



**Board of Directors Meeting
March 28, 2023
5:30 p.m.**

Draft AGENDA

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|------|--|---|
| I. | Welcome & Approval of Minutes* | Cindy Finestone |
| II. | Impact | Sophie Bloch &
Rhodes Jewish Community Fellows |
| III. | Campaign Presentation* | Steve Libby & Jimmy Ringel |
| IV. | Action Items for Board Approval* | Cindy Finestone |
| V. | Follow-up: February Board Meeting Discussion | Bluma Zuckerbrot-Finkelstein |
| VI. | President's Report | Laura Linder |

*Attached

Board of Directors Board Meeting

**February 21, 2023 5:30 pm
MINUTES**

On February 21, 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

Bob Eiseman, Cindy Finestone via zoom, Hal Fogelman, Aviva Freiden, Jan Groveman, Susanne Landau, Debbie B. Lazarov, Michael Kaplan, Steve Libby, Alla Lubin, Jaclyn Marshall, Scott Notowich, Eileen Posner, Jimmy Ringel, Shelley Robbins, Adam Saslawsky, Jill Shanker, Daniel Snyder, Jason Susser, Elissa Taub, Andie Uiberall, and Keri Unowsky.

Jewish Community Partners Staff in Attendance

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

Cindy Finestone, MJF Chair, called the meeting to order and called for approval of the January 24, 2023, Board Minutes. Eileen Posner moved that the minutes be approved, and Jaclyn Marshall seconded the motion. The January 24, 2023, Board Minutes were approved.

Campaign Update

Steve Libby, VC FRD, reviewed the February 21st Campaign Update handout:

**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

CLOSED	2023 closed	2022	2021	2020
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

Strengthening Engagement & Creating Community

Bluma Zuckerbrot-Finkelstein, JCP CIO and MJF EVP, reported on our 2022 Memphis Market Research Study:

Connection & Responsibility

58% of respondents strongly agree:

“It is important to me to feel connected to/part of the Jewish community in my area”

Only 25% strongly agree:

“I have a responsibility to ensure there is a strong Jewish community in future generations”

Current Engagement Levels

“How would you describe your current engagement level with your Jewish community, Jewish organizations, or Jewish groups in your community?”

20%: Very engaged

42%: Somewhat engaged

19%: Not very engaged

19%: Not engaged at all

Our Work for Today

3 Cohort Conversations:
Engaging Women,
Men, Young Adults

High level,
strategic
conversations
around 3 questions

Breakout Sessions and Reporting

Bluma Zuckerbrot-Finkelstein, JCP CIO and MJF EVP, directed the board to break into 3 groups: Men, Women, and Young Adults. The following questions were discussed:

Men

- 1) How do you as men like to engage with members of the Jewish Community?
- 2) Are we an inclusive and welcoming community? How can we create a “culture of belonging” and build community?
- 3) How do we create a culture where all men feel invested in the community and any gift to the campaign is meaningful?

Women

- 1) How do you as women like to engage with members of the Jewish Community?
- 2) Are we an inclusive and welcoming community? How can we create a “culture of belonging” and build community?
- 3) How do we create a culture where all women feel invested in the community and any gift to the campaign is meaningful?

Young Adults

- 1) How do you as young adults like to engage with members of the Jewish Community?
- 2) Are we an inclusive and welcoming community? How can we create a “culture of belonging” and build community?
- 3) How do we create a culture where all young adults feel invested in the community and any gift to the campaign is meaningful?

The feedback from the sessions are as follows:

Men	Women	Young Adults
Breakdown cliques through interest-based programs	Engagement needs vary by age	YA vs Young Families - different touchpoints
How do we identify Newcomers?	Community concierge	Institution based
Create Ambassadors	Success of women's FB group	Create low barrier programs
Ask donors if they know anyone new in the community	Challenge of 50-60 age group	More segmentation based on interests
Publish donor list by alphabet, not by recognition level	Finding Momentum-like opportunities to connect	Targeted programming
	Promote Pomegranate giving level	Giving what they want
	Greater appreciation for lower gifts	Education about Federation

President's Report

Laura Linder, JCP CEO & President, highlighted our Senior Meals Program and the survey results from those that receive the meals are positive. The program costs approximately \$250k a year. Mrs. Linder shared a donor story of Curt Ward of blessed memory. Mr. Ward's legacy includes a Lion of Judah Endowment for this late wife, Hedi Ward; a campaign Endowment and funding for the annual Holocaust Art and Essay Contest.

Laura Linder adjourned the meeting at 6:41 pm

Today. Tomorrow. Always.

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



Campaign Update as of March 23, 2023

OPEN CAMPAIGN

	Donors	Unrestricted	Restricted
\$100,000+	1		\$ 450,000
\$5,000-\$9,999	2	\$ 10,377	
\$1,000-\$4,999	11	\$ 19,468	
\$500-999	15	\$ 9,440	
\$1-499	101	\$ 13,932	
Total	130	\$ 53,218	\$ 450,000

Closed Campaign

<u>CLOSED</u>	<u>2023 closed</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>
FJFS Directed	\$88,418	\$102,550	\$86,633	\$109,376
Senior Meals	\$101,629	\$102,968	\$126,912	\$104,709
Local Agencies	\$115,294	\$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	\$2,431,459	\$2,511,460	\$2,344,559	\$2,817,369
Other Directed	\$282,965	\$470,932	\$100,578	\$48,973
TOTALS	\$3,175,427	\$3,887,327	\$3,441,097	\$3,291,675

Number of Lost/Refusal Donors

	Lost Pledges	Amount	Notes
2023	37	\$150,509	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

Local and National Jewish leader Andy Groveman represents Memphis at JFNA Israel Fly-In

Local and national Federation leader Andy Groveman was one of thirty Federation leaders representing communities across the United States and Canada who took part in an extraordinary, 24-hour visit to Israel to express their concerns with Israeli leaders on the proposed judicial reforms and to convey the implications these changes will have on the North American Jewish community.

“It was an honor and a privilege to represent Memphis Jewish Federation as a delegate in what turned out to be a very educational and impactful trip,” said Mr. Groveman.

In a joint statement the leaders released, they said, “While each of the parties has, to one extent or another, committed itself to seeking compromise, no process other than President Herzog’s efforts are underway at the intensity required to achieve success. It is our view that the time for compromise is now. Continuing to move the bills forward as currently formulated is causing harm that will not be easily repaired.

They continued, “We did not advocate for a specific plan, but we did note that the essence of democracy is both majority rule and protection of minority rights. This balance is preserved through establishing checks and balances between legislative authority and an independent judiciary. We urged that a clearly articulated system of checks and balances be in the final plan.

We appreciate the efforts of President Isaac Herzog to carefully develop compromise proposals with leading experts of widely differing views. His work should form the basis of a final agreement. We urge all sides to immediately engage with him on this basis.”

During the fly-in, members of the delegation met with President Isaac Herzog, Minister Nir Barkat, opposition leader Yair Lapid, MK Benny Gantz, MK Simcha Rothman, MK Danny Danon, MK Rabbi Gilad Kariv and other members of the Knesset from the coalition and opposition, as well as senior business leaders who oppose the reforms.

“First and foremost, we are here in Israel to show our unconditional and eternal support for the Jewish State, and to emphasize how important the preservation of Israel’s democratic institutions are to the North American Jewish community,” said President & CEO of Jewish Federations of North America Eric Fingerhut. “We believe in the importance of holding open dialogue with those who hold positions that we agree and disagree with and in conveying the far-reaching consequences that a dramatic change to the Israeli system of governance will have on the North American Jewish community and in broader society.”

Last month, Jewish Federations of North America sent a letter to Prime Minister Netanyahu and Opposition Leader Yair Lapid expressing their concerns over aspects of the reforms and urging the two sides to accept President Isaac Herzog's proposal.

"We thank Andy for representing our community in this special mission and conveying our concerns to all parties for the need to compromise," said Memphis Jewish Federation Board Chair Cindy Finestone.

(Submitted to The Hebrew Watchman for publication on 3/28/23)