our Chicken Soup Hotline

Proud Circle

\$30/Month
or \$360

+ Sustainer level opportunities and:
+ A wellness check-in per semester
+ Hillel Hokie T-shirt

Mitzvah Circle

\$45/Month
or \$540

+ Sustainer level opportunities and:
+ Parking at Malcolm Rosenberg Hillel Center for your Hokie

Mensch Circle

\$83/Month
or \$1,000

+ Sustainer level opportunities and:
+ Holiday meals for Rosh Hashanah, Yom Kippur and Passover

Chai Circle

\$150/Month
or \$1,800

+ Sustainer level opportunities and:
+ Full Shabbat Sponsorship dedicated in your name with recognition

Visionary Circle

\$208/Month
or \$2,500

+ Sustainer level opportunities and:
+ Join for four years and receive an engraved brick in the Malcolm Rosenberg Hillel Center fire pit!

YOUR INVESTMENT IN EACH STUDENT

Hillel at VT spends* \$105 less than the national average per student, based on our size. A future goal is to increase Hillel's budget to be able to invest more in each student, which will yield a greater impact in each student's experience.

*Investment per student based on FY21 figures provided



FUNDRAISING FOR THE FUTURE

...WHAT DID YOUR GIFT ALLOW US TO DO THIS YEAR?

- Increased income in the Family Circle allowed us to add more programs for students like Hillel Hangouts, Soup Group, and Wellness Wednesdays.
- Serve 100+ bowls of soup to sick students in need through our Chicken Soup Hotline.
- Build upon Shabbat meal offerings - both menu and serving capabilities (i.e. meeting students where they are whether at the building or in their dorms).
- Allow students focused on Tikkun Olam and social justice to travel to New Orleans for an alternative spring break where they engaged in discussion on change and helped build homes for local community members.
- Grow our Pipeline Project, allowing students and alumni to build relationships professionally and socially, ultimately connecting them to a Jewish resource in their new community.
- Professional development opportunities and internships for our Jewish community both domestically and abroad.



Total Gifts

FY22 1,451

FY21 1,265

Total Donor Count

FY22 665

FY21 565

First-Time Donors

FY22 219

FY21 163



30%

Increase in annual total income in FY 2021-2022 from FY 2020-2021

Our Organizational Donors

We couldn't do our important work without your support!



The Sam & Marion Golden
Helping Hand Foundation



Richmond Jewish Foundation



ISRAEL on
CAMPUS COALITION



UJCAVP United Jewish
Community | Virginia
Peninsula



TIDEWATER
JEWISH
FOUNDATION



Alpha Epsilon Pi
DEVELOPING LEADERSHIP
for the JEWISH COMMUNITY

JFS
Richmond
Care • Counseling • Adoption

Jewish Community
Federation
OF RICHMOND

United Jewish Federation
OF TIDEWATER

Blacksburg Jewish Community Center
Lynchburg Community Council

Hillel
International

StandWithUs

National Center to
Encourage Judaism



TAGLIT • תגלית
BIRTHRIGHT ISRAEL

The Jewish Federation
OF GREATER WASHINGTON

Tritt Family Foundation

BICEP
Marcy Gringlas and Joel Greenberg,
Seed the Dream Foundation

The Malcolm Rosenberg Hillel Center implements passive house technology. It is a low-energy building reducing heating and cooling costs by 90%, and overall energy use by 70%. *The building self regulates oxygen and carbon dioxide levels, maintaining the highest level of air sanitation.*





"I give to Hillel because as a Jew, I wanted to make sure my son had support while he was away from home. To me, that means finding our tribe wherever we go and Hillel represents that. My son actively participates by attending High Holiday and Shabbat offerings as well as participating in Soup Group while at Virginia Tech. Connecting with Hillel was one of the best decisions I made, as a parent sending my first kid off to university."

- Lisa Miller (Parent '25)

"After attending a Passover Seder at Hillel, I found Hillel at Virginia Tech to be a welcoming, supportive and inspiring environment. Whether it was checking in on me when I had COVID, inviting me out for coffee, or being a listening and understanding ear, the community that the staff and students at Hillel built will forever be near and dear to my heart. "

- Samantha Levy ('22)



THE PIT BRICK CAMPAIGN:

As we continue to grow, we welcome new student stories. What better way to welcome and cement these stories than over a bonfire in an amphitheater made by you!

Each name represents a story and will be engraved in bricks surrounding the fire pit.

These bricks are much more than just poured cement, but a meaningful mark in the Jewish journey of past, present and future Hillel at Virginia Tech students.



ENDOWMENT UPDATE:

Hillel at Virginia Tech is proud to have started an endowment. Once our endowment reaches \$3M invested, this special account will spin off approximately \$132,000 for growing our initiatives to further support Jewish education every year in perpetuity.

With \$1.5M more in direct endowment donations, we can guarantee that the programs to support students' connection to Jewish values will be around forever.

Sound like an investment you'd like to hear more about? Contact Executive Director Sue Kurtz at skurtz@hillelvt.org - 540-951-2060



Hillel EST. 1933
AT VIRGINIA TECH®
Celebrating 90 Years



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