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**For Immediate Release**

**Over \$860,000 Raised for Jewish Family Service at Heart & Soul Gala**

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On Saturday, March 16, 2013, Jewish Family Service of San Diego welcomed 450 guests to its annual Heart & Soul Gala at the Hyatt Regency in La Jolla. This year's theme, *Make An Impact*, celebrated the accomplishments of Barbara Bry (Girls Give Back), Judy and Mike Feldman (Pachie's Place), and Charitable Adult Rides & Services, Inc. (CARS), including CARS CEO Rick Watkins, Board of Directors, and Partners.

The Heart & Soul Gala is a major fundraiser for Jewish Family Service, which provides vital social services for more than 35,000 members of the community annually. The evening raised more than \$860,000 to benefit the more than 50 programs of Jewish Family Service, which includes *Hand Up* Youth Food Pantry, JFS Employment & Career Services, three Social & Wellness Centers for Adults 60+, Jewish BIGPals, *On the Go*: Transportation Solutions for Older Adults, Project SARAH (domestic abuse awareness and support), and many more.

The 2013 Heart & Soul Gala was co-chaired by Joyce Axelrod and Leslie Fastlicht Russo, with auction chairs April Fink and Karin Toronto.

**About the Honorees**

**Barbara Bry** – Barbara uses her experience and savvy as an entrepreneur to help empower women and girls in our community. When she heard about JFS's Girls Give Back—which engages teens in leadership, advocacy, and community service while promoting Jewish values – she knew she had to get involved. Motivated by the idea of developing the next generation of

female leaders, she lent her generous support and mentoring skills to the program. Through Girls Give Back, Barbara helps prepare young women to create meaningful change in the world.

***Charitable Adult Rides & Services, Inc.*** – Twenty years ago, CARS began as a small entrepreneurial vehicle donation program of JFS. Since then, it’s evolved into an innovative enterprise that’s making a profound impact on our ability to serve those in need as well as helping hundreds of nonprofits across the country accomplish their mission. Led by CEO Rick Watkins with the dedication and vision of the Board of Directors, CARS support helps JFS operate On the Go, a vital transportation program that provides older adults in San Diego with independence, community connection, mobility, and dignity.

***Judy and Mike Feldman*** – From the time Judy and Mike Feldman moved to San Diego from their longtime home in Omaha, they have been “super volunteers”, generously contributing to almost every critical JFS function—from Project SARAH to Jewish BIGPals to serving on the Board of Directors. Not ones to live by the status quo, Judy and Mike wanted to make an impact in an area that was underserved by JFS—early childhood. Thus the idea for Pachie’s Place was born, an innovative and empowering program for expectant and new parents.

### **Underwriters**

The Heart & Soul Gala is very thankful for its sponsors which make this event possible. Thank you to **Desert View Auto Auctions**, who signed on very early as the *Corporate Title Sponsor*. Title Sponsors include **Charitable Auto Resources, Inc.** and a generous anonymous donor. Longtime supporters **Marie Raftery & Robert Rubenstein** are the Presenting Sponsor. And thank you to the continued support of **Joan & Irwin Jacobs** and **US Bank** who are the Dinner Sponsors. A complete listing of underwriters is available at [www.jfssd.org/gala](http://www.jfssd.org/gala).

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### **JEWISH FAMILY SERVICE OF SAN DIEGO**

Jewish Family Service was founded in 1918 by a consortium of women’s clubs who sought to address the myriad of human needs of the time. Today, JFS is a comprehensive human service organization with eleven locations throughout San Diego County and three in the Coachella Valley. From its early grassroots origins, the agency now serves more than 35,000 people annually. Its programs and services include: Adoption; Case Management; Counseling; Crisis Services; Family Violence; Jewish Connections; Refugee Resettlement; Older Adult/Senior Services; Parenting, Youth & School-based Services; and Training/Education. Learn more about why JFS is *One Source for a Lifetime of Help* at [www.jfssd.org](http://www.jfssd.org)