



Memphis Jewish Federation | Jewish Foundation of Memphis

BOARD MEETING

February 24, 2021

5:30 PM

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JCP Combined Board of Directors Meeting

February 24, 2021

5:30 p.m.

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|-------------|--------------------------------------|------------------|
| I. | Welcome and Call to Order | Ken Steinberg |
| | a. Approval of Minutes | |
| II. | Grant Approvals* | Anthony Morrison |
| | a. JFOM | |
| | b. Urgent Needs Requests | |
| | c. MJF Lemsky Endowment | Scott Notowich |
| III. | Campaign Update and Closing Strategy | Jonathan Frisch |
| IV. | Stories of Impact | Cindy Finestone |
| | a. JFNA's Emerge | |
| | b. B'nai Tzedek | |
| | c. Hillel Fundraising Internship | |
| | d. FedLed/Mentorship | |
| V. | President's Report | Laura Linder |
| VI. | Adjournment | |

*Approval Needed

JCP Board of Directors Meeting

***January 13, 2021, 5:30 pm
MINUTES***

On January 13, 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

David Cooper, Pace Cooper, Bob Eiseman, Cindy Finestone, Hal Fogelman, Mark Fogelman, Aviva Freiden, Jonathan Frisch, Jason Goldstein, Michael Greenberg, Mimi Grossman, Jan Groveman, Lee Harkavy, Charles Jalenak, Gary Kaplan, Michael Kaplan, Michelle Katz, Marty Kelman, Martin Klazmer, Debbie Lazarov, Sarah Lewis, Steve Libby, Jaclyn Marshall, Anthony Morrison, Scott Notowich, Jimmy Ringel, Wendy Rotter, 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, Aileen Cooper, Hal Fogelman, Paula Jacobson, Charles Jalenak, Marty Kelman, Ron Lazarov, Susan Levine, Alla Lubin, Anthony Morrison, Laura Paller, Judy Royal, Elkan Scheidt, Irvin Serenco, 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, Matt Timberlake, Sarah VanderWalde, Tim Wheat and Bluma Zuckerbrot-Finkelstein.

Mr. Steinberg offered condolences to Jan Groveman and her family on the passing of her mom, Marilyn Belz.

Mr. Steinberg called for approval of the November 4, 2020 Board Minutes. Craig Weiss moved that the minutes be approved, and Pace Cooper seconded the motion. The November 4, 2020 Board Minutes were approved.

Ken Steinberg, JCP chair, called on Michael Barnett, JCP COO, to explain the Mentimeter Word Cloud exercise. Each board member entered a word or phrase of what they are grateful for, and the program created a Gratitude word cloud.

Covid Urgent Needs Request

Mr. Steinberg called on Bluma Zuckerbrot-Finkelstein, JCP CSO, to review the Covid Urgent Needs Request from MHA. Mrs. Zuckerbrot-Finkelstein reminded the board that to date, JCP had funded urgent needs due to Covid from Plough Towers, Memphis Jewish Home & Rehab, and Baron Hirsch. MHA submitted a grant request of \$60,000 to hire one new teacher plus two teaching aids, \$13,000 for food/food prep, and \$6,500 for increased cleaning costs due to Covid. The Urgent Needs Grant Review Committee including Ken Steinberg, Cindy Finestone, Anthony Morrison, Scott Vogel, Laura Linder, Michael Barnett and Bluma Zuckerbrot-

Finkelstein met to review the request. They recommended that the board approve a total grant of \$24,500 (\$13,000 food prep, \$6,500 cleaning, and \$5,000 towards teaching staff). Questions were raised regarding 20/21 allocable dollars and MHA eligibility for PPP funds. In response to questions, it was reported that the balance of the Emergency Covid Relief Fund is \$490,067. Jonathan Frisch moved to approve the Covid Urgent Needs Request from MHA, and Michael Greenberg seconded the motion. The Covid Urgent Needs Request from MHA for \$24,500 was approved.

Building Bridges

Bluma Zuckerbrot-Finkelstein, JCP CSO, reviewed Senator Blackburn's tweet attacking China as a whole and shared that we were asked to sign a joint letter to the Senator along with other TN Federations. She reported that JCP has been developing a relationship with the Greater Memphis United Chinese Association and because of this, drafted its own letter (rather than signing on to the other, which we were not comfortable with) to Senator Blackburn. Recently Bluma received a supportive thank you letter from the Greater Memphis United Chinese Association.

Impact Story

Dot Bilsky spoke on volunteering to assist isolated seniors with Ipads in the Memphis Jewish Community. Mrs. Bilsky has immensely enjoyed this experience and felt she helped seniors get back to what they love doing: attending virtual services, weddings, MJCC classes, and more.

Financial Resource Development

Anthony Morrison, JFOM Chair, reviewed the Foundation Dashboard and reported on year-end activity. December 2020. In December, \$3.4 million in gift came in, and \$1.6 million was granted out. Mr. Morrison reported Foundation virtual events, PAG, B'nai Tzedek, are going well. Martin Kelman, JCP Assistant Treasurer, would like a timely turnaround on the Investment Summary. Charles Jalenak, Foundation Investment Committee Chair, offered to send out the summary without JCEP (ending in May) as a solution. The summary could be sent out by the 5th or 6th of each month.

Federation's 2021 Campaign

Jonathan Frisch, 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

Mr. Frisch reported the campaign close-out strategy is to focus on the following open cards:

- (63) open cards of donors \$1000-\$4999
- (99) open cards of donors \$500-999
- (383) open cards of donors less than \$500

Mr. Frisch acknowledged and thanked Lions of Judah and the new Step-up program. He also acknowledged and thanked Alla Lubin, Michelle Katz, Eileen Posner, and Keri Unowsky for soliciting so many for the campaign.

Mr. Frisch called on Jaclyn Marshall to speak on the upcoming FedLed event. The FedLed Children's Clothing Drive will be held on January 31, 2021, at the MJCC Pavilion, and proceeds from the drive will go to Senior Meals.

Ken Steinberg announced Susan Levine and her family would be moving out of town, and all wished her well.

Security

Ken Steinberg introduced our Regional Security Director, Stuart Frisch. Mr. Frisch reported no active threats to the Jewish community during the time of the Inauguration. Everyone should keep following policy/procedures.

JCP Priorities Break-out Discussion

Cindy Finestone, Federation chair, reviewed Priority #3, which was the focus of the meeting. Mrs. Finestone introduced Scott Notowich to review the main three recommendations from the small group discussions:

- 1) Wellness: JCP should convene the community around addressing Wellness needs
- 2) Communications: JCP should upgrade to a more robust Community Calendar
- 3) Israel and Overseas: no recommendations at this time

Technical difficulty with the breakout rooms and Scott Notowich agreed the Priority 3 group would regroup and report back.

Engagement Opportunities

Cindy Finestone introduced Elissa Taub, co-chair of JFNA Virtual Mission to DC, to speak on the upcoming event. Mrs. Taub reported that the virtual mission would be on February 1st and 2nd. Over a thousand people are currently registered, and the registration link was put in the zoom chatbox.

Laura Linder reported on the International Lion of Judah Conference. The conference will be on January 24th and 25th and will feature several powerful and inspiring female speakers. The goal is to get 60 Memphis women to register for the event, and currently, we have 20 Memphis ladies registered.

President's Report

Laura Linder, CEO & President, acknowledged and thanked all board members for their hard work and engagement in the campaign. Mrs. Linder acknowledged and thanked the professional JCP staff for all their hard work.

The meeting was adjourned at 6:48 pm.

CAMPAIGN REPORT

February 17, 2021

Prior Year Achievement

Category	Fundraising Goal	Progress to-date	% to goal	Open Potential	2020	2019	2018
Unrestricted + Plough	\$2,900,000	\$2,595,305.93	89.49%	\$148,808.57	\$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
	Number 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

PROGRAM REPORT

February 19, 2021

OPERATIONS/FINANCE (HR, Marketing, Governance, IT, Budget, Investment, etc.)	
-Updates were made to JFOM website to make it more user friendly.	
-Interviewing two candidates for the Security Director position.	-Fine-tuned draft operating and grants budget for 21/22
-Finalizing draft of 5-year operating agreement with FJFS	-Michael is finalizing our agreement with the MJH to provide the meals for the congregante and home delivered since Holy Cow is closing. He had a meeting last week with all parties involved including MIFA and the MJH.
-Formed Governance committee, Chaired by Michael Kaplan, to review current by-laws and structure	-We have been chosen by "GiveCamp" a project run by momentum that offers free services during an intensive weekend for local non-profits. We are going to have them design the brand and packaging for an innovative lion of Judah program - Your Lion Legacy which is basically leaving a legacy plan for your pin.
-Reached out to executive search firm for assistance with filling campaign director position.	- <i>Strong Together</i> e-mail blast about Dot Bilsky.
LEADERSHIP DEVELOPMENT	
-Oriented Memphis' 3 JFNA Emerge participants: Jana Weiskopf, Jaclyn Marshall, Elana Kahane	-FedLED breakfast with over 15 people attending. Jason Goldstein was the moderator.
PHILANTHROPY (Annual Campaign, Legacy, Foundation, B'nai Tzedek)	
-Reached \$6.1 million in JFS campaign	-Cindy along with Larry Schaefer are working with the MJCC to put together a pickle ball tournament fundraising for FJFS for the fall.
-Executing plan to accelerate JFS payments	-Identified and assigned 20 potential Lion of Judah prospects for a new Step-Up! Lion initiative. Held a training sessions for solicitors.
-Recruited Molly Wexler to solicit gifts over \$500	-Working on a fund agreement for the Greenville Cemetery endowment. Donor is reviewing.
-formed strategic planning committee for JFOM	-B'nai Tzedek meeting to review grant requests. See attached document.
-Lions of Judah continue to be incredibly busy and last week met for a training (conducted by Laura) and identified 20 new prospects and assigned them. A new brochure is being printed and we are launching a "Step-up" Lion of Judah program.	

LOCAL ENGAGEMENT PROGRAMS (Hillel, PJ Library, Newcomer, Shalom Baby, Lion of Judah, Professional Advisors, Senior Engagement)

-Hillel planning Yiddishe Cup prep.(date & time, logo, production company), Purim event prep.	
-PJ Library is coordinating a book swap.	
-Hillel had its first Jewish Learning Fellowship Class of the semester	

ISRAEL ENGAGEMENT (Partnership, Scouts, Teen Israel, Missions, Troubleshooting)

-Memphis-Shoham Purim Mishloach Manot gift exchange	
-Israeli Scout Committee meeting with MJCC collaboration	
-Processing Teen Israel Experience applications	

COMMUNITY RELATIONS (Holocaust Resource, Interfaith Relations, Coalition Building, Statements, Troubleshooting)

-Consulted with other Federations and edited a joint TN Federations letter on UT Rock policy.	-Reached out to Mayor Jim Strickland asking him to join a US Conference of Mayors national statement against anti-Semitism (organized by American Jewish Committee).
-Promoted upcoming CRC program series - "The City We Share" a three-part series, with first program on eviction on 2/25/21.	
-Working with Yom HaShoah committee on choosing featured speaker for this year's commemoration	
-Rallied every Memphis Jewish agency, congregation, school & youth group to sign and contribute funds towards a full page ad in Hebrew Watchman thanking Goldbergers for their years of service to our community.	

GRANTING AND EVALUATING & JCP IMPACT

-Launched new online grants portal with Community Grants (February 8 th) and Lemsky Grants (February 17 th) now live; applications coming in.	- Launched B'nai Tzedek grant process
-Bluma is pulling the committee together to review the criteria for the urgent needs grants fund.	- Updated Lemsky Grants guidelines for clarity and easy access; posted on JCP website.
-Edits and fine-tuning of COVID Impact Report	

COMMUNITY PLANNING AND NEEDS ASSESSMENT

-Monthly senior e-newsletter published this week	
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Summary of Board Priorities Progress:

- A. All Board Priority #3 drop-in sessions complete; Working on reviewing and synthesizing notes and formulating plan to present to board for moving forward.
- B. Reviewing Executive Committee retreat notes and working on next steps.