



Memphis Jewish Federation | Jewish Foundation of Memphis

BOARD MEETING

JANUARY 13, 2021

5:30 PM

<https://us02web.zoom.us/j/84335554249>

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AGENDA

- | | | |
|------|--|------------------------------|
| I. | Welcome and call to order | Ken Steinberg |
| | a. Approval of minutes | |
| II. | Stories of Impact | |
| | a. Connecting our Community | Dot Bilsky |
| | b. Building Bridges | Bluma Zuckerbrot-Finkelstein |
| III. | Financial Resource Development | |
| IV. | Board Priority Review | Cindy Finestone |
| | <u>Discussion and Ratification of Action Plan for Priority 3:</u>
“Proactively address issues of social isolation, mental wellness, reduced Jewish and Israel
Engagement”
Chair, Scott Notowich
Staff, Michael Barnett | |
| V. | National Engagement Opportunities | Cindy Finestone |
| VI. | President’s Report | Laura K. Linder |
| VII. | Adjournment | Ken Steinberg |

*Attachments

Upcoming Dates:

- January 20 Teen Professionals Council Meeting
- January 22 Hillel: On One Foot – Faculty Lecture
- January 25 B’nai Tzedek panel discussion webinar
- January 31 FedLed Clothing Drive
- February 1 & 2 JFNA Virtual Mission to DC

JCP Board of Directors Meeting

November 4, 2020, 5:30 pm

MINUTES

On November 4, 2020, Jewish Community Partners, Memphis Jewish Federation, and Jewish Foundation of Memphis held a Board Meeting to conduct its business via Zoom.us.

At 5:30 pm, Mr. Ken Steinberg, chair of the Jewish Community Partners Board of Directors, called the meeting to order.

JCP Board of Trustees in attendance

Dorit Boxer, Pace Cooper, Bob Eiseman, Cindy Finestone, Hal Fogelman, Mark Fogelman, Jonathan Frisch, Jason Goldstein, Mimi Grossman, Jan Groveman, Lee Harkavy, Charles Jalenak, Gary Kaplan, Michael Kaplan, Michelle Katz, Marty Kelman, Martin Klazmer, Emily Lennon, Richard Lewis, Sarah Lewis, Steve Libby, Jaclyn Marshall, Anthony Morrison, Scott Notowich, Jimmy Ringel, Jason Salomon, Jill Shanker, Irvin Skopp, Daniel Snyder, Ken Steinberg, Kimberlee Strome, Elissa Taub, Keri Unowsky, Scott Vogel, and Craig Weiss.

Memphis Jewish Federation Board of Trustees in attendance

Cindy Finestone, Lee Harkavy, Charles Jalenak, Marty Kelman, Sue Levine, Scott Notowich, Alla Lubin, Eileen Posner, Irvin Skopp, and Andie Uiberall.

Jewish Foundation of Memphis Board of Trustees in attendance

Dot Bilsky, Stanley Bilsky, Nina Blockman, Judy Bookman, Sam Chafetz, Aileen Cooper, Hal Fogelman, David Greenberg, Charles Jalenak, Marty Kelman, Ron Lazarov, Alla Lubin, Anthony Morrison, Laura Paller, Judy Royal, Elkan Scheidt, Irvin Serenco, Jerry Sklar, Elaine Wagner-Skopp and Irvin Skopp.

Jewish Community Partners Staff in Attendance

Michael Barnett, Sophie Bloch, Sheri Gadberry, Laura Linder, Susan Nieman, Elyssa Pfeffer, Carrie Richardson, Larry Schaffer, Sarah VanderWalde, Tim Wheat and Bluma Zuckerbrot-Finkelstein.

Ken Steinberg called for approval of the September 23, 2020 Board Minutes. Sue Levine moved that the minutes be approved, and Cindy Finestone seconded the motion. The September 23, 2020 Board Minutes were approved.

Mr. Steinberg called for a moment of silence in memory of the 25th anniversary of the assassination of Yitzhak Rabin.

Ken Steinberg, JCP chair, introduced board member Kimberlee Strome for a "Moment of Gratitude" as she shared the thank you letter from UT Class of 2021 medical students for the food donations to combat food insecurity.

Mr. Steinberg introduced board member Eileen Posner to report on her experience at the virtual GA 2020. Mrs. Posner attended many sessions and found the experience valuable. She particularly found the fundraising session interesting as it illustrated creative ideas on fundraising, showed Miami's virtual ballroom event, and featured an impressive presentation on the power of legacy.

Action Items

Anthony Morrison, JFOM Chair, presented the grants for approval. Irvin Skopp moved the grants be approved, and Charles Jalenak seconded the motion. Foundation's Grants of 98 grants for \$549,806.40 were approved. Mr. Morrison reviewed the Urgent Needs Grant Request from Baron Hirsch to purchase a large outdoor tent for services during the pandemic. Until now they have been renting. We would grant Baron Hirsch half of the tent's cost, and the congregation would make the tent available for community use after the pandemic. Martin Kelman, JCP Assistant Treasurer, asked if the large tent will be stored at Baron Hirsch- Yes. Jill Shanker, the JCP board, asked, "what are the parameters of the steering committee for these requests and are we prepared for all congregations and organizations to request money for urgent needs" Laura Linder responded, "The steering committee was given only the parameters of 'Meet the Urgent Needs of the Community,' and yes, we are prepared for all requests." Anthony Morrison moved that we approve the Urgent Needs Grant and Irvin Skopp seconded the motion. The Urgent Needs Grant Request from Baron Hirsch of \$19,450.00 was approved.

Federation's 2021 Campaign

Jimmy Ringel, the FRD co-chair, reviewed the campaign report listed below:

Category	Fundraising Goal	Progress to-date	% to goal	Based on LY Open Potential	Prior Year Achievement		
					2020	2019	2018
Unrestricted + Plough	\$2,900,000.00	\$1,892,420.94	65.26%	\$950,251.47	\$2,817,369.00	\$2,701,853.50	\$2,651,470.82
Local Designated	\$150,000.00	\$51,188.00	34.13%	\$61,908.08	\$103,648.34	\$175,198.99	\$166,810.81
Meals	\$110,000.00	\$68,465.95	62.24%	\$40,709.08	\$104,709.08	\$67,400.00	\$67,400.00
JFS Above and Beyond	\$150,000.00	\$67,900.00	45.27%	\$54,089.00	\$96,876.00	\$254,059.08	\$213,462.43
PJ Library	\$23,500.00	\$13,250.00	56.38%	\$15,072.00	\$15,072.00	\$15,118.00	\$0.00
Corporate Sponsorships	\$40,000.00	\$2,500.00	6.25%	\$47,100.00	\$66,100.00	\$48,027.60	\$20,150.00
JFS Endowment	\$7,500,000.00	\$5,600,000.00	74.67%				

	Number of gifts	2021	2022	2023
3-year pledges	97	\$1,331,391.80	\$1,306,079.30	\$1,312,585.40

Jonathan Frisch, the FRD co-chair, urged all board members to access the Signup Genius link in the zoom chat box to sign up for donors \$1000-5000 to call. During this meeting, we had eight more board members signup for donors to call.

Impact and Looking Forward

Cindy Finestone, Federation chair, introduced Jason Goldstein, JCP board member, to review the new FedLed Networking Breakfasts that he and Sophie Bloch, Hillel Director, are engaging young leadership in currently. Kosher breakfasts are delivered to 10-15 young adult professionals who zoom into the Network Breakfast. Mrs. Finestone introduced Richard Lewis, JCP board member, to report on the discussions of the Young Adult Board Priority #4 sub-group. Mr. Lewis shared that young adults in the community feel confused and pulled in too many directions so they are exploring how best to engage them. However, young adults do feel that having lay leader mentors is essential.

Security

Ken Steinberg reviewed the recent BOLO alert from SCN National Trainer, Stuart Frisch, on Trevor Reddin. Reddin has since been arrested.

President's Report

Laura Linder, CEO & President, gave an update on JCP staff role adjustments that Michael Barnett, JCP COO, and Bluma Zuckerbrot-Finkelstein, JCP CSO, have been promoted to Executive VP of Federation. Mrs. Linder will continue as JCP CEO but will be focusing on Foundation's aging legacy donor relationships more.

Ken Steinberg called on Bluma Zuckerbrot-Finkelstein to share an Impact Story. Ilana R, the granddaughter of Holocaust survivors who had lived in Memphis, contacted Memphis Jewish Federation seeking information about her grandparents. We asked our Holocaust Memorial Committee and veteran committee member and passionate genealogist Elaine Stegman volunteered to help and discovered previously-unknown cousins in Israel! Ilana and her father have since met their family on Zoom. The experience highlights the critical role Federation plays as community resource and connectors.

The meeting was adjourned at 6:30 pm.

FINANCE REPORT

JCP Inc. and Related Entities
Statement of Financial Position - Accrual Basis
As of October 31, 2020

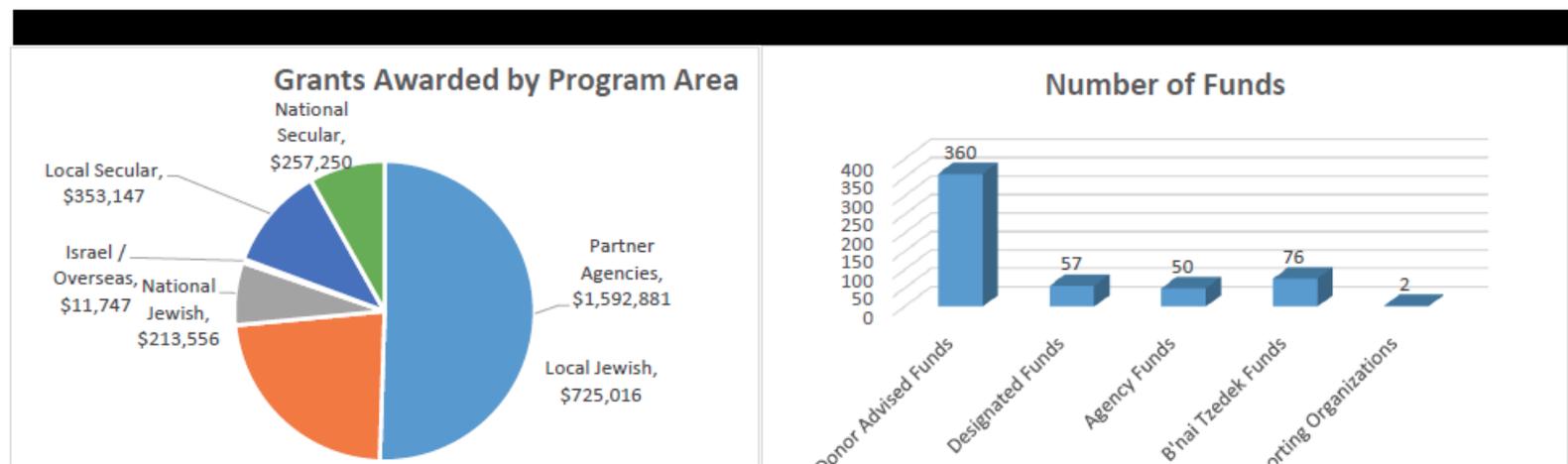
	Unaudited and Preliminary			
	Combined	Federation	Foundation	JCP
Assets				
<i>Cash and Equivalents</i>	21,355,255	931,656	20,151,754	271,845
<i>Pledges Receivable, net of allowances</i>	8,148,625	5,261,225	2,887,400	-
<i>Prepaid Expenses</i>	19,482	16,165	3,317	-
<i>Property and Equipment, net of depreciation</i>	333,072	278,568	54,504	-
<i>Investments</i>	92,958,376	19,467,146	73,491,230	-
Total Assets	122,814,810	25,954,760	96,588,205	271,845
Liabilities and Equity				
<i>Accounts Payable</i>	16,772	1,349	-	15,423
<i>Allocations Payable</i>	1,488,886	1,478,416	10,470	-
<i>SBA PPP Loans Eligible for Forgiveness</i>	230,800	172,000	58,800	-
<i>Assets Held For Others</i>	14,708,048	-	14,708,048	-
<i>Due To/From Affilites</i>	-	(499,938)	243,516	256,422
Net Assets - Equity	106,370,304	24,802,933	81,567,371	-
Total Liabilities and Equity	122,814,810	25,954,760	96,588,205	271,845

JFOM Dashboard
FY Activity July 2020 - November 30, 2020



	Gifts	Value	Grants Awarded	Value
Donor Advised Funds	\$2,579,171	\$ 25,003,657	Partner Agencies	\$1,592,881
Designated Funds	\$4,064,634	\$ 12,031,504	Local Jewish	\$725,016
Agency Funds	\$400,660	\$ 18,002,486	National Jewish	\$213,556
B'nai Tzedek Funds	\$1,250	\$ 233,117	Israel / Overseas	\$11,747
Supporting Organizations	\$0	\$ 41,793,586	Local Secular	\$353,147
			National Secular	\$257,250
TOTAL	\$7,045,716	\$ 97,064,350	TOTAL	\$3,153,597

Number of Funds	New	Total	Investment Returns:	YTD (Calendar as of 10/31/2020)
Donor Advised Funds	5	360	JCEP	2.30%
Designated Funds	2	57	Vanguard Institutional Advisory Services (VIAS)	1.63%
Agency Funds	1	50	Short Term Bond Index 100% Fixed	4.34%
B'nai Tzedek Funds	4	76	LifeStrategy Income 20% Equity/80% Fixed	4.58%
Supporting Organizations	<u>2</u>	<u>2</u>	LifeStrategy Conservative Growth 40% Equity/60% Fixed	3.55%
			LifeStrategy Moderate Growth 60% Equity/40% Fixed	2.26%
TOTAL	12	545	LifeStrategy Growth 80% Equity/20% Fixed	0.81%
			Stock Market Index Fund 100% Equity	3.23%
			Israel ETF - ISRA	3.56%



CAMPAIGN REPORT

Pledges as of December 30, 2020				Prior Year Achievement				
Category	Goal	Progress	Increase	Percentage	Open Potential	2020	2019	2018
Unrestricted + Plough	\$2,900,000	\$2,493,971.48	1.09%	86.00%	\$230,935.26	\$2,817,369.00	\$2,701,853.50	\$2,651,470.82
Local Designated	\$150,000	\$102,401.72		68.27%	\$7,500.00	\$103,648.34	\$175,198.99	\$166,810.81
Meals	\$110,000	\$90,429.84		82.21%	\$21,942.40	\$104,709.08	\$67,400.00	\$67,400.00
JFS Above and Beyond	\$150,000	\$83,158.00		55.44%	\$5,897.00	\$96,876.00	\$254,059.08	\$213,462.43
PJ Library	\$20,000	\$20,000.00		100.00%	\$0.00	\$15,072.00	\$15,118.00	\$0.00
Corporate Sponsorships	\$40,000	\$5,000.00		12.50%	\$44,600.00	\$66,100.00	\$48,027.60	\$20,150.00
JFS Endowment	\$7,500,000	\$5,600,000.00		74.67%				
JFNA Health and Human Services	\$100,000	\$100,000.00		100.00%				
JFOM Emergency Assistance Fund		\$7,500.00						
Hillels of Memphis	\$113,294	\$94,483.36		83.40%				
Board Participation	100% participation	61		96.83%	2			
	Number of Board Members	63						
	Number of gifts	2021		2022	2023			
3-year pledges	122	\$1,441,418.07		\$1,390,051.62	\$1,391,761.62			
	Number of Donors	Total Gift Amount						
New or Recaptured Donors for Unrestricted	39	\$13,990.40						
Pledge Balances	Amount							
Annual 2014	\$12,675.00							
Annual 2015	\$1,702.00							
Annual 2016	\$772.00							
Annual 2017	\$1,504.00							
Annual 2018	\$8,007.00							
Annual 2019	\$12,459.00							
Annual 2020	\$131,885.55							
FJFS Endowment	\$2,234,400.00							
Sponsorship 2020	\$3,000.00							
Total amount of lost revenue for Unrestricted	\$121,191.53	*A small percentage of lost unrestricted have moved to restricted.						
Total increase for Unrestricted	\$96,205.00							

*as of January 6, 2021 2 pm

1) JCP as Community Convener-

In response to Wednesday’s horrific actions at the U.S. Capitol, we quickly mobilized every rabbi and agency/school head to sign on to a statement of unity decrying the attack on our democratic values. The unity statement was shared via a community e-blast and social media.

2) JCP’s Demonstrated Impact –

- a. Last week you should have received our “Top 20 of 2020” which encapsulates the major achievements of Memphis Jewish Federation and Jewish Foundation of Memphis in 2020. It was sent out to the community earlier this week as an e-blast, shared widely on social media, and appears as a full page ad in today’s *Hebrew Watchman*. The digital version is interactive so please click on all the icons for more information on all that we accomplished.
- b. We are currently in the final stages of putting together a major Covid-19 impact report, documenting all that we accomplished for the community and with the community from March-December 2020.

3) Annual Campaign Highlights-

- a. We are ahead on the pace of the campaign (see chart below). Jimmy and Jonathan have done a terrific job motivating solicitors and staying on top of strategy
- b. 122 donors have made a three-year commitment
- c. The open value of the \$1,000 and up is \$146,140.78 (from 55 donors)
- d. We have achieved the JFNA Health and Human Services Challenge of raising \$200,000 in new gifts/increases resulting in \$100,000 matching grant from JFNA
- e. Shine Your Light Chanukah Campaign launched several weeks ago - online campaign where we aim to secure gifts and mobilize social networks. Received 20 donations to date.

	January 7, 2020	January 7, 2021
Pledges Secured to-date	\$2,153,855	\$3,126,823

4) Jewish Foundation of Memphis Update-

- a. Significantly ahead of contributions for 2020. This is due to FJFS campaign payments, Plough Foundation endowment payment, and increased contributions into existing or new donor advised/designated funds
- b. Two new designated endowment funds in the works: \$400,000 (funded soon) to endow programming costs of Federation’s young family engagement (right now that would be PJ Library) and \$500,000 (might be a bequest) to create a camp scholarship fund.
- c. We received an amazing bequest from the estate of Larry Morrison (of blessed memory) – A \$100,000 campaign endowment and a \$65,000 gift for the FJFS endowment. Significant gifts from both Rose and Larry went to Beth Sholom.
- d. We are setting appointments to make presentations to our agency partners as a reminder of the services the Foundation offers to its partners. The first presentation was to MHA/FYOS.

Calendar Year:	2020	2019
Grants Awarded	\$7,923,138	\$8,721,876
Gifts Received	\$14,043,599	\$9,338,841
	635 Charities	669 Charities

- 5) **Launch of FedLed**- We launched our rebranded young adult initiative announcing Martin Klazmer and Jaclyn Marshall as co-chairs of FedLed and promoted its first project, a clothing sale to benefit the Home-Delivered meals program.
- 6) **Cemetery Association** – We continue to evaluate the feasibility of taking this on and have been meeting with local interested parties.
- 7) **FJFS Strategic Plan** – The strategic planning committee co-chaired by Gary Kaplan and Elise Jordan worked with their committee over four very long meetings to define goals going forward. Two subcommittees were formed: Operating and Finance. The Operating Committee met again and formulated a strategic plan with operating recommendations to be implemented 2021-2024. The finance committee is meeting this week and will have one final meeting to determine the financial needs during the endowment build up phase. The plan will be presented to both boards (MJCC and JCP) for approval.
- 8) **Security Director Search** – We are working closely with SCN to identify and hire a new Regional Security Director. Ken Steinberg and Craig Weiss have been intimately involved in the process along with JCP leadership and three agency executive directors: Larry Skolnick, Stacy Canales and David Fleischhacker.
- 9) **Governance** – under the direction of Michael Kaplan, a small committee has been recruited to look at JCP’s current Governance Structure to ensure it meets our objectives. The committee will meet later this month.
- 10) **JCP Strategic Plan and Updated Allocable Dollars Worksheet & Budget Process**– Staff has been working diligently to consolidate all of the recommendations made over the past few years in terms of priorities and strategic direction of JCP. This is long overdue and will impact how we budget going forward.
- 11) **Recent Program Highlights**
 - i. Lions of Judah created and fully stocked the new Fogelman Jewish Family Service Baby Pantry utilizing a drive-by event and sorting assistance by B’nai Tzedek Teens
 - ii. Community Security Council Meeting – all agencies were represented except Or Chadash
 - iii. Professional Advisors Networking event drew 21 participants and represented a cross-section of our PAG
 - iv. 32 Lions of Judah participated in a Cooking webinar with Michael Solomonov
 - v. 200 Chanukah “Eight Days of Activities” kits were distributed to PJ Library parents
 - vi. The 2nd Memphis/Shoham Women’s Webinar, “Achieving Spiritual Growth During a Pandemic,” with Chaya Lester (Gary’s daughter) and Tali Versano Eisman drew 60+ participants. The third webinar, “The Status of Women in Israel and the U.S.,” with Kate Schaffzin will take place next Tuesday, 1/12
 - vii. A recent FEDLed Networking Breakfast drew 22 participants

12) **The Next Board meeting is February 24th at 5:30 p.m. via Zoom.**