

Jewish Federation & Foundation of Rockland County

Board of Directors

April 3, 2017 7:30PM

Adler Community Board Room

Jewish Community Campus

Attendance: Lisa Green, Chair, Roberta Aaronson, Carol Blau, Stephen Cohn, Bert Distelburger, Rabbi Paula Mack Drill, Phil Gruber, Max Kaufman, Melinda Levin, Rabbi Jeremy Ruberg, Carol Schiller, Steve Schulman, Harriet Spevack, Nat Wasserstein, Andrea Weinberger, Alfred Weiner, Alden Wolfe

Gary Siepser, CEO, Beth Weiss-Dunn, Operations Director, Maddy Schiering, Consultant

D'var Torah: A D'var Torah was presented by Gary Siepser offering an interpretation of the Torah passage addressing the maintenance of the alter fire while the People of Israel traveled in the wilderness.

Approval of Minutes: Upon motion and second, the minutes of the meeting of February 13, 2017 were approved as presented.

Israel Program Committee: Carol Blue reported that the committee has met and is exploring a number of possible programs including an Israel Innovation Showcase, a science fair and other cultural events. Carol Shiller described her experience at Jewish Federation of Northern New Jersey's *iCan* program for high school students which explored Israel advocacy and what they might experience on campus. The committee is looking into either replicating such a program or partnering with JFNNJ for 2018. Finally, Gary Siepser shared a concept of a Rockland delegation of 50 or more going to Israel in Oct 2018 to celebrate Israel's 70th birthday. The thematic focus of the journey would be legacy and the program will have multiple tracks to attract a broad cross section of

organizational partners. This journey will dovetail with the initiative to build endowments across the community. Gary has tested the idea with several key organizations and received positive feedback. In discussion, there was consensus that the committee is on the right track.

Community Relations Committee: Lisa Green reported that the Rockland County Legislature is considering a resolution to support Israel by banning companies from doing business with the county if they participate in anti-Israel boycott activity.

Alden Wolfe explained that New York State adopted similar regulations and maintains a list of companies that participate in anti-Israel boycott activity. Companies seeking business from Rockland would be required to certify that they are not engaged in boycott activity. A resolution was introduced and seconded:

Whereas, Jewish Federation's core values include unwavering support and advocacy for the State of Israel and a strong positive relationship between Israel and the American public, and

Whereas, the Rockland County Legislature is considering a resolution to support Israel by banning Rockland County government from the procurement of goods and services from entities that participate in boycott, divestment or sanctions activity against Israel.

Therefore it is resolved that the Jewish Federation & Foundation of Rockland endorses the proposed (or substantially similar) legislation and warmly expresses its appreciation to Legislator Lon Hofstein, Sponsor, all of the Co-Sponsors and the County Legislature as a whole for adopting this legislation.

The motion was adopted.

Finance Committee Report: The highlights of the report for the period ending February 28, 2017 were presented; including

- Pledge collections are ahead of both plan and year-to-year comparisons by \$60,000+
- Total revenue ahead of plan by \$16,606 and year-to-year by \$38,894
- All grants to agencies paid on schedule through FY Q3
- Program expenses are \$36,234 less than this time last year

- Administrative expense are \$16,121 less than this time last year

Assets:

Cash \$316,275

Investments \$1,080,242

Total \$1,396,517

Gary reported that “best practice” for not-for-profit organizations includes a donor privacy policy which outlines how information will and will not be used or shared. A draft which is modeled on the policies of other Jewish Federations was presented. After discussion and modification of the draft, a resolution was introduced and seconded: Resolved that this privacy policy is adopted by the Jewish Federation and will be posted on Federation’s website. The motion was adopted.

Donor Privacy Policy

Jewish Federation & Foundation of Rockland County respects the privacy of all donors. We believe in safeguarding personal information and ensuring that donor privacy is protected. Your name, address and any other personal data you provide will be used by Jewish Federation & Foundation of Rockland County to keep you informed of activities including; programs, special events, and funding needs. If at any time you choose not to receive these communications, you may contact Federation and your name will be removed from these types of mailings. We respect all donor requests to remain anonymous.

Electronic Personal Records

Donor information is maintained in a secured database. Only authorized personnel have access to this information and only for appropriate business purposes.

Mailing Lists

Federation does not rent or sell its donor lists or any information contained on those lists. Federation may from time to time share information with affiliated organizations. Federation may occasionally send mailings or electronic mailings on behalf of beneficiary or sponsoring organizations.

Authorized Release of Information

Jewish Federation & Foundation of Rockland County may be legally required to disclose information on occasion. Jewish Federation & Foundation of Rockland County complies with all applicable legal requirements and standards.

Amendments

Federation reserves the right to modify or amend this policy at any time.

Campaign Report:

Beth Weiss-Dunn reported that the campaign stands at \$473,380 compared to \$405,320 at this time in 2016. That reflects an improvement of about 22% in pace. The gift to gift comparison reflects an increase of about \$111,000 or 28%. While this is all positive, the gift count is lower than last year at this time. Gary commented that this trend of a declining donor base is very wide-spread and has been taking place over a 20 year period. He noted that this is why endowment giving is critical for the future of not only the Federation but the entire community.

The Women's Philanthropy event on May 18 is generating great interest. 167 reservations have been received and many sponsors have been recruited. The goal is to generate 200 participants. Lisa commended Andrea, Bonnie and the entire event committee for their efforts.

Allocations and Request from Holocaust Museum:

Lisa reported that the Allocations Committee will be meeting later in the week. It is the recommendation of the Executive Committee that the target amount of \$200,000 be used for local agency Allocations. This includes the JCC, JFS, RJA, Hillel and the Holocaust Museum.

A motion was introduced and seconded: Resolved that the sum of \$200,000 be used by the Allocations Committee in making grants to local agencies. The recommendations of the committee are to be brought back to the board for final approval. The motion was adopted.

Lisa reported that the Executive Committee discussed the request by the Holocaust Museum heard at the Feb 13 board meeting. Given the uncertainty of the Annual Campaign results, it was recommended by the EC to postpone a decision on this matter until the campaign results are known.

PJ Library Proposal:

The Executive Committee discussed the future of the PJ Library program and recommends that a committee be formed to help with implementation of a program that will serve as a tool to engage young families in the community. Andrea Weinberger has agreed to head up the committee. A part time staff person will be sought and a donor has agreed to fund a 6 month trial.

Community Weaving Update:

Lisa and Gary reported that at the most recent Community Weaving session 6 initiatives to advance community vibrancy and growth were discussed. These are:

1. Formation of a communications platform that will give a sense of Rockland identity and be a curated outlet for organizations to share news and promote events.
2. Endowment and Legacy giving development project modelled on the successful Create a Jewish Legacy program of the Harold Grinspoon Foundation.
3. Jewish Learning and Identity enhancement for teens.
4. A broad platform for leadership training and enhancement with a primary focus of the board members and potential board members of community weaving participant organizations.
5. An initiative that would extend a basic free "membership" to all Jewish households in Rockland.
6. An initiative to create a shared work space for all congregations and agencies along the model of We Work.

Gary and Lisa noted that these initiatives will only come to fruition if Federation invests some financial and human capital.

Adjournment:

The meeting was adjourned at 8:50.

