



Family Matters

A Newsletter for JFS Supporters - Summer 2017



Live Each Day: A Talk with Jane Gardner

Free community program Sunday, September 17 at Chrysler Museum

As a television news anchor, Jane Gardner faced intense pressure, deadlines, and other challenges. But it is off the air where she has faced her toughest challenge of all: fighting cancer – not just once, but four times. Gardner was diagnosed with breast cancer in 1999, then 10 years later, melanoma skin cancer. In May 2015 she learned she had ovarian cancer, followed by a diagnosis of lung cancer less than a year later.

The 65-year-old former news anchor will share her story, *Live Each Day: A Talk with Jane Gardner*, on Sunday, September 17 at 2:00 PM at the Chrysler Museum of Art in Norfolk.

Presented in conjunction with Jewish Family Service of Tidewater’s ongoing commitment to provide cancer education with community partners – the Brock Institute of Eastern Virginia Medical School, WHRO Public Media, and the Chrysler Museum of Art, the event is free and open to the public. As there is limited seating, reservations are suggested. A reception will follow.

Gardner, the area’s first television medical reporter who covered many ground-breaking stories, says she feels compelled to continue educating the public about the importance of patient self-advocacy. Her message is positive and uplifting.

The event will be held in the George M. and Linda H. Kaufman Theater at the Chrysler Museum of Art, located at One Memorial Place, Norfolk, Virginia.

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“JFS just speaks to my heart”



For Ashley Zitrain and her husband Greg, it was never a question of whether or not to support JFS. The question, says Ashley, was more like, “why would we not?”

Ashley and Greg recently committed to being JFS Life and Legacy donors through the Harold Grinspoon Foundation’s Life and Legacy program. JFS is a participant in this four-year program that assists communities, through partnerships with Jewish Federations and Foundation, to promote after-lifetime giving to benefit local Jewish day schools, synagogues, social service organizations, and other Jewish entities.

“When Greg and I moved back to the area to be closer to family,” says Ashley, “we were looking for ways to get involved in the community. We were in the Tidewater Couples Project (TCP) and various agency board members presented to us there. When we heard Betty Ann Levin (*JFS executive director*) speak, JFS just really spoke to my heart, with

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Greetings from Betty Ann Levin

JFS Executive Director

Giving comes in many forms, as you will read about in this summer edition of *Family Matters*. Whether it be a Life and Legacy commitment, donating food (or coupons!) to our JFS food pantries, or giving of your time to attend a speaker (see you at the Chrysler Museum on September 17!), every single form is important and enables us to provide needed assistance. It could also be collecting *tzedakah*, or participating in or being a sponsor of the Run, Roll or Stroll...or ALL of the ways in between!

As we reflect on the past year, and prepare for the upcoming high holy day observances, we thank all of you for the *gemulit Chasadim*, the acts of loving kindness, you perform every day for our community.

Wishing you and your families *l'shanah tovah* from your JFS family.

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A Richmond native, Jane Gardner is an award-winning television journalist who began her career as a reporter at WSLS TV in Roanoke, Virginia in 1974. She moved on to anchor/reporter at WTVR-TV in Richmond in 1976. Her journey to Hampton Roads began in 1978 when she became the anchor at WVEC-TV, where she was the area's first television medical reporter. In 1990 she moved to anchor at WTKR TV. After more than 20 years in television news, Jane entered the public relations field to serve as the Public Affairs Director at Eastern Virginia Medical School from 1998 until 2003. She has a Bachelor of Arts degree in English from the University of Maryland. Gardner lives in Norfolk with her husband, Gary. •

**For more information, call 757-333-6200.
To register, go to reservations.chrysler.org.**

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everything JFS does in the community. It was never a question in my mind that JFS was where I wanted to be. For us, it's all about family and community and leaving a legacy for our children."

Greg adds, "Any time you have kids, you start thinking more generously. We're thinking about what kind of example we want to set for our children and what kind of values we want them to have. We're trying to make their community better.

"I continually come across people in the community," continues Greg, "who are not Jewish and are very familiar with what JFS does. To me, that makes the agency even more compelling – I feel like we're supporting the greater community through JFS."

Ashley is currently a board and executive committee member of JFS. She and Greg live in Virginia Beach with their three children – Ascher, age 8, and twins Avi and Shai, age 5. •

JFS Board of Directors 2017 - 2018

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*Hebrew Ladies Charity Trustee

Donor saves JFS thousands through coupons

Not everyone who donates to JFS gives in monetary form. At least, not directly. Janna Kestenbaum has been giving of her time and efforts to JFS for years through couponing.

About once a quarter, Janna brings her coupons to JFS and goes shopping with volunteer coordinator, Jody Laibstain, to stock the JFS Food Pantry. Laibstain estimates that each shopping trip yields about \$1000 worth of food – for free – to stock the pantry and help feed many in our community. Many of the items purchased are things JFS wouldn't normally get through regular food donations, such as meat, frozen vegetables, etc.

Personal struggles made lasting impression

Janna says, "Although I can't remember learning about couponing at my mother's knee, I certainly learned about frugality. I was a divorced mother of a toddler when I became more focused on stretching my paycheck. I remember turning in aluminum cans for recycling just to have enough money to buy some fresh fruit for my child. The personal struggles I had at that time made a profound impression on me. Eliminating hunger in a land of abundance became my personal mission. That was

almost 30 years ago."

Janna continues, "I learned from my mom to stock up on things when they were on sale or clearance, so once I found out how to get coupons in quan-

"Eliminating hunger in a land of abundance became my personal mission."

ties years later, I started to practice what has come to be called "extreme couponing." With careful planning and research, I strategized how to get the maximum merchandise for the least amount of money. Eventually I built a binder system to organize my couponing enterprise."

While most people coupon for just themselves and their family, Janna found that a side effect of getting groceries and non-food items for a lot less was that her family didn't necessarily utilize all those items, either because the quantity was beyond their needs, or they personally didn't care for everything. Consequently, a stockpile for donation was born. Janna says, "It didn't take long before I was filling my car a few times over with donations for the Food Pantry at least four to five times each year."

"JFS won my allegiance"

About six years ago, Janna started donating her time and coupons to JFS. "JFS considers their clients as individuals with their own needs and tastes, and allows them to select the foods they will be able to use. So it was the business model of the JFS Food Pantry, as well as the way clients are shown dignity and humanity, that resonated with me and won my allegiance to JFS."

Janna says, "There is a commitment of time and effort which varies a lot but is always a necessary component. Sometimes I have friends help me by being a second shopper to double the couponing success in the same amount of time. I really appreciate that kind of help. As a result of these efforts, I've been able to triple my buying power and that brings me great satisfaction."

Janna urges everyone to donate to the JFS Food Pantry, explaining, "Most of us can manage some canned goods or dry goods added to our regular grocery list. There's always something on sale. Split a case or a multipack, browse your home pantry, do a collection at work. Imagine that you are an instrument of God's love. If one is sure of a comfortable existence, be just as sure that others can use your help." •

3 Easy Ways to support JFS

Shop on AmazonSmile

Did you know that you can support JFS when you shop on Amazon? Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to JFS! AmazonSmile is the same Amazon you know – same products, same prices, same service! Go to [smile.amazon.com](https://www.smile.amazon.com) and select Jewish Family Service to receive the donation and go shopping! Every eligible purchase you make at [smile.amazon.com](https://www.smile.amazon.com) will result in a donation to JFS.

Use Your Kroger card

Have you linked your Kroger card to JFS? It's easy to do! Just visit www.kroger.com and log in to your account (or create a new one if necessary). Click on Community/Community Rewards and follow the steps to link your card to Jewish Family Service of Tidewater. JFS receives a quarterly check from Kroger based on the shopping you do every time you visit.

Donate to our Food Pantries

Our Food Pantries are always in need of non-perishable food and toiletries. Boxed cereal, peanut butter, canned tuna, pasta, and canned fruit are always in great demand. Shampoo, soap, and toothpaste are also appreciated. Why not organize a food drive for the upcoming High Holiday season? For more information, contact Jody Laibstain or Maryann Kettyle at 757-321-2222.



Jewish Family Service of Tidewater

5000 Corporate Woods Drive
Suite 400
Virginia Beach, VA 23462

*On the Reba and Sam Sandler Family Campus
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**Please give to the
United Way.**



United Way donations were down last year and as a result, Jewish Family Service's funding was reduced. Your help is needed NOW more than ever!

We urge you to guarantee that JFS can continue providing the vital programs and quality services to those in need in Hampton Roads through your **direct designation to JFS.**

Thank you for your support!

