



Board of Directors Meeting

May 24, 2023

5:30 p.m.

AGENDA

- | | | |
|-------------|--|--|
| I. | Welcome and Approval of Minutes | Cindy Finestone |
| II. | Approval of Grants | |
| | a. Lemsky Grants | Scott Notowich |
| | b. Community Grants Recommendations | Jason Goldstein & Sarah Lewis |
| III. | Approval of Operating Budget | Laura Kaplan |
| IV. | President & CEO Report | Laura Linder |

Board of Directors Board Meeting

March 28, 2023 5:30 pm
MINUTES

On March 28, 2023, Memphis Jewish Federation Board of Directors held a Board Meeting to conduct its business in the MJCC Board Room.

At 5:30 pm, Cindy Finestone, MJF Chair, welcomed all to the meeting.

Memphis Jewish Federation Board of Trustees in Attendance

Cindy Finestone, Hal Fogelman, Aviva Freiden, Susanne Landau, Debbie B. Lazarov, Richard Lewis, Michael Kaplan, Michelle Katz, Steve Libby, Alla Lubin, Scott Notowich, Eileen Posner, Jill Shanker, Daniel Snyder, Elissa Taub, Andie Uiberall, and Keri Unowsky.

Jewish Community Partners Staff in Attendance

Sophie Bloch, Judy Lansky, Laura Linder, Carrie Richardson, and Bluma Zuckerbrot-Finkelstein.

Guests in Attendance

Asher Crouch, Tess Herzog, Amirah Bauder, Samuel Cross and Mandy Cassius.

Cindy Finestone, MJF Chair, called the meeting to order and called for approval of the February 21, 2023, Board Minutes. Alla Lubin moved that the minutes be approved, and Hal Fogelman seconded the motion. The February 21, 2023, Board Minutes were approved.

Impact

Sophie Bloch, Director of Hillel, introduced the 5 Rhodes Fellows in attendance: Asher, Tessa, Amir, Samuel Cross and Mandy. Each Fellow spoke of their positive experience with Hillel on the Rhodes campus.

Campaign Update

Steve Libby, VC FRD, reviewed the March 27th Campaign Update handout:

OPEN
CAMPAIGN

	Donors	Unrestricted	Restricted
\$100,000+	1		\$450,000
\$5,000-\$9,999	2	\$10,377	
\$1,000-\$4,999	12	\$20,666	
\$500-999	14	\$18,580	
\$1-499	97	\$13,826	
Total	126	\$ 63,449	\$ 450,000

Closed Campaign

CLOSED	2023 closed	2022	2021	2020
FJFS Directed	\$88,781	\$102,550	\$86,633	\$109,376
Senior Meals	\$101,769	\$102,968	\$126,912	\$104,709
Local Agencies	\$115,419	\$560,417	\$667,307	\$103,648
PJ Library	\$20,000	\$20,000	\$20,250	\$15,072
Hillel	\$135,661	\$119,000	\$94,858	\$92,528
Unrestricted	\$2,423,842	\$2,511,460	\$2,344,559	\$2,817,369
Other Directed	\$316,597	\$470,932	\$100,578	\$48,973
TOTALS	\$3,202,069	\$3,887,327	\$3,441,097	\$3,291,675

Actions Items

Cindy Finestone reviewed the following items:

Action 1: Signatory Authority*

This is an amended version of a corporate resolution that currently exists granting certain employees of Jewish Community Partners the authority to sign documents on behalf of Memphis Jewish Federation. This new version adds Bluma Zuckerbrot-Finkelstein, Executive Vice President and Chief Impact Officer and Laura Kaplan, Vice President of Finance and Operations as signatories. The new document also outlines what these specific JCP employees are authorized to sign and clarifies the process for situations that involve expense that falls outside of the current budget by denoting what additional approvals are necessary. Jill Shanker motioned that the resolution be passed with the following minor modifications:

For contracts outside of the budget the following approvals are required:

- Up to \$10,000 requires approval by the President or an Executive Vice President
- Between \$10,000 and \$20,000 requires approval of both Chair and President/CEO

Michael Kaplan seconded. It was approved.

Action 2: Calculation of Annual Camp Scholarships Award

Because of the recent board approved change to the Jewish education funding model (October 2022) which replaced the formula-based grant for education (37% of local allocable pot) with base funding amounts for day and religious school students, the previous policy of awarding 12% of the total education pot toward need-based camp scholarships no longer applies. Therefore, the following policy is proposed:

Beginning with the 2023/2024 grants process, an amount equal to the prior five years average amount granted for need-based camp scholarships will be awarded from the unrestricted campaign for distribution to applicants by the anonymous camp scholarship committee ("committee"). Approximate grant award is \$48,000. Should there be a year when there is an increase in the number of applicants, there is an increase in the cost of camp, or other hardships exist that would necessitate a need for additional grant dollars, the committee may request additional funds from the MJF Board of Directors. Scott Notowich motioned, and Daniel Snyder seconded. Approved.

Action 3: Naming Rights for Hillel of Memphis*

The building name will remain the "Morris S. Fogelman Hillel of Memphis" so long as it is located at 3581 Midland Avenue Memphis, TN 38111; and whenever an event is to be hosted at 3581 Midland Avenue Memphis, TN 38111, or the Hillel location is mentioned in publication, it will be listed as the "Morris S. Fogelman Hillel of Memphis." Steve Libby motioned, and Susanne Landau seconded. Approved.

Action 4: Calculation of Plough Foundation Endowment Campaign Gift for 2023

- 2023 campaign gift will be equal to 5% of the March 31, 2023, fund value.
- 2023 campaign payment will be equal to 5% of the September 30, 2023, fund value (per gift agreement).
- If the campaign payment is less than the campaign gift, the balance will be made up from the Federation's Savings Account (Current value is approximately \$1 million)
- If the campaign payment is more than the campaign gift, that amount will remain in the endowment fund.

Andie Uiberall motioned, and Eileen Posner seconded. Approved.


Needs Assessment Update

Mrs. Finestone introduced Susanne Landau, Needs Assessment chair, to give the board an update. On March 9th, all 3 boards were emailed a Needs Assessment Update email which reviewed the last board meeting's breakout sessions results.

Israel Update

Scott Notowich, VC Israel and Overseas, reviewed the Jewish Organizations Welcome Suspension of Judicial Overhaul Legislation handout. Mr. Notowich reviewed the Hebrew Watchman's article about Andy Groveman representing Memphis at a JFNA Israel Fly-In.

Community Relations Update

Bluma Zuckerbrot-Finkelstein, JCP CIO and MJF EVP, reported that Rachel Shankman, CRC Education Committee chair will be presenting Judaism 101 at FedEx. Margo Gruen hosted an event at her home where attendees brought a non-Jewish guest to begin to build relationships. Mrs. Finkelstein reported that this week we joined the fight to Stand Up to Jewish Hate, a campaign to raise awareness about antisemitism and mobilize all Americans to show support for the Jewish community as we address growing hatred and intolerance. We are asking everyone to post and share # on social media, using the blue square emoji on your phone, as a simple but powerful unifying symbol of solidarity. Together, we can educate and empower more Americans to join in the fight to #StandUpToJewishHate.

President's Report

Laura Linder, JCP CEO & President, congratulated board member Kimberlee Strome for being named to the National Women's Philanthropy Board. Mrs. Linder highlighted the launch of Lion Behind the Pin initiative and several communities from across the country have ordered boxes for their Lions of Judah. The exterior renovations at Hillel U of M campus are continuing and still on track.

Cindy Finetstone adjourned the meeting at 6:42 pm

Administration, Fundraising, and Program Budget (Detail) - MJF

	2020-21 Budget	2020-2021 Actual	2021-2022 Budget	2021-2022 Actual	2022-2023 Budget Pro Forma	2022-2023 Projected As of 3.19.23	2023-2024 Budget Pro Forma	Notes
INCOME								
Campaign (refer back to Waterfall Worksheet)								
Unrestricted Campaign Grant for Admin & Fundraising	450,000	450,000	500,000	500,000	555,000	555,000	595,000	
Unrestricted Campaign Grant for Community Building & Education	460,000	460,000	585,558	585,558	569,044	569,044	594,884	
Unrestricted Campaign Grant for Overseas Engagement			51,400	51,400	60,982	60,982	89,648	
Unrestricted Campaign Grant for Security Grant for Israel @ 75		-	-	-	35,000	35,000	-	
Endowment								
Lemsky Admin fee	108,642	108,642	130,756	130,756	127,012	127,012	135,032	
Operating Endowment Distribution	90,535	90,535	108,963	108,963	105,843	105,843	112,526	
Hillel		15,000	15,000	15,000	15,000	15,000	15,000	
Directed Gifts for Programs								
Tributes	6,500	8,291	5,000	5,943	5,000	6,500	5,000	
Meals Program (Contributions and MIFA reimbursement)	5,000	5,000	5,000	5,000	5,000	5,000	5,000	
PJ Library Gift		-	-	-	-	-	-	
Outside Grant (HG Foundation for PJ Staffing)		-	1,200	1,200	1,200	1,200	1,200	
Community-Wide Professional Development		-	10,000	10,000	10,000	10,000	10,000	Carry over dir gift for Prof Dev
Special Funding and Directed Gifts to Programming		-	-	13,950	5,000	5,000	6,000	Curt Ward Endowment
Service Revenue & fees								
Agency Contributions for Security		-	-	-	-	-	-	Security Budget under development
Scholarship-Management fee	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
WAFJFS Endowment Marketing Expense	15,000	15,000	15,000	15,000	-	-	-	
Event Revenue								
Event Income - A Taste of Israel	30,000	6,272	30,000	-	30,000	22,500	-	No major event planned at this time
Miscellaneous Income (e.g. Donations, reimbursements, etc.)	12,500	14,373	7,500	11,500	9,820	7,500	10,000	
FedLed Event Income		550	-	-	2,500	3,102	3,600	
Prior Year Surplus	44,375	44,375	-	-	-	-	20,000	From 2021/2022 Surplus
Corporate Sponsorship	40,000	36,500	40,000	57,500	50,000	50,000	75,000	
PPP Funds		-	57,000	172,000	-	-	-	
TOTAL REVENUE	1,263,552	1,255,538	1,563,378	1,684,770	1,587,401	1,579,683	1,678,890	
Personnel								
Salaries	706,488	654,367	914,714	858,291	881,301	849,748	932,317	
Federal and State Payroll Taxes	56,003	43,440	70,433	62,449	68,301	63,382	72,255	
Medical,Dental,Disability,Life Ins (Assumes 5% Increase)	59,773	49,225	64,707	41,217	60,101	53,997	69,786	
Pension Plan	37,210	34,963	39,779	41,487	48,729	35,639	38,906	
Employee Appreciation/ Merit Increases		-	-	-	2,500	2,500	12,000	
PROFESSIONAL DEVELOPMENT	859,474	781,995	1,089,633	1,003,444	1,060,932	1,005,266	1,125,263	
Conferences and Meetings	10,000	624	15,000	9,902	15,000	10,000	20,000	Fall conference 2023 - FedPro
SUPPLIES AND PRINTING								
Office Supplies & General Printing (Letterhead, envelopes, etc.)	11,000	8,731	11,000	15,990	13,150	15,000	15,000	
Computer Maintenance	2,750	5,521	2,750	9,637	3,250	9,000	7,000	
JFNA CRM Fees	11,000	28,757	11,000	8,319	11,000	7,319	14,000	CRM updates
Software Licenses & Outsourced Report Writing	12,500	9,758	12,500	16,244	15,000	15,000	15,000	
Printer Contracts, monthly fees& Maintenance	5,800	7,524	5,800	7,135	5,800	5,000	5,800	
OCCUPANCY	43,050	60,291	43,050	57,325	48,200	51,319	56,800	
MJCC Occupancy	52,000	50,224	52,000	51,052	55,325	55,325	61,405	
Insurance	9,300	9,068	9,300	10,967	10,000	11,000	12,500	
Controlled Access fees and maintenance	1,050	585	1,050	1,720	1,000	1,000	1,000	
TELEPHONE, POSTAGE, INTERNET (65/35)	62,350	59,877	62,350	63,739	66,325	67,325	74,905	
Telephone	3,500	3,310	3,500	2,533	3,300	3,000	3,000	
Postage	6,200	8,718	6,200	5,791	6,200	6,000	6,000	
Internet & Website	5,500	3,089	5,500	27,050	5,500	2,500	30,500	Carry over Website update from 21/22
Marketing (General Branding)	15,200	15,117	15,200	35,374	15,000	11,500	39,500	
Advertising & Swag	5,000	3,606	5,000	1,580	10,000	10,000	15,000	
Annual Report (including design, printing and mailing)	7,500	10,000	7,500	5,181	7,500	7,000	7,500	
2 Newsletters (including design, printing and mailing)	4,500	2,049	4,500	2,360	3,750	2,000	3,750	
Design Disciple Retainer	24,400	30,000	30,000	37,375	30,000	24,750	30,000	
JFS Marketing		-	15,000	15,000	-	-	-	
Fundraising / Campaign/LOJ/Super Sunday/ETC	41,400	45,655	62,000	61,496	51,250	43,750	56,250	
FEDLED and all related costs including marketing, printing, etc.	65,800	77,537	65,800	73,042	70,000	75,000	80,000	
Engagement Programming & FEDLED Event	2,500	8,229	2,500	5,077	7,500	7,000	7,500	
Programming and Community Impact (includes marketing)	2,500	8,229	2,500	5,077	7,500	7,000	7,500	
Lion of Judah - Programming	-	-	8,324	8,324	-	-	-	
Costs for Administering Grants (copying, meeting expense - i.e., Food)	1,000	-	1,000	244	1,000	900	1,000	
Task Forces (Senior Services, Teen Professionals, Special Needs ,etc.)	1,000	-	1,000	140	1,000	750	1,000	
Holocaust Remembrance	7,500	11,779	13,324	14,074	13,500	13,500	13,500	
Newcomers	2,000	(800)	2,000	1,257	2,000	2,000	2,000	
Israel Advocacy (mostly marketing and possibly a program)	2,000	1,552	2,000	1,014	2,000	2,000	2,000	
CRC - dues for Israel Action Network, JCPA, interfaith activities, etc.	5,000	21	5,000	24,281	5,000	5,000	10,000	
General Program expense / Special Programs	7,500	12,093	7,500	12,196	10,000	10,000	16,000	Includes \$150 pp for women's spiritual
Study - Southern Growth (2019-20) / JFNA Demo (2021-22)		-	-	-	-	-	-	
Isolated Seniors Program	11,000	10,626	11,000	10,449	11,750	12,000	11,750	
Hillel of Memphis		-	-	-	-	-	-	
Security		-	-	-	-	-	-	
PJ Library		-	-	-	-	-	-	
Senior Meals		-	-	-	-	-	-	
A Taste of Israel	35,000	19,062	35,000	-	35,000	60,000	-	
Israel @75		-	-	-	35,000	40,000	-	
Community wide professional development		-	10,000	10,000	10,000	10,000	10,000	
Leadership Development (including General Assembly)	72,000	54,333	96,148	81,979	126,250	156,150	67,250	
OTHER EXPENSE	2,000	6,178	15,000	39	20,000	15,000	15,000	
Annual Meeting	1,500	2,760	1,500	2,071	2,500	2,500	2,500	
Auditing	21,000	24,514	21,000	39,469	25,000	25,000	30,000	Audit RFP
Dues and Subscriptions	2,000	823	2,000	1,178	2,000	1,500	2,000	
Capital Reserve/Community Ed	10,000	-	10,000	-	10,000	5,000	10,000	
Bank Fees/Credit Card	14,000	10,055	14,000	9,685	14,000	12,000	14,000	
Miscellaneous	2,000	332	2,000	104	2,000	1,000	4,500	
Endowment Support	4,500	8,151	4,500	8,151	8,151	8,151	8,151	
Office Enhancements	2,500	-	2,500	3,431	5,000	5,000	5,000	
WTD / Contract Acctg	18,000	19,652	19,000	19,686	20,000	21,000	20,000	
Worker's Compensation	2,500	2,006	2,300	2,255	3,100	1,950	3,100	
Recruiting		9,439		6,170				
Consulting Fees		-		-			20,000	
Community Participation and Outreach	7,500	2,572	7,500	6,885	15,000	12,500	15,000	
TOTAL ADMINISTRATIVE EXPENSES	85,500	80,304	86,300	99,085	106,751	95,601	134,251	
Net Surplus/(Deficit)	1,259,274	1,190,140	1,552,981	1,490,502	1,587,208	1,537,911	1,676,719	
	4,278	65,398	10,397	194,268	193	41,772	2,171	

* Use of Surplus
5% in reserve
\$20,000 23/24 consulting services
Balance - above the line B7

Changes made on May 3
Re-allocated 20/21 surplus
Added \$20,000 in consulting costs to Operating Budget
Held 5% in reserve
But the balance into allocable dollars Waterfall line B7

Identified a broken link to revised comp resulting in a redu

Pending: Cumulative surplus calculations
JFNA study expenses

COMMUNITY BUILDING & EDUCATION

- Community Relations
- Holocaust Memorial
- Community Education and Convening
- Security Oversight
- Coalition Building
- Jewish Advocacy
- Oversight of Direct Programs: Hillel, PJ Library, Newcomers/Shalom Baby, Affinity Groups, Senior Engagement)
- Memorials
- Grants Processes (community, fedovation, special)
- Priority Setting
- Task Forces (Senior Services and Teen Professionals)
- Priority Initiatives (e.g. day school operating evaluation, demographic studies, data projects, etc.)
- New Priorities:**
 - Impact Evaluation
 - Leadership Development
 - Community Calendar Management
- OVERSEAS PROGRAMMING**
- Missions
- Partnership
- Teen Israel
- Inquires
- Israel Education

Rallies
Memorials
Lemsky Grants Process
Emergency Campaigns

Roll-up Budget

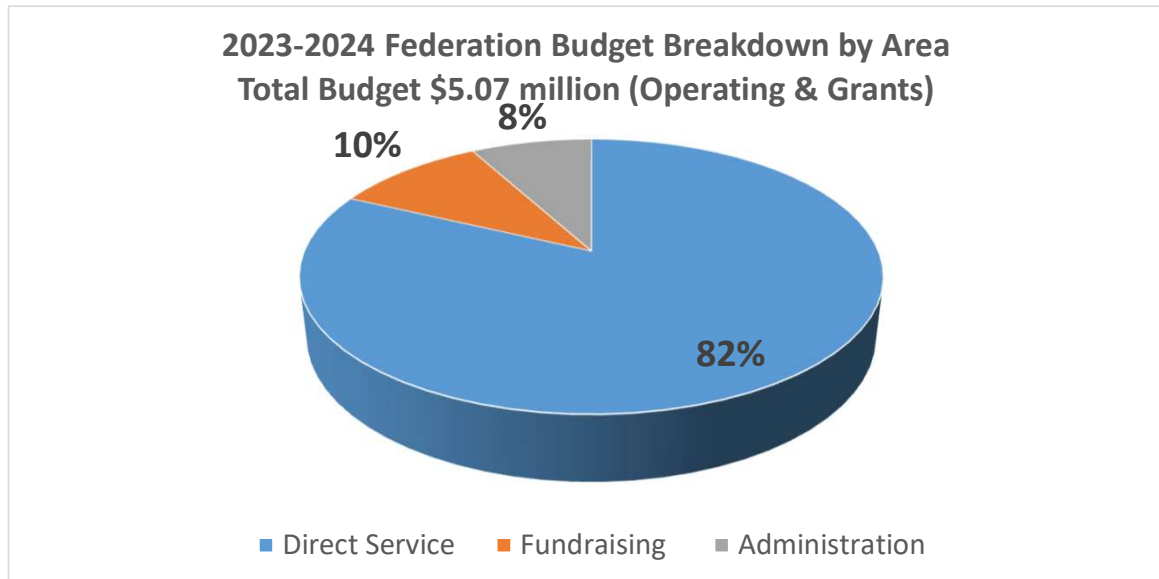
Fundraising	458,403
Administration	379,627
MJF Local Direct Service*	626,010
MJF Overseas Direct Service**	224,680
Campaign Grants & Allocations	2,816,770
Lemsky Grants	567,261
\$	5,072,750.32

***MJF Local Direct Service**

- Community Relations
- Holocaust Memorial
- Community Education and Convening
- Security Oversight
- Coalition Building
- Jewish Advocacy
- Oversight of Direct Programs: Hillel, PJ Library, Newcomers/Shalom Baby, Affinity Groups, Senior Engagement Memorials
- Grants Processes (community, fedovation, special)
- Priority Setting
- Task Forces (Senior Services, Pre-school, kosher food, millennial Israel engagement, teen professionals, etc.)
- Priority Initiatives (fighting antisemitism, teen wellness, leadership development)

****MJF Overseas Direct Service**

- Missions
- Partnership
- Teen Israel/next stop
- Inquires
- Israel Education
- Rallies
- Memorials
- Lemsky Grants Process
- Emergency Campaigns



2023 - 2024 Community Grants



Surplus Grant Funds

Organization/Agency	2019-2020 Request	2019-2020 Received	2020-2021 Request	2020-2021 Received	2021-2022 Request	2021-2022 Rec	2022-2023 Request	2022 - 2023 Recommendation	2023-2024 Request	2023-2024 Directed Gifts	2023 - 2024 Pre-Approval	\$ 19,445.51	FINAL
MJCC	\$ 361,415.00	\$ 312,160.00	\$ 356,424.00	\$ 297,290.00	\$ 356,424.00	\$ 297,290.00	\$ 356,424.00	\$ 297,290.00	\$ 356,424.00		\$ 280,000.00		
Memphis Jewish Home	\$ 225,000.00	\$ 103,378.00	\$ 225,000.00	\$ 103,000.00	\$ 217,000.00	\$ 103,000.00	\$ 250,000.00	\$ 105,000.00	\$250,000.00	\$5,550.00	\$ 98,880.00		
Plough Towers	\$ 59,039.00	\$ 68,250.00	\$ 54,376.00	\$ 40,621.00	\$ 41,753.00	\$ 41,589.00	\$ 43,550.00	\$ 43,550.00	\$ 45,414.00		\$ 41,496.00		
BBYO	\$ 48,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 45,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00		\$ 39,957.00		
NCSY	\$ 18,750.00	\$ 15,000.00	\$ 19,975.00	\$ 15,000.00	\$ 16,175.00	\$ 15,000.00	\$ 20,550.00	\$ 20,550.00	\$ 25,295.00		\$ 15,705.00	\$ 1,666.67	
Temple Israel MeFTY/JYG	\$ 19,500.00	\$ 17,000.00	\$ 17,000.00	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00	\$ 14,000.00	\$ 21,454.00		\$ 13,580.00	\$ 1,666.67	
JCRS	\$ 18,000.00	\$ 12,000.00	\$ 18,000.00	\$ 12,000.00	\$ 15,000.00	\$ 15,000.00	\$ 18,000.00	\$ 17,000.00	\$ 20,000.00		\$ 14,400.00		
Facing History	\$ 10,000.00	\$ 7,000.00	\$ 10,000.00	\$ 7,000.00	\$ 9,500.00	\$ 7,000.00	\$ 15,000.00	\$ 9,000.00	\$ 15,000.00		\$ 6,720.00	\$ 1,666.67	
Collaborative Youth Group						\$ 5,000.00							
Beth Sholom USY/Kadima	\$ 9,000.00	\$ 6,000.00	\$ 4,200.00	\$ 4,200.00	\$ 1,200.00	\$ 2,000.00	\$ 3,000.00	\$ 3,000.00	\$ -				
Total:	\$ 768,704.00	\$ 580,788.00	\$ 744,975.00	\$ 533,111.00	\$ 716,052.00	\$ 539,879.00	\$ 760,524.00	\$ 549,390.00	\$ 773,587.00		\$ 510,738.00	14,445.51	

Available to Grant

Synagogue Youth Group Criteria:

1. must be connected to a National youth group organization
2. must have a teen board that creates programming
3. must engage in activities outside of the synagogue/ religious school activities

Directed Gifts/Endowments/and Formula Grants:

JFNA	853,247 *
Shoham	7,500
Birthright	25,000
Kharkov	15,000
FJFS	457,763 *
Meals Cost	220,000 *
Plough Towers Meal Worker	18,633
MJCC Meal Worker	12,650
PJ Library	20,000
Security	85,000
Hillel	135,626
Jewish Education Grants (\$416,317)	
Bornblum	97,850
MHA/FYOS	196,413
Temple Israel Religious School	20,625
Beth Sholom Religious School	2,625
Day School Collaboration Grar	50,000
Camp Scholarships	48,655 (updated May 17)
Anti-Semitism Microgrants	20,000
	2,286,586

*estimates of endowment distr and directed gifts

Lemsky Awards/Requests-Agencies

	<u>22-23 Awards</u>	<u>23-24 Requests</u>
MJCC Shaliach/Israel Center	\$48,400	\$40,000
Temple Israel Institute Reform Zionism	\$16,987	\$16,690
NCSY Israel Scholars Program	\$18,000	0

Priority: If \$5000 or less, split between NCSY, Temple and FH. If over \$5000, reconvene Grants Committee.

NCSY	\$ 1,666.67
Temple	\$ 1,666.67
Facing History	\$ 1,666.67
Available to Grant	\$ 14,445.51