

**Media Release**  
**Jewish Foundation of Memphis**  
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**MEDIA RELEASE**  
**For Immediate Release**

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**JEWISH FOUNDATION LAUNCHES “GENERATIONS OF GIVING” AND HONORS  
23 LOCAL FAMILIES**

MEMPHIS, Tenn.— The Jewish Foundation of Memphis, celebrating 14 years of service to Memphis area Jewish agencies at its annual meeting on Wednesday evening, April 21, honored 23 families with three or more generations involved in a formal relationship with the Foundation.

“Generations of Giving” recognizes involvement in one or more programs of the Foundation including: membership in the Legacy Society, Donor Advised and other types of Funds, Book of Life signers or members of our teen philanthropy program B’nai Tzedek. A representative from each generation spoke of their involvement with the Foundation.

Program committee chair and newly elected board vice president Kay Saslawsky recognized the Mary Shainberg family as the only Generations of Giving family spanning four generations. Mary Shainberg began the presentation by speaking on behalf of all first generation family members.

From her statement in the Foundation’s Book of Life, Ms. Shainberg read, “Understanding his [Herbert Shainberg] priorities and my own has been my motivation for giving to the Jewish community. More importantly, I am proud to witness my children and grandchildren carrying on such an important family tradition through their own philanthropy.” She finished by calling the names of all 17 Shainberg family members included in the Generations of Giving recognition.

Those with 3 generations include the families of: Joan & Philip Baum, Marilyn and Jack Belz, Bernice & Irby z”l Cooper, Evelyn & Marlin Graber, Sandy Goldstein, Ronald and Iris Harkavy, Peggy and L.R. Jalenak, Mollie Johnson, Minette Kochman, Leslie and Nathaniel Landau, Sandy and H. Kirke Lewis z”l; Jerome and Evelyn Makowsky, Rose Morrison, Marilyn and Herb Notowich, Lyda Parker, Bailie Perlman z”l; Nick and Judy Ringel; Kay and Shelly Saslawsky, Honey and Rudi Scheidt, Suzanne and Leon Shahun (l’z), Razelle and Stanley Wender, and Diane and Larry Wruble.

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Representing all second generation families was Dr. Larry Wruble, who described the reward of watching his family become actively involved in tzedakah through the Jewish Foundation. “I am grateful that the Jewish Foundation offers programs for all generations of our family and has allowed them to give back to the organizations that are most important to them,” Wruble said.

Speaking on behalf of the 3<sup>rd</sup> generation families, Wendy Rotter thanked past generations for being good role models. “I know I speak on behalf of all of us in our 40’s and 50’s when I thank you for the example that you have set for all of us to follow. In our family, being charitable is a natural act that was modeled for us by our parents.”

Representing the 4<sup>th</sup> generation and the future of philanthropy was Eli Goldstein, son of Jeff and Bunny Goldstein and grandson of Sandy Goldstein. Eli related his experiences with B’nai Tzedek to the audience.

“Learning about the wide variety of community needs, and the process that goes into deciding how grant dollars are allocated has been an eye-opening experience for me. Using what I learned from B’nai Tzedek, I know that wherever my life takes me, I will look at my Jewish community with an eye towards how I can help and where the greatest needs exist,” said Goldstein.

“We believe that Generations of Giving is one of the only formal recognition programs of its kind for philanthropy. We are so proud to have such a large group of families continuing the legacy of tzedakah in this community,” commented Laura Linder, Jewish Foundation of Memphis executive director.