



JEWISH BOSTON CONNECTED

BRINGING OUR
STRATEGIC PLAN TO LIFE

IN SEPTEMBER 2006, CJP LAUNCHED
A COMMUNITY-WIDE STRATEGIC
PLANNING PROCESS TO CREATE A
NEW VISION FOR OUR COMMUNITY.

TWO YEARS AND THOUSANDS OF
CONVERSATIONS LATER, WE ARE
HAPPY TO SHARE THAT PLAN
WITH YOU.

To read the entire plan, please visit
www.cjp.org/JewishBostonConnected

WE MUST LOOK TO THE FUTURE



Today, in this world of unlimited choices, Combined Jewish Philanthropies' top priority is to make Jewish life compelling for the next generation – to encourage young Jews of all backgrounds to make Jewish choices for themselves and for their children.

We are committed to two additional priorities: to forging new connections with Israel that strengthen the Jewish state and to nurturing communities of caring and social justice where people take care of each other and the world.

These strategic priorities build upon our historic mandate to meet the most pressing needs and aspirations of Jews in Greater Boston, Israel and around the world.

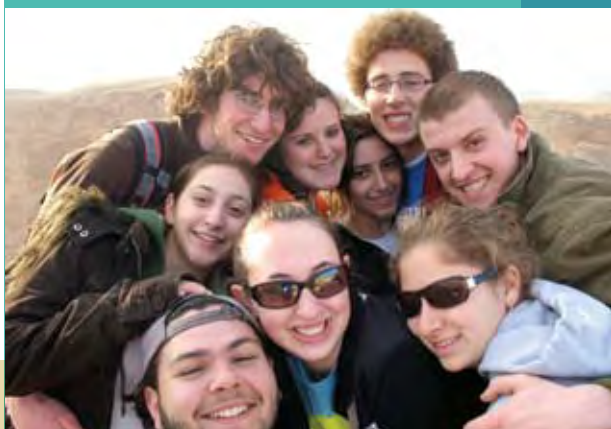
CJP, Boston's Jewish Federation, is part of a vast network of intimate, connected Jewish communities that transmit our civilization and our tradition of caring to each new generation. Our mission is to mobilize our community's enormous intellectual, human and financial resources in the service of the Jewish people.

We invite you to join us in this effort. If each one of us stands up... if every door is opened... Jewish Boston can become what we all want it to be – vibrant and welcoming, rooted in our ancient culture and filled with warm, caring communities that benefit all of us, and humankind.

"CJP embodies the hopes and dreams of many Jews and many Jewish institutions. To the extent that we fulfill these hopes and dreams, and position ourselves at the leading edge of Jewish history, we will attract the best and brightest people and raise the much-needed resources. Together, we can create a Jewish life of meaning and beauty that will engage our children and grandchildren."

- Barry Shrage, President

OUR THREE STRATEGIC PRIORITIES



ENGAGE THE NEXT GENERATION IN JEWISH LIFE

Our top priority is to connect the next generation and their families to a vibrant, meaningful Jewish community.



CREATE NEW CONNECTIONS THAT STRENGTHEN ISRAEL

We commit to preserve and secure Israel's future through advocacy, personal connections and high-impact programs.



DEEPEN NETWORKS OF CARING AND SOCIAL JUSTICE

We continue our historic responsibility to care for our Jewish family and to contribute to the well-being of all people.

ENGAGING THE NEXT GENERATION IN JEWISH LIFE

THE TOP PRIORITY OF THIS STRATEGIC PLAN IS TO CONNECT THE NEXT generation and their families to a vibrant Jewish life. It recognizes and embraces one of the most important and reliable findings on Jewish engagement: an adult Jew who has had consistent, positive Jewish experiences as a child, teenager and young adult is much more likely to connect Jewishly later in life.

To achieve our goals, the plan calls for initiatives that engage the next generation through both formal and informal education and a rich variety of participation and engagement programs.





CJP GOALS

1. Build a more open, sensitive and welcoming community where all who want to participate in Jewish life can easily find relevant, compelling ways of joining and more accessible information to support their ongoing participation.
2. Create a continuum of involvement from “cradle to cradle,” providing opportunities for families with young children, school-age children, teenagers, college students and young adults to have meaningful Jewish experiences with the potential for long-term impact.
3. Make Boston a hub for creative, dynamic Jewish social entrepreneurs by seeding innovation and encouraging the use of technology.

FACT

Most young Jews are developing identities that cut across traditional religious and cultural boundaries. The most oft-quoted example – **50% of all new marriages involving a Jew in Greater Boston are interfaith marriages** – is a demographic shift so basic that it requires significant rethinking of every aspect of Jewish communal life. Yet, recent findings also show that 60% of the children of interfaith families in Greater Boston are being raised as Jews. How we engage and respond to interfaith families will have a far-reaching impact on the Jewish community from now on.



ENGAGING THE NEXT GENERATION:

IDEAS AND INITIATIVES

FAMILIES WITH YOUNG CHILDREN

Engage families with young children in Jewish life from the very beginning.

- Support a variety of low-barrier programming for new moms/dads/families to connect early to Jewish life and to each other.
- Develop an approach for shepherding them through a series of Jewish lifecycle opportunities.
- Expand and enhance preschools and early childhood programs.
- Expand adult education and engagement programs like Ikkarim for parents with children under the age of five.
- Expand current and develop new programs to engage and welcome interfaith couples, especially those with young children.

CHILDREN AND TEENS

Redesign the Jewish educational system for school-age children and teens.

- Develop bold initiatives that create new Hebrew school alternatives.
- Promote and build capacity of Jewish summer camp and Israel programs.
- Support formal/informal school-year programs that target new, less-affiliated teenagers, and those who have gone on an Israel trip or to camp.
- Foster adult Jewish learning and programs that engage parents and children together.

Promote Jewish day school excellence and enrollment.

- Promote day school excellence through projects that improve educational programs and operations.
- Enhance the scope and quality of special education services to broaden the types of learners who can attend and succeed in a day school.
- Expand community-wide recruiting and marketing campaigns to increase enrollment.
- Launch a significant affordability program with tuition relief for middle-income families.

BOSTON-AREA COLLEGE STUDENTS

Build a more active Jewish life on college campuses that engages many more Jewish students in a deeper way.

- Expand CJP's Taglit-Birthright Israel Campus Initiative by increasing the number of campuses and pre-and post-trip programming.
- Work with student leaders to create Israel connections with an even wider college audience, in support of our Israel advocacy efforts.
- Launch a venture fund to support innovative campus programming.
- Launch a major service-learning initiative on campus with immersive volunteer service programs in Israel or around the world.

YOUNG ADULTS

Create a young adult community of innovation and engagement.

- Create an incubator environment for social entrepreneurs by providing both grants and technical aid.
- Fund new programs and big ideas focused on engaging specific young adult populations.
- Launch new efforts focused on Taglit-Birthright Israel alumni living in the community.
- Identify, encourage and build leadership skills among the next generation of Jewish volunteers and professionals.
- Use technology to grow Jewish social networking and online information resources for young adults and others in the community. (JewishBoston.com)

COMMUNITY WIDE

Create opportunities for all who choose to engage.

- Work with organizations throughout the community to create welcoming environments and new gateways that are open to all Jews.
- Launch a fund to develop programming in underserved communities.
- Create low-barrier opportunities for involvement, especially at key ritual or lifecycle moments.
- Work in a more holistic way with synagogues to implement multiple initiatives.

CREATING NEW CONNECTIONS THAT STRENGTHEN ISRAEL

THERE HAS BEEN A SPECIAL CONNECTION BETWEEN AMERICAN JEWS AND THE people of Israel for more than 60 years. Israel is our spiritual homeland; its people are our family. But over the past 10 years Israel has changed dramatically, and what we must do to support Israel must also change.

The most dramatic shift is the level of external threat. With the rise of Hamas and Hezbollah, peace seems an ever-distant hope. In our own community, connection to Israel, especially among younger Jews, is decreasing. Many Boston-area Jews still have a burning desire to protect and strengthen Israel. Yet, less than a third say Israel is a very important part of their Jewish identity.

In the past decade, Israel has become a first-world country, with a growing economy and booming hi-tech industry. Unfortunately, that's not the whole picture. By some accounts, nearly 30% of Israeli children are growing up in poverty. In Israel, a country where its people are its only resource, the future depends on each child reaching his or her potential.





CJP GOALS

1. Create a better and more positive understanding of Israel among Boston-area Jews and their households, among faculty and students on Boston-area campuses, and among the most influential people in the broader community.
2. Build and strengthen connections between people in Israel and the Greater Boston Jewish community.
3. Focus our efforts on Israel's next generation by working in partnership with Israelis to develop high-impact educational and identity-building opportunities for at-risk youth in Haifa and throughout Israel.

FACT

There is a renewed urgency to protect and secure Israel's future. The voices to discredit the Jewish state are getting louder and more frenzied, using new technologies and messaging to push a threatening agenda. No longer is anti-Israel sentiment limited to countries like Iran. Even here in the U.S., misinformation results in a lack of understanding of the complex challenges Israel faces. As the conflict goes on, many tune out.



CONNECTING TO ISRAEL: IDEAS AND INITIATIVES

ADVOCACY

Initiate a major advocacy and education campaign in Greater Boston's Jewish and non-Jewish communities.

- Conduct research to assess attitudes and messages that resonate with key targets.
- Develop and implement action plans based on this research, targeting the general Jewish and college communities.
- Expand and publicize programming in the Jewish community to build understanding and support for Israel within local synagogues, schools and other organizations and among the unaffiliated.
- Mobilize volunteers, rabbis, cantors, educators and others to lead missions and local programming.
- Build relationships with Greater Boston's most influential people to increase understanding and support for Israel.

CONNECTION

Increase direct connection to Israel among the Boston Jewish community.

- Increase connections between Jews in Boston and Haifa by expanding existing efforts (e.g. School-To-School), and strengthening programs that reach a larger segment of the community.
- Expand engagement opportunities to include next generation leaders and donors in the Boston/Haifa partnership.
- Promote travel to Israel for Jews of all ages.

IMPACT

Expand efforts to build partnerships that impact Israel's next generation.

- Focus on fewer, larger projects with significant, sustainable impact.
- Encourage a variety of professional, academic and business connections to promote partnerships with Haifa and other parts of Israel in areas such as life sciences and clean energy.
- Broaden the strategy to strengthen Israel beyond Haifa through a wider variety of collaborative, high-end, high-impact partnerships that leverage CJP resources and expertise.



FACT

Inside Israel, the gap between rich and poor is expanding. Economic growth has not benefited all equally. Even as a new class of Israeli philanthropists has emerged, far too many children and teenagers may become permanently entrenched in the cycle of poverty. The risks go beyond poverty. Just as America looks to Israel to provide inspiration and connection to our own next generation of Jews, Israel is also struggling to connect its own next generation to Jewish ideals and values.

DEEPENING NETWORKS OF CARING AND SOCIAL JUSTICE

CARING FOR JEWS IN NEED IS AN ENDURING RESPONSIBILITY OF THE JEWISH community. We accept and embrace this responsibility to take primary care of our Jewish family – whether here in Boston, in the former Soviet Union or where ever they live.

Just as we accept these needs, we also recognize that social justice – contributing to the well-being of all people – is also a defining and fundamental expression of the Jewish people. Our responsibility extends beyond our own community to the wider world in which we live.

To meet these commitments, this plan calls for CJP to expand networks of caring and social justice across the full landscape of Jewish life in Greater Boston. We recognize that we can't do it all, but we can develop ways to leverage all resources that are available, working with a variety of public, private and nonprofit partners. We will continue to address the needs of the most vulnerable segments of our society, all the while working to engage the next generations of Jews.



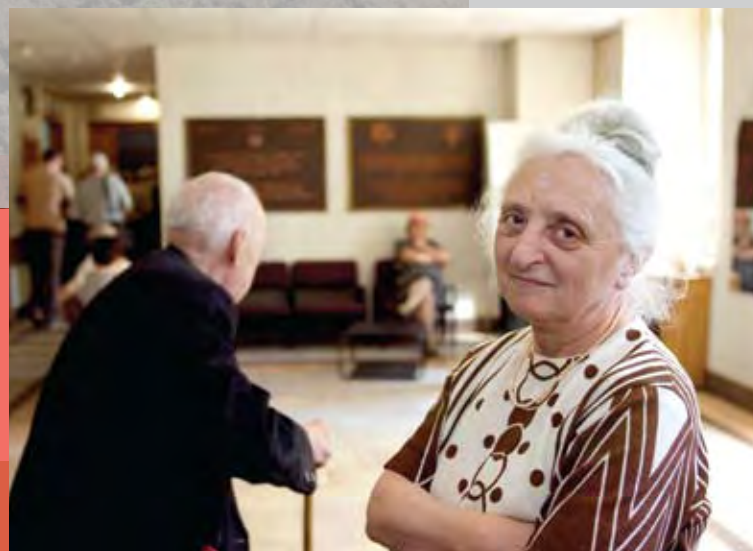


FACT

Young adults, college students and teenagers are no less religious, spiritual or interested in social action than previous generations. **In fact, research says they're more interested.**

CJP GOALS

1. Ensure that the most vulnerable Jews are cared for by leveraging and connecting all available public, private and nonprofit resources, especially our synagogues and institutions.
2. Build stronger networks of social justice in the Greater Boston Jewish community.
3. Partner with non-Jewish institutions to help address the challenges facing the Greater Boston community.



FACT

Far too many in our own community struggle every day. On average, Jews are older than the general population. The children of many of our senior citizens have moved to other parts of the country. **Many members of our community are too embarrassed to ask for help when they need it, including family caregivers.** There are significant gaps in services for older Jews and disabled Jews. What's more, accessing them is getting more and more complicated.

NETWORKS OF CARING AND SOCIAL JUSTICE: IDEAS AND INITIATIVES

NEW APPROACHES

Create a coordinated approach across the Jewish community that leverages existing services for the vulnerable and the elderly.

- Develop innovative models to fill the gaps in service. CJP will bring together diverse partner organizations to provide coordinated responses, wrap-around services and long-term follow up.
- Develop new approaches to meet the needs of vulnerable populations, such as continuum of care packages for the frail elderly or synagogues-without-borders programs that provide regional community, connection and services.
- Use unrestricted CJP funds to leverage public funding, foundation dollars and designated gifts.

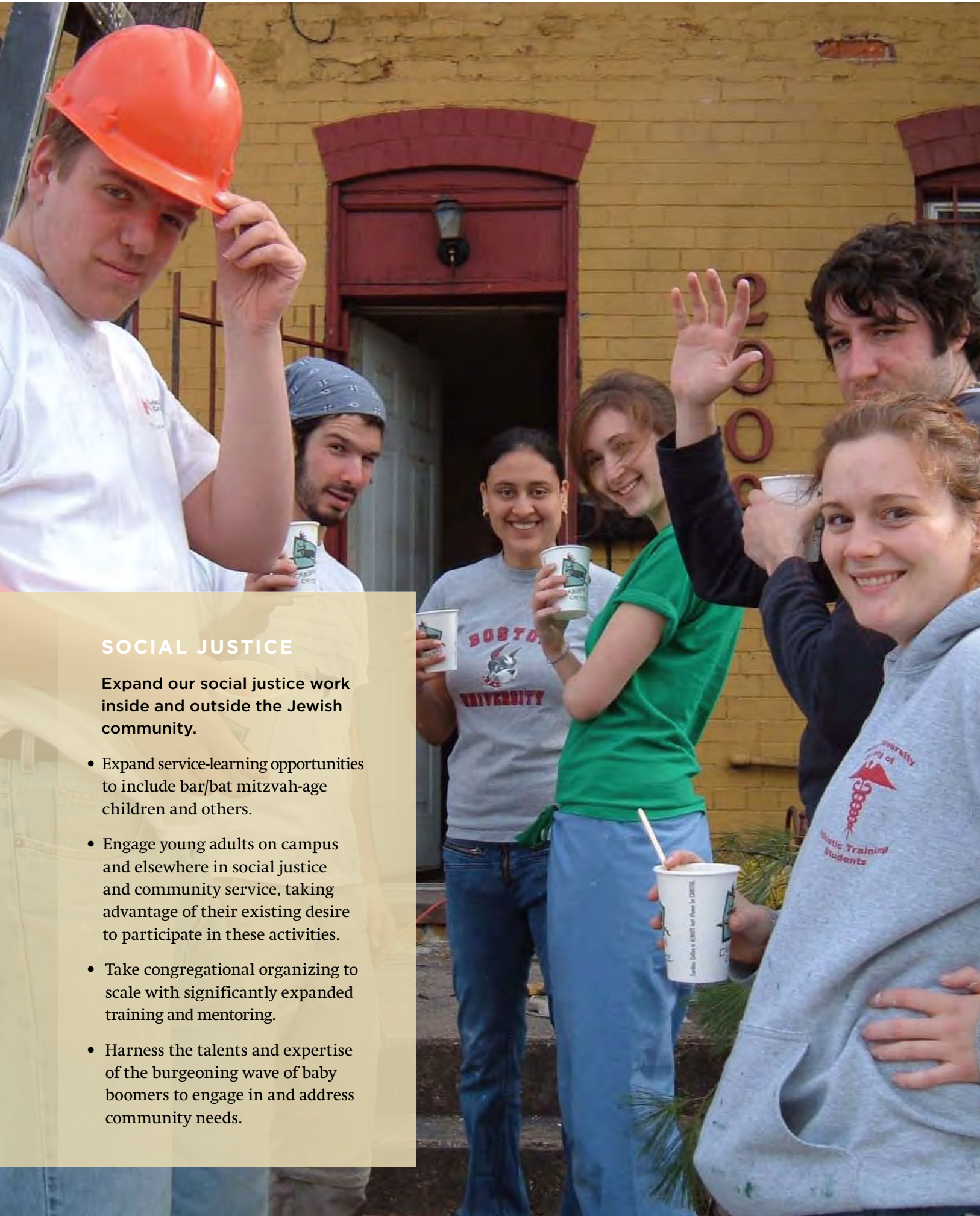
CARING COMMUNITIES

Promote caring communities that support all Jews in times of need.

- Launch a community-wide initiative to build stronger capacity for caring and stronger networks of healing and support for all Jews.
- Develop formal and informal leadership networks across congregations for peer mentoring, sharing expertise and implementing joint programs.

Forge and deepen alliances with community organizations to address issues facing Greater Boston.

- Partner with other organizations and funders to address the most pressing concerns facing Greater Boston.



SOCIAL JUSTICE

Expand our social justice work inside and outside the Jewish community.

- Expand service-learning opportunities to include bar/bat mitzvah-age children and others.
- Engage young adults on campus and elsewhere in social justice and community service, taking advantage of their existing desire to participate in these activities.
- Take congregational organizing to scale with significantly expanded training and mentoring.
- Harness the talents and expertise of the burgeoning wave of baby boomers to engage in and address community needs.

BRINGING THE PLAN TO LIFE.

At the center of our Strategic Plan, *Jewish Boston Connected*, is the recognition that we are all in this together.

CJP's mission is to connect the people, partners and resources to meet the most important needs and aspirations of Jewish Boston.

And fortunately, we have just the partners to help us do it. Our agencies, synagogues, day schools and institutions are among the most creative, energetic and forward-thinking organizations in the country.

We are brought together by a shared vision for Jewish Boston, where we all succeed because each individual and each organization is encouraged to be both innovative and entrepreneurial – because each of us is doing what we do best.

LOCAL AGENCIES AND ORGANIZATIONS

Bureau of Jewish Education
Hebrew College
Hillel Council of New England
Jewish Big Brothers Big Sisters of Greater Boston
Jewish Community Centers of Greater Boston
Jewish Community Relations Council
Jewish Family & Children's Service
Jewish Family Service of Metrowest
Jewish Vocational Service
Synagogue Council of Massachusetts

DAY SCHOOLS

Bais Yaakov of Boston High School for Girls
Chabad Day School
Gann Academy — The New Jewish High School of Greater Boston
JCDS, Boston's Jewish Community Day School
Maimonides School
MetroWest Jewish Day School
New England Hebrew Academy
The Rabbi and Rebbitzin Shloma Margolis Mesivta High School of Greater Boston
The Rashi School
Shaloh House
Solomon Schechter Day School of Greater Boston
South Area Solomon Schechter Day School
Striar Hebrew Academy of Sharon
Torah Academy

OVERSEAS AGENCIES AND PARTNERSHIPS

American Jewish Joint Distribution Committee (JDC)
The Boston-Haifa Connection
The Dnepropetrovsk Kehillah Project
Jewish Agency for Israel (JAFI)

NATIONAL PARTNERS

Foundation for Jewish Camp
Taglit-Birthright Israel

For a complete listing of our partners visit www.cjp.org/allocations.



Dear Friend,

What an amazing year to chair CJP's Annual Campaign! We are honored to lead CJP's fundraising efforts during this crucially important time as we begin to fund and implement our new Strategic Plan, *Jewish Boston Connected*.

This plan is significant because it is yours – your vision of how we can best engage, educate and care for our community now – and in the generations to come. It addresses the issues that you told us are most relevant and important; it's inspired by fresh ideas, big ambitions and a determination to surpass the status quo.

The new plan depends on a new kind of interaction – one that allows donors at all levels of giving and areas of interest to see the impact of their gifts.

Unrestricted gifts remain the driving force behind CJP's mission, allowing us to be flexible, creative and responsive to community needs. Our new strategic priorities encompass a compelling array of initiatives and projects; a single gift can have enormous impact. We look forward to working together with our donors to support these exciting initiatives.

We believe in CJP's ability to harness Jewish Boston's remarkable resources. We both agreed to chair the 2009 Annual Campaign because we believe in CJP's plan to engage the next generation in Jewish life. And we believe that in order to accomplish the priorities of this plan, we all need to participate.

We invite you to join us today as we embark on this remarkable campaign. It is your participation that will make this work possible and bring this plan to life. We encourage you to learn more about your options in the following pages, and we look forward to working with you and CJP.

Thank you – we are grateful for your participation.

Sincerely,

A handwritten signature in black ink, reading "Steve Lebovitz".

Stephen D. Lebovitz

A handwritten signature in black ink, reading "Arthur I. Segel".

Arthur I. Segel

Chairs, 2009 Annual Campaign



2009 CJP CAMPAIGN PRIORITIES

As we implement our new Strategic Plan, your gift to CJP's 2009 Annual Campaign will support our funding priorities.



PROGRAMS AND SERVICES FOR FAMILIES WITH YOUNG CHILDREN

CJP will help families with young children engage with the Jewish community and each other. Working with our partners, we will offer parenting seminars, playgroups and pilot a "welcome baby" program. We will continue Ikkarim classes and explore more Jewish preschool options.



LAUNCHING NEW ISRAEL ADVOCACY EFFORTS

CJP is initiating a major new Israel advocacy campaign. We will partner with other organizations to develop an integrated, research-based strategy to help ensure that Israel remains a viable and secure democratic Jewish state.



INNOVATIONS IN SUPPLEMENTARY EDUCATION

CJP will work in partnership with congregations to develop bold, new Hebrew school alternatives such as Prozdor and Keshet. Our goal this year is to create pilot programs based on successful national and local models.



ETHIOPIAN ISRAELIS: SHILUVIM

Approximately 120,000 Ethiopian immigrants live in Israel, but language barriers, poverty and cultural differences challenge their full integration. Our efforts will focus on fewer, larger scale initiatives in Haifa that strengthen the next generation by providing education, employment and healthcare.



SENDING MORE CHILDREN TO JEWISH SUMMER CAMPS

We know that kids who attend Jewish summer camps are more likely to continue their Jewish education and observe Jewish rituals. We'll expand our already successful camping programs and develop needs-based initiatives to break down financial barriers.



ADDRESSING THE NEEDS OF THE MOST VULNERABLE

To counter the growing economic challenges in Greater Boston, we will implement a research-based, holistic approach to caring for vulnerable populations. Collaboration and expanded case management are key to ensuring that services address critical needs and are easy to access.



DAY SCHOOL SPECIAL EDUCATION

Many children with special needs have either avoided or left Jewish day schools because the services they needed weren't available. Enhancing the scope and quality of special education services, like those provided by Gateways: Access to Jewish Education, will allow more children to succeed in our day schools.



CARING FOR THE ELDERLY IN THE FORMER SOVIET UNION

With no government healthcare or welfare, no personal savings or property, elderly Jews in the FSU live on virtually nothing. We will continue our partnership with the American Jewish Joint Distribution Committee to provide them with food, medical care, fuel and warm winter clothes.



GROWING OUR TAGLIT-BIRTHRIGHT ISRAEL CAMPUS STRATEGY

Taglit-Birthright Israel is projected to send half of all Jewish college students to Israel within the next 10 years. CJP is making the impact permanent by supporting pre- and post-trip programming. This year we aim to increase the number of participating campuses to seven.



TAKING COMMUNITY ORGANIZING IN SYNAGOGUES TO SCALE

CJP will work with JCRC and other partners to expand training, mentoring and support for synagogues in order to promote social justice. We will develop formal and informal leadership networks and peer mentoring across congregations.



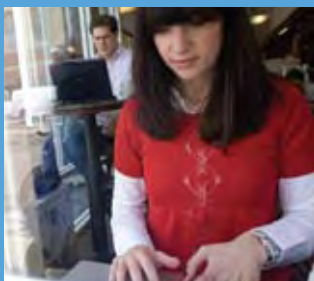
BUILDING A YOUNG ADULT COMMUNITY OF INNOVATION AND ENGAGEMENT

We will help launch the ideas of young social entrepreneurs by providing grants for their programs to engage specific young Jewish adult populations. Along the way, we will identify and develop the skills of promising new leaders.



GROWING SOCIAL JUSTICE SERVICE LEARNING OPPORTUNITIES FOR TEENS

CJP is supporting the expansion of service learning programs, such as TELEM, for bar/bat mitzvah-age children and teens, to make the connection between social justice and Judaism, and inspire a lifelong commitment to community service.



CREATING JEWISHBOSTON.COM

Technology is key to connecting our community and to reaching the next generation. We will create an online Jewish resource (jewishboston.com) that expands awareness and offers countless opportunities for engagement in Greater Boston.



SUPPORTING THE BOSTON OPPORTUNITY AGENDA

CJP is part of an innovative new partnership with The Boston Foundation, Catholic Charities, the United Way and New Profit, Inc. Together, we will address the most pressing concerns facing Greater Boston.

ENGAGING DONORS IN OUR WORK

ONE OF THE FUNDAMENTAL PRINCIPLES GUIDING THE ENTIRE STRATEGIC Plan is the establishment of new and stronger partnerships built on mutually determined goals, with each individual and each organization doing what it does best. This translates into a development strategy built on interactive partnerships with donors and new, more engaging models of fundraising.

This is an ambitious plan that requires a significant increase in our financial resources. To accomplish this, we seek to engage and energize donors at all giving levels around our vision for the community and the implementation of strategic priorities. CJP will work to connect donors to opportunities and projects that align with CJP priorities; creating significant, high-impact giving opportunities and enhancing donor services.

“We don’t have the time, energy or knowledge to investigate all the Jewish agencies in the Boston area. We trust CJP to direct funding to local agencies with the greatest needs.”

– **Mitch Roberts**
CJP Board of Governors





CJP GOALS

1. Acquire the financial resources needed to achieve the community's strategic goals.
2. Deepen new connections with donors through enhanced models of philanthropic partnerships, service delivery, stewardship and fundraising.
3. Increase the number of donors to CJP, especially the next generation, by making giving to CJP and Jewish causes an integral part of the Jewish experience.



FACT

Unrestricted support for the CJP Annual Campaign remains the critical focus of our development efforts. The stability, flexibility and cohesion provided by unrestricted funds are vital to the health of the Greater Boston Jewish community and our agencies and to implementing the ideas in this plan.

YOUR PHILANTHROPY, YOUR CHOICES— IT ALL STARTS WITH YOU.

IF YOU HAVE A DREAM FOR JEWISH BOSTON, WE CAN HELP YOU MAKE IT come true with expert advice and professional service that allows your gift to have maximum impact. Our size, our network and our experience enable us to connect significant people, partners and resources to solve specific problems more effectively than any other organization.

CJP offers a full range of philanthropic opportunities and expert advice to help you realize your vision for Jewish Boston, Israel and beyond.

“Barry Shrage spoke to the issues relevant to Judy and me: Jewish education and continuity. We sat in on a class with Rabbi Samuels, and I was blown away. I saw possibility turning into reality. I knew that supporting Ikkarim was the right thing to do.”

– **Sidney Swartz**

*A founding donor of Ikkarim,
a Jewish-learning program for
parents of young children*

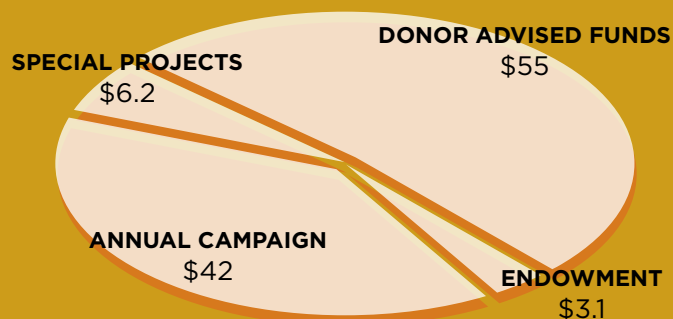


THE IMPACT OF PHILANTHROPIC GIFTS TO CJP:

- CJP's Taglit-Birthright Israel Campus Initiative is creating a critical mass of alumni on seven Boston-area campuses, increasing their on-campus activism in Jewish and Israel-related programming.
- People with disabilities are living life to their fullest potential, with independence and dignity.
- Synagogue partners are building dynamic congregations, developing young leaders and supporting volunteerism.
- Israelis are protected during times of crisis, and their most vulnerable populations are supported so they can reach their full potential.
- Jewish preschools and day schools are providing compelling, more affordable educational alternatives.
- Adults are immersed in and inspired by Jewish education.
- Neighbors in need are fed, housed, employed and healed.
- Elderly Jews and vulnerable children in the former Soviet Union are receiving modern medical care and social services.

A TRUSTED PHILANTHROPIC PARTNER

TOTAL DONOR SUPPORT



(Figures in millions)

For 2008, CJP projects that total donor support across all forms of giving will be \$106.3 million. This support includes our Donor Advised Fund Program and funding for CJP's Initiative for Day School Excellence.

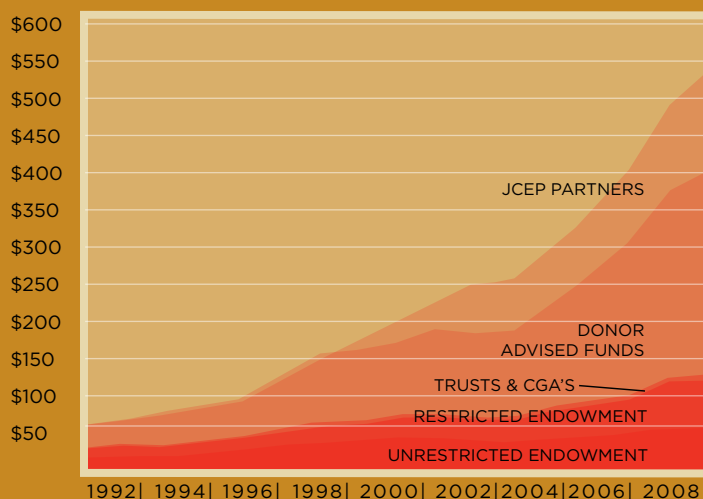
IMPRESSIVE RATINGS FROM INDEPENDENT EVALUATORS

CJP is proud to report that Charity Navigator, a national online service rating the financial health and efficiency of more than 1,700 charities, awarded us its highest four-star rating for sound fiscal management.

In addition, we have received top ratings from Guidestar and Moody's, which also rate not-for-profit organizations. In fact, in 2006 Moody's upgraded our long-term Bond Rating from Aa3 to Aa3 positive and subsequently reconfirmed this rating in 2007. This enables CJP to borrow money and to help agencies borrow money or issue bonds at favorable interest rates, making community money go further.

TOTAL ASSETS UNDER MANAGEMENT

As of June 2008, total assets under management were \$530 million. These assets include the CJP Endowment, Donor Advised Funds and community endowments that we manage.



1992| 1994| 1996| 1998| 2000| 2002| 2004| 2006| 2008|



THE ANNUAL CAMPAIGN

CJP's Annual Campaign is the driving force that will power our new Strategic Plan. The stability, flexibility and cohesion provided by unrestricted funds are vital to the health of the Jewish community. Our ability to engage the next generation in Jewish life and learning; to support Israel; and to care for those in need – each depend on harnessing all of our resources.

Within the Annual Campaign, donors can fund the strategic priorities that they feel most passionate about. A significant philanthropic investment in a key program – engaging students on college campuses, sending children to Jewish summer camps, lifting families out of poverty, or supporting the most vulnerable elderly in the former Soviet Union – will create maximum impact.

Your gift to the CJP Annual Campaign is the single most effective way to sustain our community and secure our future, here at home, in Israel and around the world.

PLANNED GIVING

Create a lasting legacy through bequests, trusts and charitable gift annuities. We can collaborate with you and your advisors to create flexible ways to support CJP and other organizations in perpetuity. You can include a simple bequest in your will, make a gift that pays income for life or choose other options that meet your family's philanthropic, financial and estate planning needs.

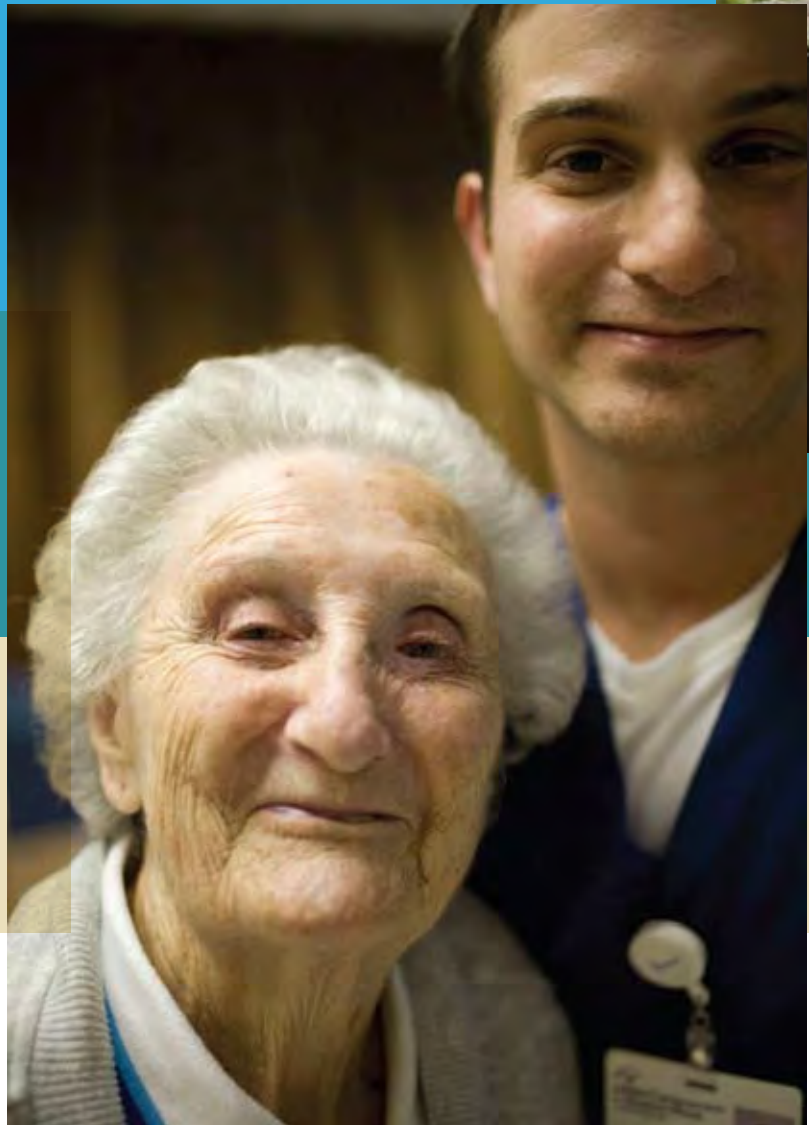
DONOR ADVISED FUNDS

CJP's Donor Advised Funds (DAFs) provide simple and efficient ways to manage your giving. DAF assets now total \$270 million in nearly 600 funds as more and more of our community's most sophisticated philanthropists have created funds or transferred family foundations to us. Accountability, flexibility, strong investment track records and personalized service are the cornerstones of our success.

CJP OPERATING PRINCIPLES

CJP IS COMMITTED TO ASSEMBLING AND MOBILIZING THE PEOPLE, partners and resources to enable the Greater Boston Jewish community to bring the strategies and vision in this plan to life.

Our success depends on our ability to partner with a strong network of donors, synagogues, agencies, day schools and others. We will work to support new ideas, new institutions, new channels of communication and new ways of reaching people; and to act upon the most significant challenges and opportunities facing the Jewish world.



WE COMMIT TO FIVE OPERATING PRINCIPLES

COLLABORATION We can better leverage CJP resources, secure broad-based community support and ultimately achieve more success by building strategies in partnership with donors and other organizations.

FOCUS We can create stronger and more viable results by linking resources to clearly defined strategic priorities.

COMMITMENT We can expand the number of people working on those priorities by building commitment to the vision through education and leadership development.

ACCOUNTABILITY We commit to leveraging our resources, measuring our results and holding ourselves and others accountable.

INNOVATION We can build a circle of strategic learning and continuous improvement. With our partners we will execute and deliver large-scale and grassroots innovations.



“Being involved with Women’s Philanthropy and the Young Leadership Division has offered me the opportunity to connect with my own Jewish community and give back to those who are in greater need. I feel good knowing that my gift to CJP is part of a communal contribution of unrestricted funds that allows CJP to work with our partners to build a more vibrant Jewish future for me, my family and the larger Jewish community here and abroad.”

– **Michelle Black**

2009 Young Leadership Award Winner

CONTACT US

To learn more about how you can help bring our Strategic Plan, *Jewish Boston Connected*, to life, please contact us 617.457.8500. We thank you for your support and participation.

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United Way
of Massachusetts Bay



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