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Executive Committee. 1969.

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# Israel Education Fund

51 West 51st Street

New York, New York 10019

PLaza 7-1500

## CONSTRUCTION PROGRAM

### STATUS REPORT

February 20, 1969

#### EXTRACT

Number of Donor Units .....83\*

Amount Pledged.....\$23,483,000\*

Facilities Established.....98  
including:

High Schools.....55

Public Libraries..... 9

Community Centers.....16

Pre-Kindergartens.....18

18 High Schools open, with total enrolment  
of 6,893 students.

7 Pre-Kindergartens open with total enrolment  
of 390.

\*Designated construction gifts only. Including construction gifts not yet earmarked and gifts for scholarships, number of IEF donor units to date is 90. Including these and unsolicited gifts, IEF pledge total to date is just over \$25,000,000.

FACILITIES ESTABLISHEDHIGH SCHOOLS

<u>LOCATION</u>	<u>TYPE</u>	<u>DONOR</u>	<u>ENROLMENT</u>
<u>Open in 1968/9 School Year (18)</u>			
ACRE	Relig./Vocat.	Secondary Schools for Israel	160
ASHDOD	Comprehensive	Israel Rogosin	130
BEERSHEBA	Comprehensive	Paul Himmelfarb	756
DIMONA	Comprehensive	Women's Div., UJA Grtr. N.Y.	513
HAIFA	Student Center	Lillian & Julius N. Werk Fdtn.	1,700*
JERUSALEM	Academic	M/M Bernard H. Barnett	747
JERUSALEM	Relig./Acad.	Paul Himmelfarb	515
KIRYAT GAT	Comprehensive	Israel Rogosin	548
KIRYAT GAT	Relig./Compr.	Oscar Gruss	320
KIRYAT YAM	Comprehensive	Gertrude & Morris Rodman Fdtn.	586
LOD	Vocational	Zale Fdtn./Jacob Feldman	240
MIGDAL HA-EMEK	Comprehensive	Israel Rogosin	321
NAHARIYA	Sch. of Tourism	Israel Rogosin	26
NAZERAT ILLIT	Comprehensive	F. Beckerman/Brecher Family/W. Fishman/ S. Furman/B. Swig & J. Weiler	510
OR YEHUDA	Comprehensive	Eugene Ferkauf	306
RAMAT HASHARON	Vocational	Samuel Rothberg (Atlanta)	233
SHAFIR	Relig./Vocat.	Oscar Gruss	550
YAHUD	Comprehensive	Jewish Teachers Community Chest, N.Y.	432
<u>Under First Stage Construction (19)</u>			
ASHKELON	Relig./Compr.	Israel Rogosin	<u>END DATE</u> Pending
BAT YAM	Vocational	Samuel Melton	2/28/69
BEERSHEBA	Music Academy	Samuel Rubin	4/21/69
EILAT	Comprehensive	Chilewich Fdtn./S. Leidesdorf/Faigel Leah Fdtn./W. Rosenwald/M. Wolf	3/ 1/69
HAIFA	Academic	Mrs. C.Greenfield/W.Haas,Sr./M.Kargman/ J.Klorfein/D.Koshland/Mrs.P.Lilienthal/ M.Saltzman/U.A.H.C./R.Wishnick	10/ 1/69
JERUSALEM	Comprehensive	C.Bensley/C.& R.Efroymson/L.Kagan/ Mazer Family/L.Schacht/J.Shane/ M.Woldenberg/P.Zinman	8/15/69
JERUSALEM	Relig./Acad.	S. Ullmann Estate/L. Jesselson	1/14/70
KFAR BATYA	Relig./Vocat.	Oscar Gruss	Pending
KFAR SABA**	Boarding Acad.	Sol Steinberg	7/ 1/69
KIRYAT ATA	Comprehensive	Israel Rogosin	Pending
KIRYAT BIALIK**	Comprehensive	Morris Levinson	8/ 7/69
MAALE HABSOR**	Comprehensive	Malcolm Woldenberg	7/ 1/69
NECHALIM	Relig./Vocat.	Oscar Gruss	9/ 1/69
OFAKIM	Comprehensive	Hadera Paper Co., Ltd.	9/ 1/69
RAMLE	Comprehensive	Theodore Racoosin/Aaron Rubin	2/23/69
ROSH HA'AYIN	Relig./Compr.	Israel Rogosin	6/ 3/69
SHDEROT	Comprehensive	Charles Gutwirth Estate	9/ 1/69
TEL AVIV	School for Deaf	Hoffberger Family Fdtn.	11/15/69
TIRAT CARMEL	Comprehensive	Abraham Shiffman	4/30/69

\*: Technion H.S. student body, served by Werk Center. Not counted in tally.

\*\* : Pre-pledge unit in operation.

<u>LOCATION</u>	<u>TYPE</u>	<u>DONOR</u>	<u>IN PROGRESS</u>
<u>Construction to Begin in 1-4 Months (5)</u>			
ASHDOD	Comprehensive	Israel Rogosin	Bids
HAZOR	Comprehensive	M/M Henry J. Everett	Specifications
OR YEHUDA	Relig./Compr.	Phillip Stollman	Bids
SDE BOKER	Comprehensive	A. Aisenstadt/J. Blaustein/S. Bloom Fdn./Mrs. R. Feinstein/H. Greenspun/ S. Grubman/J. Kanter/R. & B. Koffman/ A. Parker/F. Pomerantz/L. Rosner/ Mrs. E. Schaver/J. Entratter/J. Mack	Specifications
TEL AVIV SOUTH	Boarding Acad.	Israel Rogosin	Bids
<u>Construction to Begin in 5-8 Months (8)</u>			
BEERSHEBA	Engineering	M/M Emanuel Ebin	Specifications
BEERSHEBA	Comprehensive	Jacob Zarin Estate	Specifications
BET SHEAN	Relig./Compr.	Women's Div., UJA Grtr. N.Y.	Arch. plans
BET SHEAN	Comprehensive	Women's Div., UJA Grtr. N.Y.	Arch. plans
EBEN HA-EZER	Relig./Compr.	Israel Rogosin	Arch. plans
HOLON**	Comprehensive	Marco Mitrani	Specifications
NEURIM	Vocational	Israel Rogosin	Specifications
TIBERIAS	Relig./Compr.	Hillel & Bina Appleman Fdn.	Specifications
<u>Construction to Begin in 9-12 Months (5)</u>			
HAIFA	Relig./Vocat.	Oscar Gruss	Programming
JERUSALEM	Design & Art	Eugene Ferkauf	Arch. plans
KFAR SABA	Vocational	Raphael Recanati	Programming
SAFED	Academic	A. L. Freedlander/J. Teicher	Arch. plans
WEST GALILEE	Compr./DRUZE	Wiener Family	Programming

PUBLIC LIBRARIES

<u>LOCATION</u>	<u>DONOR</u>	<u>STATUS</u>
<u>Construction Completed (4)</u>		
EILAT	Mrs. Rosaline Feinstein	Landscaping
EMEK HEFER	Morris & Bertha Ginns Estates	Open
KIRYAT MALACHI	Shelters for Israel	Landscaping
KIRYAT SHEMONA	Dr. Sidney M. Edelstein	Landscaping
<u>Under Construction (5)</u>		<u>END DATE</u>
BEERSHEBA	Danciger Estate	Pending
JERUSALEM	Joseph Meyerhoff	2/15/69
KIRYAT ATA	Women's Div., National UJA	Pending
KIRYAT YAM	Women's Div., UJA Grtr. N.Y.	4/14/69
SHDEROT	Benjamin Blumberg	5/31/69

YOUTH, CULTURAL AND COMMUNITY CENTERS

<u>LOCATION</u>	<u>DONOR</u>	<u>STATUS</u>
	<u>Construction Completed (1)</u>	
YAHUD	Sol Steinberg	Open
	<u>Under Construction (7)</u>	<u>END DATE</u>
DIMONA	Women's Div., UJA Grtr. N.Y.	5/ 1/69
JERUSALEM	Fred P. Pomerantz	7/18/69
LOD	Joseph Kolodny	5/27/69
MITZPE RAMON	Samuel Rubin	Pending
OFAKIM	Samuel Rubin	Pending
YAVNE	Germanow & Simon Families	11/15/69
YERUHAM	Samuel Rubin	2/28/69
	<u>Construction in 1-3 Mos. (4)</u>	<u>IN PROGRESS</u>
ASHKELON	Malcolm Woldenberg	Bids
BET SHEAN	Women's Div., UJA Grtr. N.Y.	Bids
JERUSALEM	(to be announced)	Bids
NETIVOT	Samuel Rubin	Bids
	<u>Construction in 4-6 Mos. (4)</u>	
ARAD	Samuel Rubin	Arch. plans
EILAT	Samuel Rubin	Arch. plans
HOLON	Marco Mitrani	Arch. plans
SAFED	Sol Bloom Family Fdtn.	Programming
	<u>PRE-KINDERGARTENS</u>	
	<u>Construction Completed (8)</u>	<u>STATUS</u>
BET SHEAN	Leslie Jacobs	Open
BET SHEMESH	Friends of E. Ginsberg	Landscaping
GANEI TIKVA (2)	Morris & Bertha Ginns Estates	Open
KIRYAT MALACHI	Leslie Jacobs	Open
RAMLE	Leslie Jacobs	Open
ROSH HA'AYIN	Leslie Jacobs	Open
TIRAT CARMEL	Leslie Jacobs	Open
	<u>Under Construction (5)</u>	<u>END DATE</u>
DIMONA	Mrs. M. Janson (W.Div., N.Y.)	Pending
HAZOR	Friends of E. Ginsberg	3/ 1/69
KIRYAT YAM	Betty Benson (W.Div., N.Y.)	Pending
OKAFIM	Friends of E. Ginsberg	3/ 4/69
TIBERIAS	M/M M. Robins (W.Div., N.Y.)	Pending
	<u>Construction in 1-3 Mos. (5)</u>	<u>IN PROGRESS</u>
BET SHEAN (4)	Women's Div., UJA Grtr. N.Y.	Arch. plans
OR YEHUDA	Friends of E. Ginsberg	Arch. plans

FACILITIES REQUIREDHIGH SCHOOLS (19)

<u>LOCATION</u>	<u>TYPE</u>	<u>SUM SOUGHT</u>
ACRE	Comprehensive	\$ 400,000
AFULA	Vocat.H.S. Completion	150,000
ARAD	Comprehensive	250,000
BEERSHEBA	Relig.Comprehensive	300,000
BEERSHEBA	Compr.H.S. Completion	100,000
BEER YAACOV	Youth Aliya Vocational	200,000
BET SHEMESH	Relig. Comprehensive	300,000
CARMIEL	Comprehensive	200,000
DIMONA	Relig.Comprehensive	300,000
HAIFA	Nautical	800,000
HAVAT HASHOMER	Youth Aliya Vocational	200,000
JERUSALEM	Youth Aliya Vocational	250,000
KIRYAT MALACHI	Comprehensive	400,000
LOD-RAMLE	Relig.Comprehensive	200,000
MAGDIEL	Youth Aliya Vocational	200,000
MIKVE ISRAEL	Agricultural Boarding	1,000,000
NETIVOT-AZATA	Relig.Comprehensive	300,000
PARDESS HANNA	Relig.Acad.Completion	100,000
YAD BINYAMIN	Relig.Vocational	300,000

PUBLIC LIBRARIES (5)

<u>LOCATION</u>	<u>SUM SOUGHT</u>
ASHDOD	\$150,000
CARMIEL	100,000
MA'ALOT	100,000
MIGDAL HA-EMEK	100,000
TIBERIAS	150,000

COMMUNITY CENTERS (6)

<u>LOCATION</u>	<u>SUM SOUGHT</u>
ASHDOD	\$350,000
NAZERAT ILLIT	300,000
OR YEHUDA	300,000
RAMLE	200,000
TIBERIAS	200,000
TIRAT CARMEL	250,000

SAMPLING OF PRE-KINDERGARTENS  
(\$25,000 each)

ACRE	BEERSHEBA	NETIVOT
AFULA	DIMONA	SHDEROT
ASHDOD	KFAR SABA	YAHUD
ASHKELON	LOD	

UNITED JEWISH APPEAL  
1290 AVENUE OF THE AMERICAS  
NEW YORK, N.Y. 10019

M E M O R A N D U M

CONFIDENTIAL

March 13, 1969

TO: Members of the UJA Executive Committee  
RE: Notes on Executive Committee Meeting, February 13, 1969

The Executive Committee, with Mr. Edward Ginsberg presiding, met at the El Mirador in Palm Springs, Calif. on February 13, 1969. The following were present:

Frank Beckerman	Albert Parker
Irving Bernstein	Martin Peppercorn
Leon Dulzin, Treas. Jewish Agency	Alan Sagner
Edward Ginsberg	Lawrence Schacht
Louis S. Goldman	Mrs. Bernard Schaenen
Samuel L. Haber	Joseph D. Shane
Gottlieb Hammer	Joseph H. Strelitz
Miss Anne Kelemen	Leonard R. Strelitz
Philip M. Klutznick	Jack D. Weiler
David Lowenthal	Gordon Zacks
Joseph N. Mitchell	Paul Zuckerman

Mr. Ginsberg called the meeting to order, and thanked everyone for being present. He indicated that meeting on the West Coast was an experiment, representing an effort to bring Executive Committee members to this part of the country in order to stimulate giving in an area which had run behind the rest of the country in recent years. During the course of the meeting he reviewed the West Coast community assignments which Executive Committee members had agreed to take during the ensuing week, and also indicated all present would be asked to take specific solicitation assignments during the course of the February 14-16 UJA Western Regional Conference.

CASH REPORT Mr. Ginsberg stressed the importance of an uninterrupted cash flow even at this early time of the year. He asked UJA National Chairman Albert B. Adelman, who heads the UJA's cash collection activity, to report on current receipts. Pointing out there is a total of \$68,666,000 in accounts receivable, representing regular campaign and Emergency Fund pledges for 1968 and prior years, Mr. Adelman presented the following breakdown in cash status compiled as of February 7:

NATIONALNEW YORK CITYTOTALI. 1967 EMERGENCY FUND

Pledges	\$130,000,000	\$45,000,000	\$175,000,000
Paid during 1967	\$113,808,000	\$37,975,000	\$151,783,000
Paid during 1968	12,301,000	5,190,000	17,491,000
Paid during 1969	457,000	55,000	512,000
Total Paid to 2/7/69	\$126,566,000	\$43,220,000	\$169,786,000
Balance Due - 2/7/69	\$ 3,434,000	\$ 1,780,000	\$ 5,214,000

II. 1968 EMERGENCY FUND

Estimated Pledges	\$ 65,000,000	\$20,000,000	\$ 85,000,000
Paid during 1968	\$ 33,935,000	\$11,257,000	\$ 45,192,000
Paid during 1969	4,389,000	799,000	5,188,000
Total Paid to 2/7/69	\$ 38,324,000	\$12,056,000	\$ 50,380,000
Balance Due - 2/7/69	\$ 26,676,000	\$ 7,944,000	\$ 34,620,000

III. 1969 EMERGENCY FUND

Paid during 1969	\$ 122,000	\$ 642,000	\$ 764,000
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IV. RE-CAP OF CASH RECEIVED IN 1969

1. 1967 Emergency Fund	\$ 457,000	\$ 55,000	\$ 512,000
2. 1968 Emergency Fund	4,389,000	799,000	5,188,000
3. 1969 Emergency Fund	122,000	642,000	764,000
4. 1967 and Prior Regular	771,000	38,000	809,000
5. 1968 Regular	2,835,000	1,884,000	4,719,000
6. 1969 Regular	1,017,000	224,000	1,241,000
	\$ 9,591,000	\$ 3,642,000	\$ 13,233,000

V. ACCOUNTS RECEIVABLE RE-CAP  
(1968 and Prior)

1. 1967 Emergency Fund	\$ 3,434,000	\$ 1,780,000	\$ 5,214,000
2. 1968 Emergency Fund (Estimated)	26,676,000	7,944,000	34,620,000
3. 1967 and Prior Regular	6,411,000	3,215,000	9,626,000
4. 1968 Regular (Estimated)	17,260,000	1,946,000	19,206,000
	\$ 53,781,000	\$ 14,885,000	\$ 68,666,000



Mr. Ginsberg warmly thanked Mr. Adelman for the outstanding work he has done and continues to do as head of the National Cash Collection Committee.

CAMPAIGN REPORT Reviewing the status of the 1969 campaign to date, Mr. Ginsberg reported that, in 74 communities where annual contributions come to \$100,000 or over, a total of \$47,995,783 had been pledged so far this year, compared to a total of \$38,460,225 from the same contributors in 1968. He said that these figures represented combined totals of the regular campaign and Emergency Fund, because many communities had not yet broken down their 1969 pledges into the two categories.

At Mr. Ginsberg's request, the Executive Committee members present reviewed the status of campaigns in their own communities. On the basis of the discussion that followed, it was strongly recommended that the UJA arrange for more young leaders who have demonstrated their individual campaign effectiveness to visit communities outside of their own for solicitation efforts.

"OPERATION ISRAEL" - COMMUNITY MISSIONS Mr. Ginsberg reported on the very impressive results of the "Operation Israel" weekly special flights. In response to the great demand for an opportunity to participate, two flights were scheduled in February in addition to the seven initially planned. One of these February flights was arranged for rabbis. In the general discussion of "Operation Israel" it was agreed that more weekly trips should be planned when this uniquely successful project is programmed in November and December 1969 and January and February 1970.

The possibility of also continuing to plan community missions to Israel under UJA auspices was discussed as well. It was pointed out that servicing these missions in addition to the "Operation Israel" trips is extremely difficult, in terms both of their handling by the UJA and in Israel. Most importantly, it was noted that top Israeli leaders could not be expected to meet with participants in all these various UJA missions. It was the consensus of the Executive Committee members present that whatever adjustments were necessary should be made to permit community missions to continue, as they would bring people to Israel who might not be able to take part in "Operation Israel" or go in any other way.

REGIONAL CONFERENCES There was considerable discussion regarding the need for regional conferences in 1970. It was suggested that these conferences seem to be proving less productive than in the recent past. Therefore, they may disproportionately tax the resources of UJA which would be better concentrated on such projects as "Operation Israel" in the 1970 campaign. However, it was apparent that the members of the Executive Committee present, although recognizing the burden on UJA lay leadership and staff, favored holding the conferences next year. The reasons cited for their continuation included: the educational value for those attending, and even for those who do not attend as a result of the nature of the invitational mailings and calls they receive; the fund-raising possibilities of the conferences; and the sense of a reunion among regional leadership. Several Executive Committee members pointed out that the programs for the regional conferences have changed very little since they were instituted by the UJA some years ago. Therefore, it was urged that the programming be carefully reviewed with the aim of setting up opportunities for the involvement of all of the leaders who come to these conferences. It was suggested that the UJA consider running what were termed "conferences" within conferences which would permit those in such categories as students, young leadership, women's division and community campaign chairmen to participate in separate meetings during the day, coming together only at the evening dinner session. It was also urged that the UJA review its mailing lists because, it was pointed out, a number of key leaders were not receiving invitations to attend some conferences. It was recommended that the 1970 West Coast Conference be held at the Century Plaza Hotel in Los Angeles rather than in Palm Springs, and that it be scheduled in January, in order to have greater impact on West Coast regional campaign planning.

ADVERTISING There was a good deal of discussion regarding the UJA advertising program which Mr. Ginsberg pointed out was not being used extensively by the major communities. It was accepted that the ads should be used in the Anglo-Jewish press, but there was considerable disagreement as to the use of the ads in the general press. It was pointed out by some that the leadership of many communities are conservative and do not like to advertise Jewish issues in the general press. Furthermore, many objected to spending the money required for ads in the general press. Because of the changed political situation, both in the United States and in Israel, it was suggested that some communities might not be using ads because they would prefer to hold space for ads which may be required at some later date. It was also noted that although the ads are very impressive, there is some disagreement as to whether or not such ads in the general press serve their primary purpose of raising additional money.

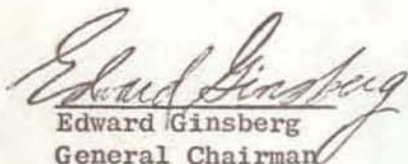
APPROACH TO ENDOWMENT FUNDS Mr. Ginsberg indicated that the UJA is planning to approach Endowment Funds in major cities for contributions to the 1969 Emergency campaign. Urging the Executive Committee members to support the UJA approach in each of these cities, he listed the communities with Endowment Funds as follows:

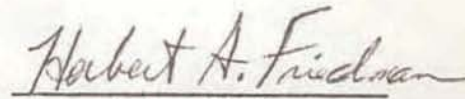
Baltimore	Los Angeles
Boston	Philadelphia
Buffalo	Pittsburgh
Chicago	San Francisco
Cleveland	St. Louis
Detroit	Cincinnati

FORTHCOMING MEETINGS

March 17, 1969	UJA Executive Committee meeting UJA Board Room - New York, N.Y.
May 16-18, 1969	UJA Executive Committee Retreat Williamsburg Inn Williamsburg, Va.

Mr. Ginsberg thanked everyone for attending, and adjourned the meeting.

  
Edward Ginsberg  
General Chairman

  
Herbert A. Friedman  
Executive Vice-Chairman

M E M O R A N D U M

CONFIDENTIAL

April 25, 1969

To: Members of the UJA Executive Committee

Re: Notes on Executive Committee Meeting, March 17, 1969

The Executive Committee, with Mr. Edward Ginsberg presiding, met at the UJA office in New York on March 17, 1969. The following were present:

Frank Beckerman	Jac J. Lehrman
Leonard D. Bell	Morris L. Levinson
Charles J. Bensley	Nathan I. Lipson
Irving Bernstein	Joseph Meyerhoff
Herschel W. Blumberg	Albert Parker
Isadore Breslau	Martin Peppercorn
Melvin Dubinsky	Bert Rabinowitz
Sidney M. Edelstein	William Rosenwald
Herbert A. Friedman	Alan Sagner
Herbert J. Garon	Lawrence Schacht
Edward Ginsberg	Joseph D. Shane
Louis S. Goldman	Dewey D. Stone
Samuel L. Haber	Joseph H. Strelitz
Gottlieb Hammer	Edward M. M. Warburg
Merrill L. Hassenfeld	Gordon Zacks
Joseph H. Kanter	Paul Zuckerman
Miss Anne Kelemen	

In his opening remarks, Mr. Ginsberg introduced and welcomed Mr. Rabinowitz who was attending his first meeting as a new member of the Executive Committee. He noted with gratitude that Executive Committee members who were in Palm Springs on February 13 were of vital help in carrying out campaign and personal solicitation assignments throughout the West Coast area during the week following the February 14-16 UJA Western Regional Conference.

FOREIGN MINISTER ABBA EBAN Mr. Friedman reported that he had met with Foreign Minister Abba Eban on the evening of March 16. Mr. Eban will address campaign opening meetings in New York, Chicago and Los Angeles on behalf of the UJA. He asked Mr. Friedman to convey the admiration and respect he has for all that the UJA leadership is doing in the present crisis, and to express his regret that he could not be at this Executive Committee meeting.

CAMPAIGN REPORT Mr. Friedman analyzed the 1969 campaign results. It was explained that statistical data could not be uniformly broken down into regular campaign and Emergency Fund contributions because the processing systems in some communities at this point are not geared to produce the required information. Mr. Friedman reported the total results to date for the campaigns in 141 communities as follows:

CAMPAIGN STATUS

3/27/69

	<u>1968</u>	<u>1969</u>
I. Communities Reporting Combined Figures (24)	\$ 8,910,382	\$11,924,082
II. Communities Reporting Regular and Emergency Campaigns Separately (117)	<u>1968</u>	<u>1969</u>
a. National	R - \$25,637,930	\$29,350,095
	E - \$20,173,023	\$26,845,569
b. New York City	R - \$ 4,679,000	\$ 5,227,000
	E - \$ 6,223,000	\$ 7,796,000
III. Total Campaign on Combined Basis	<u>\$65,623,335</u>	<u>\$81,142,746</u>

Mr. Friedman pointed out that there were no significant figures yet for New York, Chicago and Los Angeles because substantial fund-raising was still to take place. These three cities are the largest campaign units in the country, and therefore it was not possible to make a reasonable prognosis yet about 1969 campaign results.

CASH REPORT Mr. Friedman presented the following breakdown in cash status, as of March 14:

	<u>NATIONAL</u>	<u>NEW YORK CITY</u>	<u>TOTAL</u>
I. <u>1967 EMERGENCY FUND</u>			
Pledges	<u>\$130,000,000</u>	<u>\$45,000,000</u>	<u>\$175,000,000</u>
Paid during 1967	\$113,808,000	\$37,975,000	\$151,783,000
Paid during 1968	12,301,000	5,190,000	17,491,000
Paid during 1969	<u>478,000</u>	<u>55,000</u>	<u>533,000</u>
Total Paid to 3/14/69	<u>\$126,587,000</u>	<u>\$43,220,000</u>	<u>\$169,807,000</u>
Balance Due - 3/14/69	<u>\$ 3,413,000</u>	<u>\$ 1,780,000</u>	<u>\$ 5,193,000</u>

II. 1968 EMERGENCY FUND

Estimated Pledges	<u>\$ 65,000,000</u>	<u>\$20,000,000</u>	<u>\$ 85,000,000</u>
Paid during 1968	\$ 33,935,000	\$11,257,000	\$ 45,192,000
Paid during 1969	<u>7,573,000</u>	<u>1,214,000</u>	<u>8,787,000</u>
Total Paid to 3/14/69	<u>\$ 41,508,000</u>	<u>\$12,471,000</u>	<u>\$ 53,979,000</u>
Balance Due - 3/14/69	<u>\$ 23,492,000</u>	<u>\$ 7,529,000</u>	<u>\$ 31,021,000</u>

	<u>NATIONAL</u>	<u>NEW YORK CITY</u>	<u>TOTAL</u>
<b>III. <u>1969 EMERGENCY FUND</u></b>			
Paid during 1969	\$ 1,132,000	\$ 1,272,000	\$ 2,404,000

**IV. RE-CAP OF CASH RECEIVED IN 1969**

1. 1967 Emergency Fund	\$ 478,000	\$ 55,000	\$ 533,000
2. 1968 Emergency Fund	7,573,000	1,214,000	8,787,000
3. 1969 Emergency Fund	1,132,000	1,272,000	2,404,000
4. 1967 and Prior Regular	1,407,000	269,000	1,676,000
5. 1968 Regular	4,946,000	1,911,000	6,857,000
6. 1969 Regular	1,879,000	604,000	2,483,000
	<u>\$17,415,000</u>	<u>\$ 5,325,000</u>	<u>\$22,740,000</u>

**V. ACCOUNTS RECEIVABLE RE-CAP  
(1968 and Prior)**

1. 1967 Emergency Fund	\$ 3,413,000	\$ 1,780,000	\$ 5,193,000
2. 1968 Emergency Fund (Estimated)	23,492,000	7,529,000	31,021,000
3. 1967 and Prior Regular	5,775,000	2,984,000	8,759,000
4. 1968 Regular (Estimated)	15,153,000	1,915,000	17,068,000
	<u>\$47,833,000</u>	<u>\$14,208,000</u>	<u>\$62,041,000</u>

It was pointed out that cash receipts were running considerably ahead of last year, with over \$22,000,000 recorded as of March 14, 1969 compared with about \$12,000,000 collected at the same point in 1968. However, Israel has a special need for maximum cash right now because of concern about the dollar gap in its balance of trade and its overall dollar reserve.

Mr. Friedman called special attention to the \$5,193,000 balance still due on pledges to the 1967 Emergency Fund. Lists of individuals from whom this money is due have been requested from the communities, and Executive Committee members will be asked to contact these contributors and urge them to complete all payments of 1967 Emergency Fund pledges.

In addition, Mr. Friedman said that an intensified effort would be made to obtain cash now on the \$31,021,000 balance still due from pledges to the 1968 Emergency Fund.

ISRAEL EDUCATION FUND REPORT Israel Education Fund President Charles J. Bensley pointed out that the heartening achievement of the Israel Education Fund was the result of dedicated effort by many UJA leaders, and he expressed deep appreciation to the members of the Executive Committee for their cooperation. He said that it has been particularly encouraging, in soliciting gifts for the Fund, to see the scope of giving raised in many cases, with individuals who made gifts to the IEF often also increasing their UJA contributions. (A copy of a status report on the Israel Education Fund program is attached.)

Mr. Bensley noted that the proposal recently made in the Knesset to raise the level of mandatory education in Israel to the second year of high school was a result of the increased number of secondary schools which Israel Education Fund contributions helped to build. The secondary school facilities now available will be graduating annually an additional 40,000 students, increasing the pressures for further educational opportunities in junior or so-called community colleges and in the universities. For this as well as other reasons, consideration is being given to a United University Campaign under Israel Education Fund-UJA auspices. More than two years ago, Mr. Friedman had proposed, at a meeting of the Committee on Control and Authorization of Campaigns, that the problem of competitive campaigns on behalf of universities be solved by forming a united campaign. Since then he had discussed the matter with several university presidents and government officials in Israel.

Mr. Bensley explained the need to develop the idea now in order to present it for review at the Conference on Human Needs in Jerusalem, June 16-19. He added that a detailed paper on the subject would be prepared in advance of the Retreat on May 16-18 so that the Executive Committee might subject it to careful analysis at that time. Mr. Ginsberg stressed that a United University Campaign was still only a concept. He said that the presidents of the various Israeli universities, as well as the heads of the American organizations that help support these institutions, had been apprised of the idea. It was generally agreed that, as pointed out by Mr. Haber and Mr. Hammer, the JDC and United Israel Appeal must of course be consulted at every point in working out the idea further for presentation at the Jerusalem Conference. The additional point was made during the discussion that a United University Campaign under UJA auspices might conflict with the presently more vital regular and Emergency Fund campaigns of the United Jewish Appeal. Mr. Ginsberg said that the two efforts need not be incompatible. There already has been a positive response from the Council of Jewish Federations and Welfare Funds, reflecting its concern about the multiple fund-raising that currently takes place. Mr. Ginsberg said that hopefully there would be a time in the not too distant future when Israel's relations with its neighbors are more secure, and Israel's educational needs would assume their proper and important share in UJA budgetary requirements. The Conference on Human Needs will be devoted to considering philanthropic goals for Israel in the next ten years in areas of immigrant absorption, health and social welfare, as well as education. Therefore, it is most pertinent for the UJA to be prepared to show how it might play a part in all aspects of the total picture. Mr. Ginsberg concluded the discussion by pointing out that the agenda for the Retreat in May would include a full session for thorough discussion of the United University Campaign topic by the Executive Committee. Mr. Friedman will prepare a working paper, which will be circulated in advance.

The Executive Committee members present unanimously expressed deep appreciation to Mr. Bensley and to Joseph Meyerhoff for the very effective leadership they have given to the successful establishment of the IEF, and it was agreed that a similar expression of appreciation should be conveyed by cable to Ralph I. Goldman in Israel.

DECEMBER CONFERENCES The UJA Inaugural Luncheon and the Inaugural Dinner meeting are scheduled for Thursday, December 11, and the National Conference for December 12-14, at the New York Hilton Hotel. Mr. Ginsberg proposed President Nixon and Foreign Minister Eban as the American and Israeli speakers for the Conference's Saturday night banquet. It was agreed that Max Fisher should initially ascertain whether President Nixon would attend, and a formal invitation be extended to the President if the indications were affirmative. Other Americans suggested in the event that the President is unavailable included Secretary of State William P. Rogers; Secretary of Health, Education and Welfare Robert H. Finch; Vice President Spiro T. Agnew; and Former Vice President Hubert H. Humphrey.

It was the consensus that Mr. Humphrey would be most effective as a speaker at the Inaugural Meeting, and possibly the Inaugural Luncheon as well. It was further agreed that Mr. Eban's participation in these fund-raising Inaugural functions would be of great value, and that he should be invited to make presentations on these occasions as well as on Saturday night.

Last year the Inaugural Luncheon was held for \$50,000 and over contributors; contributors of \$10,000 and over were invited to the Inaugural Dinner. Because of the large number attending on the latter occasion, two ballrooms were required to accommodate the guests. Mr. Ginsberg asked the Executive Committee to consider whether Inaugural Luncheon invitations should be limited this year to \$100,000 and over contributors, and whether Inaugural Dinner invitations should be limited to contributors in some category higher than \$10,000 and over. As an aid to the discussion, Mr. Friedman provided the following information: there is a total of approximately 315 individuals in the American Jewish community involved in the 171 gifts in the \$100,000 and over category. There are 46 additional gifts in the \$75,000 to \$100,000 category, involving about 85 individuals. The consensus was that it would be desirable to invite only those in the \$75,000 and above gift category to this year's Inaugural Luncheon, with the invitation specifying clearly that the minimum contribution is \$100,000. It was pointed out that 16 contributors in the \$40,000 category raised their gifts to \$50,000 in order to attend the 1968 Inaugural Luncheon, and it could be expected that a number of those invited this year would similarly increase their gifts in order to attend a \$100,000 luncheon.

Mr. Ginsberg pointed out that an unsuccessful attempt was made last year to persuade the Executive Directors throughout the country that invitations to the National Inaugural Dinner should be limited to \$25,000 and over contributors, and that regional fund raising functions for \$10,000 and over contributors should be held during the month of January. Most of the Executive Directors were of the view that a national \$10,000 Inaugural Dinner would be more effective than the regional meetings in raising the level of giving of a large number of contributors. It was the feeling of many of the Executive Committee members that an Inaugural Dinner for \$25,000 and over contributors should be proposed again to the Executive Directors.

Mr. Friedman said that in April he would consult with Executive Directors of representative communities on the arrangements proposed for the December sessions, and that he would report their views at the Retreat in May when the Executive Committee could make final determinations on these matters.

COMMUNITY ASSIGNMENTS Mr. Ginsberg cited a number of communities where it was felt the personal efforts of Executive Committee members could help resolve delayed large gift announcements, or where resolicitation of certain pledges seemed warranted. In response to his request, those present who might have special influence in these instances agreed to undertake assignments.

FORTHCOMING MEETING

May 16-18, 1969

UJA Executive Committee Retreat  
Williamsburg Inn  
Williamsburg, Va.

Mr. Ginsberg said all the members of the Executive Committee would receive invitations to the Conference on Human Needs in Jerusalem June 16-19, and he hoped everyone would attend. He urged the fullest participation in the Retreat where important matters related to the Conference will be discussed.

Mr. Ginsberg thanked everyone for attending, and adjourned the meeting.



*Edward Ginsberg*  
Edward Ginsberg  
General Chairman

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

Encs.



UNITED JEWISH APPEAL, INC.  
1290 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10019

June 13, 1969

M E M O R A N D U M

CONFIDENTIAL

TO: Members of the Executive Committee

RE: Notes on Executive Committee Retreat, May 16 - 18, 1969

The Executive Committee met from Friday, May 16 through Sunday, May 18, at the Williamsburg Inn Complex in Williamsburg, Va. Mr. Edward Ginsberg presided. The following were present:

Albert B. Adelman	Joseph H. Kanter
Frank Beckerman	Miss Anne Kelemen
Leonard D. Bell	Morris L. Levinson
Charles J. Bensley	Nathan I. Lipson
Henry C. Bernstein	Joseph Megdell
Irving Bernstein	Albert Parker
Philip Bernstein	Martin Peppercorn
Herschel Blumberg	Bert Rabinowitz
Isadore Breslau	William Rosenwald
Louis Broido	Lawrence Schacht
Peter B. Colwin	Bernard Schaenen
Melvin Dubinsky	Mrs. Bernard Schaenen
Herbert A. Friedman	Eliezer Shavit
Herbert J. Garon	Marc Tabatchnik
Edward Ginsberg	Jack D. Weiler
Louis S. Goldman	Gordon Zacks
Samuel L. Haber	Philip Zinman
Gottlieb Hammer	Paul Zuckerman
Merrill L. Hassenfeld	

FRIDAY, MAY 16, EVENING SESSION

Mr. Ginsberg observed it was appropriate that the Retreat should open with a report on Israel's present military and diplomatic situation in order to set the Executive Committee's deliberations in a proper perspective. He introduced, as an authority eminently qualified to present such a report, Brig. Gen. David Carmon, Military Attache, the Israeli Embassy, Washington.

REPORT ON ISRAEL Gen. Carmon, reviewing the current situation in the Middle East, made the following points which may be cited in these minutes:

Today, more than two years after the "end" of the Six-Day War, there is no peace for Israel. It is under attack from some quarter almost every day. The increasing activity of the Egyptians along the Suez Canal has become of critical importance. Nasser has dramatically thrown down the gauntlet by announcing he will not observe the cease-fire and by the intensification of Egyptian efforts to cross the Canal. It is immensely costly in money for Israel to maintain its present defense posture -- and to build up the deterrent force that hopefully will prevent renewed full-scale warfare. Yet the Arabs may precipitate a new war anyhow.

If war comes, it will probably be longer and result in more casualties than any of the previous contests. Israel must be strong enough not to have to pay a prohibitive price in blood and property. On the other hand, only if Israel can be fully prepared, and receives help for non-military expenditures in the measure it would if it were at war, is there a possibility that another all-out "round" can be prevented. The Israelis are ready to pay the price to themselves, which in their case is not only in terms of money. They must count on their fellow-Jews elsewhere to bear their share of the cost.

Although exacting its tragic toll in casualties, Arab terrorism is not a serious threat to Israel. However, this is in part due to Israel's present borders, as the occupied territories provide vital buffer areas for the integral body of Israel. Israel feels it cannot safely withdraw from any of this territory without a peace treaty formally negotiated with the Arab nations. Israel will not continue "occupation for occupation's sake," but only insofar as it must to obtain security.

Gen. Carmon also responded off-the-record to questions from the floor.

UNITED ISRAEL APPEAL AND JDC REPORTS Mr. Gottlieb Hammer suggested that the 1967 war might be viewed as a particularly intense "incident" in the uninterrupted war with the Arabs that has been forced upon Israel since its independence was established 21 years ago. However, an especially serious consequence for Israel since 1967 has been a growing balance of payments deficit and serious deterioration of its foreign currency reserves. This is a major part due to Israel's having to spend an amount equivalent to 20 per cent of its gross national product on defense expenditures. In comparison, the United States spends less than 10 per cent of its gross national product on defense. Among the main sources of Israel's foreign currency reserves are foreign loans, the sale of Israel bonds and the "free" dollars raised through the United Jewish Appeal to help maintain essential civilian services in Israel. Without the additional sum currently being raised by the UJA Emergency Fund, there would inevitably be a falling off in these services which would lower morale and Israeli fighting ability.

It is anticipated that this year at least 35,000 immigrants will enter Israel. Their social welfare, health, education and housing needs will add to the costs of existing services. It is estimated the bill for new immigrant housing alone will come to \$80,000,000. To maintain the ideal which Israel represents, these immigrants must be taken in and properly cared for. In the long run, they will be an asset, providing additional required manpower for farms and factories, as well as implementing Israeli brain power. Most important, salvation must be available to all Jews in need of rescue.

Mr. Samuel Haber reported on some areas of JDC activities, requiring additional funds.

JDC-MALBEN Until last year, JDC-Malben in Israel took care of a small portion of Israel's aged population. In view of current and future needs, a joint planning council representing the Government and JDC-Malben has been established which will set up a fund of 30,000,000 Israeli pounds to be shared equally by the two parties. This will provide additional facilities of about 1,000 beds for the care of nursing and infirm aged.

MOROCCO AND TUNISIA Since 1948 successive waves of emigration have reduced the Jewish population to about 40,000 in Morocco, 16,000 in Tunisia. The latest exodus, since June 1967, set in motion by riots, looting and economic boycotts which followed the Six-Day War has involved over 25,000 Jews. It still continues, although at a slower pace. In a situation of such fluidity and insecurity, the JDC's contribution in terms of leadership and guidance as well as financial support becomes more important than ever. An increasingly important aspect of JDC's role in these countries has become that of maintaining essential services for the aged, sick and handicapped left behind by continued emigration. Traditionally families have kept their aging parents with them and there was no need for homes or other institutions for the aged. Now, however, over 600 aged in Morocco are cared for in homes and hostels created over the past six or seven years. A similar program for the care of the aged is now being established in Tunisia.

CZECHOSLOVAKIA The Soviet invasion of Czechoslovakia on August 21, 1968, set in motion an exodus of many of the country's 15,000 Jews. Within two months after the Russian tanks moved into Prague, over 2,400 Czech Jews had applied for help to the JDC's office in Vienna. The peak came in mid-September when over 100 new arrivals a day crowded the long narrow waiting-room in the offices of JDC and United Hias Service at Brahmsplatz 3. They are still coming out.

IRAN Under pressure from the JDC, local financial participation for the support of community services is increasing, a trend reinforced by the general economic expansion. However, because of steadily rising prices and wages, just the maintenance of existing services next year is expected to require from JDC an expenditure representing a slight increase over 1968. These funds go to support programs which serve about 20,000 individuals.

FRANCE The rate at which the JDC has been turning over to the Fonds Social Juif Unifie (France's central Jewish community organization) more and more of the financial responsibility for its regular programs has had to slow down this year for various political and economic reasons. A wide-range of social and welfare services reach over 50,000 individuals in France -- most of them of North African origin but some from Egypt, the Middle East and Eastern Europe.

EGYPT In February and March, 129 Jewish prisoners held by the Egyptians since the Six-Day War in June 1967, were transferred from prison to a detention camp. Except for a few isolated instances none of the prisoners had been freed since January 1968. Since the first of May, 125 of the prisoners have arrived in France, where they will subsequently be joined by 225 of their family members. About 200 additional family members remain in Egypt, but it is expected that they will come out shortly. There are 95 Jews still in prison in Egypt.

Mr. Haber also made reference to recently accelerated emigration from certain Eastern European countries, which represents a special opportunity for rescue by world Jewry.

1970 CAMPAIGN PROJECTION Mr. Friedman pointed out that various views were being sought to obtain the broadest consensus on the kind of UJA campaign to be conducted next year, and to assure the greatest possibility of its success. However, as the highest policy-making body of the UJA, the Executive Committee has primary responsibility in determining the nature of the campaign. The principal decision to be made in this regard is whether once again a two-card approach, involving an Emergency Fund, should be utilized to raise the sum necessary in 1970 to cope with all the obligations confronting the UJA. Summarizing these obligations, Mr. Friedman said the indications are that the flow of immigration to Israel will increase from 35,000 in 1969 to at least 40,000 in 1970, requiring increased expenditures for absorption, housing, education, health and social welfare services. The JDC, in addition to its need for more money for its activities in several countries, has been requested by ORT for a larger allotment for important training programs. What the UJA does must be considered in the perspective of severely straitened economic conditions in Israel, resulting from a three-prolonged military security effort described by Gen. Carmon as follows: (1) rebuilding an appropriate deterrent force; (2) building a substantial Israeli defense industry; (3) fighting what amounts to a growing war on several fronts.

During the discussion that followed, everyone present acknowledged that the needs to be met in 1970 would be even greater than this year. It was noted there is a deep-seated understanding now in the American-Jewish community that present conditions will continue into 1970 and become even more compelling. The resistance that was manifested in some communities last year to continuing the Emergency Fund in 1969 has evaporated as a result of the success that the Emergency Fund is demonstrating this year in raising more money than in 1968.

The unanimous consensus of the Executive Committee members present was that there should be a 1970 Emergency Fund aimed at raising a larger sum than in 1969. It was urged that the democratic process of making a final decision in consultation with the communities should be accelerated so that detailed planning for next year's campaign can begin quickly.

Mr. Ginsberg asserted that early planning and concrete commitments to the 1970 campaign would have a special impact. This could add inspiration to the 1969 campaign and build for next year on the present understanding that has been developed in the American-Jewish community. Moreover, a stimulating example would be provided for fund-raising in Jewish communities elsewhere in the world. Mr. Rosenwald suggested that it would be especially meaningful to have the 1970 pledges of Executive Committee members in time for the June Conference of Human Needs, when many of the Committee's members would be meeting with representatives of Jewish communities from other nations in Jerusalem.

The individual members of the Executive Committee responded by announcing that their intentions were to give more in 1970 than they gave in 1969. Mr. Ginsberg congratulated the Committee members, and commented that he was sure that in 1970 they would go beyond 1969 not only in giving but in work and dedication. He also indicated that a cable would be sent to Jewish Agency Chairman Louis Pincus, advising him of this extraordinary expression of support by American Jewish leadership so that he might stimulate similar responses from the leadership of countries other than the United States.

1969 CAMPAIGN REPORT Mr. Friedman reported the status of 1969 spring campaigns, for 353 communities and New York City, as indicated in Supplement "A" (attached).

From an analysis of 1969 campaign results and potentialities, Mr. Friedman said, it is estimated that about \$142,500,000 will be raised through this year's regular campaign, and an additional \$101,000,000 through Emergency Fund. In comparison, \$134,831,245 was raised in the 1968 regular campaign, and \$83,660,445 by the Emergency Fund. Out of regular campaign proceeds, it may be expected that about \$74,000,000 will be allotted to the UJA for 1969, compared to about \$70,000,000 for 1968.

CASH REPORT Mr. Albert Adelman, Chairman of the National Cash Committee, reported that \$40,728,000 in cash receipts had been recorded by the UJA as of May 9, and that it was hoped to increase this sum to at least \$75,000,000 by the end of June through an all-out effort. Mr. Adelman is conducting the national collection drive with the aid of seven regional co-chairmen, as well as the National Cash Committee (a group of leaders throughout the country), and the UJA Young Leadership Cabinet. He said that Federation Presidents and Campaign Chairmen in every community have been asked to help mobilize \$35,000,000 in May and June. The National Cash Committee members have been requested to report on cash collections at the expanded Executive Committee - National Campaign Cabinet meeting on June 4.

Mr. Friedman pointed out that cash receipts were running ahead of last year by about \$16,000,000 as of May 9. However, for the various pressing reasons previously indicated at the meeting, Israel has a special need for maximum cash right now.

1969 STUDY MISSION Mr. Albert Parker, Chairman of the Study Mission Planning Committee, reported that the dates in Israel for the 1969 Study Mission are October 7 to October 20. Sub-Missions to Rumania, France and Morocco are being arranged for the period September 29 to October 6. He stressed the importance of having representation on the Mission from a wide range of communities, and asked the Executive Committee members to help assure substantial contingents from their own communities. Both he and Mr. Ginsberg urged every Executive Committee member who can do so to participate in order to solicit properly the large number of community leaders expected on the trip. Mr. Ginsberg emphasized the significance of getting as many new large contributors as possible to join the Mission, because the Mission also represents the most effective means that the UJA has for leadership-training.

OPERATION ISRAEL Mr. Friedman reported that an expanded "Operation Israel" program is planned for the 1970 campaign year, with flight departures from New York scheduled for the following Sunday evenings:

November 2, 16\*, 23, 30

January 4\*\*, 11, 18, 25

December 14

February 1, 8, 15, 22\*

\*Will include flights for women only

\*\*For rabbis only

Aside from the exceptions indicated, men only will be accommodated on the special flights listed above. The February 22nd trip for women will include a visit to Vienna February 22-26 and this group will be in Israel February 26-March 8.

OPERATION ISRAEL (Cont'd)

Mr. Friedman said "Operation Israel" will again provide an intensive six day survey of current conditions, and will include appropriate meetings with top level representatives of various branches of the Government, and briefings by members of the Jewish Agency. He indicated the criteria for the kind of persons desired for these flights should be left flexible, with the ultimate decisions left to the executive directors -- but with the emphatic understanding that every participant will be solicited for an increased gift. However, as a frame of reference he proposed participants should be (1) large contributors, because they will give more after making the trip, and (2) campaign workers -- whether or not large contributors themselves -- who give service in a trade, industry or area division. The latter will return from Israel equipped to convey the 1970 campaign story with greater force and clarity, and will solicit their cards more effectively. The itinerary will be somewhat altered from last year's to assure the interest of those who may be repeating the trip.

The Executive Committee members made the following proposals regarding Operation Israel:

Explore the possibility of a special trip for contributors of between \$5,000 and \$9,000 to develop their potential.

Place special focus on participation from communities which do not have representation on the October Study Mission.

Emphasize that for maximum effectiveness a community should have a substantial number of its people make a trip together rather than just one or two at a time.

Obtain suggestions on how best to capitalize on the 1970 Operation Israel from communities which made most effective use of it in 1969

Arrange for representatives of the same trade or industry from different communities to make trips together.

Repeat the UJA cost-sharing plan for community professionals who participate in 1970, as their support and understanding will be even more critical in 1970 than in 1969.

It was agreed that Mr. Ginsberg would appoint a group of Executive Committee members to study new Operation Israel proposals and make recommendations about them to the Committee as a whole.

Mr. Friedman said that, for most effective results, it was necessary to have a team of two veteran national leaders and two Young Leadership Cabinet members take part in each trip. If necessary, a leader could travel to Israel with one group and remain in Israel a second week to join with a succeeding group. To implement the leadership available for the flights, the National Campaign Cabinet would be involved in greater depth.

OPERATION ISRAEL (Cont'd)

Mr. Friedman pointed out that 1,065 individuals participated in the nine 1968-1969 "Operation Israel" missions, including the women's and Rabbis' groups, and 174 communities were represented on these missions. The total fund-raising, on a comparative basis, was as follows:

	<u>1967</u>	<u>1968</u>	<u>1969</u>
Regular	\$1,393,216	\$1,637,992	\$1,876,214
Emergency	\$2,083,706	\$2,090,269	\$3,216,331
Combined Emergency & Regular (where no breakdown available)	<u>\$104,900</u>	<u>\$105,930</u>	<u>\$184,446</u>
<u>Totals</u>	\$3,581,882	\$3,833,191	\$5,276,991

DECEMBER CONFERENCES The UJA Inaugural Luncheon and Inaugural Dinner meetings are scheduled for Thursday, December 11, and the National Conference for December 12-14. Last year the Inaugural Luncheon was held for \$50,000 and over contributors, and it included fund-raising for the first time. Contributors of \$10,000 and over were invited to the Inaugural Dinner. Because of the large attendance at the Inaugural Dinner, two ballrooms were required to accommodate the guests. In view of the past experiences, Mr. Ginsberg asked the Executive Committee to consider whether Inaugural Luncheon invitations should be limited this year to \$100,000 and over contributors, and whether Inaugural Dinner invitations should be limited to contributors in some category higher than \$10,000 and over. Mr. Friedman said that these two proposals had been discussed at a meeting on April 21 of a committee of community executive and campaign directors set up jointly by the UJA and CJFWF to help plan the December conferences. The consensus of the community directors was that the invitations to the forthcoming Inaugural Luncheon should clearly specify that the minimum contribution is \$100,000, and that there should be a \$20,000 or \$25,000 minimum gift requirement this year for the Inaugural Dinner.

During the discussion by the Executive Committee, the following points were made concerning the Luncheon:

Although intended as an intimate affair, the large attendance last year made card-calling cumbersome.

At present there are 396 gifts in the \$50,000 and over category; 171 in the category of \$100,000 and over.

The majority of the gifts announced at the 1969 Luncheon -- about 46 such gifts -- were in the \$100,000 and over category.

Despite the number who attended, and any consequent card-calling difficulty, the number of gifts and the amounts pledged at last year's Luncheon were most encouraging.

The function of the Luncheon is to raise as many large gifts as possible to an even higher level. The \$50,000 contributor at such an affair may be stimulated to increased giving by the more generous gift announcements of others.

The Executive Committee members present unanimously agreed it would be inappropriate at this time to set a new level of giving for the Luncheon invitation, and this year all \$50,000 and over contributors should again be invited.

## DECEMBER CONFERENCES (Cont'd)

Mr. Friedman reported that the community directors at the April 21 meeting expressed themselves as being in favor of an Inaugural Dinner this year with a \$20,000 or \$25,000 gift requirement. The community directors further agreed that as many communities as possible open their 1970 campaigns with fund-raising dinners for \$10,000 and over contributors on the same night. Thursday, January 8, is proposed as the date for these dinners, since the 1970 UJA regional conferences will be scheduled simultaneously for the weekend of January 9-11 rather than on separate weekends as in the past. These conferences will take place in Atlanta, St. Louis and Los Angeles, and each conference will be preceded by a \$10,000 minimum dinner on Thursday night. An East Coast dinner is being considered for the same night, even though there would be no regional conference on the East Coast. The UJA will service all such dinners with top level Israeli and UJA leaders as speakers. The possibility is being explored of providing them simultaneously by closed circuit television transmitted via Telestar with the same panel of speakers broadcasting from Israel and the United States. An effective means of exchanging card-calling results among the meetings on the same night also is being sought.

During the discussion, the Executive Committee members were generally of the view that the minimum gift requirement of the Inaugural Dinner should be upgraded. Particular consideration was given to making the best use of the Inaugural Dinner as a stimulus for increased giving. In consideration of the stimulation such invitations might have on the more than 1,800 gifts in the \$10,000 - \$19,999 category, it was the Executive Committee's consensus that invitations to the 1969 Dinner should include contributors of \$20,000 and over.

There was general agreement that Foreign Minister Abba Eban be given primary consideration as the Israeli speaker at both the Inaugural Lunch and the Saturday night banquet of the Annual Conference. Former Vice-President Hubert H. Humphrey was indicated as the American speaker at the Inaugural meeting together with Jewish Agency Chairman Louis A. Pincus.

Mr. Ginsberg reported that, in response to the decision of the Executive Committee at its meeting on March 17, Max Fisher had been making approaches to ascertain whether President Nixon would address the Saturday night banquet of the UJA National Conference. Other personalities proposed as the American speaker if President Nixon is unavailable included: Gov. Nelson A. Rockefeller, Mayor John V. Lindsay, Sen. Charles A. Percy, Sen. Stuart Symington, former Gov. Averill Harriman, Secretary of State William P. Rogers, Michigan Congressman Gerald Ford, U.S. Ambassador to Israel Walworth Barbour, former Health, Education and Welfare Secretary John W. Gardner, Bayard Rustin, and Eric Hoffer. Another suggestion was to invite whomever is elected this June as the new President of France. It was also proposed that the UJA select a number of non-Jews who were instrumental in saving Jews during World War II to honor at the Saturday afternoon session of the National Conference. The session with them would replace the International Symposium which will not be repeated this year.

### SATURDAY, MAY 17, AFTERNOON SESSION

The meeting opened on Saturday afternoon with a bible study session devoted to the First Book of Samuel, Chapters I - XII. Rabbi Friedman, who led the session, reviewed this section of the Holy Scriptures. He pointed out that its description of how Israel first became unified as a nation is especially relevant to a meeting of the UJA Executive Committee, since this group of leaders has done so much to help make secure the re-established State of Israel. Wall maps of Israel were utilized to indicate graphically the sites mentioned in the text and their modern counterparts. At the conclusion, it was agreed that similar sessions should be scheduled at future meetings of the Executive Committee.



HUMAN NEEDS CONFERENCE Mr. Ginsberg introduced Mr. Sidney Vincent, the Executive Director of the Jewish Community Federation of Cleveland. He explained that Mr. Vincent had been selected by the CJFWF, UJA, UIA and JDC to help make preparations for the Conference on Human Needs in Jerusalem scheduled for June 16 - 19, 1969. Throughout most of the past year, Mr. Vincent has been in Israel working on Conference plans with representatives of the Israel Government, the Jewish Agency and the JDC.

Mr. Vincent pointed out the Conference on Human Needs will be devoted to considering philanthropic goals for Israel in a detailed way for the next five years, and more generally for the next decade. Working papers have been prepared on the various areas to be covered by the Conference, such as agricultural settlements, development towns, housing, health, education, higher education, and social welfare. Drafts of these papers already have been sent to Executive Committee members, and they will be transmitted final versions shortly. The papers are in three sections that deal with what has been accomplished in a particular area, programs and plans, and detailed proposals.

Mr. Vincent presented some of the problems described in the working papers as follows:

Education Because of budgetary considerations, education is only compulsory up to the eighth grade. A drop-out problem is developing. There is a shortage of teachers. An elaborated library system is needed to bring places and means of study to agricultural settlements and development towns.

Agricultural Settlements There were about 300 such settlements in 1958 and now there are about 750. But only one-half of these are consolidated. The creation of light industries is required to make them self-sustaining, along with manpower training in industrial skills, the obtaining of necessary equipment, improving the amenities of life in the settlements, and coordinating more of the settlements on a regional basis.

Social Welfare Of Israel's 650,000 households, 115,000 are receiving some social welfare benefits though in most cases not completely "on relief." In 1948 less than four per cent of Israel's population was over 65; today almost seven per cent are. There also are increased problems involving the physically handicapped, the mentally retarded and chronically ill.

Housing The comparative density per room for housing in Israel, as compared to the United States, works out to an average of three people to a five room house in this country, and nine people to five rooms in Israel. In Israel the rooms also usually are of smaller dimensions. Improving Israel's housing situation is seen as the key to improving the marriage rate -- and the birth rate.

Development Towns In many cases, the towns need help toward making a further economic thrust. Some require hospitals and more medical personnel. It would be of great benefit to some of these towns if teams of volunteer professionals and other trained personnel from the United States and other countries could be obtained to live and work in them for a couple of years.

Higher Education Since 1955 the university population of the United States has doubled; in Israel it has increased fivefold. Appropriate ways and means of fund-raising abroad on behalf of Israel's universities represents a special problem.

SATURDAY, MAY 17, AFTERNOON SESSION (Cont'd)

In response to questions, Mr. Vincent said that about 300 representatives from various countries would attend the Conference. The program provides for those attending to spend most of their time in workshop sessions devoted to the seven topics on the Conference agenda. Representatives will be assigned to workshops according to their special interest. All the representatives will gather at plenary sessions to examine proposals emanating from the workshops. Mr. Vincent observed the facts of the situation in each area have been well evaluated in advance, and they will be presented by appropriate authorities in each field.

Mr. Vincent said that a steering committee has been established which will shape the work of the Conference after its conclusion and follow up on the proposals evolved. The point was made during the discussion that the Conference on Human Needs also presents a unique opportunity for helping to set the emotional climate for the 1970 campaign. Those attending will be made more cognizant of Israel's problems and personally concerned with the plans that are worked out to cope with them. It was urged that the leaders assembled from all over the world should not depart from one another's presence without making statements about 1970 campaigns in their own countries.

ISRAEL EDUCATION FUND REPORT Mr. Charles J. Bensley presented the following statistical summary and status report as of May 17, on the UJA Israel Education Fund:

DONORS: 97      AMOUNT PLEDGED: \$25,343,000\*

FACILITIES ESTABLISHED: 101 -- High Schools (58);      Public Libraries (9);  
Youth, Cultural and Community Centers (16);      Pre-Kindergartens (18).

TOTAL ENROLLMENT (in operative IEF high schools and pre-kindergartens and in temporary facilities awaiting transfer to IEF high schools now in construction): 9,292.

SCHOLARSHIPS and GRANTS AWARDED: 1,767.

<u>TYPES OF HIGH SCHOOLS</u>	<u>General</u>	<u>Religious</u>	<u>Total</u>
COMPREHENSIVE	24	8	32
VOCATIONAL	7	5	12
ACADEMIC	5	2	7
SPECIALIZED	7	-	7

<u>CONSTRUCTION STATUS</u>	<u>Open and in Operation</u>	<u>Under Construction</u>	<u>Construction to begin 1969</u>	<u>Construction to begin 1970</u>
HIGH SCHOOLS	18	21	15	4
PUBLIC LIBRARIES	4	5	--	-
COMMUNITY CENTERS	1	10	5	-
<u>PRE-KINDERGARTENS</u>	<u>10</u>	<u>5</u>	<u>3</u>	<u>-</u>
<u>Total</u>	<u>33</u>	<u>41</u>	<u>23</u>	<u>4</u>

\*includes about \$200,000 in unsolicited gifts.

Israeli University Fund-Raising Mr. Bensley noted that soliciting gifts for the Israel Education Fund generally was accomplished without loss of contributions to the Emergency Fund, and in many cases individuals who made gifts to the IEF also increased their UJA contributions. The UJA-Education Fund experience is relevant to the subject of higher education in Israel and to proposals for new fund-raising procedures on behalf of the universities which will be considered by the Human Needs Conference.

Mr. Ginsberg pointed out that the pressures are mounting in Israel for further educational opportunities on the university and junior or so-called community college level. The secondary school facilities available will be graduating annually an additional 40,000 students. Mr. Friedman observed that under conditions now developing in the United States it was likely that an increasing number of American-Jewish students will be applying for admission to Israeli universities, and application by Jewish students from other countries also can be expected to grow.

Mr. Ginsberg indicated that competitive campaigning on behalf of the universities has presented an especially sensitive problem since the institution of the UJA Emergency Fund. Two major new approaches intended to eliminate this problem have been evolved, and they will be considered at the Conference in Jerusalem. One of these approaches is the concept of a united university campaign, under UJA Education Fund auspices, which has been developed from a proposal made by Mr. Friedman to the Committee on Control and Authorization of Campaigns about two years ago. An alternative plan, which Israel Minister Without Portfolio Pinhas Sapir currently regards with favor, involves the raising under independent auspices of a \$300 - \$500 million endowment fund over a five year period, with only the income to be used on the universities' behalf while the principal remains untouched. Lord Victor Rothschild of Great Britain has indicated his willingness to serve as chairman of an international endowment fund campaign.

Mr. Friedman said that CJFWF President Louis Fox, CJFWF Executive Vice-President Philip Bernstein, and he met with Mr. Sapir in New York on Sunday, April 27 to discuss the endowment fund idea. Mr. Sapir maintained that by utilizing a small group of volunteers to solicit individual contributions to the fund in the United States at minimums ranging from \$300,000 to \$1,000,000, he believed there would be no conflict with raising money in the UJA campaign. However, such endowment fund pledges might be paid over a five year period in installments which could be from \$60,000 to \$200,000.

The Executive Committee members at the meeting generally expressed concern about the multiple fund-raising that currently takes place, and anxiety over the possible competitive damage of the university endowment fund campaign. It was pointed out that a substantial number of contributors paying annual \$60,000 - \$200,000 endowment fund installments could result in diminished UJA Emergency Fund gifts. In view of what was called the "edifice complex" -- the understandable desire of contributors to have their names associated with institutions they help to build -- endowment fund gifts inevitably would receive publicity drawing emphasis from the special urgency of the Emergency Fund. It was considered that fund-raising for the universities through an endowment fund might be effective and desirable in the British and French Jewish communities although not appropriate for the United States.

Mr. Philip Bernstein said that at the April 27 meeting, Mr. Sapir had affirmed that no campaign for the universities would be undertaken that would impair the Emergency Fund, that at the Human Needs Conference all proposals for university fund-raising would be given consideration, and that no decision would be made without consultation with the UJA and CJFWF.

## Israeli University Fund-Raising (Cont'd)

Mr. Friedman said that the united university campaign concept also includes a recommendation for the creation in Israel of one central address with which the Israel Education Fund -- under whose auspices the campaign would be conducted -- can have its liaison. This might be a Minister of Higher Education, if one were to be appointed; or an Authority, representing all the institutions; or any other form of umbrella organization embracing all. This person, group, council, committee, authority or whatever is felt by the institutions to be most practical, should have two functions; to determine the specific needs of a given year's campaign and to enter into discussions with the IEF far enough in advance so that those needs can be properly advertised and presented for the next campaign (in other words, make up a total "needs list", bring it to the IEF and agree on what will be "sold" during the coming campaign); and secondly, to serve as the channel through which each institution will receive what it has been agreed in advance it shall receive (in other words, divide the proceeds, according to a pre-campaign formula which all institutions agree upon).

In the continuing discussion, the further point was made that almost every community is concerned with trying to unify fund-raising for Israel, and has a committee which tries to cope with the problem of multiple campaigning. This was regarded as evidence of an inevitable trend toward uniting all fund-raising for Israel in the United States within the framework of one organization.

It was the final consensus of the Executive Committee members at this session that to raise money for a university endowment fund in the United States at this time would be harmful to the UJA campaign. In addition, it was agreed that all Executive Committee members present who attended the Conference on Human Needs would support a proposal for a united university campaign under the aegis of the UJA Israel Education Fund to be conducted at such time as the terms of the campaign may be formulated by consultation with the universities and all other organizations and institutions concerned.

### SUNDAY, MAY 18, MORNING SESSION

ISRAEL EDUCATION FUND (Cont'd) Mr. Levinson reported that, since the previous evening's session, he and Mr. Henry Bernstein wanted to suggest the possibility of the independent participation by the UJA of Greater New York in a university endowment fund campaign if a decision in its favor was made at the Conference on Human Needs. He said they gave special consideration to the importance of encouraging the leadership of Lord Rothschild, since it had been indicated he was prepared to head a world-wide effort and make a substantial personal contribution.

Mr. Levinson said that, in his conception of New York City's participation, it would be limited to the solicitation of special large gifts. He added that it could be regarded as a sort of pilot project in which New York City would attempt to find out whether an American-Jewish community could make an effort of this kind without impairment to its UJA campaign. Mr. Levinson declared that he would not proceed further with the idea unless he had the approval of the UJA Executive Committee members present at the Retreat.

Mr. Henry Bernstein further explained that in the endowment fund campaign under consideration, New York City UJA would seek only million dollar gifts in terms of setting up a scholarship fund, and that payment of the gifts would be requested over a relatively brief period. During the ensuing discussion the following points were made:

SUNDAY, MAY 18, MORNING SESSION

ISRAEL EDUCATION FUND (Cont'd)

It is most important for every community in the United States to take the same approach in regard to university fund raising. If any single community endeavors to raise gifts for an endowment fund, questions will be aroused in that community as well as in others about the relative significance of continued large emergency fund gifts.

A limited effort such as that suggested for New York City would be particularly wrong if the motivation for it is to offer a palliative to those in Israel who strongly favor a university endowment fund campaign. Either there should be cooperation with this concept because of a genuine belief in its success, or it should not be supported at all.

It would be illogical to argue at the Conference on Human Needs that an independent endowment fund campaign would conflict with emergency fund drives in every American community except New York City.

The UJA Executive Committee members indicated they would be willing to explore the idea of an endowment fund campaign under UJA auspices and as a part of a larger concept of a united university fund.

The consensus was reaffirmed that the Executive Committee members at the Human Needs Conference would unanimously support the concept of united university fund campaign under UJA Education Fund auspices. It was agreed that, in view of the needs which most effectively will be met by a continuing emergency fund, it would not be desirable to launch such a campaign until 1971 or possibly 1972. The view was reiterated that, in any event, arrangement of the details for a united university campaign would preclude a start prior to 1971. It was further agreed that the Executive Committee members also would accept the idea of raising an endowment fund for the universities at an appropriate time, if this is done in the United States solely under UJA auspices.

UJA STAFF REORGANIZATION Mr. Ginsberg recalled at the 1968 Retreat the Executive Committee members present had agreed that, in view of the expansion of UJA campaigns and programs relating to them, staff additions as well as some realignment of responsibility were required. He announced the following reorganized structure:

Executive Chairman

Herbert A. Friedman

Executive Vice-Chairman

Irving Bernstein

Campaign Director

Martin Peppercorn

UJA STAFF REORGANIZATION (Cont'd)

Associate Campaign Directors will include Peter B. Colwin, Ernest N. Spickler and another to be selected. Mr. Marc Tabatchnik, in addition to serving as Director of Systems and Personnel, will also serve as assistant to the Executive Vice-Chairman with over-all responsibility for administration. The regional directors will hereafter be designated Assistant Campaign Directors, and their number will be increased from seven to ten. Rabbi Charles J. Davidson will have responsibility for the university student program, and an additional executive staff member will be employed to coordinate the activities of the UJA Rabbinical Advisory Council. A new Young Leadership Director will be selected to replace Mr. Spickler in this post, as well as an Assistant Director to help in administering expanded young leadership activities. In addition to Miss Anne Kelemen, Director of the Women's Division, there will be an Assistant Director of this Division. Mr. H. David Weinstein will be Missions Director, with responsibility for coordinating all group trips overseas under UJA auspices.

WOMEN'S DIVISION REPORT Mrs. Bernard Schaenen reported that as of the end of 1968 there were 211 communities with spring or fall Women's Division activities. Early in May, 1969 a questionnaire was sent out to the 193 communities conducting spring women's division drives. Of these, 75 -- including 18 of the "top" 21 communities -- reported on the status of their campaigns as of May 12. The comparative totals for these communities are as follows:

	<u>1967</u>	<u>1968</u>	<u>1969</u> (End of year estimate based on data received)
Regular	\$ 7,992,055	\$11,062,548	\$11,684,148
Emergency	6,400,541	3,171,571	3,750,371
Combined	<u>1,159,987</u>	<u>1,455,005</u>	<u>1,629,605</u>
Total	\$15,552,583	\$15,689,124	\$17,064,124

Mrs. Schaenen indicated that the 1969 results shown above, when compared with the contributions produced from the same cards last year, represent an increase of about \$1,500,000 at this point. She said that three area-wide meetings have been scheduled in May and June as part of a continuing program to develop Women's Division leadership on a regional basis. She noted that once again this fall a women's fund-raising caucus will be included as part of the UJA Study Mission. A fund-raising caucus became part of the Mission for the first time last year and proved most effective. In addition, as described at a previous session of the Executive Committee Retreat, there will be two trips for women included in the 1970 Operation Israel program.

YOUNG LEADERSHIP REPORT In the absence of UJA Young Leadership Cabinet Chairman Gordon Zacks, who had to leave the Retreat before the start of this session, Mr. Herbert Garon reported on activities in the young leadership division. The 1969 Young Leadership Cabinet Retreat was held at Laguna Beach, Calif., during the weekend of May 1-4. At that time the 1969 Emergency Fund campaign in the young leadership division was regarded as just about completed. A large part of the Retreat was devoted to discussing ways and means of raising larger sums to meet increasing needs in 1970. The decision was made to obtain maximum gifts from all of the almost 200 Young Leadership Cabinet members in October-November-December of this year in the hope and expectation that they will provide appropriate examples of giving in the 1970 campaign.

Mr. Garon pointed out that the number of Young Leadership Missions in 1969 had been increased to four.

The UJA Young Leadership Missions still to take place were:

June 1-15	-	Israel only	-	\$950 per person (20 couples)
June 7-28		Vienna & Israel	-	\$1,250 per person (40 couples)
Nov. 2-16		Israel only	-	\$950 per person (20 couples)

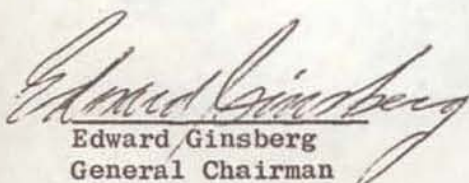
From March 2-16 there was an additional Young Leadership Mission to Israel only, with a complement of 20 couples.

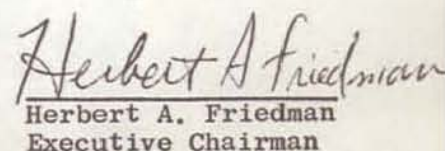
The proposal was made that a young leadership or university mission for young women should be considered, and Mr. Ginsberg said that this would be done.

1970 RETREAT In response to Mr. Ginsberg's inquiry, the Executive Committee members indicated they would like to hold the 1970 Retreat in Williamsburg. It was the general view that the opening session next year should be scheduled for Friday afternoon, and that Sunday morning be left free for relaxation.

Mr. Ginsberg thanked everyone for contributing to a most successful weekend and adjourned the meeting.

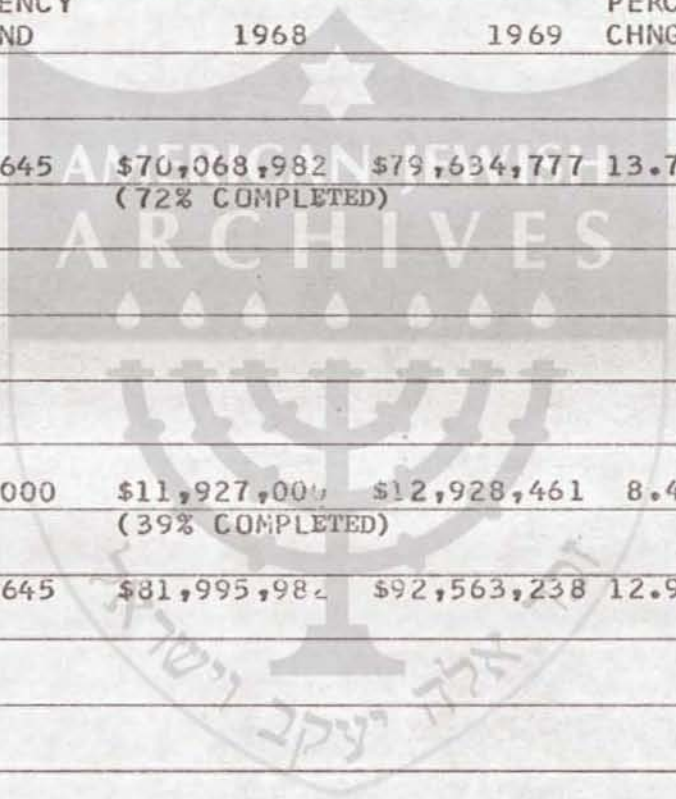


  
Edward Ginsberg  
General Chairman

  
Herbert A. Friedman  
Executive Chairman

SUPPLEMENT "A"  
 STATUS OF 1969 SPRING CAMPAIGNS  
 UNDER WAY AS OF MAY 9

	...1968 TOTAL RAISED...		-----1969 CURRENT RAISED AND 1968 COMPARATIVE VALUES-----					
	REGULAR	EMERGENCY	.....REGULAR CAMPAIGN.....		.....EMERGENCY FUND.....			
	CAMPAIGN	FUND	1968	1969	PERC. CHNG.	1968	1969	PERC. CHNG.
NATIONAL								
353 CITIES	\$97,695,906	\$58,375,645	\$70,068,982 (72% COMPLETED)	\$79,634,777	13.7+	\$45,348,100 (78% COMPLETED)	\$60,439,405	33.3
NEW YORK CITY	\$30,500,000	\$20,000,000	\$11,927,000 (39% COMPLETED)	\$12,928,461	8.4+	\$10,056,000 (50% COMPLETED)	\$13,163,354	30.9
TOTAL.....	\$128,195,906	\$78,375,645	\$81,995,982	\$92,563,238	12.9+	\$55,404,100	\$73,602,759	32.9





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M E M O R A N D U M

July 3, 1969

To: Members of the Executive Committee and National Campaign Cabinet

Re: Notes on Joint Executive Committee-Cabinet Meeting -- June 4, 1969

The UJA Officers, members of the Executive Committee and the Cabinet met at the Hilton Hotel in New York City on June 4. Mr. Edward Ginsberg presided. The following were present:

Shimon Alexandroni,  
Israel Economic Minister to U.S. and Canada  
Rehaveam Amir, Consul General, N.Y.  
Robert H. Arnow, N.Y.  
Charles Auerbach, Cleveland, Ohio  
Bernard H. Barnett, Louisville, Ky.  
Frank Beckerman, Hartford, Conn.  
Leonard D. Bell, Boston, Mass.  
Charles J. Bensley, N.Y.  
Norman Bensley, N.Y.  
Henry C. Bernstein, N.Y.  
Irving Bernstein, N.Y.  
Philip Bernstein, N.Y.  
Louis H. Boyar, Los Angeles, Calif.  
Shepard Broad, Miami, Fla.  
Avner Cassuto, Representative of the  
Israeli Finance Ministry in the U.S.  
Lawrence M. Cohen, Greensboro, N.C.  
Peter B. Colwin, N.Y.  
Sidney M. Edelstein, Englewood, N.J.  
Herman Fineberg, Pittsburgh, Pa.  
Jack B. Fisher, Canton, Ohio  
David B. Follender, Teaneck, N.J.  
Martin Fridovich, Fort Lauderdale, Fla.  
Herbert A. Friedman, N.Y.  
Martin Friedman, Cleveland, Ohio  
Charles Ginsberg, Jr., Cleveland, Ohio  
Edward Ginsberg, Cleveland, Ohio  
David W. Goldman, Teaneck, N.J.  
Hymen Goldman, Washington, D.C.  
Alexander Grass, Harrisburg, Pa.  
Adolph Gross, Westfield, N.J.  
Isadore Hamlin, N.Y.  
Gottlieb Hammer, N.Y.  
Martin Hecht, Southern Illinois, Ill.  
Mrs. Mortimer Jacobson, N.Y.  
Joseph H. Kanter, Cincinnati, Ohio  
Raymond Kaplan, Englewood, N.J.  
Max H. Karl, Milwaukee, Wisc.  
Herbert Katzki, N.Y.  
Bernard H. Kline, Columbia, S.C.  
Morris A. Kravitz, Philadelphia, Pa.  
Nathan I. Kuss, Wilkes-Barre, Pa.  
Richard S. Levitt, Des Moines, Ia.  
David Lowenthal, Pittsburgh, Pa.  
Joseph M. Mazer, N.Y.  
Uzi Nadidi (aide to Mr. Sharef)  
Irving S. Norry, Rochester, N.Y.  
Martin Peppercorn, N.Y.  
Raymond G. Perelman, Philadelphia, Pa.  
Bert Rabinowitz, Boston, Mass.  
Leonard Ratner, Cleveland, Ohio  
Morris Rodman, Washington, D.C.  
Samuel Rothberg, Peoria, Ill.  
Lawrence Schacht, N.Y.  
Albert G. Segal, Charlotte, N.C.  
Philip S. Seltzer, Philadelphia, Pa.  
Hon. Ze'ev Sharef, Israel Minister of  
Finance, Commerce and Industry  
Arant H. Sherman, Davenport, Ia.  
Marvin Simon, Norfolk, Va.  
Norman Sisisky, Petersburg, Va.  
Louis D. Stern, Newark, N.J.  
Dewey D. Stone, Boston, Mass.  
Joseph H. Strelitz, Norfolk, Va.  
Leonard R. Strelitz, Norfolk, Va.  
Jack D. Weiler, N.Y.  
Rabbi Dudley Weinberg, Milwaukee, Wisc.  
Milton Weinstein, Atlanta, Ga.  
Philip Zinman, Philadelphia, Pa.  
Paul Zuckerman, Detroit, Mich.

Opening the meeting, Mr. Ginsberg introduced the new Cabinet members who were present: Mr. Martin Fridovich of Fort Lauderdale, and Mr. Max H. Karl of Milwaukee.

1969 CAMPAIGN REPORT Mr. Ginsberg indicated that most of the spring phase of community drives was almost completed -- with the significant exceptions of New York, Chicago and Los Angeles -- and that overall campaign results are ahead of 1968. It was encouraging to note the contributors' understanding of the present conditions in Israel, the growing awareness of the needs in 1970, and their readiness to meet their increased responsibility in the coming year.

Mr. Friedman reported on the 1969 spring campaign (see Supplement "A" attached). At this point, 80 per cent of the regular campaigns and 84 per cent of the Emergency Fund drives were completed. Based on analysis of the 1969 campaigns to date, it is estimated that about \$143,000,000 will be raised in the regular campaign, and \$102,000,000 through the Emergency Fund. In comparison, the 1968 regular campaign raised \$134,815,174, and the Emergency Fund raised \$83,573,039. Out of regular campaign proceeds, about \$74,000,000 will be allotted to the UJA in 1969, compared to \$70,000,000 in 1968. Mr. Friedman pointed out that although the Emergency Fund campaign currently is running about 33 per cent ahead of 1968, the estimated final results indicate a 22 per cent increase over last year because experience has shown there is some falling off of efforts in the communities during the latter part of campaigns.

CASH REPORT Mr. Friedman said that as of May 31, UJA cash receipts had amounted to \$51,000,000, indicating an increase of \$18,000,000 over receipts recorded at this point last year. Israel has a special need for maximum cash right now. The present aim is to bring in at least \$75,000,000 by the end of June, and through sustained effort, assure the collection of \$150,000,000 in cash by the end of 1969. There is \$46,500,000 in accounts receivable, Mr. Friedman noted, representing both regular campaign and Emergency Fund pledges for 1968 and prior years.

Mr. Albert Adelman is conducting the national collections drive with the aid of seven regional co-chairmen as well as the National Cash Committee (a group of leaders throughout the country), and the UJA Young Leadership Cabinet. The National Cash Committee members had been invited to this expanded Executive Committee - Cabinet meeting, and many of them were in attendance.

HUMAN NEEDS CONFERENCE Mr. Ginsberg observed that a number of UJA Executive Committee and Cabinet members will be attending the Conference on Human Needs in Jerusalem scheduled for June 16 - 19, 1969. They received Working Papers prepared in Israel on the various areas to be covered by the Conference, including agricultural settlements, development towns, housing, health, social welfare, education and higher education. The sessions of the Conference will each deal with a specific area, including presentations by appropriate authorities in the various fields. A steering committee will shape the work of the Conference after its conclusion and follow-up on the proposals evolved.

Israel University Fund Raising Mr. Ginsberg indicated that higher education in Israel will be one of the most vital areas considered at the Human Needs Conference. The opportunities for secondary education have been augmented in recent years as a result of the accomplishments of the UJA Israel Education Fund. Education in Israel now is compulsory -- and generally tuition-free -- only up to the eighth grade. Partly as a result of facilities provided through the Education Fund, there is a bill presently before the Knesset which would add two more grades of tuition-free education.

Israel University Fund Raising (Cont'd)

Mr. Ginsberg pointed out that the pressures are mounting in Israel for further educational opportunities on the university and junior or so-called community college level. The secondary school facilities available will be graduating annually an additional 40,000 students.

The UJA General Chairman noted that competitive campaigning on behalf of the universities in American-Jewish communities has presented an especially sensitive problem. Two major new approaches have been evolved, and they will be considered at the Conference in Jerusalem. One of these approaches is the concept of a united university campaign under UJA-Israel Education Fund auspices, based on a proposal made by Herbert Friedman to the Committee on Control and Authorization of Campaigns about two years ago. Another plan, offered by Israel Minister Without Portfolio, Pinhas Sapir, involves the establishment of a \$300-\$500 million endowment fund with only the income to be used on the universities' behalf while the principal remains untouched. Lord Victor Rothschild of Great Britain has indicated his willingness to serve as chairman of an international endowment fund campaign.

Mr. Ginsberg observed that arrangement of the details for a united university campaign would preclude a start prior to 1971. The terms of such a campaign will have to be formulated in consultations with the universities and all other organizations and institutions concerned, including -- in addition to the universities themselves -- the Israel Government, the Jewish Agency, the JDC, the Council of Jewish Federation and Welfare Funds, and the leadership in American Jewish Communities.

REPORT ON ISRAEL Mr. Ginsberg expressed pleasure at having the Hon. Ze'ev Sharef present at the meeting. Mr. Sharef, Israel's Minister of Finance, Commerce and Industry, spoke in terms of a new dichotomy: -- one Israel behind the lines, expanding and developing, pursuing apparently normal working and personal lives; the other dug in behind the fortifications along the Suez Canal and the Jordan River, or living in the border settlements under constant danger of terrorist attack and artillery fire. From the "first" Israel comes a stream of manpower deployed in the "second" -- reservists in their mid-twenties and early thirties spending about five weeks each year "in the lines" with the full-time military units. They accept the necessity of interrupting their civilian pursuits to serve their country in this way.

Mr. Sharef noted that, in many ways, 1969 is proving a good year economically, although not as good as 1968. Israel's gross national product continues to rise, but not as dramatically as last year. Outside investment is increasing, probably reaching one billion dollars this year. However, Israel could use more. Productivity per capita employed is going up. Prices are steady and while wages are slightly higher for some groups, there is no serious inflationary threat. Exports -- particularly of industrial products -- are growing. Tourism is substantial.

On the other side of the balance, imports have increased considerably, especially in order to meet defense needs. The unfavorable balance of payments, previously estimated at \$700 million for 1969, will probably reach the \$800 - \$850 million mark, an increase of \$100 - \$150 million over last year. Foreign exchange reserves are dipping to a dangerous level, about half a billion dollars now, which is equivalent to the cost of total imports for three months.

REPORT ON ISRAEL (Cont'd)

The Israel Finance Ministry must operate on the following political assumptions: a condition of "non-peace" will continue for an indefinite time; the cease-fire lines will remain along the present borders, since under present circumstances the occupied territories provide vital buffer areas for the integral body of Israel; at great cost, Israel will have to maintain its present defense posture and go on building up the deterrent force that hopefully will prevent renewed full-scale warfare. The Arabs may still precipitate a new war, and any "peace" for a long period will be at best an uneasy one. A real peace depends on the attitude of the Arab world toward acknowledging and agreeing to Israel's existence in direct nation-to-nation negotiations. Meanwhile, Israel is spending more than \$2½ million a day for defense -- except on days when there are heavy exchanges of artillery fire across the Suez Canal, and the expenditure is even higher.

Mr. Sharef indicated that this year at least 35,000 immigrants will enter Israel, and an influx of 40,000 or more is anticipated in 1970. Israel wants and needs these immigrants. Many of those now entering the country possess valuable professional or mechanical skills which will aid Israel's economy. But for the time being their social welfare, health, education and housing needs will add to the costs of existing services. If adequate help in meeting these costs is not forthcoming from abroad, Israel will have to curtail its expenditures on internal development.

If Israel's balance of payments deficit continues to grow and its foreign currency reserves to deteriorate, it will have to pay a much higher interest rate for loans and even so loans will become increasingly difficult to obtain. In addition to foreign loans, the main sources of Israel's foreign currency reserves include the sale of Israel bonds and the "free" dollars raised through the United Jewish Appeal to help maintain essential civilian services in Israel. Mr. Sharef stressed that Israel cannot afford to endanger its international credit standing, especially now. Despite all that they are already paying, and in more than money, it may be necessary to impose even heavier tax burdens on Israeli citizens in the coming year. In view of these circumstances, Mr. Sharef concluded, Israel's situation is very grim. He asked every leader present to convey its seriousness to the American Jewish communities and obtain from them a right and full response in terms of the campaign for 1970. It would seem that the continuation of an emergency fund is appropriate to raise effectively the massive funds required -- more than in 1969 and hopefully even equal to or greater than the amount raised in 1967.

In response to questions, Mr. Sharef noted the following:

To help meet "human needs" -- including health, social welfare, education -- Israel requires \$400 million this year. It would allot a great deal more if it could do so without detriment to defense requirements. Consequently, in 1969 it is not possible to build a single new hospital nor increase the number of existing elementary school classrooms.

In 1966, before the Six-Day War, Israel spent 10 per cent of its gross national product on defense, as compared to 20 per cent currently -- and this percentage may have increased to 21 per cent by the end of 1969.

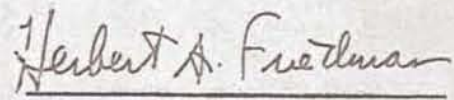
REPORT ON ISRAEL (Cont'd)

Mr. Ginsberg commented that the "malady" Mr. Sharef described "was curable". Israel's "sickness is lack of dollars and we can help alleviate it" by obtaining the maximum amount in pledges this year; by realizing the \$150 million goal in cash collections for 1969; and by recognizing there is no alternative to having an emergency fund again in 1970 in addition to the regular campaign. Mr. Ginsberg pointed out it was the unanimous consensus of the UJA Executive Committee members at the May 16 - 18 Retreat to give more in 1970 than they gave in 1969. The democratic process of making a final decision about a continued emergency fund in consultation with the CJFWF and the communities now proceeding. Every leader present was urged to exert himself, to the limit of his capacity throughout this year and in 1970, toward seeing that Israel's needs are adequately met.

TAX PROPOSALS AFFECTING PHILANTHROPY Mr. Ginsberg called the special attention of all present to the memorandum prepared by the Council of Jewish Federations and Welfare Funds on proposed legislation that relates to charitable giving. Copies of this memorandum were sent by the UJA on May 27 to Executive Committee and Cabinet members for their information and so that they might as private citizens make their views known to the members of the House of Representatives' Ways and Means Committee and their local Congressional representatives. A listing of the Ways and Means Committee membership was included in the mailing. Mr. Ginsberg pointed out that this matter is of importance to charitable organizations -- of all faiths and to all persons who make charitable contributions to such organizations. He recommended that everyone act upon the memorandum accordingly.

With thanks to all present for attending, and hoping he would see them at the next Executive Committee - Cabinet meeting in the fall, Mr. Ginsberg adjourned this meeting.

  
Edward Ginsberg  
General Chairman

  
Herbert A. Friedman  
Executive Chairman

SUPPLEMENT "A"

STATUS OF 1969 SPRING CAMPAIGNS

UNDER WAY AS OF MAY 29

-----1969 CURRENT RAISED AND 1968 COMPARATIVE VALUES-----

...1968 TOTAL RAISED...

...REGULAR CAMPAIGN...

...EMERGENCY FUND...

	REGULAR CAMPAIGN	EMERGENCY FUND	1968	1969	PERC. CHNG.	1968	1969	PERC. CHNG.
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ATIONAL

7 CITIES	\$ 98,432,676	\$ 59,232,361	\$79,293,002	\$ 89,058,997	12.3+	\$49,730,584	\$ 66,467,264	33.7+
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81% COMPL.

84% COMPL.

AMERICAN JEWISH  
ARCHIVES

EW YORK CITY	\$ 30,500,000	\$ 20,000,000	\$14,879,000	\$ 16,545,700	11.2+	\$11,055,000	\$ 15,089,600	36.5+
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49% COMPL.

55% COMPL.

TOTAL.....	\$128,932,676	\$ 79,232,361	\$94,172,002	\$105,604,697	12.1+	\$60,785,584	\$ 81,556,864	34.2+
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MEMORANDUM

August 29, 1969

CONFIDENTIAL

To: UJA Officers

Re: Notes on UJA Officers Meeting -- August 4, 1969

The UJA Officers met at the office of the United Jewish Appeal in New York City on August 4. Mr. Edward Ginsberg presided. The following were present:

Albert B. Adelman	Martin Peppercorn
Charles J. Bensley	Lawrence Schacht
Irving Bernstein	Mrs. Bernard Schaenen
Isadore Breslau	Leonard R. Strelitz
Sidney M. Edelstein	Jack D. Weiler
Edward Ginsberg	Philip Zinman
Merrill L. Hassenfeld	Paul Zuckerman
Albert Parker	

REPORT ON ISRAEL Opening the meeting, Mr. Ginsberg introduced Brig. Gen. David Carmon, Military Attache, the Israeli Embassy, Washington. Gen. Carmon's up-to-date report on Israel's military and diplomatic situation was off-the-record. He stressed the point which may be cited here that Israel's recent actions along its present border with Egypt were taken after careful consideration in response to growing threats to its security. The authoritative view in Israel is that these actions have served to prevent the resumption of fullscale activities in the near future.

REGIONAL \$10,000 AND OVER FUND-RAISING MEETINGS Mr. Ginsberg recalled that at the May, 1969 Retreat, it was the Executive Committee's consensus that invitations to the UJA Inaugural Dinner on Thursday, December 11 should be limited to contributors of \$20,000 and over. Consideration also was given to the idea of arranging for as many communities as possible to open their 1970 campaigns with fund-raising dinners for \$10,000 and over contributors on the evening of Thursday, January 8. This date was proposed for the dinners because the 1970 regional conferences will be scheduled simultaneously for the weekend of January 9-11 rather than on separate weekends as in the past. The regional conferences will take place in Atlanta, St. Louis and Los Angeles. As part of the plan discussed at the Retreat, each conference would be preceded by a \$10,000 minimum dinner on Thursday night. It was decided that the UJA Public Relations Dept. should explore the possibility of providing them simultaneously by closed circuit television transmitted via Telstar with the same panel of speakers broadcasting from Israel.

Mr. Don Kellerman reported it has been ascertained a Telstar transmission can be arranged. He proposed a program built around the 1970 UJA campaign theme "We Hear You Israel", intended to evoke an appropriate response from American Jewry to the present period of trial for Israel and its people. Cameras on

location in various parts of Israel "where the action is" would record, for presentation in news documentary form, significant activities and incidents taking place that very day. Israeli leaders including Prime Minister Golda Meir, Defense Minister Moshe Dayan and Foreign Minister Abba Eban would be interviewed. The arrival of new immigrants might be shown toward the end of the broadcast. It would conclude with a statement to the effect that "This is what Israel is going through now -- we hope you will respond."

Mr. Kellerman described the production elements to be utilized for the program, and said that based upon information available at this time the program will require a budget of \$234,601. He added that, in the utilization of Telstar, it was necessary to calculate on a five per cent chance of being unable to transmit a program because of malfunction or preemption by an event of international importance. To cover this possibility, another program would be prepared in advance for transmission through more conventional channels. The substitute program would be one which would be used in any event as UJA campaign publicity at some other time.

Mr. Ginsberg requested the views of the Officers on the proposed January 8 program, taking into consideration the background already presented at this meeting and Martin Peppercorn's report on objections encountered in the communities. During the discussion, the following points were made:

A well-organized regional structure is required prior to arranging community participation in regional meetings of this kind.

The program and its timing as presently conceived would not achieve maximum impact on the 1970 campaign and possibly should be considered for 1971. In view of its cost, the program should not be carried out unless the fullest possible utilization is assured.

It might be best to build on the present good climate of understanding for 1970 in the communities by concentrating the UJA's time, efforts and personnel on the promising campaign activities already planned, such as "Operation Israel", extended publicity, attention to "problem" communities.

Whenever and however it is scheduled, the program should include on the spot at each meeting a national or local leader of proven effectiveness to focus the entire presentation toward immediate and generous response.

The concept of the program is most striking, and for this very reason its presentation should not be restricted to the contributors who might be able to attend a limited number of regionally based \$10,000 and over dinners on January 8. It was proposed that it be transmitted at a mutually satisfactory date to a large number of community fund-raising meetings. Mr. Kellerman advised that the cost for transmission to community gatherings beyond the 16 regional meetings originally conceived would be about \$2,500 for each additional community.



Mr. Weiler indicated his expectation that the program would prove very attractive in New York, and that more than one meeting might be organized.

The Officers arrived at the following consensus: In view of the cost and nature of the program, the leadership in the communities should be consulted in an effort to arrange for transmitting the program to a large number of community fund-raising meetings at a mutually satisfactory date. It was further agreed to proceed with plans for three \$10,000 and over regional meetings in connection with the January 9-11 regional conferences and irrespective of the program involving Telstar.

Mr. Ginsberg said that the communities would be consulted on the possibility of their holding simultaneous meetings at which the program via Telstar might be effectively utilized, and that a further report on this matter would be made to the UJA Officers and Executive Committee in September.

OFFICER ASSIGNMENTS Mr. Ginsberg pointed out that as of the present time, a number of the UJA Officers have special assignments, such as the following:

Rabbi Isadore Breslau	- National Chairman representing the UJA
Jack Weiler	- National Chairman representing JDC
Albert Adelman	- National Cash Committee Chairman
Albert Parker	- Study Mission Planning Committee Chairman
Mrs. Bernard Schaenen	- National Women's Division Chairman
Charles J. Bensley	- Israel Education Fund Chairman
Gordon Zacks	- Young Leadership Division Chairman

In addition, the General Chairman requested the Officers listed below to undertake the assignments indicated:

Melvin Dubinsky	- Chairman for the January 8th Program
Jacob Feldman	- National Cash Co-Chairman
Philip Zinman	- Chairman for Regions
Paul Zuckerman	- Chairman for "Operation Israel"

Mr. Ginsberg recalled that at the Executive Committee Retreat in May, 1968 it had been decided to test the concept of a UJA regional structure in New Jersey and the Carolina-Virginia area. Largely due to the initiative and efforts of Mr. Zinman and Leonard and Joseph Strelitz, the idea has proven most effective in these two regions. It was the Executive Committee's consensus that the concept should be formalized and the structure expanded under Mr. Zinman's leadership. In cooperation with Mr. Zinman, and to assist in effecting this expansion, the General Chairman asked the following Officers to serve as Regional Chairman:

Sidney M. Edelstein	- New Jersey
Merrill L. Hassenfeld	- New England
Joseph H. Kanter	- Florida
Lawrence Schacht	- New York
Leonard R. Strelitz	- Carolinas & Virginia

Mr. Ginsberg said that every Officer was being counted upon to take part in at least one of the forthcoming "Operation Israel" trips, as the leadership they can give is vital to the success of the operation. He also indicated that the officers would be asked to undertake visits to certain communities confronted with problems which have prevented their realizing their fullest fund-raising potentials.

PRIME MINISTER'S VISIT The Officers were alerted by Mr. Ginsberg to the September visit to the U.S. of Israeli Prime Minister Golda Meir. Mrs. Meir will arrive in this country on September 25 to meet with President Nixon. She will come to New York from Washington on Monday, September 29 to participate in a dinner at the Waldorf-Astoria tendered by America's major Jewish organizations. The UJA was requested to assume responsibility for the organization of the dinner. Invitations are being extended to the UJA national leadership as well as \$10,000 and over contributors, and to the leadership of the other Jewish organizations. It is important for the Officers to assist in mobilizing maximum attendance so that the dinner fully demonstrates the solidarity between the American Jewish Community and the people of Israel.

Mr. Bernstein pointed out that during the ten days she will spend in this country, Mrs. Meir will visit only two other communities -- Milwaukee, her former "home town", and Los Angeles.

CJFWF MEETINGS Mr. Ginsberg indicated the Council of Jewish Federations and Welfare Funds Committee Meetings from September 5 to September 7 will be very important to UJA 1970 campaign planning. He urged the attendance of all Officers invited to participate on behalf of their communities. On Friday, September 5, Mr. Herbert Friedman, Mr. Irving Bernstein, Mr. Philip Bernstein and Jewish Agency Chairman Louis A. Pincus will meet with the community professionals in regard to a 1970 UJA Israel Emergency Fund. On September 6, Mr. Ginsberg, Mr. Pincus, and Minister of Finance Zeev Sharef will meet with community leaders and professionals concerning the 1970 Fund, and on September 7 a CJFWF Board of Directors' meeting will formalize whatever agreement has been worked out. On Thursday, September 4, the question of a united Israel university campaign will be further discussed. On September 7 and 8 -- earlier than ever before -- the UJA Public Relations Committee will develop the 1970 campaign publicity program with community executives and their public relations personnel.

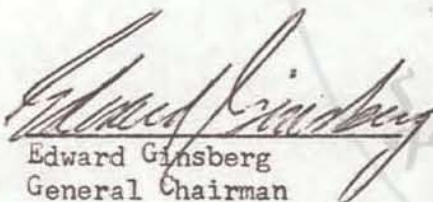
DECEMBER CONFERENCES Mr. Ginsberg said that Israel Foreign Minister Abba Eban has agreed to address both the \$50,000 and over UJA Inaugural Luncheon on December 11 and the National Conference banquet on Saturday night, December 13. Former Vice-President Hubert H. Humphrey will address the \$20,000 minimum Inaugural Dinner on December 11 together with Jewish Agency Chairman Louis A. Pincus. In response to approaches made by Mr. Max Fisher, President Richard Nixon has indicated that he is unable definitely to advise until September whether he can address the Conference banquet on Saturday night. Other personalities proposed by the Officers

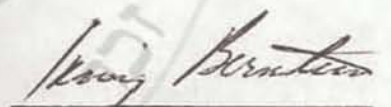
as the American speaker if President Nixon is unavailable included: New York Governor Nelson A. Rockefeller, Vice-President Agnew, and Michigan Congressman Gerald Ford. Mr. Ginsberg declared that consultations would be undertaken in appropriate quarters concerning the political personality who might most properly be asked to speak in lieu of Mr. Nixon, and a report in this matter would be made at the next Executive Committee Meeting.

At the Saturday afternoon session of the National Conference the UJA this year will honor a number of non-Jews who were instrumental in saving Jews during World War II. The Officers at the meeting enthusiastically accepted Mrs. Schaenan's proposal that the National Women's Division host the session in order to mark the 25th anniversary of the Division.

"ADOPT A COMMUNITY" Mr. Ginsberg described what he called the "Adopt a Community" program which the UJA will initiate early in the 1970 campaign. Leaders of communities which had highly successful 1969 campaigns will be asked to visit communities that have not done so well in the past in order to help them improve their campaigns.

FORTHCOMING MEETINGS The General Chairman announced that the next UJA Executive Committee meeting will be held either Monday, September 8 or September 15, and that the Committee members would be advised shortly of the exact time and place.

  
Edward Ginsberg  
General Chairman

  
Irving Bernstein  
Executive Vice-Chairman

UNITED JEWISH APPEAL, INC.  
1290 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10019

MEMORANDUM

September 26, 1969

CONFIDENTIAL

To: Members of the Executive Committee

Re: Notes on Executive Committee Meeting -- September 7, 1969

The Executive Committee met at the Hilton Hotel in New York City on September 7. Mr. Edward Ginsberg presided. The following were present:

Albert B. Adelman	Louis S. Goldman
Frank Beckerman	Samuel L. Haber
Charles J. Bensley	Gottlieb Hammer
Henry C. Bernstein	Morris L. Levinson
Irving Bernstein	David Lowenthal
Philip Bernstein	Joseph M. Mazer
Louis Broido	Samuel H. Miller
Lawrence M. Cohen	Dr. Aryeh Neshet
Leon Dultzin, Treas. of Jewish Agency	Albert Parker
Sidney M. Edelstein	Martin Peppercorn
Louis J. Fox	Lawrence Schacht
Herbert A. Friedman	Joseph H. Strelitz
Herbert J. Garon	Leonard R. Strelitz
Edward Ginsberg	Philip Zinman
Morris Glasser	Paul Zuckerman

Mr. Ginsberg extended the condolences of the entire Executive Committee to Mr. Albert Parker on the recent death of his mother. The members of the Committee all expressed their hope for Mr. Melvin Dubinsky's rapid recovery from his recent accident. Mr. Ginsberg announced that illness prevented the participation in this meeting of Jewish Agency Chairman Louis A. Pincus, and good wishes were expressed for his restoration to good health.

REPORT ON ISRAEL The General Chairman introduced Mr. Leon Dultzin, Treasurer of the Jewish Agency, who reported on the special problems confronting the Agency in view of Israel's continuing crisis. In the coming fiscal year, Mr. Dultzin said, the Jewish Agency will urgently seek between 350 to 360 million dollars of its budgetary requirements from the Jews of the diaspora -- two-thirds from the American Jewish community and the remainder from the rest of world Jewry. Mr. Dultzin warned that the Israel Government cannot continue making up substantial Jewish Agency deficits without serious consequences.

It was noted that immigration is increasing. The total for 1969 will be about 35,000; at least 40,000 newcomers are expected to enter Israel in 1970. A larger number might have been admitted this year, but for financial and other reasons sufficient housing could not be readied to accommodate them. Mr. Dultzin declared the present immigration consists mostly of families, is youthful in character, including many professionals

and people with special skills who will be an asset to Israel's economy. He said it is hoped the long anticipated large additional influx from Rumania will occur in the months ahead. If and when this happens, the Agency's budget will have to be further increased.

1970 EMERGENCY FUND Mr. Ginsberg conveyed the gratitude of the UJA -- and his personal appreciation -- to Louis Fox for his leadership, cooperation and understanding during his term of office as President of the CJFWF, which was drawing to a close in November. Mr. Fox expressed his personal satisfaction at having the opportunity to be associated with Mr. Ginsberg in so many common endeavors and indicated his pleasure at being able to announce that his successor would be Max Fisher, which obviously meant a continuation of the fine spirit of cooperation presently existing between the UJA and CJFWF.

Mr. Ginsberg then indicated that in the course of the weekend of September 5-7 the Council of Jewish Federations and Welfare Funds had conducted a series of meetings on 1970 campaign planning. Philip Bernstein, CJFWF Executive Director, reported that, after meeting with Herbert Friedman and Louis Pincus on Friday, September 5, community professionals from all over the country indicated strong support for a 1970 Emergency Fund. On September 6, there was a consensus in favor of the Emergency Fund on the part of community leaders and professionals who met with Mr. Ginsberg, Mr. Pincus and Israel Minister of Finance Zeev Sharef -- and on the morning of September 7 its acceptance was formalized by the CJFWF Board of Directors. Mr. Ginsberg remarked that the readiness to accept the necessity of continuing the Emergency Fund reflected the understanding on the part of the communities of the serious problems facing the people of Israel.

Mr. Ginsberg then asked Mr. Friedman to review with the Executive Committee members a confidential Fact Sheet which Mr. Friedman had prepared in order to provide important background information on the situation in Israel. (A numbered copy of this Fact Sheet was mailed to each Executive Committee member on September 15.) The conclusions from the data presented in the Fact Sheet were stated as follows:

In the face of Arab refusal to make peace, and the mounting intensity of the war of attrition and terrorism, Israel's need to defend herself mounts in cost. In fiscal 1970 defense costs will be more than twice as much as the defense costs during the year of the Six-Day War.

The Israel citizen, bearing one of the heaviest tax burdens in the entire world, will produce enough revenue just barely to cover the defense costs, with almost nothing left over.

The social costs for the population rise, as immigration rises, and the entire responsibility for the philanthropic burden must be met by free world Jewry, not partial response, as has been the case in the past.

The Emergency Fund for 1969 will achieve a bit more than \$100 million in pledges, and the Regular Fund just under \$75 - for a total of \$175 million. This will be a \$20 million total increase over 1968.

For 1970 it is necessary for the Emergency Fund to reach the Six-Day War level of \$175, which, together with the Regular Fund of \$75,

will represent a total of \$250 million. Even this is only half the amount required. A tremendous effort will be made by other Jewish communities in the world, as well. There is simply no alternative.

STUDY MISSION Mr. Albert Parker, Chairman of the Study Mission Planning Committee, reported that as of the date of the meeting those who were coming on the 1969 Study Mission represented about 230 gifts. Last year's participants represented 206 gifts. He said that if a sufficient number of Executive Committee members are on the trip to assure an effective solicitation effort, the 1969 Mission should prove even more productive than last year's. The Mission will be in Israel from October 7 to October 20. A very exciting program is projected, including visits to every border, ceremonies marking JDC-Malben's 25th anniversary, as well as meetings with the top Government leaders and Jewish Agency officers. In addition, there will be sub-Missions to Morocco, Vienna-Paris and Rumania from September 29 to October 6. Mr. Parker pointed out that some communities were still without representation on the Mission, and stressed the importance in terms of subsequent impact on local campaigns for every community's leadership to be included.

OPERATION ISRAEL Mr. Paul Zuckerman, Chairman for Operation Israel, asserted that the Operation Israel weekly flights to Israel, initiated in the 1969 campaign, were an important factor in raising 20 million dollars more in 1969. As a result of this "deliberate exposure to the spirit of Israel", the 1,000 participants in the trips returned to their home communities to "infect" others in a most positive way. It is hoped that at least 2,000 will participate in the forthcoming series of 14 weekly flights which commence November 2. The itinerary for the Israel tour is much like the Study Mission's -- compressed to one week. Each Executive Committee member was urged to take part in at least one Operation Israel trip to assure the most effective results.

REGIONAL STRUCTURING Mr. Philip Zinman, Chairman for Regions, pointed out that, owing to the creative leadership of Dr. Sidney Edelstein and Leonard and Joseph Strelitz in the New Jersey and Carolina-Virginia areas, the potential effectiveness of a UJA regional structure had been clearly demonstrated. The concept is now being expanded to ten regions throughout the country. Regional Chairmen for a number of these areas have already been designated, as follows:

Sidney M. Edelstein	-	New Jersey
Merrill L. Hassenfeld	-	New England
Joseph H. Kanter	-	Florida
Lawrence Schacht	-	New York
Leonard R. Strelitz	-	Carolinas & Virginia

Mr. Zinman said the regional structure will involve having one state in each area as the focal point, and the aim will be to obtain a stronger feeling of cohesion behind the UJA in the various localities. It should facilitate discussion of campaign problems on the local level and the exchange of knowledge and experience between the leaders of communities in the region. As the structures increase, it is anticipated that each UJA National Chairman will undertake responsibility for a particular region. The arrangement should provide the General Chairman and UJA Executive Staff with significant assistance in carrying out their responsibilities. It is intended to make better, more efficient use of the existing UJA leadership, and should result in the further vitalization of the UJA.

DECEMBER CONFERENCES Reviewing arrangements already completed for the December Conferences, Mr. Ginsberg reported that Israel Foreign Minister Abba Eban has agreed to address both the \$50,000 and over UJA Inaugural Luncheon on December 11 and the National Conference banquet on Saturday night, December 13. Former Vice-President Hubert H. Humphrey will address the \$20,000 minimum Inaugural Dinner on December 11 together with Jewish Agency Chairman Louis A. Pincus. The annual JDC Dinner will be held on Wednesday night, December 10, and will be addressed by Max Fisher. President Richard Nixon has indicated, in response to approaches made by Mr. Max Fisher, that he will advise some time in September whether he can address the Conference banquet on Saturday night.

At the Saturday afternoon session of the National Conference the UJA this year will honor a number of non-Jews who were instrumental in saving Jews during World War II. The National Women's Division will host the session in order to mark the 25th anniversary of the Division. During the discussion, it was proposed that the Saturday night banquet program also should include a tribute to the men and women of all faiths who helped rescue Jews during the Nazi era. Mr. Friedman urged the Executive Committee members to encourage attendance at the Saturday afternoon session, and to be present themselves, in order to assure that proper homage is paid to the honored guests.

REGIONAL CONFERENCES Mr. Ginsberg stressed the importance of the participation by every Executive Committee member in one of the three 1970 regional conferences, which will take place simultaneously in Atlanta, St. Louis and Los Angeles during the weekend of January 9-11.

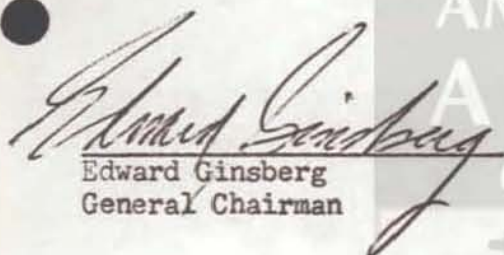
CLOSED CIRCUIT TV PROGRAM Mr. Friedman reported on the closed circuit television program originally conceived for transmission via Telstar to 16 community \$10,000-minimum meetings on January 8. This program would be built around the 1970 campaign theme, "We Hear You Israel", intended to evoke an appropriate response from American Jewry to the present period of trial for Israel and its people. Cameras on location in various parts of Israel "where the action is" would record, for presentation in news documentary form, significant activities and incidents taking place that very day. Israeli leaders including Prime Minister Golda Meir, Defense Minister Moshe Dyan and Foreign Minister Abba Eban would be interviewed.

Mr. Friedman indicated that, during the weekend CJFWF meetings, he had discussed with the community executive directors the rescheduling of this program either for January 29, February 1 or February 12 and offering it for local rather than regional big gifts meetings. Renewed interest was indicated in the program under these circumstances. The communities will be further consulted, and on the basis of their views a decision will be made early in October on whether to include the program as part of the 1970 campaign.

UNIVERSITY FUND-RAISING Mr. Ginsberg stated that at the Conference on Human Needs in Jerusalem a decision was made to seek special one-time individual gifts of \$1,000,000 or more in order to establish an endowment fund for the Israeli universities. A committee has been set up, with the participation of all organizations concerned including the UJA, to plan the solicitation of these gifts. Particular consideration will be given to avoiding conflict with UJA Emergency Fund gifts. Mr. Ginsberg also pointed out that another committee, composed of CJFWF and UJA representatives, will work out with the American organizations engaged in university capital and maintenance fund-raising a calendar intended to avoid conflicts with the UJA and community campaigns.

TAX PROPOSALS AFFECTING PHILANTHROPY Mr. Ginsberg called special attention to the memoranda on proposed legislation with regard to charitable giving which have been sent to Executive Committee members. These were intended for their information and so that they might as private citizens make their views known to the members of the Senate Finance Committee as well as the House of Representatives' Ways and Means Committee and their local Senate-House representatives. Listings of the membership of the two congressional committees was included in the mailings. Mr. Fox pointed out the CJFWF is in consultation on this matter with other charitable organizations representing all faiths, for it is of equal importance to them and to those who make contributions to such organizations.

Mr. Ginsberg indicated the Executive Committee would be advised of the exact date for the next meeting which will take place in November. With thanks to all present for attending, he adjourned the meeting.

  
Edward Ginsberg  
General Chairman

  
Herbert A. Friedman  
Executive Chairman





FOR YOUR PERSONAL USE ONLY

M E M O R A N D U M

December , 1969

To: Members of the Executive Committee and National Campaign Cabinet

Re: Notes on Joint Executive Committee-Cabinet Meeting -- December 10, 1969

The UJA Officers, members of the Executive Committee and the Cabinet met at the Hilton Hotel in New York City on December 10. Mr. Edward Ginsberg presided. The following were present:

Yakov Aviad, Israeli Deputy Counsel General, New York City	Martin Hecht, Southern Illinois, Il.
Frank Beckerman, Hartford, Ct.	Mrs. Hal Horne, New York, N.Y.
Leonard D. Bell, Boston, Ma.	Joseph H. Kanter, Cincinnati, Oh.
Charles J. Bensley, N.Y.	Max H. Karl, Milwaukee, Wi.
Gerrard Berman, Paterson, N.J.	Miss Anne Kelemen, N.Y.
Henry C. Bernstein, N.Y.	Bernard Kobrovsky, Allentown, Pa.
Irving Bernstein, N.Y.	Jerome Klorfein, N.Y.
Philip Bernstein, N.Y.	Jac J. Lehrman, Washington, D.C.
Mrs. Matilda Brailove, Elizabeth, N.J.	Morris L. Levinson, N.Y.
Isadore Breslau, Washington, D.C.	Joseph M. Mazer, N.Y.
Lawrence M. Cohen, Greensboro, N.C.	Martin Peppercorn, N.Y.
N. M. Cohen, Washington, D.C.	Joseph Mitchell, Los Angeles, Ca.
Melvin Dubinsky, St. Louis, Mo.	Aryeh Neshet, N.Y.
Sidney M. Edelstein, Englewood, N.J.	Irving S. Norry, Rochester, N.Y.
Robert M. Feinberg, Omaha, Nb.	Ivan J. Novick, Pittsburgh, Pa.
Israel D. Fink, Minneapolis, Mn.	Albert Parker, N.Y.
Mrs. Israel D. Fink, Minneapolis, Mn.	Raymond G. Perelman, Philadelphia, Pa.
David B. Follender, Teaneck, N.J.	Louis A. Pincus, Chairman of Jewish Agency
Martin Fridovich, Ft. Lauderdale, Fl.	Morris Rodman, Washington, D.C.
Herbert A. Friedman, N.Y.	Samuel Rothberg, Peoria, Il.
Martin Friedman, Cleveland, Oh.	Alan Sagner, Newark, N.J.
Herbert J. Garon, New Orleans, La.	Mrs. Bernard Schaenen, Dallas, Tx.
General Joseph Geva, Director-General of Israel Ministry of Absorption	Philip S. Seltzer, Philadelphia, Pa.
Charles Ginsberg, Jr., Cleveland, Oh.	Joseph D. Shane, Los Angeles, Ca.
Edward Ginsberg, Cleveland, Oh.	Arant H. Sherman, Davenport, Ia.
Louis S. Goldman, Dayton, Oh.	Marvin Simon, Norfolk, Va.
Rabbi David I. Golovensky, N.Y.	Joseph H. Strelitz, Norfolk, Va.
Mrs. Jack A. Goodman, Indianapolis, In.	Leonard R. Strelitz, Norfolk, Va.
Alexander Grass, Harrisburg, Pa.	Marvin L. Warner, Cincinnati, Oh.
Samuel L. Haber, N.Y.	Jack D. Weiler, N.Y.
Gottlieb Hammer, N.Y.	Gordon Zacks, Columbus, Oh.
Merrill Hassenfeld, Providence, R.I.	Philip Zinman, Philadelphia, Pa.
	Paul Zuckerman, Detroit, Mi.

Mr. Ginsberg extended the condolences of the entire Executive Committee and Cabinet to Mr. Dewey Stone on the recent death of his brother, and to Mr. Louis Broido and Mr. I. L. Kenen, both of whom recently lost their wives.

1969 CAMPAIGN REPORT Commenting that "no matter what we did, under present circumstances it would not be enough," Mr. Ginsberg said that nevertheless the results of the 1969 campaign would impressively exceed those of 1968. He reported that 1969 Emergency Fund pledges total about \$103,000,000 compared to \$83,000,000 in 1968 Emergency Fund pledges. The UJA allotment from the 1969 regular campaign will be about \$74,241,000, compared to \$70,000,000 for 1968. Mr. Ginsberg pointed out that 1967 Emergency Fund contributions totaled over \$173,000,000, and that hopefully, in view of Israel's present situation, no less than this amount will be obtained in 1970.

1969 CASH REPORT The UJA General Chairman reported that as of December 10 a total of \$128,000,000 in cash was collected. He emphasized that the UJA was obligated to meet the commitment, made to the JDC and the Jewish Agency earlier this year, to collect \$150,000,000 in cash by the end of 1969. Mr. Ginsberg said the additional \$22,000,000 required to meet this goal could be achieved by December 31 through the effective cooperation of everyone with National Cash Committee Chairman Albert B. Adelman and the Committee's regional co-chairman -- and particularly by Executive Committee and Cabinet members setting an appropriate example where they could possibly do so by redeeming immediately any pledges they had outstanding.

REPORTS ON ISRAEL Mr. Ginsberg expressed pleasure at having the participation in the meeting of General Joseph Geva, Director-General of Israel's Ministry of Absorption, and Louis A. Pincus, Chairman of the Jewish Agency. General Geva addressed himself to Israel's security situation, and many of the details he cited were off-the-record. He dealt with the Israeli fortifications and the almost daily "incidents" along the Suez Canal and the Jordan River, as well as with the border settlements under frequent terrorist attack and artillery fire, and he expressed the hope that Lebanese authorities can and will prevent any flare-up along their country's border with Israel. He indicated that Fatah and other terrorist Arab groups have had only a "superficial" influence on Israeli Arabs and the overall population of the occupied territories. In general, they are neither cooperating with the terrorists -- nor with Israeli authorities. The various terrorist groups are now attempting to reorganize for greater effectiveness, but General Geva does not expect they will succeed in operating on a larger scale -- although inevitably they will do some damage and, unhappily, take some lives.

Since the Six-Day War, Egypt has been provided by the Soviet Union with planes, tanks and other materiel exceeding in both quantity and quality the equipment Egypt had on hand in 1967 -- and also greatly in excess of Israel's present equipment. Nevertheless, according to General Geva, the ability of Israel's military personnel to handle its materiel remains distinctly superior, and he expressed confidence that Israel would be the victor again if the Arabs launched another full-scale attack. However, the Arab leaders have miscalculated before in the face of obvious fact, and Israel must constantly be on its guard. This requires the maintenance of its defenses on a scale which imposes an enormous drain on Israel's economy, and massive help from Jews throughout the world is required for Israel to keep up its effective defense posture and simultaneously provide for essential civilian services.

Mr. Pincus reported first on the serious deterioration of Israel's foreign currency reserves, which fell to \$442,000,000 in November. He said that a \$500,000,000 reserve actually reflected the critical margin, and that with less than this amount Israel will have increasing difficulty in obtaining credits abroad for vitally needed goods and materiel. The Jewish Agency Chairman compared Israel in this situation to "a man standing in water up to his chin." He said a response from Jews of the free world in 1970 amounting to no less than \$350,000,000 will be required "just to keep the water below mouth level." So far as the American Jewish community is concerned, everyone must realize -- as Mr. Pincus has found many already do -- that 1970 must measure up to 1967, and also that 1970 is "building up to a critical year in a series of critical years."

A sharp rise in immigration is expected in the year ahead, with at least 60,000 newcomers expected by Israel. Mr. Pincus broke down the main sources of this immigration as follows: Eastern Europe, France, Turkey, North Africa, Iran and India. In France, where a quarter of a million Jewish immigrants from North Africa have accumulated in recent years, many are increasingly restive under present conditions. An inflow of at least 7,000 is expected from this group. Similarly, there is growing restiveness among Turkey's population of 45,000 Jews, Iran's 80,000 Jews, and India's 25,000. A large number of the newcomers will be young people -- considerably more than half of them under 40 --, with many possessing desirable professional and mechanical skills. The average family size will be smaller, as it has been among those entering Israel in 1969 -- 3.6 members per family unit compared to about four members to a family in the past. Mr. Pincus pointed out that this circumstance increases the amount of housing required for the new immigrants, and adds to the serious problem of providing appropriate accommodations. Like all of Israel's problems, Mr. Pincus concluded, it ultimately will and must be determined by the resolution of Jews -- "Jews in Israel and Jews outside of Israel." But these problems "cannot be determined by the Jews of Israel alone." The circumstances of Israel demand a continuing and full appreciation of -- and response to -- the situation of ongoing crisis.

1970 CAMPAIGN Mr. Friedman recalled that as recently as this October and November -- in Israel during the Study Mission and at the Council of Jewish Federations and Welfare Funds General Assembly -- discussion of a goal for 1970 had been in terms of going from a "\$175,000,000 campaign" in 1969 to a "\$200,000,000 campaign" next year. He asserted that now in December it is obvious that a \$200,000,000 goal is inadequate. The challenge resulting from Israel's interrelated defense and immigration problems requires a \$250,000,000 response from American Jews. Mr. Friedman described a unique event which occurred November 16 - 18 and provided an encouraging indication that this goal can be achieved.

At the invitation of Prime Minister Golda Meir, and solely under her auspices, 48 American Jews (representing 42 gifts) with a potential for the highest level of giving traveled to Israel. Their two-day itinerary in the country included: the Suez Canal area, a briefing by the Chief of Staff, a reception by the Prime Minister, the Bet Shean Valley and a visit to a kibbutz, lunch with the Prime Minister and meetings with her in small groups, dinner at the home of Foreign Minister Abba Eban. The group also met many members of the Cabinet and

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officers of the Jewish Agency. After this "lightning-like" confrontation with Israel's problems, 28 massive 1970 gifts were pledged. Five of them were \$1,000,000 contributions. The pledges altogether totaled \$12,410,100. In 1969, the total for this same group was \$8,527,654, and the 1967 total was \$9,257,043.

The UJA Executive Chairman interpreted these gifts as the spearhead of a breakthrough to an "historic new level of giving for American Jews." He said they were the results of self-searching in terms of Israel's obviously tremendous needs and of what the contributor really is able to do in order to help meet those needs.

CLOSED CIRCUIT TV PROGRAM Mr. Friedman reported on the closed circuit television program which is now scheduled for February 3, when it will be received at fund-raising meetings in approximately 50 cities throughout the country. Reception will be in color on movie-size screens. The program is designed to evoke an appropriate response from American Jewry to the present period of trial for Israel and its people. Cameras on location in various parts of Israel will pick up the following:

Activity along the Suez Canal, with remarks by Defense Minister Moshe Dayan.

The situation at Sharm el-Sheikh, with a presentation by Foreign Minister Abba Eban.

The "immigration picture," including the arrival of newcomers at Lydda Airport and a report by Jewish Agency Chairman Louis Pincus.

Conditions in the Bet Shean Valley, with remarks by Prime Minister Golda Meir who will be shown with a group of kibbutzim children.

The minimum gift requirement for attendance at each of these meetings is being reviewed with the individual communities. The closed-circuit TV presentation will be followed by card-calling, and Mr. Friedman stressed that this must be done with the utmost effectiveness.

In conclusion, it was emphasized by Mr. Ginsberg that a quarter of a billion dollar campaign is necessary in 1970, and definitely possible if every UJA national leader makes an appropriate effort and sets an appropriate example.

Mr. Ginsberg thanked all present for attending, and adjourned the meeting.

Edward Ginsberg  
General Chairman

Herbert A. Friedman  
Executive Chairman