



**STRATEGIC
PLAN**

2023-2026



EXECUTIVE TEAM

Nancy Litz, *President*
Amy Fenster Brown, *Secretary*
Michelle Brooks, *Treasurer*
Sarah Martin, *VP Administration*
Hillary Hinz, *VP Advocacy*
Amanda Stein, *VP Community Impact*
Susan Dertke Hendin, *VP Development*
Sue Lapp, *VP Leadership*
Lisa Gubernik, *VP Membership*
Gail Eisenkramer, *Immediate Past President*

BOARD MEMBERS

Alissa Arst
Barbara Barnholtz
Chris Bomze
Dianna Fine
Melissa Forrester
Alison Fox
Cindy Frank
Nicole Gorovsky
Amy Hammerman, *State Policy Advocacy Chair*
Susan Katzman
Joyce Kolker
Phyllis Langsdorf
Debbie Matson
Emily Morgan
Diane Packman
Marilen Pitler
Jane Tzinberg Rubin
Emilie Schaffer
Jennifer Scissors
Karen Silverman
Karen Tabak
Peggy Cohen Voss
Gail Wechsler

NCJWSTL STAFF

Ellen Alper, *Chief Executive Officer*
Jen Bernstein, *Advocacy Manager*
Teri Brandvein, *KCC Program Assistant*
Yolonda Curtin, *Marketing Manager - Retail*
Lisa Gjerswald, *Director of Operations & Administration*
Renee Herst, *Director of Community Service*
Brooke Nonecker, *Development Manager*
Alec Rothman, *Membership and Special Events Coordinator*
Miriam Schwab, *Office Assistant*
Heather Silverman, *Director of Policy & Evaluation*

RESALE SHOP STAFF

Jessica Duneman, *Director of Retail Operations*
Miranda Dereak, *Store Associate*
Susan Fisher, *Store Associate*
Lisa Graham, *Donation Associate*
Rachel Horwitz, *Donation Associate*
Peggy Levin, *Shop Manager*
Patsy Lineback, *Store Associate*
Karen Rieger, *Donation Manager*
Cathy Smith, *Ecommerce Specialist*
Meg Ullman, *Donation Associate*
Connie Williams, *Sales Associate*

ADVISORY COUNCIL

Joe Adams, *State Representative of MO*
Joan Lee Berkman, *Face Watchers, Inc.*
Susan E. Block, *Paule Camazine & Blumenthal*
Betsy Cohen, *St. Louis Mosaic Project*
Patricia Croughan, *MSW, LCSW, Community Volunteer*
Charles Eisenkramer, *Enterprise Bank & Trust Co.*
Hillary Friedman, *Advisory Council Chair*
Mike Gartenberg, *Gartenberg Construction Consulting*
Daniel Glazier, *Legal Services of Eastern Missouri*
Rabbi Andrea Goldstein, *Congregation Shaare Emeth*
Allison Hawk, *AHC Consulting, LLC*
Brian Herstig, *Jewish Federation of St. Louis*
Mike Lefton, *Metal Exchange Corporation*
Peggy Lents, *Lents & Associates*
Frances Levine, *Missouri Historical Society*
Steve Newstead, *Community Volunteer*
Jeffrey A. Rosenblum, *Attorney*
Miriam Seidenfeld, *Jewish Family & Children's Service*
Hillary B. Zimmerman, *McCormack Baron Asset Management*

STRATEGIC PLANNING COMMITTEE

Michelle Brooks, *Chair*
Jon Baris
Allison Hawk
Phillip Deitch
Nancy Weigley
Farilyn Hale
Betty Kagan
Erica Holliam
Nancy Litz
Emilie Schaffer
Peggy Cohen Voss
Staff: Ellen Alper, Heather Silverman

OUR HISTORY

National Council of Jewish Women St. Louis is a volunteer-driven organization of more than 5,000 members and supporters throughout Missouri, committed to improving the quality of life for women, children, and families and safeguarding individual rights and freedoms.

For over 125 years, NCJWSTL has identified unmet needs in the St. Louis community and developed innovative, hands-on projects that have positively affected thousands of lives, as well as being involved in advocacy on the local, state, and national levels of government. Local NCJWSTL activities are made possible by individual donations, community partnerships, corporate and foundation grants, and proceeds from the Resale Shop.

2023-2026 STRATEGIC PLAN

Mission & Values

MISSION

NCJWSTL is inspired by Jewish values to advance social and economic justice for all women, children, and families.

VALUES

We are change makers.

We embrace the opportunity to impact the worlds around us.

We care.

We bring compassion to enhance the community for those whose lives we touch.

We empower.

We build trust and inspire others to create the change they want to see in their communities.

We are just.

We value and respect all individuals and hold dear that each is treated equitably.

We collaborate.

We are committed to cultivating strong partnerships and broad coalitions to achieve mutual goals.

We are here to stay.

We generate, preserve, and allocate resources, ever mindful that our mission is our legacy for the future.

STRATEGIC PLAN DEFINITIONS

MISSION: A mission statement explains, in simple and concise terms, an organization's purpose for being.

VALUES: Values are enduring, passionate, and distinctive core beliefs.

GOALS: Goals are long-term results.



GOAL 1

Provide new and continuing evidence-based programs and projects.



GOAL 2

Solicit and value the wisdom, viewpoints, and lived experiences of all stakeholders, including partners and beneficiaries.



GOAL 3

Attract members, partners, and staff who believe in our mission and whose expertise will strengthen our work.

GOAL 4

Apply a racial justice and equity lens to all aspects of our work.



GOAL 5

Create and maintain documents, systems and structures that guarantee our future effectiveness.

GOAL 6



Assure long-term sustainability by managing and developing our human, financial, and other resources.



GOAL 7

Convey clear internal and external messaging and branding about who we are and what we do.