

Jewish Federation & Foundation of Rockland County

Board of Directors

May 22, 2017 7:30PM

Adler Community Board Room

Jewish Community Campus

Attendance: Lisa Green, Chair, Roberta Aaronson, Carol Blau, Stephen Cohn, Scott Coopersmith, Bert Distelburger, Rabbi Paula Mack Drill, Melinda Levin, Mike Satran, Carol Schiller, Steve Schulman, Bob Silverman, Harriet Spevack, Andrea Weinberger, Alfred Weiner, Bonnie Werk

Gary Siepser, CEO, Beth Weiss-Dunn, Operations Director

Approval of Minutes: Upon motion and second, the minutes of the meeting of April 3, 2017 were approved as presented.

Local Agency Allocations: Steve Cohn reported on the deliberations of the local allocations committee which had been authorized at the April meeting to make grants in the total amount of \$200,000 to the Rockland JCC, Jewish Family Service, Rockland Jewish Academy, Hillel at RCC and the Holocaust Museum. Steve noted that the committee was satisfied with the outcomes and impacts reported by the local agencies at the mid-point of the year. Additionally, Gary reported to the allocations committee that all agencies have complied with the requirements to recognize publicly Jewish Federation for the support provided.

The committee's recommendations are:

Agency	Title	Requested Grant 2017-18	Recommended Grant	2016-17	2015-2016
RJFS					
1	Case Management Holocaust Survivors	15,000	14,500	9,400	12,000

2	Home Care Holocaust Survivors	15,000	14,500	13,000	11,500
3	Total Teen Experience <i>(Teens with Developmental Deficits)</i>	15,000	14,100	13,400	14,000
4	Family Life Education	15,000	10,600	10,100	9,500
5	Adults with Developmental Disabilities	15,000	12,600	12,900	
			66,300	58,800	47,000
JCC					
6	JCC Financial Assistance	30,000	29,863	0	0
7	Hod Hasharon Teen Israel Engagement	7,500	8,465	4,700	7,000
8	Seniors	15,000	12,730	10,300	13,000
9	Teen Leadership	12,500	8,942	8,200	8,000
			60,000	23,200	28,000
RJA					
10	Scholarship	25,000	19,308	22,500	15,000
				22,500	15,000
Hillel					
11	Unity	10,500	10,385	8,738	8,500
12	Leadership	8,500	8,500	8,000	8,000
13	Birthright	9,900	9,900	8,330	9,000
			28,785	25,068	25,000
HMSC					
14	Combatting Anti-Semitism	20,000	15,000	12,799	15,000
15	Tolerance, Moral Courage & Pluralism Ed	15,000	10,607	13,900	0

	25,607	26,699	15,
Total Recommended Allocation	200,000	156,267	130,

Steve reported that the committee was aware that RJA was having difficulties but based the funding recommendation on the assumption that the school would continue. Subsequently, the school's board decided to close at the end of the current term. Steve, Gary and others shared the concern that there may be unpaid bills; the details of which will not be known for some months. Therefore, Steve and the Executive Committee, in a meeting earlier this evening, recommend that the funds allocated for RJA be help aside until more is known.

After further discussion, a motion was made a seconded: Resolved that the recommendations of the allocations committee and executive committee be implemented as presented. The motion was approved.

Budget Report and Recommendation: With the local allocations approved, Lisa and Gary presented the proposed Federation budget for July1, 2017 to June 30, 2018. They noted that most expenses would be at or under target for the current year. In discussion questions were asked about the Community Weaving, Salary, Campaign Marketing, and Insurance lines items. These items will be checked or shopped. After further discussion, a motion was made and seconded: Resolved that the proposed Federation budget for FY 2017-18 be adopted as presented with the checks noted. The motion was approved.

Annual Campaign and Women's Philanthropy Updates: Bonnie Werk reported on the Women's Philanthropy event noting that about 240 people attended. In discussion of the foundations of the success, it was pointed out that having a large committee and selecting a speaker with name recognition and broad appeal and doing all this 6 months before the event were key. Andrea thanked Gary for encouraging the event leadership to make a real "ask" for support of the Annual Campaign. Beth reported that an additional \$7,077 has been given as a result. Andrea also thanked the committee members present as well as Beth, Eve and Maddy for their efforts. Gary reported that Alden Wolf suggested to him that there be an event for men as part of the community building effort around the campaign. There was general agreement to peruse this recommendation.

Beth reported that the campaign has reached \$679,565 compared to \$551,292 from the same donors last year which represents a gift to gift increase of 23%. The pace is also ahead by \$239,592 or over 50%. Cash collections remain very strong with about 65% of the pledged amount already paid. There remains about \$100,000 from about 50 prior year pledges that have not been renewed for 2017. Board members are asked to make a few calls to close those gifts before June 30.

The Road Forward: Gary presented a document (attached) to outline the strategies and initiatives that have been under discussion for 6 months to a year and which he believes should be implemented in the coming, and future years. He noted that each of the initiatives will require a more detailed implementation plan and schedule as well as dedicated resources. There was general agreement that the document put Federation on the right track. More detailed plans will be brought forward at the next meeting.

Adjournment: The meeting was adjourned at 8:50.

Jewish Federation & Foundation of Rockland The Road Forward 2017-18

The purpose of The Road Forward is to stimulate leadership discussion and build consensus as to Federation's strategies and initiatives in fulfilling its goal. This will serve as the basis for Federation's budget and the allocation of human and financial resources.

Federation's Goal:

Build a more vibrant Jewish Community characterized by a growing commitment to Jewish inclusiveness and unity and anchored in the Jewish values of tzedakah, gemiloot hasadim and a'havat Yisrael.

Key Strategies:

- Build partnerships and coalitions for all activities; particularly with congregations and beneficiary agencies, utilizing the Rockland Jewish Initiative and *Community Weaving* frameworks
- Strengthen and enhance the capacity of congregations and beneficiary agencies to deliver on their missions and contribute to actualizing the above goal and participating in the initiatives identified below
- Position Federation as the indispensable community convener and as a source of trusted leadership and compelling vision

- Provide and leverage volunteer, professional and philanthropic resources to *punch above our weight*
- Build a culture grounded in openness and committed to excellence

Key initiatives:

Strategies should not be viewed in isolation but rather overlapped where advantageous to do so by maximizing human and financial resources.

- Grow Annual Campaign in both total dollars and number of donors through innovation, new activities and personal connections.
- Utilize the *Compelling Needs* grants making process to engage community leadership donors through education and site visits and stimulate new initiatives, innovation and experimentation among the agency partners
- Relationship building and advocacy for Israel as a democracy and world leader in multiple fields of endeavor
- Build positive relations between all Rockland communities, school districts and towns and fight the pernicious rise in anti-Semitism nationally and locally
- Showcase Israel as a unifying force among Jewish people and the wellspring of creativity and spiritual strength with a Journey to Israel in October 2018 with 50+ community members to celebrate Israel's 70th anniversary
- Build a broad platform for leadership training and enhancement with a primary focus on the board members and potential board members of *Community Weaving* participant organizations
- Enhance Jewish identity and education among teens (grade 8 to 12) with an initiative to strengthen existing programs and build collaborative efforts across programs and congregations
- Build an Endowment and Legacy program modelled on the successful *Create a Jewish Legacy* program of the Harold Grinspoon Foundation.
- Young family engagement to increase the connectedness of families with young children to Jewish life, Jewish community and Jewish Federation and its partners through PJ Library and other programs
- Formation of a communications platform that will enhance a sense of Rockland Jewish identity and be a curated outlet for organizations to share news, perspectives and promote events. This may be actualized in electronic, print or social media formats or a mixture of these formats

