Julie Tarshish at the 2007 JHSUM annual meeting which featured the release of *Prairie Perspectives: Our Jewish Veterans Remember World War II* journal and exhibit.
Dear Friends

A heartfelt thank you to each of you for your support of the Jewish Historical Society of the Upper Midwest. We cannot do it without you.

Your generous gifts have enabled JHSUM to not only survive but thrive through a challenging period. Your donations enabled us to hire our first ever Development Director, Juliana Sellers, whose efforts will strengthen our financial base for continuing and expanding our important work in the future.

Our relationship with Dale Bluestein of PartnershipMEDIA to produce high-quality video storytelling about the Jewish Upper Midwest is also made possible through donor contributions. Dale’s talent and passion for this work uncovers fascinating history and tells these stories beautifully.

We close 2021 continuing to operate under COVID-related restrictions. As a result, all our events, meetings, and programming are currently delivered online. We’ve learned two important things through this necessary pivot:

- **Multiple routes to engagement:** With online programming, we can reach an audience who otherwise would not be part of JHSUM due to geography, mobility or personal preferences.
- **You will adapt with us:** Your willingness to engage with JHSUM in new ways sparks our creativity, funds our efforts and points us to an exciting future.

We’ll take these lessons with us into whatever comes next. While we eagerly look forward to the day when we can again gather in person, we will also continue to deliver diverse, interactive and engaging content online.

The future is exciting, and there are more ways than ever for you to be involved. In addition recently expanding the Board of Directors, we are now reviving specialist committees to focus on areas like marketing, programming, and advancement. Other volunteers have become remote oral historians, capturing history from their home computers.

If you have an interest in any of these areas, please consider these opportunities to volunteer (board membership not required). You can learn about volunteer opportunities at history@jhsum.org, or contact us at 952-381-3360 — we would love to help you find your place with JHSUM.

Again, our thanks to you for your support of the Jewish Historical Society of the Upper Midwest — in the past, in the present, and going forward.

Jamie Heilicher,  
Board President

Robin J. Doroshow,  
Executive Director
2021 Highlights

A look back at the highlights of JHSUM’s work in 2021

**JANUARY 2021**

**Community education class: “Being Jewish in Minnesota”**

In partnership with Jewish Community Action, JHSUM taught a class entitled “Being Jewish in Minnesota” about Jewish experiences past and present, through the community education program of the Robbinsdale Area School district outside of Minneapolis.

**APRIL 2021**

**Video premiere: It Happened Right Here – St. Paul**

This video examines the very early days and history of Jews arriving and creating community in the City of St. Paul.

**MAY 2021**

**Donor Event A Pickle,** presented at Raspberry Island by Minnesota Jewish Theatre Company.

**MAY, AUGUST, NOVEMBER 2021**

**Online panel discussions: “Shared Experiences: Jewish Women and Small Communities”**


**SEPTEMBER 2021**

**Video premiere: It Happened Right Here – Minneapolis**

This video explores the rich history of Jews in Minneapolis.

**NOVEMBER 2021**

**Video premiere: It Happened Right Here – Duluth & The Iron Range**

This video tells the unlikely stories of Jews who landed on the Iron Range and Northern Minnesota, and the lives they made there.

*It Happened Right Here video series is made possible thanks to the funding of Elliot and Eloise Kaplan.*

**ONGOING**

**Research: Collection of oral histories during COVID**

JHSUM continues to document the experiences of clergy members, Jewish organizational leaders and community members during COVID. We’d love to include your story — to learn more and schedule an interview, please contact us at history@jhsum.org.

*Events can be viewed on our YouTube channel at youtube.com/JHSUMchannel*

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**JHSUM DIGITAL IMPACT**

- 3,270 video views on Vimeo and YouTube
- 3,113 visits to JHSUM by 2,216 unique visitors
- Visits are up 227% compared to the previous year
- 1,330 people follow us on Facebook
- 413 people attended our events (in person & Zoom)
Julie Tarshish has a vivid memory of the first event she helped to manage for JHSUM back in 2006: “It was a small event in the senior lounge at the Sabes JCC in Minneapolis,” she recalls. “Right in the middle of the artist’s talk, the projector stopped working. I had to go crawling up the aisle to try to get the technology to work without interrupting things too much. And yes, eventually, I got it to work again.”

Fast-forward to 2021, when we remember with longing the days of in-person artist talks — and perhaps even touchy projectors. Julie has advanced from summer intern during her senior year in college to communications and marketing manager — and the longest-serving of the organization’s three employees.

Along the way, she has:

- Managed three different organizational websites
- Initiated and maintained JHSUM’s presence on social media
- Provided behind the scenes support on many JHSUM journals
- Assisted with many exhibits
- Shepherded a major overhaul of the newsletter
- Transitioned from brick-and-mortar location to fully remote working
- Pivoted to increasing capabilities with Zoom-based events in the age of COVID-19.

Of that last one, Julie is particularly proud: “The best part of this experience [of running events during the pandemic] is how it expands our reach.”

For example, she adds, “One of my favorite Zoom events we’ve run recently was a series on Jewish women in small communities. It started as a one-off, but people really wanted to share more of these stories. So now we’ve done three, and a lot of people are watching the replays on YouTube, tuning in from all over the U.S. I just love how much more accessible we now are.”
During one period of her tenure with JHSUM, Julie was the sole employee: “That was pretty lonely,” she admits.

Since then, Robin Doroshow came onboard as the full-time executive director, and more recently, Julianna Sellers was hired as the first development director.

But that’s it — just three people who work energetically and creatively to make a wide range of programs, events, research projects, partnerships and knowledge-building happen. “I think people would be surprised to know just how small but mighty our team is,” Julie says. “We get a lot done and operate many different ‘departments,’ but it’s just three of us.”

“I think people would be inspired to know that,” she continues. “It means we can move very quickly and turn on a dime when we need to. We don’t get stuck in a huge process. It means donors’ financial support really goes quite far.”

As inspired as she is by the past, Julie is looking forward to the future: “For a couple of years, we were just kind of continuing, and then more recently there’s been a lot of growth,” she explains.

“The organization and the board are figuring out the next phase — there’s a bigger push to have a physical location again, a place for people to visit.”

“JHSUM is in a phoenix stage,” she concludes. “It’s lovely to see that and exciting to be part of it.”
Thank you to our contributors and members for making these achievements possible!

Your ongoing membership and support provides general operating dollars that allow us to share excellent content with you and the broader community as well as preserve our region’s rich Jewish History for future generations.

The following memberships and donations were received from Jan. 1 – Dec. 31, 2021.
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Wishing a speedy recovery to Judy Halper
JHSUM Board and Staff

SAVE THE DATE

Join JHSUM for a fun-filled weekend in Aberdeen, South Dakota
June 16-19, 2022

We will celebrate 105 years of the B’nai Isaac synagogue and the Aberdeen Jewish community — and the release of our latest journal. We will have a Shabbat service in the synagogue, tour the historic downtown, and much more. Details to come. Contact us if you’re thinking of joining us on our SD Jewish regional history adventure!
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Life Memberships are endowed in our L’Dor V’Dor Fund and provide membership support to JHSUM annually during and after the life of the member.

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“We were previously annual members, but as we experienced more of the outstanding programs at JHSUM we decided to expand our support by becoming life members.”

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Endowment gifts ensure that JHSUM can continue our important work into the future and provides stability to our annual operating budget. Our current endowed funds are as follows:

- Founders’ Fund
- Dedicated Fund
- Collections Access Fund
- Bernice Cowl Gordon Fund for the History Journal
- Dr. Linda Mack Schloff Research Award Fund
- Frank and Freda Schochet Fund for JHSUM Publications
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We preserve the name of our Life Members by moving them to the L’Dor V’Dor list when they pass on, thereby linking our generations together and honoring them well into the future.

A L’Dor membership gift is a beautiful way to permanently honor or memorialize family members or friends. Your minimum gift of $1,000 will create a legacy to ensure you and your family members will be a light for future generations.

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Elissa Heilicher
Ira Heilicher
Merle and Audrey Hilliard
Audrey and Herbert Hillman
Marcia Hinitz
Irwin and Alexandra Jacobs
Howard and Zelia Kahn
Al J. Kagan
Naomi (Berman) and Abraham “Dutch” Kastenbaum
Fannie (Shapiro Bubley) and Sam Katz
Hy Kirschner
Florence and Louis Kitsis
Stuart E. Kloner
Edith Lava
Morton Lent
Robert S. “Bob” and Bob and Shirley Mae Lane
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Phil Levin
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Edith Marofsky
Leo and Fern Melzer
Judge Hiram Z. Mendow
George and Edith Nadler
Arthur Naftalin
Mildred Pass
Stanley Perlman
Rose and Jay Phillips
Dena (Markus) and David Pink
Barbara Ratner

Planned Giving

A Planned Gift is a meaningful way to connect the past, present and future together. By including JHSUM in your estate plan, you make a gift that ensures our region’s Jewish stories get preserved and told for generations to come.

If you would like to discuss the benefits of establishing your own endowed fund or legacy giving in general, please contact our Development Director, Juliana Sellers at 612-810-1820 or jsellers@jhsum.org.
When you give, it matters

Your generosity brings the JHSUM mission to life. With each gift, you preserve, interpret and educate our community about the Jewish history in the Upper Midwest.

WAYS TO GIVE

- Become an annual or life member—or make a donation of any amount
- Send a tribute card
- Gift an annual or life membership
- Honor a deceased loved one with a L’Dor V’Dor membership
- Contribute to or create an endowment
- Sponsor a program
- Include JHSUM in your trust, will, retirement account or life insurance
- Make an in-kind donation—or share your talent
- Invite your employer to match your gift

Donate online at jhsum.org/donate or contact our Development Director, Juliana Sellers at 612-810-1820 or jsellers@jhsum.org, to discuss a gift opportunity.

IN-KIND GIFTS

Thank you to the following donors who provided JHSUM with non-cash gifts.

Advance Realty, Inc., Warehouse space
Barbara Bearman, Books
Crossroads Deli, Desserts for Pickle event
Dale Bluestein, Video consulting
Jamie Heilicher, Volunteer CFO & office support
Richard Proman, Judaica

STUDY AID

JHSUM makes every effort to properly acknowledge each of our donors. For corrections or questions, please contact our Development Director, Juliana Sellers at 612-810-1820 or jsellers@jhsum.org.
REVENUES AND EXPENDITURES | 2021

REVENUES
Community Allocations $10,588
General Contributions 23,428
Operating Grants 48,643
Membership 23,866
Earned Income 2,084
Restricted Grants 12,830
Endowment Realized Gain 25,064
TOTAL REVENUE $146,503

EXPENDITURES
Administrative $55,210
Fundraising 15,771
Programming:
  Preservation 2,763
  Interpretation 101,977
  Cost of Goods 2,000
TOTAL EXPENSES $177,721
Net Income (Loss) $(31,218)
Endowment Unrealized Gain 92,074
NET INCOME $60,855

BALANCE SHEET | 2021

ASSETS
Cash and Equivalent $88,616
Endowments 607,054
Equipment 1,629
Inventories 22,129
TOTAL ASSETS $719,428

LIABILITIES
Payables $(251)

EQUITY
Endowment Contributions $373,015
Retained Earnings 285,809
Net Income 60,855
TOTAL EQUITY $719,679
LIABILITIES AND EQUITY $719,428