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Executive Committee. 1964.

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United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

CONFIDENTIAL

M E M O R A N D U M

October 15, 1964

TO: Members of the Executive Committee

RE: Notes on September 24th Executive Committee Meeting

The Executive Committee with Mr. Joseph Meyerhoff presiding, met at 12:00 noon in the UJA Board Room at 1290 Avenue of the Americas in New York City. The following were present:

Bernard H. Barnett	David Lowenthal
Henry C. Bernstein	Joseph Meyerhoff
Isadore Breslau	Albert Parker
Melvin Dubinsky	William Rosenwald
Israel D. Fink	Alan Sagner
Max M. Fisher	Lawrence Schacht
Herbert A. Friedman	Dewey D. Stone
Edward Ginsberg	Jack D. Weiler
Gottlieb Hammer	
Label A. Katz	Irving Bernstein
Moses A. Leavitt	Edward R. Vajda
Albert A. Levin	

REPORT ON IMMIGRATION: Mr. Leavitt reported that the political and economic situation was worsening in Morocco. He advised that these changing conditions were resulting in middle class emigration from the country with many of these migrants turning to lands other than Israel. In regard to Tunisia, Mr. Leavitt indicated that, if the political and economic climate continued to deteriorate, there could be, in a relatively short time, a complete evacuation of the Jewish community. He reported that despite the decrease in migration from Eastern Europe in September caused by the High Holidays, it was anticipated that the high level of departure from that area experienced in the previous months would be reached again in October, and continue in the foreseeable future.

Mr. Friedman advised that the total entries into Israel from January 1 through August 31 was 37,543 and that it was expected that immigration for the last four months of the year would average 5,000 monthly.

CASH AND CAMPAIGN REPORT: Mr. Friedman expressed deep appreciation of the efforts of Mr. Fink, Chairman of Cash Collections, and pointed out that the cash flow from January 1 to September 23, 1964 totalled \$48,831,000 compared with \$41,821,000 for the similar period in 1963.

In regard to the campaign, Mr. Friedman reported that as of September 23rd, \$76,773,000 had been raised in the country, excluding New York City, and that the estimated total raised for the spring campaign, outside of New York City, was \$79,152,000, compared with \$78,011,000 in 1963. The 1964 UJA allotments estimated on the basis of the above figures \$39,177,000 for the spring campaign as compared with \$39,084,000 in 1963. Therefore, appear

Notes on September 24th Executive Committee Meeting

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that if New York City and the fall communities followed the same pattern, the result of the 1964 campaign would roughly equal that of 1963. Mr. Friedman indicated that the initial response to fund-raising in the fall communities was encouraging. Mr. Friedman noted that Mr. Fisher's visit to Providence had resulted in \$310,895 for 1964 against \$246,800 in 1963 comparative values.

LOAN RENEWAL: Mr. Friedman advised that 38 out of the 39 involved communities had approved the loan deferral plan and that efforts were now underway to find a community to replace Scranton which was not able to join the other 38 communities due to extensive local indebtedness. The total replacement involved amounts to \$175,000 and no undue difficulty was anticipated in finding a suitable community.

EDUCATION CONFERENCE: Mr. Meyerhoff reviewed the program of the Education Conference and presented a formal resolution expressing the Executive Committee's approval of the UJA's conducting the Education effort. The resolution, amended by Mr. Rosenwald, was unanimously adopted, after being moved by Mr. Weiler and seconded by Mr. Ginsberg. A copy of the resolution is attached.

GOOD WILL PROGRAM: Mr. Friedman reviewed the Good Will program in terms of communities involved and of participation of UJA lay leaders and Israeli personalities. He indicated that Asher Ben-Natan, Director General of the Ministry of Defence, was coming to the States specifically for the program and was scheduled to visit half the communities included in the Good Will Tour. The remaining communities are to be covered by members of the Israel Diplomatic Corps currently serving in the United States. The American lay members of the visiting teams in almost all cases are Executive Committee members not joining the Study Mission. A copy of the Good Will schedule is attached.

STUDY MISSION: Mr. Friedman reported on his meetings with the Big 15 Executive Directors, August 27th, and Campaign Directors, September 16th. He advised that the Study Mission was universally regarded as one of UJA's key contributions to the annual campaign. Mr. Friedman stressed the importance of a vigorous solicitation effort and indicated that a fund raising and solicitation assignment meeting of the officers had been scheduled for the opening night (Monday, October 12) of the Mission in Israel.

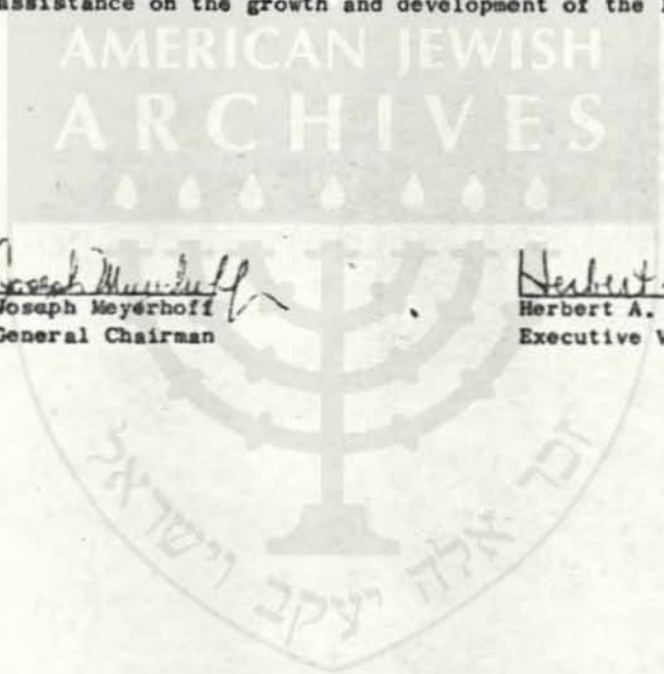
INAUGURAL MEETING: Mr. Friedman stated that at his meetings with the Big 15 Executive Directors and Campaign Directors, a strong recommendation was made to advance the 1965 Inaugural meeting from February 14 & 15 to January 9 & 10. The Executive Committee agreed with the recommendation and Mr. Friedman was authorized to:

- 1) schedule Mr. Hubert Humphrey as the principal speaker
- 2) invite wives of \$10,000 and over contributors
- 3) plan the function as a formal affair
- 4) attempt to schedule a social function following the Saturday night dinner
- 5) hold an "off the record" luncheon following the evening dinner meeting similar to 1964 Meyer Feldman luncheon

PRE-CAMPAIGN BUDGETING: Mr. Friedman outlined current negotiations with problem communities in line with the mandate given by the Executive Committee at the June 5-6-7 Onchiota Meeting. He reviewed the accomplishments to-date, and reported that the same approach would now be undertaken with the next level of communities. Attached is a detailed review of his report.

RECOMMENDATIONS OF RETIREMENT FUND TRUSTEES: Mr. Meyerhoff reported that the trustees had agreed to follow the investment policy recommended by the Executive Committee at the June 5-6-7 Onchiota Meeting.

REPORT BY JACK WEILER ON VISIT TO IVORY COAST: Mr. Weiler gave a most interesting report on his trip to Africa and the impact of Israeli technical and professional assistance on the growth and development of the Ivory Coast.


Joseph Meyerhoff
Joseph Meyerhoff
General Chairman

Herbert A. Friedman
Herbert A. Friedman
Executive Vice-Chairman

United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

CONFIDENTIAL

MEMORANDUM

November 30, 1964

TO: Members of the Executive Committee

RE: Notes on November 16th Executive Committee Meeting

The Executive Committee, with Mr. Joseph Meyerhoff presiding, met at 12:30 p.m. in the UJA Board Room at 1290 Avenue of the Americas in New York City. The following were present:

Albert B. Adelman	Joseph Meyerhoff
Henry C. Bernstein	Albert Parker
Isadore Breslau	William Rosenwald
Samuel H. Daroff	Alan Sagner
Melvin Dubinsky	Lawrence Schacht
Max M. Fisher	Edward M.M. Warburg
Herbert A. Friedman	Jack D. Weiler
Edward Ginsberg	Philip Zipman
Gottlieb Hammer	
Label A. Katz	Charles Bensley
Moses A. Leavitt	Irving Bernstein
David Lowenthal	Edward R. Vajda
Joseph M. Mazer	Ralph I. Goldman
	Zelig Chinitz

NATIONAL COMMITTEE: Mr. Meyerhoff introduced Zelig Chinitz as the Director of the National Committee. It was suggested that he sit in on meetings in order to be able to transmit the thinking of the Executive Committee on various issues coming before it. In this manner, Mr. Meyerhoff said it would be possible to keep Committee members informed of important UJA developments and at the same time bring back to the Executive Committee an expression of the opinion of Committee members throughout the country. Mr. Chinitz reported that four committee meetings have already been scheduled with members of the Executive Committee as follows:

Philadelphia	November 18	Albert Parker
New Orleans	November 23	Label A. Katz
Boston	November 30	Edward Ginsberg
Los Angeles	December 1	Herbert A. Friedman

STUDY MISSION: Mr. Meyerhoff reported that the recent Study Mission posed many problems due primarily to the fact that the Mission had a larger number of first-time visitors to Israel than heretofore. It was therefore necessary to make changes in planning which Mr. Meyerhoff felt helped to make the Mission productive both in terms of giving and providing work from Mission members.

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He reported that there were 48 solicitations on the Mission of 1964 gifts worth \$1,423,625. Mr. Meyerhoff advised that 17 who gave \$496,850 in 1964 pledged definite increases totalling \$564,250 for 1965. In addition, he reported there were 23 contributors whose gifts totalled \$435,825 in 1964 who promised to increase their giving in 1965 and 8 contributors worth \$425,500 for 1964 who indicated that their pledges for 1965 would be at least the same as their giving in 1964.

Mr. Warburg expressed appreciation of the JDC to the UJA for its programming on the Mission in behalf of JDC's 50th Anniversary.

Mr. Zinman recommended that a sub-committee of the Executive Committee be appointed to begin planning the 1965 Mission. Mr. Meyerhoff suggested that this committee be appointed by Mr. Fisher.

GOOD WILL TOUR: Mr. Vajda reviewed the attached report on the good-will tour. He recommended holding a good-will tour again in 1965 in different cities and urged it be done later in the year closer to the following year's campaign. Mr. Breslau said that the staff work in the preparation and planning for this year's good-will tour was better than it had ever been. Mr. Dubinsky noted that contributors were coming to the good-will meetings who had not been attending fund-raising meetings and therefore were getting the UJA story for the first time.

REPORT ON CAMPAIGN AND CASH: Mr. Friedman reported that the gross total raised in 680 spring campaigns excluding New York City as of November 13, 1964 was \$78,044,000 as against \$75,710,000 in 1964 values. He estimated the total raised for the spring phase of the 1964 campaign is \$79,100,000 as against \$77,980,000 for 1963. Mr. Friedman estimated the UJA allotment for the 1964 spring phase exclusive of New York City to be \$39,100,000 as against \$39,050,000 in 1963.

In regard to the Fall phase of this campaign, he reported that the total value of the 1963 Fall campaign was \$5,500,000 of which the UJA received \$3,750,000. On the basis of the current status of the 1964 Fall campaign, Mr. Friedman indicated that it was expected that the Fall campaign would raise approximately the same and allot approximately the same to UJA as it did in 1963. Therefore he estimated the UJA allocation of the gross 1964 campaign excluding New York City at \$42,850,000. Since it was anticipated that New York City would be worth \$17,000,000 in 1964, Mr. Friedman added that the gross UJA allocation for 1964 was still being projected at \$60,000,000. Mr. Henry Bernstein agreed that the New York City total should be listed at \$17,000,000.

CASH: Mr. Friedman reported that cash collections as of November 13 were \$49,335,000 for 1964 as against \$49,468,000 for 1963 as of the same date. He indicated that the total cash collections for 1963 was \$60,597,000 and it was still anticipated that 1964 cash collections would approximate the 1963 total.

GENERAL ASSEMBLY: Messrs. Fisher, Dubinsky, Leavitt and Hammer reported on their meetings at the General Assembly. Mr. Fisher reviewed his meeting with the West Coast communities which were reacting to UJA's insistence on improvements in allotments. Mr. Fisher indicated that the meeting gave the West Coast members an opportunity to ventilate their feelings and gave a chance to emphasize the principle of partnership in distributing funds. Messrs. Leavitt

Notes on November 16th Executive Committee Meeting

3.

and Hammer reviewed their meeting where they detailed the needs of the JDC and Jewish Agency respectively. They indicated their overall reaction to the Assembly was good although Mr. Hammer had reservations as to some of the recommendations included in the report delivered by CJFWF Overseas Committee Chairman, Irving Kane. There was considerable discussion as to UJA participation in General Assembly programs and Mr. Fisher was urged to begin negotiations as early as possible with the CJFWF General Assembly program committee in order to achieve proper UJA representation in the 1965 General Assembly scheduled for Montreal.

1965 GOAL: Mr. Meyerhoff reviewed the Onchiota Conference Meeting where the Executive Committee had decided that the 1965 goal should be slightly higher than 1964 and asked Louis Pincus, Gottlieb Hammer, Moses Leavitt and Herbert Friedman to set the exact goal. Mr. Meyerhoff reported that the goal had now been definitely set at \$109,400,000 of which \$78,200,000 represented Jewish Agency needs, \$26,500,000 JDC needs; \$1,500,000 Hias and NYANA needs; and \$3,200,000 UJA administrative expenses.

BEN-ELIEZER REPORT: Mr. Friedman advised that the Ben-Eliezer report on the Problems of Immigrant Absorption was now ready for distribution and that the full scholarly report would be sent to \$10,000 and over contributors, Campaign Chairmen, Executive Directors and Welfare Fund Presidents. He indicated that in addition, a popular version of the report would be prepared for greater distribution in communities. He praised the report for its detailed projection of the problems involved in absorbing the current large immigration.

RESIGNATION OF EXECUTIVE COMMITTEE MEMBERS: Mr. Warburg moved that all current members of the Executive Committee voluntarily resign in order to give the 1965 incoming General Chairman the opportunity to select his own team. The move was seconded by Edward Ginsberg and Jack Weiler. Although no formal vote was taken there was general agreement that all members should tender their resignations in order to give the 1965 General Chairman complete freedom in selecting an Executive Committee for 1965.

ANNUAL CONFERENCE: There was considerable discussion regarding the holding of a Cabinet meeting at the Annual Conference. In view of scheduling difficulties it was decided that a Cabinet reception should be hosted by Mr. and Mrs. Meyerhoff in honor of the Incoming General Chairman.

REPORT ON ISRAEL EDUCATION FUND: Messrs. Bensley and Goldman reviewed the progress of the Israel Education Campaign. They indicated that they had 60 active prospects in their files of which 9 had made commitments worth over \$3,000,000. They further reported that they were now approaching other prospects and were beginning to make progress. Mr. Goldman reviewed the meetings held in Israel with Louis Pincus, Jewish Agency Treasurer, Pinhas Sapir, Minister of Finance and Zalman Aranne, Minister of Education in which he and Mr. Hammer had participated. He reported that legal agreements had been worked out between the Jewish Agency and the Israel government and that the question of interim financing had been resolved.

Mr. Rosenwald pointed out that the Annual Conference Program did not include the Israel Education Fund and suggested that it should be fully presented at the Friday morning session.

Notes on November 16th Executive Committee Meeting

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PHILADELPHIA: Mr. Friedman reported that Philadelphia had proposed a formula which would give UJA \$60,000 less on the same total being raised in 1965 as in 1964. The Committee indicated its dissatisfaction with this unilateral decision and recommended that a meeting be held with UJA representatives present to resolve this problem.

NOMINATING COMMITTEE FOR 1965 OFFICERS: Mr. Meyerhoff appointed the following committee to nominate officers for 1965 and to report their nomination at the Annual Conference. Philip Zinman, Chairman -- Members: Edward M.M. Warburg, Devey D. Stone, Isadore Breslau and Jack D. Weiler.

1965 CABINET: Mr. Meyerhoff reviewed recommendations for deletions and additions for the 1965 Cabinet. After considerable discussion the attached list of deletions and additions were approved by the Executive Committee.

INAUGURAL MEETING: Mr. Friedman reviewed the planning for the Inaugural Meeting and indicated that the early date of January 9 and 10 had been scheduled at the request of the campaign directors of the 13 largest communities. He said that although Vice-President elect Hubert Humphrey had not as yet formally accepted UJA's invitation to be the main speaker that evening, he was confident that the Vice-President would accept. He reported that Counsel to the President Myer Feldman had already accepted UJA's invitation to participate in the meeting. Mr. Friedman advised that arrangements had been made for Lester Lanin and his society orchestra to be present for dancing after the fund-raising dinner. Prior to the dinner, the Embassy of Israel had offered to tender a reception at the hotel in honor of the UJA leaders.

NEXT MEETING OF THE EXECUTIVE COMMITTEE: It was indicated that the Executive Committee would not hold a meeting in December at the Annual Conference.


Joseph Meyerhoff
Joseph Meyerhoff
General Chairman

Herbert A. Friedman
Herbert A. Friedman
Executive Vice-Chairman

United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

MEMORANDUM

April 30, 1964

TO: Members of the Executive Committee

RE: Notes on April 13th Executive Committee Meeting

The Executive Committee, with Mr. Joseph Meyerhoff presiding, met at 12:00 noon in the UJA Board Room at 1290 Avenue of the Americas in New York City. The following were present:

Bernard H. Barnett	Joseph Meyerhoff
Henry C. Bernstein	Joseph N. Mitchell
Isadore Breslau	Albert Parker
Melvin Dubinsky	Lawrence Schacht
Israel D. Fink	Edward M. M. Warburg
Herbert A. Friedman	Jack D. Weiler
Gottlieb Hammer	
Label A. Katz	Charles Bensley
Moses A. Leavitt	Irving Bernstein
David Lowenthal	Ralph Goldman
Joseph M. Mazer	Abraham S. Hyman
	Edward R. Vajda

NEW MEMBERS: Mr. Meyerhoff welcomed Joseph Mitchell and Barney Barnett to their first meeting of the Executive Committee.

OVERSEAS ACTIVITIES: Mr. Hammer reviewed his recent visit to Europe and Israel with the 8th Bankers Mission conducted by JAFI, Inc. Mr. Leavitt reported on his trip overseas for the Claims Conference as well as JDC. Both Mr. Hammer and Mr. Leavitt agreed that the trend of more migrants from Eastern Europe than from North Africa which had started in late 1963 would in all likelihood continue throughout 1964.

Mr. Hammer reported that the Jewish Agency had found it necessary to borrow an additional 42 million dollars during the 11 months ending February 1964 and pointed out that such borrowing could not continue.

3RD ISRAEL BOND DEVELOPMENT ISSUE: Mr. Meyerhoff discussed the problems created for Welfare Funds and the constituent agencies of the United Jewish Appeal by the new 3rd Development Israel Bond. This Bond cannot be redeemed, even for Israel pounds, until two years after date of purchase. This means that UJA constituent agencies, in accepting such bonds, would not have use of them for two years.

Mr. Hammer reported on his discussions on this matter with the appropriate government officials in Israel including Pinhas Sapir, who did not want to circumvent these provisions. Mr. Hammer and Mr. Leavitt advised that the Jewish Agency and the JDC respectively could not accept these bonds as they could not hold them for the required two years. Mr. Friedman reinforced this point of view by indicating that the UJA could not hold the bonds because of the 1963 decision of the Executive Committee to accept them immediately market-

#2, Notes on Meeting held April 13th

able stocks and bonds. In view of the inquiries on this matter already made of UJA, Mr. Friedman recommended that an appropriate letter be sent to all Executive Directors informing them that UJA could not accept these bonds. He pointed out that the recommended letter had been discussed and approved by Dr. Joseph Schwartz. The Committee agreed that the letter should be sent. (Copy attached).

CAMPAIGN AND CASH REPORTS: Mr. Friedman indicated that the Cash projection for the calendar year 1964 was \$60,000,000 as compared with \$60,800,000 for 1963. He also indicated that the total estimated allotments for 1964 was projected at \$60,000,000 as compared with \$59,750,000 for 1963. Attached is a breakdown of these estimates.

ISRAEL EDUCATION FUND: Mr. Charles Bensley, formerly with the New York City Board of Education, and a member of the mission, reported on the Educators Mission to Israel which consisted of the following, besides himself:

- Dr. Harold Gores - President, Education Facilities Laboratories
Ford Foundation
- Dr. Howard Wilson - Dean, School of Education, UCLA
- Dr. William Jansen - Former Superintendent of Schools of NYC

Mr. Bensley indicated that all the mission participants wholeheartedly supported the study prepared by Mr. Hyman and were prepared to endorse it publicly and help the Education Campaign in every way possible. Following Mr. Bensley's report, there was a detailed discussion on the Education Campaign as well as on the forthcoming June 14-15 Conference at the Waldorf-Astoria Hotel in New York City to launch this effort.

JUNE SCHEDULE: Mr. Friedman reported on the June Schedule, which required Executive Committee and Cabinet participation:

- | | |
|------------|--|
| June 3 | Meeting with Prime Minister Levi Eshkol
8:00 P.M. - Waldorf-Astoria Hotel
New York City |
| June 5-6-7 | Executive Committee Retreat
Onchiota Conference Center
Sterling Forest
Tuxedo, New York |
| June 14-15 | Education Conference
Waldorf-Astoria Hotel
New York City |

It was suggested that Executive Committee members attend all three functions, if at all possible. Mr. Meyerhoff stressed that it was essential that all members attend the Retreat and the Education Conference.

Mr. Friedman advised that Louis Pincus was coming to the United States to attend the Retreat.

In regard to the Education Conference, it was agreed to invite Israel's Minister of Education, Zalman Aranne and Sargent Shriver, Director of the Peace Corps or Anthony Celebreeze, Secretary of the U.S. Department of Health, Education and Welfare to address the Conference.

#3, Noted on Meeting held April 13th

ST. LOUIS: Mr. Vajda and Mr. Breslau reported on the status of the Pre-campaign Budgeting with St. Louis. In view of the change in the community's position, it was recommended and agreed to accept their new proposal.

NEXT MEETING OF THE EXECUTIVE COMMITTEE: The next meeting of the Executive Committee will be the Retreat at the Onchiota Conference Center on June 5-6-7.

Joseph Meyerhoff
Joseph Meyerhoff
General Chairman

Herbert A. Friedman
Herbert A. Friedman
Executive Vice-Chairman



United Jewish Appeal
1290 Avenue of the Americas
New York, New York, 10019

MEMORANDUM

March 31, 1964

TO: Members of the Executive Committee

RE: Notes on March 16th Executive Committee Meeting

The Executive Committee, with Mr. Joseph Meyerhoff presiding, met at 12:00 noon in the UJA Board Room at 1290 Avenue of the Americas in New York City. The following were present:

Henry C. Bernstein	Alan Sagner
Isadore Breslau	Lawrence Schacht
Melvin Dubinsky	Edward M. M. Warburg
Herbert A. Friedman	Jack D. Weiler
Edward Ginsberg	Philip Zinman
Joseph M. Mazer	Irving Bernstein
Joseph Meyerhoff	Ralph Goldman
Albert Parker	Edward R. Vajda
William Rosenwald	

NEW MEMBERS: Mr. Meyerhoff welcomed Albert Parker and Lawrence Schacht to their first Executive Committee Meeting.

1964 CAMPAIGN: Mr. Friedman reported that as of March 13, the 1964 campaign reflected an 8.5% increase. This was slightly better both in time and percentage of increase compared with the status reported on this date in 1963. The overall current 1964 total raised in 133 communities excluding New York City is \$23,078,000 as compared with \$21,825,000 in comparative 1963 values. These figures break down as follows:

Total raised in 12 Headquarter Cities (excluding New York City -	
1964 - \$15,706,000	
comparative 1963 values - \$14,613,000	
Total raised in 40 large communities other than HQ or NYC -	
1964 - \$7,278,000	
comparative 1963 values - \$6,616,000	
Total raised in 25 secondary communities 1964 - \$645,000	
comparative 1963 values - \$551,000	
Total raised in 56 small communities 1964 - \$49,000	
comparative 1963 values - \$45,000	

Mr. Friedman also analyzed the results of the solicitation to date of the \$10,000 and over contributors. 334 of 1,154 gifts in this category have already been realized as follows:

Increases	- 197 representing \$5,372,000 for 1964 compared with \$4,499,000 in 1963 values
Same as	- 117 representing \$2,900,000 for 1964
Decreases	- 18 representing \$ 809,000 for 1964 compared with \$1,037,000 in 1963 values

The overall total of these gifts represents \$9,081,000 for 1964 as compared with \$8,436,000 for 1963.

NEW YORK CITY: Mr. Henry Bernstein reported that the New York City campaign had raised over \$8,000,000 which was ahead of 1963 in time by about \$700,000. However, Mr. Bernstein advised that he was unable to give a card by card comparison at this time. He hoped to have a better idea of New York City's status at the next Executive Committee Meeting.

Mr. Parker reported on the Palm Beach, Florida meeting and indicated that it was better than 1963 both in terms of number of gifts announced and overall results.

CASH: Mr. Friedman advised that cash collections were not dropping behind as they did in 1963 and that the total cash as of March 13 was \$10,983,000 as compared with \$10,330,000 for the same date last year.

EDUCATION: Mr. Meyerhoff reported on the constructive meeting held with the CJFWP Overseas Committee on March 13th. Mr. Friedman then reviewed the status of the Israel Education Fund Campaign. He introduced Ralph Goldman who had joined the UJA to serve as the Director for this effort. He reported on the encouraging meetings of our attorneys with the IRS in Washington, D. C. He reviewed the progress of the Educators Mission which was enroute to Israel in order to report its findings at a special Education Conference to be held in New York City on June 15. The members of the Mission are:

Dr. Harold Gores	- President, Education Facilities Laboratories Ford Foundation
Dr. Howard Wilson	- Dean, School of Education, UCLA
Dr. William Jansen	- Former Superintendent of Schools
Mr. Charles Bensley	- Former member of the Board of Education Vice-Chairman of New York City UJA

Following Mr. Friedman's review, there was considerable discussion regarding the minimum acceptable contribution to the Education Campaign; the participation of other U. S. organizations in the campaign, and the opening date for the solicitation of gifts to the Israel Education Fund.

Minimum Acceptable Contribution: It was decided that the minimum acceptable contribution should be \$100,000 whether for capital building fund purposes or for scholarships. Although several members urged that a lower figure be considered for scholarships, it was ultimately resolved that the \$100,000 minimum should prevail in order to offer the best possible protection to the regular campaign.

Participation of Organizations: Mr. Friedman reported on his discussions with B'nai B'rith, National Council of Jewish Women and the World Union for Progressive Judaism, in which interest was expressed in participating in the Israel Education Fund Campaign. However, the unanimous opinion of the Executive Committee was to restrict contributions to individual contributors and avoid organizational participation. It was felt that membership campaigns in behalf of the Education Fund would compete with the regular UJA campaign to the detriment of the regular campaign.

Opening Date of Solicitation: It was agreed that no effort be made to solicit gifts at the June 15 Conference. It was felt that the Conference would have greater significance and impact if the solicitation of gifts officially started after the Conference. Although there was general agreement that no fund raising take place at the Conference, it was suggested that announcements of gifts be made if any appropriate gifts were available by the date of the Conference.

PRE-CAMPAIGN BUDGETING:

St. Louis: Mr. Breslau and Mr. Vajda reported on pre-campaign budgeting difficulties with St. Louis. In view of the St. Louis unwillingness to negotiate and its insistence that UJA take a considerable loss on the same amount raised in 1964 as in 1963, it was unanimously decided to inform St. Louis that UJA would stand by its last offer, even if this decision would result in an independent UJA campaign in St. Louis in 1964. Mr. Meyerhoff was authorized to advise St. Louis of the decision of the Executive Committee.

Boston: Mr. Rosenwald reported on the status of pre-campaign budgeting with Boston. The Executive Committee gave its authorization to resolve the 1964 formula as worked out by Mr. Rosenwald and Mr. Friedman during their visit to Boston.

SCHEDULE OF FUTURE EXECUTIVE COMMITTEE MEETINGS:

April

Monday, April 13

- UJA Board Room
1250 Avenue of the Americas
New York City - 12:00 noon to 4:30 P.M.

May

Monday, May 11

- UJA Board Room
1250 Avenue of the Americas
New York City - 10:00 A. M. to 3:00 P. M.

June

June 5 - June 7 - Weekend Retreat
Onchiota Conference Center
Sterling Forest
Tuxedo, New York

It was agreed that those of the wives of Executive Committee members who wished to join their husbands at the retreat be invited to do so. If possible we should try to plan a special program for them during the business sessions.

AMERICAN
ARCHIVES

Joseph W. Meyerhoff
Joseph Meyerhoff
General Chairman

Herbert A. Friedman
Herbert A. Friedman
Executive Vice-Chairman

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United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

Feb 9

CONFIDENTIAL

MEMORANDUM

February 27, 1964

TO: Members of the Executive Committee

RE: Notes on February 9th Executive Committee Meeting

The Executive Committee, with Mr. Joseph Meyerhoff presiding, met at 12:00 noon on Sunday, February 9th in the Mayflower Hotel in Washington, D. C. The following were present:

Albert B. Adelman	David Lowenthal
Henry C. Bernstein	Joseph M. Mazer
Isadore Breslau	Joseph Meyerhoff
Samuel H. Daroff	Dewey D. Stone
Melvin Dubinsky	Philip Zinman
Israel D. Fink	
Max M. Fisher	Irving Bernstein
Herbert A. Friedman	Albert Parker
Gottlieb Hammer	Edward R. Vajda
Mrs. Jack Karp	

IMMIGRATION: Gottlieb Hammer reported there were more immigrants in January from Eastern Europe than from North Africa. He indicated that this trend had started in November of 1963 and predicted that it would continue through 1964. Mr. Hammer also projected that immigration in 1964 would be at the same or greater rate as in 1963.

1964 CAMPAIGN: Mr. Friedman analyzed the status of the 1964 campaign. He indicated the following campaign results as of Friday, February 7th.

Total raised National:	\$11,437,000	Comparative 1963 National values:	\$10,598,000
Total raised NYC UJA:	\$ 3,567,000	Comparative 1963 NYC values:	\$ 3,171,000
Total raised National and New York City	\$15,004,000	Comparative 1963 National and New York City values	\$13,769,000

He advised that the Inaugural Meeting would result in a total announcement of \$17,850,000 which would include the above mentioned \$15,004,000 plus \$1,500,000 of unannounced 1964 gifts present at the Inaugural Meeting and another \$1,500,000 estimated as having been raised throughout the country in smaller communities.

Mr. Friedman also analyzed the results of the solicitation to date of the \$10,000 and over contributors. 250 of the 1,154 gifts in this category had already been realized for 1964 as follows:

Notes on January 13 Executive Committee Meeting

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REVIEW OF \$10,000 AND OVER SOLICITATION: Mr. Friedman reported that 156 contributions of \$10,000 and over for the 1964 campaign had already been solicited. Included in his total were 53 gifts from the 101 UJA Cabinet members and officers listed on the UJA letterhead. The 156 gifts represented 80 increases, 67 same as 1963 and 9 decreases. The total dollars of the 156 gifts were \$5,604,000 for 1964 as compared with \$5,469,000 for 1963. Mr. Berinstein felt that according to this trend, it would be necessary to work hard in 1964 in order to equal 1963's achievement on the \$10,000 and over level. He therefore urged that every possible stress be placed in the under \$10,000 categories where increases were still possible. Mr. Friedman pointed out that 1964 is the peak giving year for many of the \$10,000 and over contributors. He agreed with Mr. Berinstein that these increases would just about offset the losses in the \$10,000 and over level. Mr. Weiler suggested that the entire subject of campaign approaches and techniques, as well as realistic appraisal of campaign potential be discussed at the projected June weekend retreat at the Onchiota Conference Center.

INAUGURAL MEETING: Mr. Friedman reviewed the program for the Inaugural Meeting. He reported current attendance at 85 and indicated probable attendance at 200. He analyzed the attendance by cities and regions and asked the members of the Executive Committee to accept assignments to stimulate attendance. It was agreed to invite a small group of Executive Directors and Campaign Directors. It was also agreed not to invite Federation Presidents whose gifts were under \$10,000. (Attached is a copy of the Inaugural Meeting Program).

WESTERN REGIONAL CONFERENCE: Mr. Friedman reported that an independent effort was being made by leaders in Palm Springs and Los Angeles to invite President Johnson to our Palm Springs Conference. Mr. Warburg urged that this effort be discouraged. The Executive Committee agreed that it would be wrong for UJA to make too many requests of the President and suggested that Mr. Friedman discuss the matter with Myer Feldman.

REPORT ON 1964 BUDGET: The Budget was presented and reviewed with the Executive Committee.

1964 CABINET: The recommendations for additions and deletions for the 1964 Cabinet were reviewed. Attached is a list of the recommendations.

NEXT EXECUTIVE COMMITTEE MEETING: The next meeting of the Executive Committee was scheduled for Sunday, February 9 at 12:00 noon in the Mayflower Hotel in Washington, D. C.

Herbert A. Friedman
Herbert A. Friedman
Executive Vice-Chairman

Joseph Meyerhoff
Joseph Meyerhoff
General Chairman

Notes on February 9th Executive Committee Meeting

Increases - 139 representing \$4,235,000 for 1964 compared with \$3,687,000 in 1963 values

Same as - 95 representing \$2,699,000 for 1964

Cuts - 16 representing \$1,015,000 for 1964 compared with \$1,313,000 in 1963 values.

The overall total of these gifts represents \$3,024,000 for 1964 as compared with \$7,775,000 for 1963.

CASH: Mr. Friedman reviewed the 1963 cash record and pointed out that the first three months of 1963 showed a drop-off in collections. He reported that the total cash collected for January of 1964 was \$5,519,963 as compared with \$5,262,775 for the same month in 1963. There was a general discussion of cash collections and it was agreed that every possible effort should be made to encourage communities to obtain payments on pledges from large contributors who have already made their 1964 gifts.

INAUGURAL MEETING: Mr. Meyerhoff reviewed the program for the Inaugural Meeting. He asked the members of the Executive Committee to accept assignments so that additional contributors would be solicited prior to the dinner meeting.

EDUCATION: Mr. Friedman reviewed the progress in working out the legal problems for the Israel Education Fund of the UJA. He also projected several of the questions which would have to be resolved by the Executive Committee. As a result, it was agreed that the March 16th Executive Committee Meeting should be confined almost entirely to the Israel Education Fund. It was suggested that the time of the meeting be changed from 10:00 a.m. to 12:30 p.m. and that the meeting should begin with lunch and run through dinner.

SCHEDULE OF FUTURE EXECUTIVE COMMITTEE MEETINGS:

March 16	12:30 p. m. - 5:00 p. m. 6:00 p. m. - 8:30 p. m.	Lunch - UJA Board Room Dinner - Hilton Hotel
April 13	10:00 a. m. - 3:00 p. m.	UJA Board Room
May 11	10:00 a. m. - 3:00 p. m.	UJA Board Room
June 5-6-7	Weekend Retreat	Sterling Forest Tuxedo, New York

Joseph Meyerhoff
Joseph Meyerhoff
General Chairman

Herbert A. Friedman
Herbert A. Friedman
Executive Vice-Chairman

DRAFT

DRAFT

MEMORANDUM

February 18, 1964

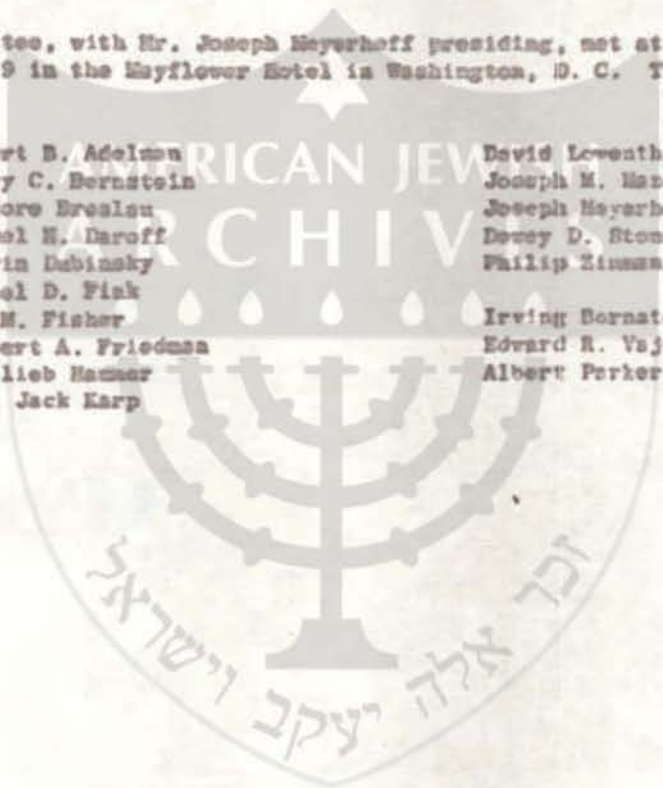
TO: Members of the Executive Committee

RE: Notes on February 9 Executive Committee Meeting

The Executive Committee, with Mr. Joseph Meyerhoff presiding, met at 12:00 noon on Sunday, February 9 in the Mayflower Hotel in Washington, D. C. The following were present:

Albert B. Adelman
Henry C. Bernstein
Isadore Brealson
Samuel H. Daroff
Melvin Dubinsky
Israel D. Fink
Max M. Fisher
Herbert A. Friedman
Gottlieb Hammer
Mrs. Jack Karp
David Lowenthal
Joseph M. Mazer
Joseph Meyerhoff
Dewey D. Stone
Philip Tinsman
Irving Bornstein
Edward R. Vajda
Albert Parker

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EXECUTIVE COMMITTEE MEETING MINUTES - February 9, 1964

IMMIGRATION: Gottlieb Hammer reported there were more immigrants in January from Eastern Europe than from North Africa. He indicated that this trend had started in November of 1963 and predicted that it would continue through 1964. Mr. Hamner also projected that immigration in 1964 would be at the same or greater rate as in 1963.

1964 CAMPAIGN: Mr. Friedman analyzed the status of the 1964 campaign. He indicated the following campaign results as of Friday, February 7th.

Total raised National:	\$ 11,437,000	Comparative 1963 National values:	\$ 10,594,000
Total raised NYC:	3,567,000	Comparative 1963 NYC values:	3,171,000
Total raised National and New York City:	15,004,000	Comparative 1963 National and New York City values:	13,769,000

He advised that the Inaugural Meeting would result in a total announcement of \$17,500,000 which would include the above mentioned \$15,004,000 plus \$1,500,000 of unannounced 1964 gifts present at the Inaugural Meeting and another \$1,500,000 estimated as having been raised throughout the country in smaller communities.

Mr. Friedman also analyzed the results of the solicitation to date of the \$10,000 and over contributors. 250 of the 1,154 gifts in this category had already been realized for 1964 as follows:

- Increase - 139 representing \$4,235,000 for 1964 compared with \$3,647,000 in 1963 values.
 - Same as - 95 representing \$2,699,000 for 1964
 - Cuts - 16 representing \$1,015,000 for 1964 compared with \$1,313,000 in 1963 values.
- The overall total of these gifts represents \$,024,000 for 1964 as compared with \$7,776,000 for 1963.

CASH: Mr. Friedman reviewed the 1963 cash record and pointed out that the losses which occurred in the first few months of 1963 were not being repeated in 1964. He reported that the total cash collected for January of 1964 was \$5,510,000 as compared with \$5,252,775 for the same month in 1963. There was a general discussion of cash collections and it was agreed that every possible effort should be made to obtain payments on pledges from large contributors who have already given 1964 gifts.

INAUGURAL MEETING: Mr. Meyerhoff reviewed the program for the Inaugural Meeting. He asked the members of the Executive Committee to accept assignments so that additional contributors would be solicited prior to the dinner meeting.

EDUCATION: Mr. Friedman reviewed the progress in working out the legal problems for the Israel Education Fund of the UJA. He also projected several of the questions which would have to be resolved by the Executive Committee. As a result, it was agreed that the March 16 Executive Committee ^{Meeting} should be confined almost entirely to the Israel Education Fund. It was suggested that the time of the meeting be changed from 10 a.m. to 12.30 p.m. and that the meeting should begin with lunch and run through dinner.

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Joseph Meyerhoff
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