



Memphis Jewish Federation | Jewish Foundation of Memphis

BOARD MEETING

MARCH 31, 2021

5:30 PM

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AGENDA

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March 31, 2021

5:30 p.m.

- I. Call to Order Ken Steinberg
 - a. **Approval of Minutes from February 24, 2021 meeting**

- II. Grants (Approvals Needed)
 - a. **Jewish Foundation of Memphis (March, 2021)**
Anthony Morrison
 - b. **Urgent Need Grants**
 - i. **Updated Criteria** Scott Vogel
 - ii. **Request from Memphis Jewish Home and Rehab** Bluma
Zuckerbrot-Finkelstein
 - c. **Day School Collaboration Grant**
Bluma Zuckerbrot-Finkelstein

- III. FJFS 5-year Strategy (Approval needed) Gary
Kaplan

- IV. Stories of Impact Alla
 - a. **From the Fundraising front**
Lubin/Jimmy Ringel
 - b. **Jewish Community Fellows @ Rhodes**
Videos

- V. Personnel Update Michael
Barnett

- VI. President's Report Laura
Linder
 - a. **Leadership "Get on Board" Sessions**
 - b. **Upcoming events/happenings**

JCP Board of Directors Meeting

***February 24, 2021, 5:30 pm
MINUTES***

On February 24, 2021, 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

Aileen Cooper, Pace Cooper, Bob Eiseman, Cindy Finestone, Hal Fogelman, Aviva Freiden, Jonathan Frisch, Mimi Grossman, Jan Groveman, Charles Jalenak, Gary Kaplan, Michael Kaplan, Michelle Katz, Marty Kelman, Debbie Lazarov, Emily Lennon, Sarah Lewis, Steve Libby, Anthony Morrison, Scott Notowich, Jimmy Ringel, Jill Shanker, Irvin Skopp, Ken Steinberg, Kimberlee Strome, Elissa Taub, Keri Unowsky, Scott Vogel, and Craig Weiss.

Memphis Jewish Federation Board of Trustees in attendance

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

Jewish Foundation of Memphis Board of Trustees in attendance

Dot Bilsky, Stanley Bilsky, Judy Bookman, Aileen Cooper, Hal Fogelman, Paula Jacobson, Charles Jalenak, Marty Kelman, Ron Lazarov, Alla Lubin, Anthony Morrison, Laura Paller, Judy Royal, Elkan Scheidt,

Jewish Community Partners Staff in Attendance

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

Mr. Steinberg called for approval of the January 13, 2021 Board Minutes. Mimi Grossman moved that the minutes be approved, and Cindy Finestone seconded the motion. The January 13, 2021 Board Minutes were approved.

Guest: Jana Weiskopf

Grant Approvals

Anthony Morrison, JFOM Chair, called to approve Jewish Foundation of Memphis grants from January-February 2021; Total \$646,885.11; to grant Bornblum Jewish Community School \$24,500 from the Covid-19 Urgent Needs Fund: \$12,771 for cleaning, \$6,729 for outdoor spaces, and \$5,000 for additional staff expenses and recognizing that COVID-19 may lead to the cancellation of the Spring 2021 Bornblum and MHA 8th grade and junior high school trips to Israel, Memphis Jewish Federation will offer Lemsky grants to Bornblum and MHA of up to \$5000.00 each to provide an immersive Israel experience for those students who were supposed to go to Israel this year. This grant is subject to Lemsky Committee approval of the specific components related to providing these experiences. Cindy Finestone moved to approve all three grant requests, and Alla Lubin seconded the motion. Approved

Financial Resource Development

Anthony Morrison, JFOM Chair, reported that in the last eight weeks, investments went over 100 million. The first meeting of the Foundation Strategic Planning Meeting was February 24 at 4:30 pm, and they anticipate it being a 3-month process to plan out the next 25 years of the Foundation's path.

Federation's 2021 Campaign

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

Progress Report as of February 24, 2021				Prior Year Achievement			
Category	Fundraising Goal	Progress to-date	% to goal	Open Potential	2020	2019	2018
Unrestricted + Plough	\$2,900,000	\$2,604,862.22	89.82%	\$148,048.57	\$2,817,369.00	\$2,701,853.50	\$2,651,470.82
Local Designated	\$150,000	\$116,901.72	77.93%	\$3,000.00	\$103,648.34	\$175,198.99	\$166,810.81
Meals	\$110,000	\$110,283.84	100.26%	\$8,734.62	\$104,709.08	\$67,400.00	\$67,400.00
JFS Above and Beyond	\$150,000	\$83,831.00	55.89%	\$475.00	\$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	\$12,500.00	31.25%	\$38,600.00	\$66,100.00	\$48,027.60	\$20,150.00
JFS Endowment	\$7,500,000	\$5,645,845.86	75.28%				
JFNA Health and Human Services	\$100,000	\$100,000.00	100.00%				
JFOM Emergency Assistance Fund		\$7,500.00					
Hillels of Memphis	\$113,294	\$94,558.36	83.46%				
Board Participation	100% participation	62	98.41%	1			
	# of Board Members	63					
3-year pledges	Number of gifts	2021	2022	2023			
	123	\$1,447,118.07	\$1,396,351.62	\$1,398,176.62			

Mr. Ringel reported the campaign close-out strategy is to focus on the following:

We have approximately \$150,000 in available inventory left to close. The majority are small gifts. If all of these gifts are secured at the same level, we will end the campaign by \$50,000 short of last year. Our closing strategy has three parts: solicitors are assigned to the gifts \$1,000 or more that are still open; Molly Wexler has volunteered her time as a "super solicitor" and is taking donors \$500 and above that are unassigned; Under \$500 is being called by our Hillel of Memphis Students. These same donors will receive a solicitation letter this week. Auto-renewal letters will be our last movement with these donors, which will be sent to everyone who is still open at this level as of March 15. Our net loss on the unrestricted campaign this year stands at \$60,000. This is due to donor deaths and decreases. It's also due to some unrestricted gifts moving to restricted. We fund three programs through restricted gifts: Hillels of Memphis, Kosher Home Delivered Meals, PJ Library. We are still raising funds for the Home Delivered meals but are close to our projected goal. Hillels of Memphis has a fundraiser this spring in place of Yiddish Cup, and PJ Library costs have been funded. We are working closely with JFS to ensure we can provide the funds needed for their 21/22 budget.

As you know, we have been raising "Above and Beyond" gifts for many years to fulfill the federation's responsibility. Our Lions of Judah have launched a "step up program" to inspire women to become Judah's lions over three years. 25 or so women were identified and assigned to the solicitation team of our Lions. They will be receiving a letter next week, and then each woman will get a call to discuss her interest. We hope to add ten new Lions - bringing our total new lions to 15 for this year. JFJS Endowment campaign has hit \$6.1 million in pledges. They are bringing us to \$1.4 million from our goal of \$7.5 million. Also, to solicit gifts, we ask donors to accelerate their payments to meet the needs of JFS clients sooner.

Stories of Impact

Cindy Finestone reported on JFNA, being a JFNA board member as well. JFNA has raised 175 million for Covid Relief, 500 million for PPP, established a matching fund for Frontline Human Need of over 18 million and hosted various virtual programs, missions, and conferences. JFNA has provided a 10% of reduction in fees this year.

Mrs. Finestone introduced Jana Weiskopf to speak on the JFNA Emerge program. Mrs. Weiskopf reported she was nominated by the community to participate in the JFNA leadership program, Emerge. Twenty-three women over seven communities (Memphis, Atlanta, Dallas, Columbus, Indianapolis, Omaha, Jacksonville) cultivate new leaders' relationships. Ray Ringel facilitates the program.

A video of Jordan Infeld, a B'nai Tzedek participant, was shared to review his experience of the grant review process and ultimate decision-making task.

A video of Marisa Moore, Rhodes Hillel student, was shared, and Ms. Moore thanked JCP, Federation, and Foundation for the ways she has been able to connect to the Jewish community through Hillel Fundraising Internship, Rhodes Fellowship, Jewish Learning Fellowship, JFNA Changemakers and the opportunity to teach 5th-grade religious school at Temple Israel.

Jimmy Ringel, the FRD co-chair, reviewed the re-launched YAD program now call FedLed. Mr. Ringel reviewed the success of the Networking Breakfasts and mentors hosting networking on zoom.

Mrs. Finestone thanked all the professional staff for their hard work.

President's Report

Laura Linder, CEO & President, announced a finalized gift for the FJFS Endowment that brings it up to 6.1 million. Mrs. Linder called on Michael Barnett, JCP COO, for a personnel report. Mr. Barnett announced that our new Regional Security Director, Amanda Braswell will start in April 2021 and still interviewing for Campaign Director. Mr. Barnett also reported that the new grants cycle has started on the new grants portal Foundant.

Mrs. Linder announced that the family of Mason Gudelsky had given JCP a grant of \$20,000 to create a mini-grant process for a Wellness Initiative.

The meeting was adjourned at 6:15 pm.

LEADERSHIP REPORT

OPERATIONS/FINANCE (HR, Marketing, Governance, IT, Budget, Investment, etc.)	
We have a new Regional Security Director. The candidate accepted the position and will start on April 12 th .	We have signed a contract to hire Sageview Consulting to assist with hiring a campaign director
The Foundation PPP loan has been forgiven	We have increased our cybersecurity coverage
Created an internal organizational priorities tracker dashboard	Met with Adams-Keegan to see the services we offer to see if it would help the efficiency of JCP.
PHILANTHROPY (Annual Campaign, Legacy, Foundation, B'nai Tzedek)	
B'nai Tzedek completed their grant cycle. The students reviewed 17 grant applications and allocated \$10,000. (please see attachment)	Secured two new corporate sponsorships: Highland Capital Management, LLC., and Michael McManus
Operationalized the staff to close donors below \$500	An additional \$275,000 pledged to the FJFS Endowment that brings the total \$6.4 million.
Secured three sponsorships for Yom HaShoah: TN Holocaust Commission, B'nai Tzedek grant, Alex & Debra Saharovich	
LOCAL ENGAGEMENT PROGRAMS (Hillel, PJ Library, Newcomer, Shalom Baby, Lion of Judah, Professional Advisors, Senior Engagement)	
New Lion of Judah brochure completed and mailed to 23 Lion of Judah prospects (Laura to expand)	Mailed Yiddishe Cup mailer to previous sponsors, various board, alumni, and parents of current students
Purim event at Rhodes College large turnout	Hillel Shabbat dinner on March 5 th
Hillel Hamantashen Bake 20 people attended	Fourth lecture of the semester, "On One Foot, Jewish Faculty Lecture Series."
Leveraged free talent through GiveCamp to create a branding kit for the Lion Behind the Pin, including a prototype packaging for the Lion pin that could be adopted nationwide	PJ Book Drop & Swap marketing; Over 500 books collected to date for the 3/14 event
ISRAEL ENGAGEMENT (Partnership, Scouts, Teen Israel, Missions, Troubleshooting)	
Collaborative planning with MJCC for Yom Ha'Atzmaut resulted in a plan to distribute Memphis-Shoham partnership "picnic kits" at MJCC drive-by program.	

COMMUNITY RELATIONS (Holocaust Resource, Interfaith Relations, Coalition Building, Statements, Troubleshooting)	
Perspectives on Eviction program-large turnout with very positive post-program feedback achieved through new survey instrument	Secured Yom HaShoah 2021 speaker; designed & sent out a postcard
Secured Judy Bookman as moderator and Rabbi Abe to offer Jewish framework for upcoming 3/24 Policing & Mental Health program.	Despite pandemic, the annual Holocaust Art & Essay contest elicited 26 art entries and 20 essays, including entries from two new schools: Faith Heritage Academy and Homelife Academy.
Bluma did a 30-minute radio interview on Memphis Jewish Federation and its Israel agenda for Jonathan Lindberg's weekly Eye on Israel program (MFOI)	
GRANTING AND EVALUATING & JCP IMPACT	
Consulted with local and overseas partners regarding grant applications;	We have our first Community Grant meeting, February 28th
Designed and sent out impact survey for eviction program	Facilitated Bornblum Covid-19 grant request
Edits to Impact Book	
COMMUNITY PLANNING AND NEEDS ASSESSMENT	
Initial work for a mental wellness survey	