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FOR IMMEDIATE RELEASE
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Teen Fundraisers Inspire Adults, Develop Leadership Skills at Jewish Federation's Annual Super Sunday Phonathon

Super Sunday volunteers reach out to 3,000 community members in one day

(Portland, Oregon – November 15, 2006) -- On Sunday, December 3, 2006, some 20 teen volunteers will take a few hours from their day to do something that most adults still find hard: to ask others to donate money for a good cause. Their presence at Jewish Federation's annual *Super Sunday Just Say Yes!* phonathon is just one part of their year of service on the Oregon Jewish Community Youth Foundation (OJCYF), an initiative of the Oregon Jewish Community Foundation (OJCF). As telephone solicitors raising funds for needy families, mental health counseling, the frail elderly, and for Jewish education and culture, these young leaders have proven they can make a difference -- and inspire the more seasoned volunteers, too. The Youth Foundation teenagers are slated to make calls from 3:30 p.m. to 5:30 p.m from Hoffmann Hall on the PSU campus.

"The first few calls I made last year, I remember thinking as the phone was ringing...don't answer! But, when I thought about the goal for the day, to help Federation raise money for the needy, I realized I could overcome my fears. After I got a couple of people to say yes to \$25 donations, I was ready to try asking for \$100," commented Blake Morell, 15 years of age and a sophomore at Catlin Gabel High School. Morell is in his third year on the OJCYF and is also serving on the *Super Sunday* Planning Committee. "It's great to be given the chance to do things kids don't usually do, to be able to learn

about how our community works and where we fit in,” he added. “We get to learn from top leaders, and then tell our parents things they didn’t even know about our community non-profits.”

The *Super Sunday* phonathon, sponsored by the Jewish Federation of Greater Portland, will be held on Dec 3, 2006 from 9:30 a.m. to 5:30 p.m.. Every shift includes solicitor training, delicious snacks, visiting with friends, and a chance to win door prizes. Free parking and childcare are provided. It is one of the most important fundraising events of Jewish Federation’s Annual Campaign, bringing together 125+ volunteers in four two-hour shifts to place calls to 3,000 community members. The event is co-chaired by volunteers Avrel Nudelman and Julie Diamond. It’s a day of education and discussion between callers and donors about the needs of the Jewish community. Last year’s event raised a record \$200,000. The Annual Campaign totaled \$4.1 million, and helps to support local agencies such as the Mittleman Jewish Community Center, the Robison Jewish Health Center, and Oregon Jewish Museum. Funds distributed overseas support social services in Israel and provide assistance in over 70 countries around the world. The Annual Campaign provides aid to Jews and non-Jews, as well.

“*Super Sunday* is a fun, social and inspirational event. For many of those called, it’s the only time during the year when they talk one on one with someone who can speak to a wide range of news and needs in our Jewish community,” explains Jewish Federation Executive Vice President Charles Schiffman. “For example, this year we’ll provide updates on Israel since last summer’s war with Lebanon. Having the Youth Foundation teens making calls alongside our ‘regular’ volunteers is just so exciting. Everyone in the room is uplifted by being witness to this new generation of leaders who are springing up before our eyes.”

The OJCF Youth Foundation has sparked interest among business leaders too, including Jordan Schnitzer of Harsch Investments. Schnitzer provided underwriting for the Youth Foundation to attend the first ever National Jewish Youth Funders Conference in Denver last year. As a result, the Youth Foundation’s board of 26 high school students is more ambitious than ever. They have set a goal to raise \$50,000 through personal solicitations, corporate sponsorships, a benefit dinner/auction and a teen dance. During

the year, in addition to fundraising, the students review grant applications, make site visits and reach decisions on fund allocations. The board includes teen representatives from all the major regional synagogues.

Last year's group of 12 high school students raised and awarded \$12,000. The students made grants to both Jewish and non-Jewish nonprofits, covering everything from fine arts to *p:ear*, an organization that “builds positive relationships with homeless youth through education, art and recreation to affirm personal worth and create more meaningful and healthier lives.” Many of last year's student participants have returned to serve another year.

“*Super Sunday* is a wonderful learning opportunity for these kids. They are thrilled when they are successful and bring in donations, and they energize the room by their presence,” says John Moss, executive director of OJCYF and the driving force behind the development of the OJCF Youth Foundation. “Youth philanthropy is a growing trend. It's wonderful because we see that these high school students ‘teach up’ to all of us. When we see teens doing outreach, asking for donations, serving as volunteers like this, we know that the community will be in good hands in the future.”

For more information on OJCF and the Youth Foundation, call (503)-248-9328, www.ojcf.org. For more information on Jewish Federation of Greater Portland or to volunteer at *Super Sunday*, call 503-245-5641, www.jewishportland.org.

Jewish Federation of Greater Portland -- The mission of the Jewish Federation of Greater Portland is to assure the building and strengthening of the Jewish community locally, nationally, overseas and in Israel, in accordance with Jewish values. The Federation's annual fundraising campaign supports integral social service programs and is the largest annual fundraising endeavor in the Jewish community. The Jewish Federation of Greater Portland was founded in 1920 and is a 501(c)(3) nonprofit organization. www.jewishportland.org.

Oregon Jewish Community Foundation (OJCF) and Youth Foundation (OJCYF) -- The Oregon Jewish Community Foundation is a nonprofit community endowment organization that brings people together who care deeply about their community, and who believe that one person can help “repair the world” (Tikkun Olam). The Oregon Jewish Community Youth Foundation is an initiative of the Oregon Jewish Community Foundation. By involving Jewish teenagers of the greater Portland area in the fundraising, allocation, and distribution of money to both Jewish and secular non-profit organizations, OJCYF teaches its youth of the challenges and rewards of philanthropy while instilling in them a sense of responsibility in community. www.ojcf.org.

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