Best Strokes celebrates its fifth annual The Big Reveal.

❖ Every ticket sold receives a chance to win an amazing door prize – a cocktail ring valued at $3,400.
❖ We have added an Art Walk – shop local artisans who will donate a portion of their sales to Hadassah.
❖ You might be the lucky winner of the Treasure Chest, with over $10,000 worth of fabulous items.

Get your tickets now, before they sell out. It’s easy to use credit cards on our website: https://www.beststrokesatlanta.org/ to buy tickets, make a donation or become a Sponsor. Or you can call the office at 678.443.2961.

Thirty-five brave women and men, all Survivors of breast or ovarian cancer, make this event possible. Their torsos were painted by professional artists and photographed by professional photographers, all of whom donated their time to this event. The art is printed on canvas, which you will see for the very first time at The Big Reveal. Come share in the magical experience and celebrate what our Hadassah dollars do – help give us more Survivors.
PRESIDENT’S MESSAGE

PRESS THE REFRESH

I am incredibly excited to begin my role as Chapter President of Hadassah Greater Atlanta. I have worn many hats in our organization on both the chapter and group levels. I’ve worked with and met the nicest women at every juncture. I’ve had leaders mentor, teach and encourage me every step of the way. And it all started with an invitation to book club. I’ll tell you the story another time.

Entering into 2019 and my position as Chapter President, I have two goals: (1) to continue the efforts of our past presidents and (2) to create new outroads for the Chapter. In order to do this, we must “press the refresh button” – look at what we have been doing and how we’ve been doing it, evaluate the return on our efforts, and update what we can with a fresh set of eyes. It’s a natural evolution. This is how we remain relevant in our community and, dare I say, grow.

In order to accomplish this, our Chapter Board will focus on community outreach; promoting leadership within our organization; membership, creating new avenues to attract members and keep established membership excited and appreciated; and, finally, divulging the best kept secret in Atlanta: Hadassah.

Community outreach: Our Past President Sheila Dalmat has set us on a path to expanding our networking throughout the community. We will continue on this path and form mutually beneficial partnerships with other organizations. This is a way to give Hadassah the exposure we need both within and outside our own numbers and also to raise more money.

Leadership: As the age demographic within our Chapter widens, we need to create new leaders. The many current leaders we have must step up and take the responsibility of reaching out to include and educate our members. Every member must know that she makes a difference and is able to take on leadership positions – and that we have strong leaders to guide her along the way.

Membership: Our focus is two-fold – recruitment and maintenance of interested, excited members. Every member is a needed thread in the tapestry of Hadassah. Programming should be as diverse as our membership. We can learn a lot from each other, while building new friendships.

Divulging the best kept secret in Atlanta: No, I don’t mean where the Housewives of Atlanta go for dinner! I mean getting our name out there. We know what we do, how far-reaching our charitable acts are. We know our diversity in serving a diverse population all over the world with a diverse team of doctors and staff. We know that our research is the best in the world, that we share our knowledge around the globe, that we are a “bridge to peace,” that we advocate right here in the US for people to be able to live their best possible lives. Now let’s pass that on, not only in the Jewish community but to everyone.

Yes, you might think I have quite ambitious goals; but I am certain everything I have mentioned is do-able. Each goal is do-able because I work with the most amazing women – the women of Atlanta Hadassah, who know the specialness of our organization. It is all do-able because of the leaders who came before me, forming the beams of our infrastructure. It is do-able because We Are the Women Who Do...with passion and an energy that cannot be surpassed.

And if we haven’t met yet, introduce yourself – but be prepared, because I am a hugger!

Michele Weiner-Merbaum
President, Hadassah Greater Atlanta
UPCOMING EVENTS

Almost Chopped: Hadassah’s IncrEDIBLE Cooking Competition

We’re Looking for Your Team!

Last year’s winners, the team Samantha Lives Next Door (photo on the left), will be defending their title in this year’s contest. Will yours be one of the three teams of Chef-testants* chosen to compete with them?

[*A Chef-testant is a non-professional home cook. A team consists of a Chef-testant and a sous chef, also a non-professional home cook. Each team will also have a runner provided by the organizers.]

Teams will compete in two rounds of cooking: an appetizer and a main dish. Each round is 30 minutes. Chef-testants must take the baskets filled with mystery ingredients, along with the tools and pantry items provided, to create something that will WOW the judges. Teams will be judged on creativity, plating, taste, and use of ingredients.

The program raises funds for awareness, research and treatment of ALS (Lou Gehrig’s Disease), Parkinson’s, Alzheimer’s and Multiple Sclerosis at Hadassah Medical Organization in Jerusalem. Each team will be responsible for soliciting pledges by appealing to family, friends and associates. Members of Hadassah Greater Atlanta will be assigned to assist the teams with their fundraising. The team raising the most money will receive extra points.

Are you up for the challenge? If you or someone you know would like to be considered for participation, please contact Barbara Lang, at bphlang@gmail.com or Marni Hoffman, at mrh869@msn.com.
ONGOING ATLANTA CHAPTER PROGRAMS

GAH Study Group – Jews of the World

Since beginning in April 2014, Hadassah Greater Atlanta’s Study Group has completed a study of Jews in most of the Muslim countries; and have moved on to study the Jews of the World.

We meet on the fourth Friday of the month (or sometimes the third or fifth), from 10:30 AM-12:00 noon in group members’ homes, when possible. Our discussions are led by one of our members and are thought-provoking and very lively. We also have great snacks and schmoozing!

Upcoming meeting dates with topics and discussion leaders:
- February 22 – Switzerland; Barbara Lang
- March 22 – Austria; Anne Grabois-Davis

New participants are always welcome. If you are interested in attending, please email Sybil Ginsburg, Chair, at sginsbu@emory.edu. Let us know if you have interest in the history of the Jewish people in a particular country.

GROUP ACTIVITIES

Hadassah Greater Atlanta is comprised of five groups and the Associates. Although the chapter sponsors a number of programs, including the "Check It Out®" breast health awareness and education program for teens and the Marian F. Perling Chesed Student Awards, most of our day-to-day are conducted at the group level.

Hadassah Greater Atlanta women, while members of the chapter, are generally affiliated with a group. Our groups are organized roughly according to age, location or profession/interest, although all members are welcome at any chapter or group meeting or event. No matter your preference, at least one of Hadassah Greater Atlanta’s groups is right for you.

For a complete listing of chapter and group activities visit www.hadassah.org/atlanta.
The Health Professionals group of Hadassah Greater Atlanta includes members of all ages from all over the metro Atlanta area. Our members are not only health care professionals and wellness practitioners but all women who have a strong commitment to health and social action initiatives. Our meetings center around health care topics, activism, and proactive change, accompanied by food and upbeat community. We meet in various venues around the Atlanta area. For more information, please contact Ellen Sichel at ellen@customcalm.com.

UPCOMING EVENT
Sunday, February 10 – Sip ‘n’ Nosh! Wine Tasting. At Total Wine, 24 Perimeter Center West, Atlanta 30346. Please bring ½ lb cheese of any kind, sliced and ready to serve, with a card identifying the type of cheese. Come by 12:45; the program will begin promptly at 1:00 p.m. Cost: $7. RSVP to Vivian Gerow, viviang.hadassah@gmail.com.

Cards and Certificates: Do you need greeting cards or certificates to mark a special occasion? We have Get Well, Sympathy, Birthday, Mazel Tov and blank cards. Cards sell for $2 each or 6 for $10. We will mail each card for an additional $1. Carolyn Winney is ready to help you with just the right thing. Contact her at cmamasan3@earthlink.net or 678/557-3760.

For more information about the Health Professionals and to view photos, click here. Like us on Facebook

The Mount Scopus Group includes women living mostly in Northeast Atlanta: Toco Hills, Intown, Decatur, Northlake and Stone Mountain. Programming is planned for daytime and evenings.

Sunday, February 10 – Installation of 2019 Officers. At the home of Sondra Epstein.

Evening Study Group:
Wednesday, February 6 – Speaker: Rabbi Lydia Medwin, The Temple; topic “Jewish mysticism”
All meetings take place at 7:30 p.m. at the home of Lois Cohen. RSVP to her at 404/636-8434, amcohen@mindspring.com.

HMO CARDS AND CERTIFICATES
Purchase HMO cards by contacting Regine Rosenfelder at 404/633-1849 or Gine@aol.com. Help support Hadassah's great work by purchasing cards and certificates for all occasions. Purchase certificates through the Hadassah Hub: Super South office. Call 678/443-2961 to place your orders. Remember to identify yourself as a Mt. Scopus member.

For more information about Mt. Scopus and to view photos, click here. Like us on Facebook
Metulla members reside in Dunwoody, Roswell, Norcross, Alpharetta, Duluth, Cumming and Suwanee. Events and programs are held in the daytime, evenings, weekdays and Sundays. Programming is varied and includes mitzvah projects, monthly book review club meetings, theater parties, new membership brunch, Mah Jongg tournaments, Fashion Show/Silent Auction luncheon, Chai Society Tea, and gift wrapping during the holiday season. For more information, please contact Anita Otero at 404/403-8121, anitaoterog@gmail.com

UPCOMING EVENTS
Thursday, February 14 – Rabbi Solish, speaking on “A Jewish Love Story.” At the home of Sandye Charlop, 1840 Gramercy Drive, Dunwoody. 11:00 a.m.

Wednesday, February 27 – Theater Party! “Driving Miss Daisy,” the beloved play by Alfred Uhry based on his grandmother’s life in the Morningside section of Atlanta! At GA Ensemble Theatre, 950 Forrest Street, Roswell 30075. Arrive by 7; play begins at 7:30. Tickets $18; checks must be received by Feb. 18. Send to Anita Walters, 2650 Nesbitt Crossing Way, Duluth 30096. Contact Gail Golden at gailgolden@comcast.net or 770/457-3335 for more details.

ON THE SAME PAGE Book Club:
Friday, February 8 – The Tell, by Linda Meyers. At the home of Judy Feldstein, 425 Wembley Circle, Sandy Springs 30328.
For more information: Barbara Shoulberg, brsgolf1@mellsouth.net, 770/815-8552.

Cards and Certificates: Buying Hadassah greeting cards and certificates supports Hadassah’s important work as you purchase something that is always needed. Cards (for all occasions) begin at $2 each. Certificates (“in honor of” or “in memory of”) are available at every category of giving and sharing, starting at $5 each. To purchase a card or certificate, contact Terry Nordin at terrynordin@comcast.net or call her at 770/395-7712.

For more information about Metulla and to view photos, click here. Check out our newsletter. Like us on Facebook.
UPCOMING EVENT
Sunday, February 17 – Ketura Goes to the Movies. Join Ketura at the Atlanta Jewish Film Festival to see the movie 93Queen, a film about ultra-Orthodox women who create New York’s first all-female ambulance corps. At the City Springs Theater in Sandy Springs. Attendees are responsible for purchasing their own tickets. Meet in the lobby an hour prior to the movie. After the movie, those who want to will have dinner at Canton Cooks, on Hammond Drive.

SAVE THESE DATES!
Sunday, March 24 – Mitzvah Day at Berman Commons. Ketura’s annual Mitzvah Day at Berman Commons, showing Anita, from a previous AJFF, for residents and Hadassah members.

April (date TBD) – Passover Cooking Demonstration

Tuesday, May 7 – Holocaust Presentation by Leora Wollner

Wednesday, June 19 – Visit to the CDC

Sunday, July 21 – Annual Pool Party and Dinner

Watch for details on all these exciting events in future Ketura emails!

Ketura Book Groups
Daytime Group: Meetings take place every other month at 10:30 a.m. at the Sandy Springs Diner, 8612 Roswell Road, Sandy Springs 30350. Contact Edie Friedman at ediee5@hotmail.com for more information.

Thursday, February 21 – A Gentleman In Moscow, by Amor Towles

Anyone interested in starting a new evening book group is asked to call Maxine Schein at 678/794-2597 or email her at maxine.ketura@gmail.com.

HMO Cards and Certificates: Help support Hadassah’s great work all year long by purchasing greeting cards and certificates for all occasions. Helen Ehrlich is ready to help you with all your greeting card and certificate needs. Contact her at 404/402-8416 or helenrehrlich@gmail.com.

Knit and Crochet: Knit/Crochet meets on the second Tuesday of each month from 7:30 until 9 or 9:30 p.m., at various locations. Any beginner or experienced knitter or crocheter is welcome to join the group. Hats, scarves, shawls, slippers, lap blankets, sweaters, mittens, socks – we welcome your handiwork. It must be machine washable and dryable only – no wool. Items are donated to the Mary Hall Freedom House and various hospices throughout the Atlanta area. Our next meetings will be on Tuesday, February 12, at the home of Reba Herzfeld, 4798 Summerset Lane, Dunwoody 30338. For more information, please call or email Reba Herzfeld at 770/394-3731 (H) or 404/403-0567 (C) or rebareneekay@aol.com.

For more information about Ketura and to view photos, click here. Like us on Facebook.
MEMBERSHIP MATTERS

As a Hadassah member, you will join a community of caring and powerful women, where there are endless ways to make an impact—a place where you can put Jewish values into action and connect with Israel. And as a life member, you’ll be a part of it always.

Click here for a membership form.
For questions or more information, please contact HGA Membership VP Nancy Schwartz at nshadassah2016@comcast.net

Hadassah Associates

Hadassah Associates are men who stand in support of Hadassah’s mission to advance medical research, healing, and education. The Associates promote innovative activities, fundraising opportunities and education designed for men in their local areas to reach these mission goals.

Join our fellowship of over 33,000 men who support Hadassah’s lifesaving work. Support our practical approach to Zionism—making lives better here, in Israel and around the world.

Click here for a membership form.
HGA in the ATL

JCC Maccabi Games Coming to Atlanta

From July 28 to August 2, Atlanta will host the JCC Maccabi Games, an exciting event that involves teen athletes from around the world. With Hadassah Greater Atlanta as a community partner, Hadassah women are encouraged to get involved in this incredible opportunity for Atlanta – Jewishly, civically, and beyond. Hosting the Games calls on the entire Atlanta community to provide a Beyond Sports experience for everyone involved. The Games is expected to reach some 1,200 volunteers; 500-600 host families; 400 local athletes and over 1200 visiting athletes and coaches.

The JCC Maccabi Games, established in 1982, aims to foster Jewish identity while developing national interest in Olympic sports through the Jewish Community Centers Association (JCCA) affiliation with the U.S. Olympic Committee. Jewish youth aged 13-16 compete in over a dozen different sports, including volleyball, in-line hockey, swimming, tennis and lacrosse.

Please click here to find out information on trying out and get more details about the Games.

Hadassah at the Atlanta Jewish Life Festival

On January 13, the Atlanta Jewish Times presented the first-ever Atlanta Jewish Life Festival (AJLF) at the Georgia Aquarium. The single-day event was a celebration of Jewish culture and specifically of Atlanta’s Jewish community. Hundreds of attendees enjoyed a day of live performances, traditional foods, wine tastings, Judaic art, and a community bazaar that highlighted dozens of Atlanta Jewish organizations.

Hadassah Greater Atlanta had a strong presence at one of the tables set up in the “Kibbutz” (community expo area) in the Ocean Ballroom. President Michele Weiner-Merbaum and Membership VP Nancy Schwartz represented HGA, with stand-ups highlighting Hadassah’s recent history, National Hadassah brochures, and information highlighting local programs and upcoming events. There was also a raffle offering two tickets to the GA Ensemble Theatre, donated by the Metulla Group. It was a busy afternoon for Michele and Nancy, with close to 100 visitors stopping by the table.
Atlanta Jewish Music Festival 2019

AJMF Embraces New Direction with Jewish Contributions to Music

Now in its tenth season and under new leadership, the Atlanta Jewish Music Festival (AJMF) is excited to announce its new theme “Jewish Contributions to Music” as the fest decidedly takes on a new direction. This year’s fest will specifically nod to Jewish contributions to American music with a specially curated lineup featuring Grammy winning artists, up and coming bands, historian presentations and a salute to both Leonard Bernstein and the Academy Awards. AJMF will take place March 7 - 17 at various venues around metro Atlanta.

“This year’s festival will excite and engage the entire Atlanta community (both Jewish and at-large),” said AJMF Director Joe Alterman. “In a departure from the past, we’re choosing to feature a single theme throughout the fest - ‘Jewish Contributions to Music.’ We're excited to showcase artists who best reflect the rich cultural heritage and contributions Jewish people (both by themselves and in collaboration with others) have made to the world of music, as well as the stories behind the songs.”

The perfect date night for jazz, classical and broadway lovers:
AJMF brings the Grammy winning Bill Charlap Trio to Atlanta (March 7, Atlanta History Center) for a fantastic opening night performance featuring their Grammy nominated album Somewhere: The Songs of Leonard Bernstein.
This performance is perfect for jazz, classical and musical theatre aficionados alike. The Bill Charlap Trio featuring bassist Peter Washington and drummer Kenny Washington, is recognized as one of the leading groups in jazz. Time magazine wrote, “Bill Charlap approaches a song the way a lover approaches his beloved...no matter how imaginative or surprising his take on a song is, he invariably zeroes in on its essence.”

Funky soul pop pushes audiences to re-define Jewish music
Brother/sister musical phenomenon Clyde and Gracie Lawrence are the leads of eight-piece soul-pop band Lawrence. The band’s sophomore album Living Room, was released in September 2018 and promptly reached #2 on the iTunes R&B/Soul chart, earned a featured placement on Spotify’s “New Music Friday” playlist, and led the band to its late-night television debut on NBC’s Last Call with Carson Daly. This cool show is perfect for fans of funk and jam bands.

An intellectual journey entertains and educates
This year’s festival aims to not only entertain, but educate audiences as well. Well known musician and historian Ben Sidran presents his comprehensive social history of Jewish contributions to American popular music in the twentieth century There Was A Fire: Jews, Music and the American Dream. Ben Sidran is widely recognized as the host of National Public Radio’s landmark jazz series “Jazz Alive”, which received a Peabody Award, and as the host of VH-1 television’s “New Visions” series, which received the Ace Award for best music series. A pianist, producer, singer and composer, he has recorded more than thirty solo albums, including the Grammy nominated Concert for Garcia Lorca.
Sidran uses his first person experience to frame the story behind the story of Jews in American popular music.

As the largest Jewish music festival in the South, Atlanta Jewish Music Festival (AJMF) shares and celebrates Jewish heritage through quality music and artistic experiences. AJMF’s resounding annual Spring Festival showcases artists who best reflect the rich cultural heritage and contributions Jewish people have made to the world of music.

For more information and to view the entire lineup visit www.atlantajmf.org.
## Center for Israel Education

### Learn with the Center for Israel Education about Modern Israel

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<th>The Atlanta-based non-profit <strong>Center for Israel Education (CIE)</strong> is the largest online Israel content provider in North America. Led by Professor Kenneth W. Stein, CIE writes curriculum, conducts seminars, professional days, webinars and online courses, all related to modern Israel, its people, politics and culture. <a href="http://www.israeled.org">www.israeled.org</a></th>
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## ON-GOING

### IDEAL© Israel Direct Education and Learning (6-part online course)

With growing concern over the impact of the BDS movement on North American college campuses and the documented distancing from Israel among younger Jews in the Diaspora, IDEAL© will enhance knowledge of Israel for teens and adults alike. Learn more at [www.israeled.org/ideal](http://www.israeled.org/ideal)

## Jewish Interest Free Loan of Atlanta

Since 2010, JIFLA (Jewish Interest Free Loan of Atlanta) has approved over 100 interest free loans throughout the Jewish community. Our interest-free loans serve as a safety net for Atlanta Jews facing financial obstacles or crises as a result of losing their independence and capacity to fulfill their potential as professionals, citizens and mothers. Examples of a JIFLA loan include car repair, health care and living expense, special needs, and professional development, fertility and adoption loans. In order to raise awareness and better serve the community, we have established partnerships with Jewish Abilities Alliance (JAA) and Jewish Fertility Foundation (JFF) and are eager to join forces with other community agencies as well.

If you or someone you know have had family reversals or health issues or find yourself in a temporary financially challenging situation, or to get involved with JIFLA, please contact the office at [FreeLoan@jifla.org](mailto:FreeLoan@jifla.org) or **470/268-5665**. More details at [http://jifla.org](http://jifla.org).
Advocacy is central to Hadassah’s mission. From supporting the creation of the State of Israel and selling war bonds, to championing stem cell research and women’s health equity, Hadassah has a proud history of advocacy on issues important to women and the Jewish community.

**Georgia’s 2019 Legislative session** opened on January 14 and will end on April 30. This year brings major changes, with the inauguration of Governor Kemp and other state officials, as well as State Senate and General Assembly members. To learn who your State Senator and House Representative is, click on the highlighted links.

Several important initiatives are planned, including removing the need for a concealed gun carry permit. You can check out Hadassah’s position on Common Sense Gun Legislation, calling for stronger gun control legislation and enforcement of current laws to protect our communities and our nation from gun violence.

AARP is calling for passage of the Family Caregivers Act, requiring hospitals to provide education and in-hand instruction on medical tasks that can be performed at home. From recent personal experience, I know that good discharge preparation and discharge instructions are sorely needed and not always available. Hadassah policy supports caregivers and has information for caregivers can be found here.

In Washington, Hadassah expanded domestic advocacy efforts with the opening last October of a Government Relations Office in Washington, DC. Karen Paikin Barall was appointed as Director of Government Relations. Hadassah’s DC office will educate, activate and mobilize its membership, serving as a hub to harness grassroots engagement and maximize advocacy impact.

Ellen Herskin, National Hadassah President, explained the reason for the Washington office: “Investments in medical research and care save countless lives. By educating policymakers on both sides of the aisle about the work of the Hadassah Medical Organization and Hadassah’s policy priorities, the DC office will magnify our voice in Congress, as well as with federal agencies and partner organizations.” Barall explained her role as “representing Hadassah as we make the case for Israel, fight increasing anti-Semitism around the world, and promote women’s health equity at home. I know that our success will bring in a new generation of Hadassah members who share our values and vision and are energized to support an organization reshaping the future of Zionist and women’s health advocacy.”

The Coalition for Women’s Health Equity works to eliminate disparities in prevention, research, funding and quality of care for women. Hadassah’s DC office will strengthen the influence of the Coalition and solidify key congressional relationships to further women’s health equity policy.

**Interested in getting involved?** Join the Hadassah Advocacy Committee by contacting Anne Grbois-Davis at 678/591-7823 or shalomallga@gmail.com.

**If you are interested in breaking news and urgent action alerts, please sign-up for our Email Action Network.**
We have many, many giving opportunities to help each of you find your way to support Hadassah.

Cards and Certificates

Commemorate a special occasion and support Hadassah at the same time by sending Hadassah cards and certificates. Attractive greeting cards and certificates for all occasions are available from the Hadassah HUB office (678/443-2961) or from your Group’s Card/Certificate Chair. Cards are $2.00 each; and “In Memory Of” or “In Honor Of” certificates are available for donations of $10.00 and up. Certificates can also be ordered easily online at www.hadassah.org.

Jewish National Fund- Plant Trees in Israel

Hadassah's newest initiative, in partnership with Jewish National Fund (JNF-KKL), is the Greening of the Negev Project. This project involves funding seven new communities in the Negev, greening an army base in the south and completing the forest in the Be'er Sheva River Park. The tree(s) purchased will be planted to help this project. All donations will be recognized with this meaningful certificate in appreciation.

Trees are now $18 each or $36 for a three-tree certificate and may be ordered through the Hadassah HUB office by mail (with check payable to “Hadassah”) or by phone (678/443-2961) with a credit card. Trees may also be purchased online.
Keepers of the Gate ANNUAL GIVING

Annual givers provide a significant, reliable source of funds to support the ongoing costs of Hadassah’s projects. Annual givers can choose to give to Hadassah’s greatest needs or designate their gifts to a Hadassah project.

Keepers of the Gate is a recurring gift program for donors who contribute $1,000 or more annually. Each Keeper receives a lovely pin.

Find more details plus an enrollment form HERE.

Chai Society ANNUAL GIVING

The Chai Society is a recurring gift program that lets you choose where you want to make your financial impact! Giving levels for Chai Society are $15/month (or $180 - $359 annually) and Silver Chai Society are $30/month (or $360 - $999 annually).

Each member of the Chai Society will receive this lovely pin. Find more details plus an enrollment form HERE.

If you are currently a Circle of Recognition member at the “Heroine” level ($100/year), please consider “stepping up” to the Chai Society (minimum $180/year) at this time.
David Ben Gurion asked Hadassah to build a new, modern medical center in West Jerusalem that would be the finest in the Middle East. In June 1961, a magnificent hill of healing opened in Ein Kerem overlooking the majestic Judean hills. The centerpiece of the campus was the Round Building. Our mothers, grandmothers, aunts and many, many others built this incredible medical center, and now it our turn to expand and modernize it.

In July 2017, HWZOA committed to try to raise $91.2 million to renovate the Round Building. This is the first phase of Hadassah’s vision to reimagine the Ein Kerem Campus and HMO. It’s about compassion; it’s about healing; it’s about life; it’s also about a 360 degree vision in a changing world.

Find brochures, video (https://vimeo.com/252057412), information and ideas in myHadassah (http://www.hadassah.org/myhadassah/resources/fundraising-360-degrees-of.html) to help support 360 Degrees of Healing, The Full Circle Campaign for HMO! For more information, contact Donor Services at 1-800-928-0685, 360degrees@hadassah.org.
ANNUAL GIVING

BEST STROKES Artwork Still Available to Benefit Breast Cancer Research

Get Your Best Strokes Art and Gear at www.atlanta-hadassah.pixels.com to help raise funds for breast cancer research. Your purchases through Fine Art America will help to support breast cancer and genetic research programs at Hadassah Hospital and breast cancer education, advocacy and prevention in the United States. There are 143 works of art that can be ordered in various formats, sizes and prices. Purchase stretched canvases, fine art prints, greeting cards, notebooks, phone cases, tote bags, pouches, throw pillows, duvet covers, shower curtains, towels, battery chargers, coffee mugs, t-shirts, yoga mats and more.


Charitable Gift Annuity: Turn Your Generosity into Lifetime payments for You or a Loved One

A charitable gift annuity is a popular way to make a gift to Hadassah and enjoy payments for yourself at the same time. You make a gift of cash or securities of $5,000 or more and will receive a fixed amount quarterly for the rest of your life. The payout rate is fixed when you establish the annuity and remains the same for your lifetime. After your lifetime, the remainder of the annuity is used by Hadassah to support its lifesaving mission. If you yourself do not need the funds, you may establish an annuity as a gift for one or two important people in your life. If you do not need the money today, but are planning ahead for your retirement years, consider a deferred charitable gift annuity. You establish the gift annuity now and elect to start receiving payments at least one year in the future (so long as you are at least 60 years old when the payments start). You can also establish a deferred gift annuity to benefit a loved one. The longer the deferral period, the higher the payout rate and the larger the charitable deduction.

A charitable gift annuity with Hadassah...

♥ will provide you and/or a loved one with fixed payments that are partially tax-free for your life expectancy (or combined life expectancies), regardless of market conditions
♥ may allow you to claim a federal income tax charitable deduction on a portion of your gift in the year you establish the annuity
♥ may allow you to reduce your capital gains tax liability if you establish the annuity with appreciated securities
♥ will help to secure Hadassah’s future, and your own

Rates Have Changed!

New charitable gift annuity rates went into effect Sept. 1.

Contact us for details.

Visit http://plannedgiving.hadassah.org/charitable-gift-annuities for more information on charitable gift annuities.
Earn $$$$$ for Hadassah while you shop!

Hadassah Greater Atlanta is participating in two exciting shopping programs.

**KROGER COMMUNITY REWARDS PROGRAM**

Every time you make a purchase at KROGER and the cashier SWIPES your KROGER card, HADASSAH gets a percentage of your purchase no matter how small. And it works at the Kroger Gas Pumps too!

- If you already have a Kroger Plus Card, you can sign up immediately with our special Hadassah Greater Atlanta organization number **KT098**.
- If you do NOT have a Kroger Plus card, it is so VERY EASY to get one just by stopping in a local Kroger store and asking for one at the CUSTOMER SERVICE DESK.
- Then follow the easy instructions included on our **flyer** and register your card on line.

Please share HGA’s Kroger Community Rewards organization number **KT098** with friends, family and neighbors.

**AMAZON SMILES PROGRAM**

DO shop AmazonSmile and Hadassah Benefits!

2. **Login** using your existing Amazon username and password.
3. Type "**Hadassah**" in the charity search bar, click **Search**.
4. Click **Select** to setup "Hadassah" as your charity of choice.
5. **Shop** [www.smile.amazon.com](http://www.smile.amazon.com) for all your Amazon orders. Amazon will donate 0.5% of your eligible purchases to Hadassah at no extra cost to you.
Endless Beginnings Necklace Supports Research in the Service to Humanity

For a gift of $150* in support of groundbreaking medical research at Hadassah Medical Organization, you can receive this lovely sterling silver necklace edged with cubic zirconias. It is inscribed with the famous quote from Hadassah’s founder, Henrietta Szold, “There is no ending that is not a beginning.”

Proceeds go to support the ongoing lifesaving patient treatment and medical research at Hadassah Medical Organization and count towards your unit’s fundraising goal.

To order, click here

*Note: The necklace has a fair market value of $50. All but the fair market value of the asterisked item noted above is deductible to the extent provided by law. Hadassah intends to respect donors’ wishes regarding this gift, however in accordance with U.S. tax law requirements regarding deductibility of contributions, Hadassah shall have full dominion, control and discretion over this gift (and shall be under no legal obligation to transfer any portion of a gift to or for the use or benefit of any other entity or organization)

Join the 1912 Legacy Society

The 1912 Legacy Society honors our members and friends who are including a gift to Hadassah in their estate plan. We would be gratified and honored to include you in the 1912 Legacy Society if you have:

● Provided for Hadassah in your will or trust.
● Designated Hadassah as beneficiary of a retirement plan, savings bond, bank account, life insurance policy, or other asset.

To become a member of the 1912 Legacy Society, simply complete and return a non-binding Letter of Intent. 1912 Legacy Society members receive an elegant silver “morasha” pin (Legacy in Hebrew) and are recognized in Hadassah’s newsletter.

We are proud to honor our 1912 Legacy Society members! Please consider joining the 25 legacy members from Georgia who have already included a gift to Hadassah in their estate plan.

For more information contact Lisa Smith, Associate Director of Planned Giving & Estates, at 212/303-8099 or LSmith@hadassah.org, or 800/428.8884.
Support Young Judaea Scholarships

Young Judaea depends largely on donations from Hadassah member families like yours. We need your assistance more than ever!

These artist-made Tzedakah Boxes will support Young Judaea Scholarships and are a gift of thanks for a “YJ SCHOLARSHIP” donation to Hadassah of $118. Please print out this page and mail in to Hadassah.

[Image of Tzedakah Box]
HADASSAH SOUTHEASTERN REGION NEWS
Visit www.hadassah.org/southeastern for the latest Hadassah Southeastern Information.

HADASSAH MAGAZINE
Click here to read the latest edition of Hadassah Magazine online for the latest on arts, Israel and Jewish News.

HADASSAH HUB
The office of Hadassah Greater Atlanta is located at:

1050 Crown Pointe Parkway, Suite 500, Atlanta, GA 30338

Hadassah, The Women's Zionist Organization of America, Inc., 40 Wall Street, New York, NY 10005 is registered with the Georgia Secretary of State. The following information will be made available upon request in writing to Hadassah, The Women's Zionist Organization of America, Inc. at 40 Wall Street, New York, NY 10005 /Attn: Finance Department, or by calling (212) 355-7900: (i) a full and fair description of the program for which the solicitation is being made, and if different, a description of the programs and activities of Hadassah and (ii) a copy of Hadassah’s current financial statement. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY ANY STATE/COUNTY.

Charitable deductions are allowed to the extent provided by law. Hadassah intends to respect your wishes regarding this gift, however in accordance with U.S. tax law requirements regarding deductibility of contributions, Hadassah shall have full dominion, control and discretion over this gift.

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