

United Jewish Federation  
November 29, 2023, 7:30PM  
@Shoke JFS  
Board Meeting Minutes

Attendance: Michael Schlessinger, David Gordon, Diane Sloyer, CEO, Edith Samers, Linda Hurwitz, Susan Kostin, Alan Barr, Stacy Ferber, Adam Rafalowicz, Robin Fischel, Chris Maroc, Ami Soifer, Rhonda Schaffer-Maroon, Dinah Miller Marlowe, Greg Waldstreicher, Robert Hoff, Jill Kaplan, Ellen Weber, Rachel Klein, Cathy Satz, Kerrin Behrend

Absent: Bob Abrams, Jessica Brand, Joshua Esses,

**Approval of Minutes of September 20, 2023 – Linda Hurwitz**

Linda moved to approve the September 20, 2023 minutes with the following correction. Under Scholarship Opportunity section, the second sentence is changed to read ' A grateful deceased Holocaust survivor created a scholarship fund of \$500,000 to be distributed in the form of \$10,000/yr. over 4 years.' Rob seconded the motion and the minutes were approved.

**Approval of Minutes of the October 23, 2023 – Linda Hurwitz**

Linda moved the minutes of October 23, 2023 be approved as distributed. The motion was seconded by Alan Barr and approved unanimously.

**Budget Review – Adam Rafalowicz**

Adam presented the budget for 2024. In the core budget, the provision for inflation is baked into each item. There is an increase in salaries and office expenses as a result of our move, new staff additions and reflection of our strategic plan. There is an increase in expense especially for security as we will need to enhance security going forward. You will also see a decrease in expense for speaker, performer for 2024. Our expenses were up in 2023 due to celebrations of Israel at 75 and UJF at 50. Speakers for 2024 should be offset by coverts.

Some expenses covered by revenue offset include catering and event fees. Programming like PJ library, Dignity grows, school lunches, etc. are paid based on donations received.

Revenue check shows the annual campaign goal of 2024 is \$1,400,000. We should raise \$1,100,000 worst case scenario in 2023. We anticipate 10% growth in sponsorships, matching gifts, etc. We do have a surplus that is available to cover deficits. We have momentum (like a tail wind) pushing us into a head wind. This provides a good opportunity for us to expand to do better than our worst case scenario.

Edith asked where we should see the Israel expenses in the budget. Diane said the \$1mil will go into the annual report. Edith pointed out that there were expenses and effort that are not reflected in the budget. Mike reminded us that all the money raised for Israel was a direct pass through without any administrative dollars taken to support the work. Rob asked about the

community grants line. We should continue to market not only the grants but to show what else we do for the community. The expenses shouldn't look like most is going to salaries. Diane pointed out that much of what we do does go out to everyone. Diane is putting together a document for marketing with all the activities we've done and that not mentioned in the budget document. Kerrin pointed out that one correction for the budget document is that the 'net expenses' of \$7000 should be reflected in the core budget total 2024 budget proposal. Adam was thanked for a very clear, understandable, and readable report.

Michael moved to approve the budget with the additions discussed. The motion was duly seconded and approved unanimously.

### **Nominations Committee- David Gordon**

David read the bylaws regarding the nominating committee. Members of the 2023 nominations committee are David Gordon (Chair), Ellen Weber, Alan Barr, Fred Springer, Peter Poser, Arlene Rosen, and Risa Raich. The nominating committee looked for nominees that were representative of our Jewish agencies/organizations/synagogues and represent our community.

### **The slate of officers for 2024 was presented.**

Nominations for a 2-year first term positions on the Board:

- Stella Cohen
- Marty Donner
- Wendy Siegel
- Amanda Sherman
- Beverly Stein
- Jeremy Weisser

Board members being nominated for appointment to 2<sup>nd</sup> and 3<sup>rd</sup> terms

- Robert Abrams – 2<sup>nd</sup> term
- Adam Rafalowicz- 2<sup>nd</sup> term
- Cathy Satz – 2<sup>nd</sup> term
- Rhonda Schaffer-Maroon- 4<sup>th</sup> term (as VP per Bylaws)
- Michael Schlessinger – 3<sup>rd</sup> term
- Ellen Weber -2<sup>nd</sup> term

Board members continuing in their current terms

- Alan Barr- 1<sup>st</sup> term
- Jessica Brand -1<sup>st</sup> term
- Josh Esses – 2<sup>nd</sup> term
- Stacy Ferber – 1<sup>st</sup> term
- Robin Fischel -3<sup>rd</sup> term
- Rob Hoff -1<sup>st</sup> term
- Linda Hurwitz – 2<sup>nd</sup> term
- Jill Kaplan – 3<sup>rd</sup> term
- Susan Kostin -2<sup>nd</sup> term

- Chris Maroc -1<sup>st</sup> term
- Dinah Miller Marlowe-3<sup>rd</sup> term

Officer nominations:

- President: Michael Schlessinger
- President Elect: Beverly Stein
- NexGen Chair: Lee Soffer
- Immediate Past-President: David Gordon

Two board vacancies remain of which one is for one year. The Woman's Philanthropy Chair vacancy is not being filled. Rob moved to approve the proposed slate of officers. The motion was seconded by Alan Barr and approved unanimously.

### **Israel Emergency Fund -Special Allocations Committee -Rhonda**

The committee made up of Rhonda (Chair) and David Fischer, Mike Moskowitz, Ken Neuhaus, Molly Rafalowicz, Beverly Stein, and Rachel Waldstreicher met to allocate the 2<sup>nd</sup> \$500,000 in the fund. The committee kept the 4 overall categories and tweaked the specific agencies that needed support. The final distribution is:

#### **1.Evacuation, Housing, Respite and Support for Frontline Communities \$200,000**

- Jewish Agency for Israel (JAFI) – evacuating residents from Southern absorption centers, providing respite activities for evacuees, helping to rebuild devastated border communities, interest-free loans for small businesses in Southern Israel
- JDC - distributing food and medicine, and providing critical social services to displaced poor and elderly Israelis
- Leket Israel – distributing hot meals and grocery baskets to displaced families
- Dror Israel – providing day care and programming for youth in hotels and bomb shelters
- Brothers and Sisters for Israel – civil emergency headquarters, dispatching assistance of all kinds to victims and evacuees
- Jordan River Village – providing housing for evacuated families with children who have special needs or serious illnesses

#### **2.Victims of Terror \$100,000**

- JAFI Fund for Victims of Terror – providing immediate financial assistance to terror victims, and the families of fallen soldiers

#### **3.Trauma Relief and PsychoSocial Care \$100,000**

- Israel Trauma Coalition – providing trauma treatment for victims as well as training for additional trauma clinicians across Israel
- NATAL Trauma and Resiliency Center – providing resiliency-building programs to people suffering from war-and -terror-related trauma
- Tene Briut – providing mental health services and emotional support in Amharic for Israel's Ethiopian population

#### **4. Emergency Medical Services and Healthcare \$100,000**

- Ziv Medical Center - Regional Trauma Center for Northern Israel, Urgent Care in Kiryat Shmona
- Sheba Hospital Tel Hashomer – primary rehab facility for wounded soldiers
- Soroka Medical Center - in Be'er Sheva, close to Gaza border
- Zaka - provides specialized search and rescue units. Also, retrieval of body parts at casualty sites to ensure proper Jewish burial of victims

There ensued a discussion about where the Israel money goes to depending on if you designate your money to Israel in the annual campaign or donate to the emergency fund. In either case the money is a direct passthrough to Israel. If a donor wanted their money to go to a specific place in Israel the donor should designate that place with the gift. Greg asked why we're spending the last \$500,000 now when needs are changing so rapidly. Rhonda explained that it was an emergency fund and the committee felt that the money should be spent as soon as possible without holding back any of it. Rhonda moved to approve the allocations. Linda seconded the motion and it was approved unanimously.

### **Annual campaign -Ellen Weber**

Ellen thanked everyone who helped in the Big Give. We raised ~\$230,000. It was a very active day with many projects for all ages. It was a real feel good day. Ellen is very optimistic about the campaign. Today we have raised \$885,000 with 110 new and recovered donors with 4 giving more than \$1000 and 1 gave more than \$5000. We will look at those who gave to the Israel campaign and compare to the new and continuing donors.

Ellen asked "What can we do to make this a December to remember?" Based on her question, discussion ensued with the following ideas put forth. Stacy asked how we can make the push in the next 4 weeks?

- Recapture recovered donors from last year
- Market what we are doing in the community-UJF stepped up and has your back.
- Go after donors who haven't given yet.
- Call if you know someone on the list.
- Promote Yoav.
- Write letters to those you know. Edith and Ellen to send template they developed.
- Hanukkah letters are going out to donors who gave \$2500 or less and haven't given yet.
- Set a call night in December.
- The office offered a script we can use to call people who gave to Israel but haven't given to UJF for 5 years.
- Everyone should take 4 names.
- All board members should give.
- Sign up on the volunteer grid for stewardship activities.

Michael and Ellen thanked the Board for a rich and thoughtful discussion with good ideas and Ellen urged the Board members to sign up on the volunteer sign up grid!

### **New Business – Diane Sloyer**

- Anyone from Israel can get free JCC membership
- You can donate directly to UJF using a display at the JCC with a QR scan code.
- December 11, Annual Meeting <https://ujf.regfox.com/ujf-annual-meeting-2023> 6:30P-8:30P
- December 5 is the Shine the Light against antisemitism, 7PM Ferguson Library
- December 9 is NexGen casino night and Chanukah party on 8:30PM
- See UJF calendar on the website for all the Chanukah events in December

David moved to adjourn the meeting at 9:30PM. The motion was unanimously approved.

Respectfully submitted  
Linda Hurwitz, Secretary

Upcoming board meetings:

Monday, December 11 (Annual Meeting and program)