

Chair
Treasurer/Secretary
Counsel
Vice Chair Impact & Evaluation

Scott Vogel
Jason Salomon
Michael Kaplan
Mark Gillenson



Term Expiring June, 2022

Michael Greenberg
Lee Harkavy
Gary Kaplan
Scott Vogel
Jason Salomon

Term Expiring June, 2023

Irvin Skopp
Ken Steinberg
Charles Jalenak
Michael Kaplan
Cindy Finestone
Anthony Morrison

Term Expiring June, 2024

Mark Gillenson
Herbert Gerson
Marty Kelman

Chair
Treasurer
Secretary
Counsel
Vice Chair Legal & Tax Advisory
PAG Chair / Chair Elect
Chair Appointee

Anthony Morrison
Jason Salomon

Michael Kaplan
David Greenberg
Jason Salomon
Irvin Skopp



Term Expiring June, 2022

David Greenberg
Elkan Scheidt
Ron Lazarov
Pace Cooper

Term Expiring June, 2023

Stanley Bilsky
Aileen Cooper
Irvin Serenco
Jerry Sklar
Wendy Rotter

Term Expiring June, 2024

Anthony Morrison
Jason Salomon
Rick Fogelman
Reed Landau

Agency Appointees to JFOM Board (not elected): Laura Paller, Elaine Wagner Skopp, Dot Bilsky, Judy Moss, Emily Lennon, Judy Bookman, Sam Chafetz, Judy Royal, Paula Jacobson

Chair MJF
Secretary
Treasurer
Counsel
Vice Chair Campaign
Vice Chair Community Impact
Vice Chair Israel and Overseas
Vice Chair FedLed
Vice Chair Leadership Development
Vice Chair Security

Cindy Finestone
Jimmy Ringel
Jason Salomon
Michael Kaplan
Jimmy Ringel and Jonathan Frisch
Sarah Lewis and Jason Goldstein
Scott Notowich
Martin Klazmer
Jaclyn Marshall
Craig Weiss



Chair Appointees

Susanne Landau and Steve Libby

Term Expiring June, 2022

Dorit Boxer
Hal Fogelman
Michael Greenberg
Jan Groveman
Lee Harkavy
Martin Klazmer
Michelle Katz
Sarah Lewis
Jimmy Ringel
Jill Shanker
Daniel Snyder

Term Expiring June, 2023

Bob Eiseman
Aviva Freiden
Jonathan Frisch
Jason Goldstein
Debbie H Lazarov
Emily Lennon
Richard Lewis
Jaclyn Marshall
Kimberlee Strome
Elissa Taub
Keri Unowsky

Term Expiring June, 2024

Cindy Finestone
Mimi Grossman
Scott Notowich
Steve Libby
Debbie B Lazarov
Alla Lubin
Eileen Posner
Shelley Robbins
Andie Uiberall
Craig Weiss



Operated by Jewish Community Partners

Memphis Jewish Federation Governance Calendar 2021 - 2022

	Board of Directors @ 5:30 p.m.	Executive Committee @ 5:00 p.m.
September 30, 2021	✓	
November 17, 2021	✓	
December 15, 2021		✓
January 27, 2022	✓	
February 16, 2022		✓
March 23, 2022	✓	
May 25, 2022 Final Board Meeting	✓	
June 14, 2022 Annual Meeting	✓	

On May 12, 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

Pace Cooper, Hal Fogelman, Jonathan Frisch, Jason Goldstein, Michael Greenberg, Mimi Grossman, Jan Groveman, Lee Harkavy, Charles Jalenak, Gary Kaplan, Michelle Katz, Marty Kelman, Debbie Lazarov, Emily Lennon, Richard Lewis, Sarah Lewis, Steve Libby, Jaclyn Marshall, Anthony Morrison, Scott Notowich, Jimmy Ringel, Wendy Rotter, Jason Salomon, Jill Shanker, Irvin Skopp, Ken Steinberg, Kimberlee Strome, Elissa Taub, Keri Unowsky, and Scott Vogel.

Memphis Jewish Federation Board of Trustees in attendance

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

Jewish Foundation of Memphis Board of Trustees in attendance

Dot Bilsky, Stanley Bilsky, Nina Blockman, Aileen Cooper, Hal Fogelman, Paula Jacobson, Charles Jalenak, Marty Kelman, Ron Lazarov, Alla Lubin, Anthony Morrison, Laura Paller, Elkan Scheidt, Elaine Skopp and Irvin Skopp.

Jewish Community Partners Staff in Attendance

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

Mr. Steinberg called for approval of the March 31, 2021 Board Minutes. Marty Kelman moved that the minutes be approved, and Charles Jalenak seconded the motion. The March 31, 2021 Board Minutes were approved.

JFNA Emerge Program Highlights

Ken Steinberg, JCP Chair, called on Jaclyn Marshall to report on the program highlights of JFNA's national women's philanthropy cohort spanning eight chosen cities. Jaclyn Marshall, Jana Weiskopf, and Elana Kahane were selected to represent Memphis. Mrs. Marshall reported that the program is yearlong, and they attend monthly speakers. She is enjoying networking with women from different Federations.

Special Grant Approvals

Cindy Finestone, Federation Chair, called for the approval of a special Fogelman Jewish Family Service Shortfall grant. This year, United Way decreased their gift from \$84,000 to \$19,000. Federation received a matching grant from JFNA for \$100,000. Mrs. Finestone proposed granting \$60,000 of the matching grant to Fogelman Jewish Family Service to cover the shortfall. Steve Libby moved to approve the grant, and Gary Kaplan seconded the motion. Approved.

The second special grant proposed was to send the Goldbergers, past Hebrew Watchman owners, to Israel for the first time. This will be a way to honor the Goldbergers for all their years of service to the Jewish Community. The land costs are estimated up to \$10,000 and would come out of the Reserve Fund and not from the Annual Campaign. Alla Lubin moved to approve the grant, and Debbie H Lazarov seconded the motion. Approved.

Federation and Foundation Operating Budget and Grants Budget FY21-22

Cindy Finestone, Federation Chair, reviewed a summary of the Federation and Foundation Operating Budgets, as four intense virtual Budget Review meetings occurred before the final board meeting. For the FY 2021-2022 year, there are currently 2.3 million dollars to allocate, and it was stated that this number would change as more unrestricted gifts come in. The Plough gift annual withdrawal of \$450,000 will be allocated to Local Only, which explains why the Unrestricted total is lower than last year. Program costs for the local Israel Education program will be deducted from Overseas instead of off the top.

There will be approximately 1.4 million to allocate for grants. Administrative costs have increased with new positions to be filled this year.

Lee Harkavy asked if the total amount pulled out of the campaign to fund budget items is approximately \$235,000 and Laura Linder, JCP CEO & President, confirmed this.

Mrs. Finestone reported we have had 127 donors make three-year commitments to the annual campaign, which has allowed 1.4 million to be raised for 2022 so far. Local community grants were awarded the same amount as last year. The Jewish Education total is a difference of \$26,000 from last year. If there is any surplus money raised in the campaign, it will be allocated to Jewish Education. Mrs. Finestone reviewed the three categories of Lemsky grants for a total of \$635,950 allocated.

Wendy Rotter moved the Federation and Foundation Operations Budgets, Community Grant, and Lemsky Grant Budgets to be approved. Marty Kelman seconded the motion. Approved.

Cindy Finestone, Federation Chair, concluded her segment with remarks of gratitude for outgoing JCP Chair Ken Steinberg.

Grant Approvals: Foundation

Anthony Morrison, JFOM Chair, called to approve Jewish Foundation of Memphis grants from April 2021; Total \$467,303.92. Charles Jalenak moved to approve grant requests, and Hal Fogelman seconded the motion. Approved

Governance Committee

Michael Greenberg reported on the proposed governance structure change for JCP, Federation, and Foundation. JCP would be reduced in board member numbers and manage the Federation/Foundation. The Federation board and Foundation board would increase in number and convene to conduct business and then report back to JCP Board. Currently, the By-laws and Management Agreements are being revised and reviewed before presenting to the boards for approval.

President's Report

Laura Linder, CEO & President, reported that our new Regional Security Advisor, Amanda Braswell, has started at JCP and doing well.

Reminder for the Investment Committee that there is a meeting tomorrow, May 13, to review a new policy statement draft.

Mrs. Linder concluded her segment with remarks of gratitude for outgoing JCP Chair Ken Steinberg.

Chair's Remarks

Ken Steinberg, JCP Chair, thanked everyone for their kind remarks. Mr. Steinberg spoke about his connection to Federation, his trip to Israel many years ago and serving the Memphis Jewish Community. He encouraged others to get involved in whatever way they can.

The meeting was adjourned at 6:18 pm.

What are the strengths of Federation?





Progress on Meeting MJF Board Approved Priorities

Report to Memphis Jewish Federation Board of Directors

September 30, 2021

Board-Approved Priorities

- ▶ Grow capacity to onboard new leaders
- ▶ Improve and create a centralized, robust communication platform as a “one-stop” access to Memphis Jewish life
- ▶ Grow capacity to combat rising antisemitism
- ▶ Grow capacity to collect data and evaluate impact to better inform internal resource allocation and decision making
- ▶ Re-energize effort to grow Foundation, including legacy and endowment assets
- ▶ Strengthen internal infrastructure to allow for more strategic visioning, high level community planning and donor cultivation

Memphis Jewish Federation Core Functions

- ▶ Convening community to understand and address local and global issues and needs;
- ▶ Executing Annual Community Campaign;
- ▶ Managing community-wide programs/services that require or would be best served by a neutral convener and/or meet unmet or under-served needs;
- ▶ Deepen connections to Israel and global Jewry.



Grow capacity to onboard new leaders: *Strategies*

- ▶ Hire a Director of Outreach & Leadership Engagement and create a corresponding lay position on Executive Committee;
- ▶ Develop and implement a leadership development strategic plan;
- ▶ Create a leadership engagement dashboard to identify and track leadership trajectories;
- ▶ Engage board members in meaningful & substantive roles;
- ▶ Participate in national leadership opportunities

Grow capacity to onboard new leaders:

Progress

- ▶ Recruited three young, local women to take part in JFNA's national leadership program *Emerge*; Connecting with participants to share best practices and develop next steps;
- ▶ Created new position of Director of Outreach & Leadership Engagement; Hired Melinda Lejman to fill position;
- ▶ Board approved increase in operating budget -\$13,000 for leadership development and \$5,000 for professional development;
- ▶ Created Executive Committee Vice Chair position for Leadership and onboarded Jaclyn Marshall as Vice Chair, Leadership Development;
- ▶ Melinda and Jaclyn meeting to create a leadership development strategic plan;

VIRTUALLY
Limitless
EMERGE



Grow capacity to onboard new leaders: *Progress II*

- ▶ Onboarded five new members of Memphis-Shoham Partnership Committee, including three younger women: the immediate past chair of PJ Library and two women who participated in a Federation MOMentum Israel trip;
- ▶ Ongoing connections with national leadership opportunities - JFNA's National Young Leadership Cabinet and Wexner Foundation's 2026 Wexner Heritage Fellows cohort;
- ▶ Working with Martin Klazmer, Vice Chair, FedLED, to align FedLED with Federation core functions and develop a giving circle to increase donations and create VIP experiences for members;
- ▶ Scheduling coffee conversations with Millennial-aged Jewish professionals to discuss their experiences with Federation;
- ▶ Researching leadership engagement dashboards to identify and track leadership trajectory.

Create a centralized, robust communication platform as a
“one-stop” access to Memphis Jewish life
Strategy

Redesign current community calendar to
better meet community needs



Create a centralized, robust communication platform as a “one-stop” access to Memphis Jewish life

Progress

- ▶ Our new community calendar, *MyJewish901*, debuted in July 2021. With engaging graphics and option to search for programs based on category, the calendar makes easier accessing an engaged Jewish life;
- ▶ A hidden-from-public-view “Planning Calendar” has been set up specifically for agencies to post their board meetings and leadership events;
- ▶ Marketing team began sending out emails in August to our subscriber list of 3,700 encouraging them to view the calendar and to enroll to receive weekly calendar alerts. The new list of those receiving alerts has grown to 182 subscribers;

Create a centralized, robust communication platform as a “one-stop” access to Memphis Jewish life

Progress II

- ▶ From August 5th - August 29th, when calendar updates were sent to all subscribers, open rates fluctuated between 39.5% to 27.9%, and click rates ranged from 2.7% to 1.5%. From August 26th - September 15th, when only MyJewish901 subscribers were sent weekly emails, open rates ranged between 71.6% to 59.6%, and click rates ranged from 17.3% to 12.4%;
- ▶ In the time since MyJewish901 subscribers have received weekly e-mails, not one person has unsubscribed;
- ▶ New subscribers are added each week through a note at the bottom of the calendar alerts email requesting recipient to forward to others.

Grow capacity to combat rising Antisemitism

Strategies

- ▶ Formalize a Community Relations structure with guidelines and committees;
- ▶ Educate & raise awareness within and outside of Jewish community;
- ▶ Build relationships and coalitions that can be mobilized.



Grow capacity to combat rising Antisemitism

Progress

- ▶ Onboarded Jill Notowich and Janis Finan as Co-Chairs of Community Relations;
- ▶ Created a “Community Relations Working Group on Policies and Protocols” to develop structure, guidelines and committees; Group has met once and has begun working on a Mission Statement;
- ▶ Created new occasional community-wide educational e-blast “Federation Fights Antisemitism & Hate”;
- ▶ Participated in a virtual meeting with TN Governor along with other Tennessee Federations, at his request, to “tell him what he needs to know about the rising antisemitism.” As follow up, we are working with the 3 other TN Federations to jointly hire a lobbyist to assist in accessing state funds to support our efforts in the areas of fighting antisemitism and strengthening our security posture;
- ▶ Also responding to the Governor’s request, we sent him a backgrounder on the connection between anti-Zionism and antisemitism.

Grow capacity to collect data and evaluate impact

Strategies

- ▶ Create lay committee to oversee impact data & measurement for both Federation and Foundation;
- ▶ Create goal setting/measurement template;
- ▶ Hire intern to collect and visualize data;
- ▶ Strengthen job performance review process;
- ▶ Strengthen overall agency data collection process for community planning & fundraising.



Grow capacity to collect data and evaluate impact

Progress

- ▶ Created lay position of JCP Vice Chair Impact & Evaluation and onboarded Mark Gillenson; Committee in formation;
- ▶ Created program goal setting and measurement application on the Foundant Grant Portal to ensure every Federation program/initiative aligns with one or more of Federation's core functions, centralize and create efficiencies for event planning, and to ensure accurate data collection for analysis and archiving;
- ▶ Hired graduate intern from University of Memphis; Begun data visualization process;
- ▶ Updated job descriptions and created a performance review process to ensure staff is working towards our Core Functions & Organizational Priority Initiatives;
- ▶ Started developing an improved data collection strategy.



Re-energize effort to grow Foundation, including
legacy and endowment assets
Strategies

Develop Strategic Plan

Re-energize effort to grow Foundation, including legacy and endowment assets

Progress

- ▶ Surveys have been sent to: Board Members, Donor Advised fund holders, Agencies and Professional advisors;
- ▶ Focus groups have been held with: Professional Advisors and Donor Advised Fund Holders;
- ▶ Foundation Board participated in a Foundation 101 webinar and a SWOT analysis.
- ▶ The strategic planning committee will meet on October 27th to review and analyze all the data.

Strengthen internal infrastructure to allow for more strategic visioning, high level community planning and donor cultivation
Strategies

Fill open positions and hire additional staff to meet organizational priorities

Steven



Lorraine



Melinda



Strengthen internal infrastructure to allow for more strategic visioning, high level community planning and donor cultivation

Progress

- ▶ Filled open positions of Community Impact Manager (Lorraine Wolf); Marketing Associate (Steven Holman);
- ▶ Filled new position of Director of Outreach & Leadership Engagement (Melinda Lejman);
- ▶ Filled intern position with a graduate data intern from University of Memphis;
- ▶ Engaged a national search firm to fill open Campaign Director position.



MEMPHIS JEWISH FEDERATION