



**Board of Directors Meeting
February 21, 2023
5:30 p.m.
AGENDA**

- | | |
|---|---|
| I. Welcome & Approval of Minutes | Cindy Finestone |
| II. Campaign Update | Jimmy Ringel / Steve Libby |
| III. Strengthening Engagement & Creating Community | Bluma Zuckerbrot-Finkelstein |
| a. Breakout Sessions | Jimmy Ringel, Andie Uiberall, Elissa |
| b. Reporting | Taub, Jaclyn Marshall, Judy Lansky |
| IV. President's Report | Laura Linder |
| V. Adjournment | Cindy Finestone |

*Attachments

Board of Directors Board Meeting

January 24, 2023 5:30 pm

MINUTES

On January 24, 2023, Memphis Jewish Federation Board of Directors held a Board Meeting to conduct its business in the MJCC Board Room.

At 5:30 pm, Scott Notowich, VC Israel & Overseas, welcomed all to the meeting.

Memphis Jewish Federation Board of Trustees in Attendance

Bob Eiseman, Cindy Finestone via zoom, Hal Fogelman, Jonathan Frisch, Michael Kaplan, Michelle Katz, Emily Lennon, Steve Libby, Alla Lubin, Jaclyn Marshall, Scott Notowich, Eileen Posner, Shelley Robbins, Daniel Snyder, Jason Susser, Elissa Taub, Andie Uiberall, Keri Unowsky, and Scott Vogel.

Jewish Community Partners Staff in Attendance

Laura Kaplan, Judy Lansky, Laura Linder, Carrie Richardson, Tim Wheat, and Bluma Zuckerbrot-Finkelstein.

Guest in Attendance

Virginia Palacio and Josh Sanderson, JCP Board

Scott Notowich, VC Israel and Overseas, called the meeting to order and called for approval of the December 14, 2022, Board Minutes. Alla Lubin moved that the minutes be approved, and Andie Uiberall seconded the motion. The December 14, 2022, Board Minutes were approved.

MOMentum Mom's Journey to Israel

Bluma Zuckerbrot-Finkelstein, JCP CIO and MJF EVP, introduced our guest Virginia Palaccio, recent MOMentum Mission Trip participant. Mrs. Palaccio shared her experience on the Momentum mission trip and how Federation assisted in connecting her to Israel.

Finance Update

Mr. Notowich called on Jonathan Frisch, VC Finance, to give a Finance Update through November 2022 for Federation: 24.8 million in Assets and a surplus of approximately 82 thousand.

Campaign Update

Steve Libby, VC FRD, reviewed the January 24th Campaign Update handout:

- Reunion
 - 150+ young adults gathered the night before Thanksgiving at our 1st Annual Reunion fundraiser with an \$18 minimum contribution.
 - \$3,006 from ticket sales that went directly to the annual campaign.
 - 104 new gifts
- Women's Impact Event
 - Over 250 women attended.
 - 27 new gifts
- Lion of Judah
 - 6 new Lions (5 step-up)
 - 3 new LOJE
 - 4 new Forever Lions

Needs Assessment & Planning Collaborative Update

Bluma Zuckerbrot-Finkelstein, JCP CIO and MJF EVP, reported on our Needs Assessment progress and introduced Josh Sanderson to discuss the market research study.

Needs Assessment Task Forces



JFNA Market Research Study

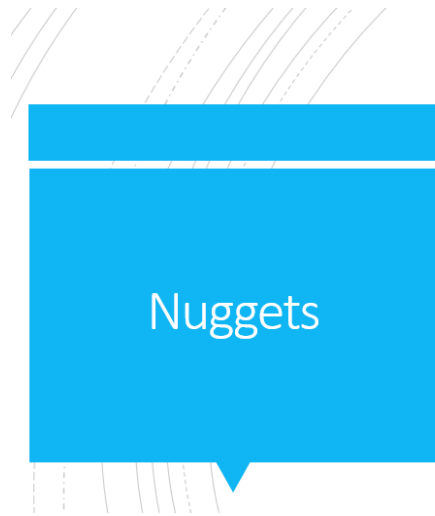


Steps:

- ▶ Review draft of JFNA Market Research Survey for Memphis: **Completed (Fall 2022)**
- ▶ Create Memphis-unique questions for survey: **Completed (Fall 2022)**
- ▶ Receive survey findings from JFNA: **Completed (December 2022)**
- ▶ Review study's findings & make recommendations: **In Progress/January-March 2023**

Memphis Market Research Study

Josh Sanderson, JCP, reviewed the initial data analysis from the JFNA survey:



- Satisfaction with the Jewish Community is highest among non-parents, moderates, Reform Jews, and those who belong to a Synagogue
- While Orthodox attend services more often and are more engaged in the Jewish community, Reform community members are more satisfied with the local Jewish community
- Older community members are more satisfied with the community than younger ones
- Younger community members perceive higher levels of engagement in the Jewish community than older members

President's Report

Laura Linder, JCP President and CEO, reviewed the open positions at JCP, Federation and Foundation. Mrs. Linder called on Judy Lansky, MJF Development Director, to invite the board to join everyone at the L'Chaim Memphis event January 25th and meet/mingle with our young adults and JAFI rep. Mrs. Linder reviewed the Women's Spiritual Journey handout.

The meeting was adjourned at 6:30 pm.

Today. Tomorrow. Always.

When the need is great, the strength of our community is greater.



Campaign Update as of February 20, 2023

OPEN CAMPAIGN

	Donors	Unrestricted	Restricted
\$100,000+	1		\$450,000.00
\$50,000-\$99,999	0		
\$25,000-\$49,999	2	\$45,925.42	\$25,000.00
\$10,000-\$24,999	4	\$30,000.00	\$12,500.00
\$5,000-\$9,999	9	\$39,677.25	\$12,400.00
\$1,000-\$4,999	22	\$35,074.79	\$1,000.00
\$500-999	24	\$15,190.00	
\$1-499	157	\$21,935.47	\$564.72
Total	219	\$187,802.93	\$501,464.72

Closed Campaign

<u>CLOSED</u>	<u>2023 closed</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>
FJFS Directed	\$75,455	\$102,550	\$86,633	\$109,376
Senior Meals	\$94,041	\$102,968	\$126,912	\$104,709
Local Agencies	\$115,294.21	\$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	\$2,286,422	\$2,511,460	\$2,344,559	\$2,817,369
Other Directed	\$101,689.77	\$470,932.00	\$100,578.00	\$48,973.00
TOTALS	\$2,828,562.98	\$3,887,327	\$3,441,097	\$3,291,675

Number of Lost/Refusal Donors

	Lost Pledges	Amount	Notes
2023	26	\$142,144	includes Garfinkel-\$121k
2022	52	\$49,101	
2021	72	\$106,175	Includes Goodman \$45K, Lilac \$15k, and Rosenbloom \$10k
2020	83	\$188,268	Includes Lipman \$100k and Great Oak Foundation \$50,000

*expecting a shortage of 40-60k from Plough Foundation Endowment