

MJF Ops - Pro Forma for 2021 - 2022

INCOME

Campaign (refer back to Waterfall Worksheet)

	2019-2020 Budget	2019-2020 Actual (Preliminary)	2020-21 Updated Budget As of 9.30.2020	2021-2022 Budget Pro Forma	
Unrestricted Campaign Grant for Admin & Fundraising	450,000	450,000	450,000	500,000	
Unrestricted Campaign Grant for Community Building & Education	447,000	447,000	460,000	585,558	
Unrestricted Campaign Grant for Overseas Programming				51,400	
Unrestricted Campaign Grant for Security				45,000	a

Endowment

Lemsky Admin fee	106,355	106,535	108,642	130,756	
Operating Endowment Distribution	88,629	88,629	90,535	108,963	
Hillel				135,465	b

Directed Gifts for Programs

Tributes	7,500	5,582	6,500	5,000	
Meals Program (Contributions and MIFA reimbursement)	5,000	5,000	5,000	218,000	c
PJ Library Gift				20,000	d
Outside Grant (HG Foundation for Pj Staffing)	1,200	0	0	1,200	
Community-Wide Professional Development (from 2019 needs list)				10,000	e

Service Revenue & fees

Agency Contributions for Security				24,500	a
Scholarship-Management fee	1,000	1,000	1,000	1,000	
WAFJFS Endowment Marketing Expense	15,000	15,000	15,000	15,000	f

Event Revenue

Event Income (Non-YAD) - A Taste of Israel ???	30,000	0	30,000	30,000	
Miscellaneous Income (e.g. Donations, reimbursements, etc.)	20,000	20,000	12,500	7,500	
YAD Event Income	2,500	0	0	0	

Prior Year Surplus

	0	0	44,375	0	
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Corporate Sponsorship

	75,000	61,100	40,000	40,000	
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PPP Funds

	0	0	0	57,000	
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TOTAL REVENUE

	1,249,184	1,199,846	1,278,552	1,986,343	
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Personnel

Salaries	737,600	708,543	706,488	914,714	
Federal and State Payroll Taxes	57,164	51,287	56,003	70,433	
Medical,Dental,Disability,Life Ins (Assumes 10% Increase)	59,030	52,247	59,773	64,707	
Pension Plan	32,500	34,073	37,210	39,779	
	905,644	867,045	879,974	1,089,633	g

PROFESSIONAL DEVELOPMENT

Conferences and Meetings	15,000	13,517	10,000	15,000	
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SUPPLIES AND PRINTING

Office Supplies & General Printing (Letterhead, envelopes, etc.)	10,775	10,920	11,000	11,000	
Computer Maintenance	2,750	1,128	2,750	2,750	
JFNA CRM Fees	0	0	11,000	11,000	
Software Licenses & Outsourced Report Writing	10,500	12,660	12,500	12,500	
Printer Contracts, monthly fees& Maintenance	5,700	9,882	5,800	5,800	
	29,725	34,590	43,050	43,050	

OCCUPANCY

MJCC Occupancy	51,960	51,960	52,000	52,000	
Insurance	9,165	9,360	9,300	9,300	
Controlled Access fees and maintenance	1,040	299	1,050	1,050	
	62,165	61,619	62,350	62,350	

TELEPHONE, POSTAGE, INTERNET (65/35)

Telephone	3,445	3,457	3,500	3,500	
Postage	6,110	6,188	6,200	6,200	
Internet & Website	4,641	5,213	5,500	5,500	
	14,196	14,858	15,200	15,200	

Marketing (General Branding)

Advertising	4,745	11,778	5,000	5,000	
Annual Report (including design, printing and mailing)	7,500	0	7,500	7,500	
2 Newsletters (including design, printing and mailing)	5,200	3,729	4,500	4,500	
Design Disciple Retainer	0	0	24,400	30,000	
JFS Marketing			0	15,000	f
	17,445	15,507	41,400	62,000	

Fundraising / Campaign/LOJ/Super Sunday/ETC

	51,000	61,922	65,800	65,800	
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YAD and all related costs including marketing, printing, etc. - Lauren

Engagement Programming	2,500	1,262	2,500	2,500	
	2,500	1,262	2,500	2,500	

Programming and Community Impact (includes marketing)

Lion of Judah - Programming	0	0	0	8,324	
Costs for Administering Grants (copying, meeting expense - i.e.. Food)	1,750	199	1,000	1,000	
Task Forces (Senior Services, Teen Professionals, Special Needs ,etc.)	1,000	2,776	1,000	1,000	
Holocaust Remembrance	7,500	7,322	7,500	13,324	
Newcomers	3,000	1,517	2,000	2,000	
Israel Advocacy (mostly marketing and possibly a program)	2,500	0	2,000	2,000	
CRC - dues for Israel Action Network, JCPA, interfaith activities, etc.	5,000	3,023	5,000	5,000	
General Program expense	2,500	7,154	7,500	7,500	
Study - Southern Growth (Board Priority Setting)	5,000	5,000	0	0	
Isolated Seniors Program	0	0	11,000	11,000	
Hillel of Memphis				120,465	b
Security				69,500	a
PJ Library				20,000	d
Senior Meals				213,000	c
A Taste of Israel	35,000	8,878	35,000	35,000	
Professional Development	0	0	0	10,000	e
	63,250	35,869	72,000	519,113	

Leadership Development (including General Assembly)

	5,000	1,468	2,000	15,000	
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OTHER EXPENSE

Annual Meeting	1,500	1,519	1,500	1,500	
Auditing	20,500	20,369	21,000	21,000	
Dues and Subscriptions	3,500	1,178	2,000	2,000	
Capital Reserve/Community Ed	15,000	12,446	10,000	10,000	
Bank Fees/Credit Card	15,000	6,867	14,000	14,000	
Miscellaneous	5,000	12	2,000	2,000	
Endowment Support	5,000	3,338	4,500	4,500	
Office Enhancements	2,500	7,556	2,500	2,500	
WTD / Contract Acctg / Retirement Plan Services	18,000	19,254	18,000	19,000	
Worker's Compensation	1,350	1,641	2,500	2,300	
Community Participation and Outreach (Tables, Ads, Etc)	10,000	9,529	7,500	7,500	
	97,350	83,709	85,500	86,300	

TOTAL ADMINISTRATIVE EXPENSES

	1,243,925	1,170,471	1,259,274	1,975,946	
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Net Surplus/(Deficit)

	20,259	44,375	19,278	\$10,397	
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Budget Reference Notes - programs with a net zero impact

- a Security
- b Hillel
- c Meals Program
- d PJ Library
- e Professional Development
- f JFJS Marketing
- g Compensation Increase: CEO contract obligations, add 1.5FTE, increase campaign
- other: Increase budget for Lion of Judah programming, leadership development, market

Budget Summary by Area

Comp	Other	TOTAL	
384,059	201,500	585,558	COMMUNITY BUILDING & EDUCAT
142,945	39,212	182,156	OVERSEAS PROGRAMMING**
290,382	145,455	435,838	FUNDRAISING
272,248	74,681	346,928	ADMIN
	440,465	425,465	DIRECT PROGRAMS (Hillel, Meals,)
1,089,633	901,313	1,975,946	

* 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
- 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, dat
- New Priorities:**
- Impact Evaluation
- Leadership Development

** OVERSEAS PROGRAMMING

- Missions
- Partnership
- Teen Israel
- Inquires
- Israel Education
- Rallies
- Memorials
- Lemsky Grants Process

Includes 25% of Lisa S. comp.

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Includes Hilly Safier comp

Includes Sophie B comp/net of \$15,000 is JCP mgmnt fee

Includes 25% of Lisa S. comp

director comp, fill open positions, provide cost of living and merit increases.
ing and professional development

TION*

Security and PJ Library Books (not personnel)

Groups, Senior Engagement)

:a projects, etc.)