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Date: January 8, 1981

To: Executive Directors, Campaign Directors
 From: Melvyn H. Bloom
 Subject: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 3

'81 CASH REPORT: The greatest amount ever collected in any peacetime year in our history.

Regular Campaign	\$282,967,384
Project Renewal	13,894,296
Israel Education Fund	4,317,287
Total	\$301,178,967

'82 CAMPAIGN REPORT: As of December 30, 1981, \$180.6 million has been raised in the 1982 Regular Campaign, a gain of \$26.6 million and an increase of 17.3% card for card over 1981.

To date, \$102.8 million has been raised for Project Renewal, including \$9 million pledged during the 1982 Campaign.

'81 CAMPAIGN REPORT: As of December 30, 1981, \$528.1 million has been raised in the 1981 Regular Campaign, a gain of \$53.5 million and an increase of 11.3% card for card over 1980.

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FUTURE EVENTS

UJA SHABBAT: Scheduled for January 16, we have provided rabbis with thematic materials emphasizing UJA/federation campaigns. This is an important resource for reaching the synagogue membership; let us know about your programs.

SUPER SUNDAY: More than 150 communities will participate on January 17, 1982, as we aim for a minimum goal of \$25 million, under the chairmanship of National Vice Chairman Jerome J. Dick of Washington, D.C. Central New Jersey will display 1,000 specially-designed Super Sunday posters on all of the state's transit buses. Boston will utilize Governor Edward King, conductors of the Boston Symphony Orchestra and local TV stars. Bergen County, NJ will use Soviet Americans to call the local Russian community. If we do not have a number where we can call you on Super Sunday, please call Judy Kaufman at 212/757-1500, extension 234 and let us have this information. Incidentally, Akron held its Super Sunday program on December 6 and achieved a 34% increase over last year's Super Sunday.

MISSIONS: The second 1982 President's Mission planned for January 31 - February 5 under the leadership of National Vice Chairman Bud Levin of St. Louis now has 170 participants representing 31 communities. We believe that participation in this mission is a vital experience for campaign leadership. Therefore, if your Campaign Chairman is not participating, you may arrange for an Associate General Chairman or a Major Gifts Chairman to participate, regardless of his/her giving level. Any questions? Call the President's Mission hotline number: 212/757-7256.

The National Physicians Mission, led by National Vice Chairman Dr. Julius L. Levy, Jr., of New Orleans and the National Attorneys Mission, led by Richard Wexler, Chicago Federation Missions Chairman and former UJA National Young Leadership Cabinet member, are scheduled for February 21 - March 3. These missions are designed to meet the professional interests of the participants and will provide insights into the practice of medicine and law in Israel. No minimum gift is required on these Missions, which are open to spouses and singles. Further information may be obtained from Beryl Michaels at the UJA West Central Regional Office in Chicago, 312/236-4757.

From Generation to Generation is a specially designed Parent/Offspring Mission scheduled for March 7-14, and designed in response to numerous community requests for such a program. It is limited to one parent and one mature offspring from each family, including in-laws. Led by National Vice Chairman Leon H. Brachman of Fort Worth and his son Marshall, who is Young Leadership Missions Chairman, the minimum expected gift is \$25,000 per family unit. Further information may be obtained from Maurice Cerier at UJA.

MISSION TO WASHINGTON: We have just announced a one-day National Mission to Washington (under the leadership of National Vice Chairman Bernard M. Waldman of Hartford and Joseph Wilf of Central New Jersey) to take place on March 3. This mission was a highly successful addition to last year's campaign schedule, attracted 154 community leaders and raised \$2,835,400, a dollar gain of \$743,875 and an increase of 36% card for card. The minimum gift level is \$10,000. For further information, please contact Judy Kaufman at the national office.

We are now considering a Washington Mission for April at the \$5,000 level, and would be interested in your views concerning such a program.

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MAJOR GIFTS EVENTS

On January 30, Mr. and Mrs. Albert Segal of Boca Raton will host an intimate dinner party with Barbara Walters. With a minimum gift level of \$100,000, the UJA is working closely with the communities of Greater Fort Lauderdale, Palm Beach, South Broward and South County. Solicitors for the meeting include National Chairman-designate Robert E. Loup, National Vice Chairman Sandra Weiner and special consultant, Rabbi Herbert A. Friedman.

UJA's first National Palm Beach Dinner, held in cooperation with the New York UJA/Federation of Jewish Philanthropies and the Jewish Federation of Palm Beach County, will take place February 18 under the chairmanship of National Vice Chairman Alan L. Shulman. This event is for those who are year-round residents of the area as well as those who spend their winters there. Forty community leaders from throughout the United States are planning the event and stimulating recruitment. The distinguished guest will be former President Jimmy Carter. With a minimum gift level of \$10,000, this is an excellent opportunity for major gifts fund-raising, and for reaching those who leave many communities in the winter months. Have you sent us the names and addresses of your people who will be in the Palm Beach area in February? For further information, please contact Maurice Cerier at the national office. If you have to call the UJA Palm Beach office, the number is 305/659-2136.

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Regional Conferences: The Southwest Regional Conference will take place in Houston, February 5-7. Former Israeli Ambassador Simcha Dinitz, Senator Daniel Patrick Moynihan of New York, Congressman Tom Lantos of California, and UJA National Chairman Herschel W. Blumberg will address the conference. A full range of workshops, seminars and lectures will concentrate on the challenges that confront us in the decade of the eighties.

On January 31, a cluster conference for non-federated Florida communities will take place in Fort Meyers. This is the first such conference in the region and one of a growing number of such cluster conferences taking place throughout the country. Dr. Gerald Laboda will serve as chairman of the conference.

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SAPIR AWARDS: The Sapir Awards Committee will soon be meeting to choose winners for the 1981 Pinchas Sapir Awards for campaign excellence. Executive directors who feel their communities have had an outstanding '81 Campaign in accordance with the criteria previously mailed, should mail us an application immediately.

REVERSE MISSION: We are considering a "Mission from Israel", whereby Israelis from all walks of life would be invited to come into communities, speak, attend a variety of functions, receive home hospitality and aid in building a real community spirit for the spring campaign. This matter is still in the planning stages and your opinions on the concept are highly valued. Please contact Rabbi Mel Libman at UJA to let him know whether your community would be interested in participating.

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I am delighted to announce the following well-deserved promotions:

Milton A. Shorr, Director of Region I (Northeast) has been promoted to Director of Regional Operations. He will work closely with Assistant Executive Vice Chairman Joel S. Friedman in supervising the UJA regions.

Fran Ginsburg has been promoted from Assistant Director to Associate Director of the Women's Division. She will continue to supervise regional operations and program development.

Julie Epstein has been promoted from Campaign Representative to Assistant Director of Project Renewal and will be responsible for 14 linkage units in four regions across the country.

Beth Wilner has been promoted from Program Associate to Executive Assistant to the National Campaign Director.

Ralph Gruenwald has assumed the post of Director of the UJA Washington Mission Program.

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MAJOR GIFTS EVENTS: Phoenix held a Major Gifts event with Congressman Tom Lantos as the speaker. The meeting raised \$1,078,000, a dollar gain of \$432,000 and an increase of 67%. Wilmington started a Chai Club, having previously had only one gift over \$16,000. Twenty-seven men attended an inaugural parlor meeting and pledged \$280,000, a dollar gain of \$80,000 and an increase of 41%. Eight new Chai gifts were announced at the meeting. Louisville solicited 75 Major Gifts prior to its dinner with Senator Robert Packwood of Oregon, and achieved its goal of the first \$1 million meeting in local history. \$1,056,811 was raised, a dollar gain of \$180,534 and an increase of 21%.

Chicago's Pacesetters heard from former Vice President Walter Mondale as they raised \$1,900,000, a dollar gain of \$350,000 and an increase of 23%. New Project Renewal money came to \$40,000. Shimon Peres addressed a \$10,000 minimum event in Los Angeles' San Fernando Valley and raised \$428,600, a dollar gain of \$89,000 and an increase of 26%. New Project Renewal pledges came to \$1,750.

Walter Annenberg hosted a meeting in Philadelphia with Max Fisher making the major address. Pledges came to \$4,788,500, a dollar gain of \$1,090,500 and an increase of 29%. New Project Renewal pledges were \$25,000.

Senators Rudy Boschwitz of Minnesota and Howard Metzenbaum of Ohio addressed a meeting at the home of Leslie Wexner in Columbus. Thirty-five gifts raised \$1,668,500, a dollar gain of \$253,000 and an increase of 18%.

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In Seattle, General Chairman Herman Sarkowsky raised an extra \$150,000 for his participation in the Walk-A-Thon by writing to all of his friends and business associates asking them to sponsor his walk.

Leonard Fein addressed three different divisions in a day and a half in Louisville: the Young Professionals, the Young Women's Division and the Women's Division (Big Gifts). The results were increases of 117%, 50% and 56% respectively, demonstrating that intensive use of a major speaker will pay off handsomely.

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The December Family Mission just returned from Israel, under the chairmanship of National Vice Chairman Bernard Borine of Philadelphia, raising \$223,257, a dollar gain of \$69,772 and an increase of 46%. New Project Renewal money came to \$28,100.

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New York City's Campaign Report illustrated the value of pacesetter meetings so well that we are reproducing the following from their publication.

"BE FIRST IN YOUR CROWD TO SET UP A PACESETTER!"

"Say there are a few people -- neighbors, friends, suppliers, business associates, whatever -- to whom you'd like to tell the Campaign story. Yet you know that a large function wouldn't provide the right atmosphere and a face-to-face wouldn't be practical. How do you reach these people? Hold a pacesetter, an informal, intimate get-together in home, office, restaurant, club, etc.

"These pacesetter meetings have been used very effectively within communities, trades and professions to generate substantially increased gifts, and to involve new people in the Campaign. Some cases in point: The Real Estate Industry has held six pacesetters and the results have been astronomical. Totals from just these six gatherings: \$444,000 pledged to the 1981 Campaign as compared to \$225,000 last year.

"Several Long Island communities geared their Pacesetters toward getting new people active in the Campaign. They were enormously successful. For instance, one person -- a \$100 contributor -- who had never attended a Campaign function, came to one of the Pacesetters. As a result, he joined the North Shore Mission to Washington where he announced his gift to the Campaign -- \$10,000.

"Western Nassau's Leadership Development Chairman Dr. David Richter put together a series of five pacesetters at various homes in his community, which were attended by over 100 new people (50 couples). The immediate results so far have been 20 new gifts and 10 new dedicated volunteers."



Date: October 30, 1981

To: Executive Directors, Campaign Directors
 From: Melvyn H. Bloom
 Subject: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 1

'81 CAMPAIGN REPORT: As of October 22, 1981, \$504.6 million has been raised in the 1981 Regular Campaign, a gain of \$54.2 million and an increase of 12% card-for-card over 1980. This is the greatest amount we have ever raised on this date in any peacetime campaign in our history. One year ago, at this time, UJA/community campaigns had raised \$477.3 million, a gain of \$47.7 million over 1979 and an increase of 11.1%. Two years ago, as of the same date, we had raised \$447.6 million, a gain of \$30.7 million over 1978 and an increase of 7.4%. Thus, our 1981 pace is \$57 million ahead of that of 1979 and \$27.3 million ahead of 1980.

With 1981 outstanding values of \$52 million, communities should prepare a detailed plan for systematically dealing with these open gifts. Giving it the same attention that is accorded major gifts at the beginning of a campaign, we can still make a substantial difference in the outcome of 1981.

1982 CAMPAIGN: A RECORD START

When the 1982 President's Mission left Israel in the early hours of September 25, with 450 participants representing 62 communities, it marked the end of an unprecedented summer program which served as a major catalyst in beginning the 1982 Campaign. Throughout the summer, nearly 1,500 people -- ranging in age from 2 to 82 -- participated in UJA missions to Israel.

Within one month three Major Gifts Missions, the Prime Minister's Mission (\$100,000 minimum); the New York City Rosenwald Mission (\$25,000 minimum) and President's Mission (\$10,000 minimum) produced a combined total of \$30.7 million -- a solid 25% increase. Project Renewal giving by the same donors was an aggregate \$17.7 million.

A special \$100,000 minimum breakfast meeting with Prime Minister Begin in New York raised more than \$6 million for the regular campaign and more than \$3 million for Project Renewal. The annual retreats of UJA National Young Leadership and Young Women's Leadership Cabinets yielded almost identical increases of more than 31% and a combined total of \$1.5 million for Project Renewal.

	<u>1982</u>	<u>1981</u>	<u>% Increase</u>	<u>Renewal</u>
Prime Minister's Mission	\$15,545,750	\$12,967,000	25.9	\$9,808,700
President's Mission	9,644,796	7,215,251	33.7	5,310,960
Prime Minister's Breakfast	6,150,000	5,151,500	19.3	3,250,000
NYC Rosenwald Mission	5,233,275	4,218,095	23.6	2,596,500
YLC Leadership Retreat	2,034,230	1,548,520	31.4	1,409,680
National Singles Mission	484,855	162,743	198.0	53,061
YWLC Leadership Retreat	275,803	209,495	31.7	138,430

The above statistics are meaningful but what they do not show is even more dramatic. For example, on the Prime Minister's Mission nine new gifts of \$250,000 were announced, showing a 30.4% increase over 1981 pledges by the same donors. Twenty gifts of \$100,000 were announced for the first time for an increase by these contributors of 66.1% over 1981.

A special women's fundraising caucus conducted by UJA National Women's Division Chairman Harriet Sloane -- the first ever on a Prime Minister's Mission -- produced \$826,550 in pledges to the 1982 Campaign.

These Major Gifts events enabled communities to close an unusually large number of \$100,000 gifts early in the campaign. The breakfast with Prime Minister Begin, for example, was used most successfully by New York City and Cleveland as well as a number of other major communities and helped Cleveland advance its pace by some \$2 million beyond that of last year.

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Participants in the President's Mission visited 40 Project Renewal neighborhoods in Israel and the impact of these visits was quite dramatic. By speaking directly to the residents of these neighborhoods, community leaders saw the problems at first hand, took personal pride in what has been accomplished and understood our responsibilities as we work in partnership in the re-building of Israel's communities. One American leader poignantly summed it up, "These are our brothers and sisters. If we don't help them, who else will?"

As a result of these Project Renewal visits, Boca Raton has joined with other American communities in linkage to Hod Hasharon. Dallas has announced its linkage with Rosh Ha'ayin. Louisville will be linked to Netanyah-Selah and Southern New Jersey will be partners with Ramat Gan-Amidar. Other communities have arranged linkages with Israel's neighborhoods and the formal announcements will be made shortly.

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Since our future depends so heavily upon the involvement of the younger generation, it is encouraging to note that our Singles Mission, 415 participants with an average age of 28 -- professionals, graduate students -- the vast majority visiting Israel for the first time -- raised \$484,855, an increase of 198% for the same donors over last year. Even more significant were the comments of Mission Chairman Carl Kaplan of Washington, D.C. "We have created a new constituency of young people who are deeply committed to the future of the American Jewish community and Israel's people."

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National Study Mission #1 with 150 people led by Irving Cramer of Los Angeles, Annette Dobbs of San Francisco, and James Baer of Boca Raton, returned from Israel on October 21. The results: \$1,090,117 for a gain of \$360,092 and an increase of 49.3%. New Project Renewal money came to \$61,000.

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On October 25, National Study Mission #2 led by National Vice Chairman H. Paul Rosenberg left for Israel with 400 community leaders from all sections of the United States. Leaving on the same date were more than 120 members of the Women's Division Leadership Mission led by National Women's Division Chairman Harriet Sloane.

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PLANNING AHEAD

A second 1982 President's Mission, limited to 250 participants, is planned for January 31 - February 5. This Mission, chaired by National Vice Chairman Bud Levin, is geared primarily for those communities whose campaigns begin in January or February, or which have a significant number of major gifts still open at that time. Please consider this a serious opportunity for a fundraising "second wind" on your 1982 calendar.

Missions are our most successful fundraising vehicle. Every community should utilize them fully for maximum effectiveness.

November 4 - 15	National Study Mission #3
November 5 - 15	National Young Leadership Mission
November 29 - December 9	National Study Mission
December 21 - 31	National University Students Mission
December 23 - January 3	National Family Mission

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LEADERSHIP CONFERENCES

The weekends of October 16 and 23 drew large crowds to Windsor Locks, Connecticut, Akron, Ohio, and Atlanta, Georgia, for the Northeastern, East Central and Southeastern Leadership Conferences. National Chairman Herschel W. Blumberg speaking in Connecticut and Georgia, emphasized Jewish values and the importance of achieving our 1982 goals. Executive Vice Chairman Irving Bernstein opened the East Central Conference by describing the challenges that confront us in the years ahead. Abba Eban (in Connecticut) and Yitzhak Rabin (in Ohio) provided in-depth analyses of Middle Eastern events based upon their decades of knowledge and experience. Senator Howard Metzenbaum of Ohio addressed the East Central Conference on the mood in Washington in the light of recent events.

In Atlanta, National Chairman Herschel W. Blumberg, Senator Rudy Boschwitz of Minnesota and Rabbi Yitzhak Greenberg, Director of the National Jewish Conference Center, led the list of distinguished speakers.

A highlight of the Northeastern and Southeastern Conferences was the presentation of a Covenant by Blumberg to the assembled community leaders expressing an ongoing commitment to the growth and continuity of the people of Israel ... as the proclamation of one people indivisible.

The Covenant will be circulated throughout the United States to be endorsed at all levels as a statement of our strength and resolve. Conference participants returned to their communities firmly pledging to "keep the Covenant."

Congressman Tom Lantos, the only member of the United States Congress who is a survivor of the Holocaust, addressed all three conferences, providing an insider's view of the current Washington scene.

Project Renewal plenary sessions and workshops were featured prominently at all three conferences. Gifts solicited at the Northeast Conference totalled \$1,050,950, a dollar gain of \$280,765 and an increase of 36%. CASH collected was \$1,202,816. At the East Central Conference a CASH line produced \$395,825 and at the Southeast Conference \$242,260 was raised; a dollar gain of \$64,270 and an increase of 27%.

UJA Conferences offer an excellent opportunity for community leaders to participate in a wide range of meetings to develop campaign skills and discuss critical issues facing the Jewish community. Join us at the conference that is scheduled for your region.

	<u>REGION</u>	<u>PLACE</u>	<u>DATE</u>
II	Mid-Atlantic	Philadelphia, PA	November 20-22
VI	Southwest	Houston, TX	February 5-7
VIII	Western	Costa Mesa, CA	January 8-10

For further information, please contact your Regional Office.

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MAJOR GIFTS EVENTS

Luncheon honoring Baron David de Rothschild (\$10,000 minimum)	New York City	November 6
VIP Cocktail Reception (\$10,000 minimum)	Philadelphia, PA	November 21
Eighth International Meeting (\$250,000 minimum)	San Francisco, CA	November 30- December 2
National Palm Beach Dinner (\$10,000 Minimum)	Palm Beach, FL	February 18
\$10,000 Mission to Washington	Washington, DC	Winter (Date to be announced)

The National Palm Beach Dinner is a first for those northerners who spend the winter in the Palm Beach region. It promises to be a gala prestigious event (\$10,000 minimum) -- an excellent opportunity for major gift fundraising. Please send us the names and addresses of your people who will be in the area in February and talk to us about ways in which we might work together to recruit and solicit them. For further information, contact Robert A. Pearlman at the UJA National Office.

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CAPACITY PLANNING

The 1982 capacity planning meetings under the auspices of the UJA/CJF Joint Campaign Planning Task Force, chaired by National Vice Chairman Robert Loup, have produced encouraging results. Among those large and intermediate communities adopting 1982 goals, some of the leaders are:

(Regular Campaign: In Millions)

<u>Community</u>	<u>1982 Goal Adopted</u>	<u>1981 Total*</u>	<u>Percentage Increase</u>
Philadelphia	25.00	20.80	20.2
Miami	22.50	19.00	17.4
San Francisco	15.00	12.40	21.0
Minneapolis	8.70	7.40	17.6
Rhode Island	3.90	3.40	14.7
Rochester	3.20	2.64**	21.2
North Jersey	3.10	2.65	17.0
North Shore, MA	2.55	1.97	29.4
South Jersey	2.50	2.16	15.7
Passaic-Clifton, NJ	1.27	1.06	20.3
Raritan Valley, NJ	1.30	1.12	16.1
Trenton, NJ	1.20	1.00	20.0

*: 1981 totals actual or projected

** : Rochester comparative: 1980 fall campaign.

Most communities are using the capacity meetings for an in-depth look at their total potential in the Regular Campaign and in Project Renewal. Thus: Philadelphia, in addition to its Regular Campaign goal for 1982, has set a \$2 million target for new Project Renewal pledges; similarly, Miami has set its sights on \$1 million a year for Project Renewal for each of the next five years; and North Shore, Massachusetts, is determined to raise its allocations to UJA from 55% to 58% in 1982.

If your community has not yet scheduled a 1982 capacity meeting and would like to have a Task Force consulting team come in and work with you on your planning for this year and the years ahead, please call your regional director or Judith Kaufman at the National UJA office.

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SUPER SUNDAY '82

Plans are moving forward for Super Sunday II, scheduled for January 17, 1982. Training meetings in August primed the professional and lay leadership of 50 communities in their efforts to plan and execute another successful nationwide phonathon. The 1982 goals: participation by at least 150 communities and a minimum increase of 50 percent in the first national Super Sunday total of over \$19 million.

For further information, please contact Judith Kaufman in New York.

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Date: December 10, 1981

To: Executive Directors, Campaign Directors
From: Melvyn H. Bloom
Subject: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 2

'82 CAMPAIGN REPORT: As of December 3, 1981, \$126.7 million has been raised in the 1982 Regular Campaign, a gain of \$18.9 million and an increase of 17.5% card for card over 1981. Last year at this time the campaign raised \$125.3 million, a gain of \$20.6 million and an increase of 19.7% over 1980. Two years ago as of the same date we raised \$115.3 million, a gain of \$17.5 million over 1979 and an increase of 17.9%. Thus our 1982 pace is \$11.4 million ahead of 1980.

To date, \$104 million has been raised for Project Renewal, including \$5 million pledged during the 1982 Campaign. This is a major breakthrough and we look forward to continuing the momentum in 1982.

'81 CAMPAIGN REPORT: As of December 3, 1981, \$518 million has been raised in the 1981 Regular Campaign, a gain of \$53.3 million and an increase of 11.5% card-for-card over 1980. This is the greatest amount we have ever raised in any peacetime campaign in our history. One year ago, at this time, UJA/community campaigns had raised \$488 million, a gain of \$47.4 million over 1979 and an increase of 10.8%. Two years ago, as of the same date, we had raised \$462.4 million, a gain of \$28.8 million over 1978 and an increase of 6.6%. Thus, our 1981 pace is \$55.6 million ahead of that of 1979 and \$30 million ahead of 1980.

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CASH: Fifteen percent of the Jewish Agency's annual budget, a staggering \$60 million, is used to pay debts. Since the bulk of CASH is received at the end of the year, the Agency must constantly borrow money to effectively provide all its services on a year round basis.

Identify your prospects now! Contact as many as you can in person, others on the telephone. National officers and professional staff are willing to visit your community to work side-by-side with you in this urgent and important task.

Fifty communities are linked to national officers and members of the executive staff in an all-out drive as we count up to achieve our 1981 CASH goal of \$310 million, a \$22.5 million increase over last year. The articles on the last page of this bulletin may be of assistance to you in concentrating on an intensive CASH program for December. As Cash Chairman Edgar L. Cadden eloquently stated, "Our partnership with our people is on the line."

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PLANNING FOR 1983: The UJA Campaign Planning Committee, under the leadership of National Vice Chairman Robert E. Loup has been meeting since September to formulate strategy, programs and objectives for the 1983 Campaign. The committee includes lay and professional representatives of a number of communities, amongst them Executive Directors Steven Nasatir of Chicago, Harold Cohen of Denver, Campaign Directors Marshall Jacobson of Cleveland and Martin Waxman of Baltimore. Their conclusions and recommendations were discussed at the National Campaign Policy Board meeting in New York on December 6 and 7 when professionals and lay leaders reviewed and analyzed plans for 1983. A professional advisory committee of Executive and Campaign Directors will meet in January, followed by another meeting of the 1983 planning committee. The final 1983 campaign plan will be presented at the UJA National Leadership Conference in May, in Washington, D.C.

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PROJECT RENEWAL: The progress and the problems of Project Renewal are tied very closely to the results of specific community campaigns in the U.S.A. From the point of view of CASH, Project Renewal is not strictly a national campaign. Each neighborhood is totally dependent upon the individually linked American community campaign and its CASH collection effort. There are 150 American communities involved in Renewal -- 150 separate campaigns -- at all stages of development. They range from communities which have raised little or no money, to those which have collected more CASH than has been spent in their linked neighborhoods.

Project Renewal has very little flexibility in this matter and since the reserves in its account in Jerusalem have been depleted, the dependency of individual neighborhoods has increased.

During 1980, the UJA collected an average of \$725,000 per month for Project Renewal. During 1981, that rate has increased to the level of \$1 million per month, but still falls short of the \$2 million per month necessary for Renewal in Israel at the present time.

With Project Renewal in Israel progressing so quickly, we face the danger of fundraising and cash flow falling behind expenditures and this may require a sharp curtailment of current projects. This could produce a highly inflammatory situation in Israel's distressed neighborhoods at a time when every conceivable effort must be made to close the social gap.

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Regional Leadership Conferences: Large numbers of community representatives have attended the Northeastern, East Central, Southeastern and Mid-Atlantic Leadership Conferences held during the last two months. National Chairman Herschel W. Blumberg presented a Covenant as the proclamation of one people indivisible and Abba Eban, Yitzhak Rabin, Senators Howard Metzenbaum and Rudy Boschwitz, and Congressman Tom Lantos, provided outstanding talks. The conference participants also took part in a wide range of seminars and workshops to sharpen their campaign skills and analyze major issues facing the Jewish community today. The following conferences are scheduled for early 1982. Join us at the conference scheduled for your region.

	<u>REGION</u>	<u>PLACE</u>	<u>DATE</u>
VIII	Western	Costa Mesa, CA	January 8-10
VI	Southwest	Houston, TX	February 5-7

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PLANNING AHEAD

\$100,000+	Florida East Coast Meeting	Boca Raton, FL	January 23
National Palm Beach Dinner (\$10,000 minimum)		Palm Beach, FL	February 18
\$10,000	Mission to Washington	Washington, DC	March 3

The National Palm Beach Dinner under the chairmanship of National Vice Chairman Alan L. Shulman is a first for those northerners who spend the winter in the Palm Beach area. It will take place on February 18 at the Breakers Hotel in Palm Beach. Since this is an excellent opportunity for major gifts fund raising, please send us the names and addresses of your people who will be in the area in February. Let's work together to recruit and solicit them and take advantage of this important opportunity. For further information, please contact Robert A. Pearlman at the UJA National Office.

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Women's Division: Three national Women's fund raising events are scheduled this winter for women who are vacationing in Palm Beach, Florida and Palm Springs, California. Local residents are also invited whose gifts are commensurate with minimum giving levels. These events are designed to reach women who have been overlooked in the normal campaign process.

January 21	Palm Beach, FL	\$7,500 minimum gift
February 8	Palm Beach, FL	\$3,500 minimum gift
March 11	Palm Springs, CA	\$6,000 minimum gift

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Super Sunday: Under the able direction of Super Sunday Chairman Jerome J. Dick, 25,000 volunteers in 100 communities raised more than \$19.1 million dollars in 1981, a record for a mass peacetime appeal. Over 150 communities will participate on January 17, 1982, as we aim for a minimum goal of \$25 million. By this time you should have received the new manual, as well as order forms for posters, stickers and video tapes, a reproduction sheet for a newspaper ad and a 30-second radio spot. For further information, please contact Judy Kaufman at the national office. Incidentally, the UJA National Shabbat is January 16, so you have the opportunity of utilizing two events in one weekend.

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Missions: A second 1982 President's Mission is planned for January 31 - February 5. This mission, chaired by UJA National Vice Chairman Bud Levin of St. Louis, is geared primarily for those communities whose campaigns begin in January or February, or which have a significant number of major gifts still open at that time. This is an excellent opportunity for utilizing a prestigious event as a successful vehicle for major gifts fund raising in the heart of the campaign.

Future Missions

December 21-31	National University Students Mission
December 23 - January 3	National Family Mission
February 21 - March 3	National Physicians Mission
February 21 - March 3	National Attorneys Mission
March 7-17	From Generation to Generation A special mission for parents, sons and daughters
June 20-30	National Family Mission
July 11-21	National Family Mission
July 18-28	National Singles Mission
August 8-18	National Family Mission

UJA National Vice Chairman Dr. Julius Levy, Jr., of New Orleans, will lead the Physicians Mission and Richard Wexler of Chicago will lead the Attorneys Mission.

In each case the mission chairmen and our staff will be pleased to work with you and your leaders in recruitment.

In every community there are men and women who have long been involved in federation life and who are making a significant gift but whose sons and daughters are not. Conversely, there are also numerous young leaders who are making excellent gifts at their income level, but whose parents are only peripherally involved. To bridge this gap, we will conduct a special trip from March 7 - 17, 1982, entitled "From Generation to Generation," which will be led by UJA National Vice Chairman Leon Brachman of Fort Worth and his son Marshall. Participation is limited to one parent and one child from each family.

We hope to be able to duplicate the success of the National Singles Mission by organizing and recruiting for the above missions through our regions. Please be in touch with your regional office so that we may assist you in every possible way.

FUNDRAISING REPORTS

The Eighth International Leadership Meeting in San Francisco, under the chairmanship of National Vice Chairmen Lee Scheinbart, Canadian Philip Granovsky and Englishman Trevor Chinn, raised \$28,181,000, a dollar gain of \$4,723,300 and an increase of 20%. The cumulative total for Project Renewal was \$12,731,000.

Mission Results: The Women's Division Leadership Mission began with a sub-mission to Morocco for 15 National Board Members and Campaign Chairmen. Eighty-seven participants joined them in Israel. A total of \$416,816 was raised; a dollar gain of \$136,170 and an increase of 49%. \$105,550 in new money was raised for Project Renewal.

National Study Mission #1 chaired by UJA regional leaders Irving L. Cramer of Los Angeles, Annette Dobbs of San Francisco and James Baer of Boca Raton raised \$1,090,117, a dollar gain of \$360,092 and an increase of 49.3%. New Project Renewal money came to \$61,000. National Study Mission #2 led by UJA National Vice Chairman H. Paul Rosenberg had 352 participants from 25 communities. The results: pledges of \$2,042,485, a dollar gain of \$515,421 and an increase of 34%. New Project Renewal money came to \$214,150. National Study Mission #3 led by Arthur W. Feinstein of Hartford raised \$490,040, a dollar gain of \$135,818 and an increase of 38%. New Project Renewal money came to \$86,900.

Fourteen participants of the New York Wall Street Mission led by Martin D. Gruss and Robert M. Newman, Jr., raised \$1,400,000, a dollar gain of \$300,000 and an increase of 27%. Baltimore, Maryland, led by Martin Himeles, returned from Israel with 51 participants raising \$1,905,000, a dollar gain of \$435,000 and an increase of 30%.

Four of these missions with hundreds of community leaders were in Israel at the same time.

Washington, DC Missions: This Fall, Washington, DC Missions have raised \$2,682,641, an increase of 36.4% plus \$240,000 in new Project Renewal money. Some representative samples:

<u>Community</u>	<u>Amount Raised</u>	<u>Percentage Increase</u>	<u>New Project Renewal Money</u>
New York City	\$1,509,000	42%	\$108,000
Southern New Jersey	281,200	33%	16,000
Atlantic City, NJ	201,000	25%	100,000

* * *

Major Gifts Meetings have been setting new records across the country:

<u>Community</u>	<u>Amount Raised</u>	<u>Percentage Increase</u>	<u>New Project Renewal Money</u>
UJA Western \$100,000 Gifts Conference	\$2,820,000	20%	\$150,000
Tulsa, OK (Solicitor: Robert Loup)	\$2,450,000	18%	\$410,000
Springfield, MA	\$ 655,000	25%	None

<u>Community</u>	<u>Amount Raised</u>	<u>Percentage Increase</u>	<u>New Project Renewal Money</u>
Baltimore, MD	\$ 631,000 in new money	26%	\$ 5,000
Toledo, OH	\$ 546,409	27%	\$ 52,000
Raritan Valley, NJ	\$ 333,500	45%	\$ 45,000
Denver, CO (Solicitors: Joel Breslau, Neil Cooper, Herbert Friedman, Bud Levin)	\$ 250,000	51%	\$ 70,000
Wooster, OH	\$ 51,050	24%	\$ 7,850

* * *

I deeply regret to inform you that Naomi Brodtkin, our friend and colleague, who served with us in the University Programs Department and in the Southwest Regional Office was recently killed in an automobile accident. Naomi was a sweet, gentle, loving human being whose dedication to our work was a matter of the soul -- of her very essence. She brought love, sacrifice and beauty to her work and we will sorely miss her dedication and enthusiasm. She was a devoted colleague whose work for the Jewish people set a standard of excellence to which all of us can aspire.

* * * *

THE NEW YORK TIMES,

Tax Law Spurs Giving in '81

By KAREN W. ARENSON

A major donor to the University of Miami's School of Medicine recently took steps to take advantage of the new tax law. Rather than spread a sizable gift over several years, as originally planned, he arranged to pay off the entire pledge in the final months of 1981.

Other people are also racing to shift next year's donations to this year while 1981 tax rates are still in effect. Tax deductions, including donations, are worth more to individuals in higher tax brackets, and tax rates are to be reduced next year.

"I'm advising my clients to accelerate their donations because of the higher tax rates that exist until the end of this year," said David Rhine, a tax specialist at the accounting firm of Seidman & Seidman.

With many tax consultants advising clients to speed up their gifts, there is likely to be a larger-than-usual flow of funds into charitable coffers as the end of 1981 approaches, said Joseph J. DiGuardi, a tax partner at Arthur Andersen & Company, the accounting firm.

"I don't know if there will be a big rush of funds, but there will certainly be an increase," he predicted. "We can't really quantify the amounts because we are in uncharted waters."

Tax experts also say there are strategies — some of them involving various kinds of trusts — that allow a person to take a deduction this year for money to be given in years to come.

A major incentive for accelerated giving is the fact that on Jan. 1 the maximum tax rate on unearned income will drop to 50 percent from 70 percent.

Someone now in a 70 percent tax bracket effectively pays only \$30 out of his own pocket for every \$100 donation he makes. (Without the donation, he

would have to pay the Government \$70 in taxes on the undeducted \$100.) Beginning Jan. 1, he will be in a 50 percent tax bracket, so each \$100 donation will then cost him \$50 rather than \$30.

Some charitable solicitors have already begun to notice a change in donors' patterns of giving.

3 Strategies for Donors

Accountants and tax lawyers recommend three ways to increase donors' deductions:

¶Make donations planned for 1982 before the end of this year. "Being in a higher tax bracket is like having an asset that can be used until Dec. 31 but that is not going to be around after Dec. 31," Mr. DiGuardi of the Andersen firm said.

¶Set up a charitable lead trust. If a person puts money into a trust and directs that a certain amount of the income earned by the trust go to charity each year, the person may deduct the present value of those annual contributions this year, tax experts say. The allowable deduction is calculated from a table provided by the Internal Revenue Service, which uses a 6 percent discount rate. For example, a donor who pledges to give a charitable organization \$1,000 a year for the next five years, to be paid out of such a trust, would be allowed to take a \$4,212 deduction in 1981. Income earned by the trust each year, however, will be taxable.

¶Set up a charitable remainder trust. This might be done instead of leaving money to an organization through a will. Such a trust, though not revocable like a bequest, lets the individual enjoy the income from the money in trust while still alive, tax experts say. The trust also permits an immediate tax deduction for the donation to the charity. The deduction is calculated with an I.R.S. formula. After the person dies, funds still in the trust go to the charity.

THE WALL STREET JOURNAL

Giving to Charity

Charitable contributions will be worth more than ever to upper-bracket taxpayers this year. The reduction in the top bracket rate to 50% from 70% Jan. 1 will significantly increase the after-tax cost of giving.

You may want to prepay gift pledges for 1982. This may also be the year to make gifts of appreciated securities rather than cash. The advantage is being able to combine the tax deduction for the gift with the savings from not having to recognize a long-term gain in this high-rate year.

For instance, say you are in the 50% bracket and you want to donate \$5,000 to your favorite charity. You could donate cash or the stock you paid \$2,000 for a year ago that is now worth \$5,000. By donating the cash, you will get a deduction of \$2,500. But by donating the stock, you will get not only the \$2,500 deduction but you will also save the tax that would otherwise be due if you sold the shares. That amounts to another \$600 (50% of the \$1,200 taxable gain).

Date: January 28, 1982

To: Executive Directors, Campaign Directors
From: Melvyn H. Bloom
Subject: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 4

'82 CAMPAIGN REPORT: As of January 21, 1982, \$221.4 million has been raised in the 1982 Regular Campaign, a gain of \$32 million and an increase of 16.9% card for card over 1981. We are also way ahead in pace over 1981 and 1980.

To date, \$104.6 million has been raised for Project Renewal, including \$10.8 million pledged during the 1982 Campaign.

'81 CAMPAIGN REPORT: As of January 21, 1982, \$538.5 million has been raised in the 1981 Regular Campaign, a gain of \$49.7 million and an increase of 10.2% card for card over 1980.

CASH COLLECTIONS: The UJA collected \$301,179,967 in 1981 - a peacetime record - and a 14% increase over the \$287.5 million collected in 1980. Of the total collection, \$83,391,801 was forwarded to the UJA in December, emphasizing the continuing problem of an erratic cash flow to the UJA's beneficiary agencies. Many communities are now cooperating in alleviating this problem through a monthly transmittal of funds to the UJA in equal amounts -- one-twelfth of the UJA allocation each month -- plus any older receivables collected. This allows those we help overseas to engage in the same orderly financial planning process which we expect of our local beneficiaries. This will also help reduce the burdensome debt service of the Jewish Agency.

Super Sunday: More than 20,000 volunteers in 85 communities raised \$18,867,670 million on January 17, a \$7 million increase over the opening day of last year's first national Super Sunday phonathon. Four communities -- Boston, Metropolitan New Jersey, Miami and Washington, D.C. -- topped the \$1 million mark. With 45 more Super Sundays still to be held, we are striving for a goal of \$25 million.

* * *

FUTURE EVENTS

UJA's first National Palm Beach Dinner, held in cooperation with the New York UJA/Federation of Jewish Philanthropies and the Jewish Federation of Palm Beach County, will take place February 18 under the Chairmanship of National Vice Chairman Alan L. Shulman of Palm Beach and Co-Chairmen Cecil N. Rudnick of New York and Heinz Eppler of Palm Beach. This event is for those who are year-round Florida residents as well as those from many communities around the country who spend their winters there. The distinguished guest will be former President Jimmy Carter. With a minimum gift level of \$10,000, this is an excellent opportunity for major gifts fundraising. Community and regional cocktail parties have been scheduled in advance of the dinner, and we will work with you on setting up your own. Have you sent us the names and addresses of your people who will be in the Palm Beach area in February? For further information, please contact Milton Shorr at the national office. Incidentally, the number of the UJA Palm Beach office is 305/659-2136 and Maurice Cerier is the professional handling the National Palm Beach dinner.

On January 30, Mr. and Mrs. Albert Segal will host an intimate dinner party with Barbara Walters at their home in Boca Raton. The minimum gift level is \$100,000. UJA is working closely with the communities of Greater Fort Lauderdale, Palm Beach, South Broward and South County in providing expert solicitation resources as part of our "Breakthrough" major gifts development program. This is a pilot project for increasing the number of major gifts contributors in the Sunbelt. Six new \$100,000 gifts have already been solicited.

Winter President's Mission: Under the able leadership of National Vice Chairman Bud Levin of St. Louis, the 1982 Winter President's Mission will depart for Israel on January 31 with 170 participants from 35 communities. The tentative program includes visits with President Yitzchak Navon, Foreign Minister Yitzchak Shamir, Minister of Defense Ariel Sharon, and other distinguished Israelis from all walks of life.

Regional Conference: The Southwest Regional Conference will take place in Houston, February 5-7. Former Israeli Ambassador Simcha Dinitz, Senator Daniel Patrick Moynihan of New York, Congressman Tom Lantos of California, UJA National Chairman Herschel W. Blumberg and National Chairman-designate Robert E. Loup will address the conference. Aviva Marks, prominent Israeli actress, will star in an unusual dramatic presentation. A unique highlight of the conference will be a musical performance by Jewish musicians who are recent immigrants from the Soviet Union. Under the skilled guidance of National Vice Chairman Sandra Weiner who is the Conference Chairman, a full range of workshops, seminars and lectures will concentrate on the challenges that confront us in the decade of the eighties. The conference will include an \$18,000 minimum reception with Senator Moynihan and a special reception for singles.

Young Leadership Washington Conference: More than 1,500 men and women from throughout the United States will attend the three-day Young Leadership Conference from March 14-16. Co-Chairmen Karen Adler of Washington, D.C. and Steven Greenberg of Metropolitan New Jersey have planned a conference which will focus on the critical issues affecting world Jewry in this decade. Contact: Larry Rubinstein or Barbara Resnick at the national office for additional information.

Women's Division: Two national Women's fundraising events are scheduled this winter for women vacationing in Palm Beach, Florida and Palm Springs, California. Area residents are also invited. These events are designed to reach women who may have been overlooked in the normal campaign process.

February 8	Palm Beach, FL	\$3,500 minimum gift
March 11	Palm Springs, CA	\$6,000 minimum gift

Walk-A-Thon: The sixth annual UJA Walk-A-Thon will take place on May 2. Judy Slater of Boston who is Chairman of the UJA Northeast Region Women's Division, will serve as National Chairman of the event. The 1981 event raised \$1,323,880 and involved 64,000 participants in 40 communities who walked, jogged, biked and skated. This year's goal is to raise \$1.7 million and involve 50 communities.

The National Physicians Mission, led by National Vice Chairman Dr. Julius L. Levy, Jr., of New Orleans and the National Attorneys Mission, led by Richard Wexler, Chicago Federation Missions Chairman and former UJA National Young Leadership Cabinet member, are scheduled for February 21 - March 3. These missions will provide the latest insights into the areas of medicine and law in Israel. No minimum gift is required on these Missions, which are open to spouses and singles. Further information may be obtained from Beryl Michaels at the UJA West Central Regional Office in Chicago 312/236-4757.

Mission to Washington: A one-day National \$10,000 Mission to Washington, under the leadership of National Vice Chairman Bernard M. Waldman of Hartford and Joseph Wilf of Central New Jersey, will take place on March 3. This mission was a highly successful addition to last year's campaign schedule and we plan to do even better this year as we concentrate on gifts which are still open. The tentative program includes briefings by top level representatives of the White House, Israeli Embassy, Congress and veteran foreign policy observers. Beginning at 10:30 a.m., and concluding by 7:30 p.m., the program will include lunch and a cocktail reception.

Our Co-Chairmen, Bernard Waldman and Joseph Wilf, as well as Ralph Grunewald, the Director of the UJA Washington Mission Program, are ready to aid you in recruitment. If you have any further questions about the Mission, please contact Judith Kaufman at the UJA National Office, 212/757-1500.

CAMPAIGN REPORT

Major Gifts Meetings: St. Louis held its Major Gifts event with Senator Rudy Boschwitz. Pledges came to \$2,100,000, a dollar gain of \$430,000 and an increase of 26%, including \$600,000 in new money: an additional \$1,453,000 was raised for Project Renewal.

Seattle heard Israeli Ambassador Ephraim Evron analyze current events in the Middle East. Pledges came to \$1,450,000, a dollar gain of \$261,475 and an increase of 22%, plus an additional \$30,000 for Project Renewal.

Oakland held its \$10,000+ meeting with UJA Executive Vice Chairman Irving Bernstein. The results: \$633,000 was raised, a dollar gain of \$132,000 and an increase of 26%.

Individual solicitations and community consultations by national leadership have always been an important key to successful fundraising. National Chairman Herschel W. Blumberg, National Vice Chairman Sandra Weiner and special consultant Rabbi Herbert A. Friedman, have been concentrating on individual solicitations in a special Florida Breakthrough program. To date, \$1,001,000 has been raised, a dollar gain of \$327,000 and an increase of 79%. Project Renewal pledges came to \$450,000.

National Chairman Herschel W. Blumberg solicited an individual in Portland whose pledge came to \$250,000 and he also conferred with other prospects. In Tucson, National Chairman-designate Robert E. Loup spoke to 14 prospects, raising \$556,000, a dollar gain of \$184,000 and an increase of 49.5%.

Missions: The National Family Mission led by National Vice Chairman Bernard Borine of Philadelphia raised \$352,905, a dollar gain of \$73,000 and an increase of 26%. New Project Renewal pledges came to \$70,000. A highlight of the trip was the celebration of 35 Bar and Bat Mitzvahs including the Bat Mitzvah of the chairman's wife, Mrs. Myrle Borine.

The Chazon Mission led by Kenneth Miller of Greensboro, North Carolina raised \$461,283, a dollar gain of \$254,046, and an increase of 122%. New Project Renewal gifts came to \$106,480.

* * *

Project Renewal: Sheldon Mann, Chairman of the Metropolitan Chicago Project Renewal Committee has recently written to Robert Russell, National Project Renewal Committee Chairman. With his permission, we are sharing with you an excerpt from Sheldon's letter:

"The mutual trust we have tried to develop over the past two years is blossoming into a warm relationship that has brought Chicago and Amishav closer together. The combination of our hard work and constant communication both in person and through the mail, has continued to spell progress. We still have some serious and vexing problems to overcome. I am confident, however, that in time we will be able to resolve these problems.

"I would urge you to suggest that other twinned communities make their consultation visits as soon as possible to keep the momentum going in their neighborhoods and within the National Project Renewal framework as well."

I urge you to encourage your lay leadership to personally visit these twinned cities, meet community leaders and see what has been achieved and what remains to be done. Visits are the links in the lifeline that bind us together.

* * *

There are some exciting Project Renewal campaigns going on across the country -- despite chronic cash flow problems and a number of neighborhoods still to be linked.

In Chicago, linked with Amishav, Chairman Sheldon Mann's Renewal Campaign has raised \$4.5 million. Cash transmitted to date: \$1 million.

In Detroit, linked with Ramle, Chairpersons Jane Sherman and Irwin Green have built a \$5.5 million campaign and transmitted \$1.5 million in cash. Total Renewal budget for Ramle: \$7 million.

In Minneapolis, (with St. Paul) linked to Givat Olga, Chairmen Myron Kunin and Riva Rosenblum are leading a \$3 million Renewal campaign. Cash: more than \$400,000.

Congratulations to the above communities and their Project Renewal Chairmen for their effective campaigning. But the need for Project Renewal cash remains acute and each community must make a maximum effort to accelerate payments.

* * *

The attached article by Steven Nasatir, Executive Director of the Jewish Federation and Jewish United Fund of Chicago, should be read by all campaign professionals.



These are the times that try charities' souls

Personal view

Steven B. Nasatir

Recent and pending budget cuts by federal and state governments have sent tremors throughout the nation. Whether or not you agree with the decisions to cut about \$128 billion over three to four years, the one inescapable truth is that America requires a new plan for dealing with unmet human needs if it hopes to avert calamity and misery.

To salvage programs, bold new action is required—by agencies, individuals, foundations and corporations.



STEVEN B. NASATIR

To begin, the skilled voluntary agencies that have served this community for many years can maximize their resources and talents by joining together to provide unduplicated quality services. We have an outstanding example of this cooperation: Key private agencies in the Chicago area, with some federal and state resources, developed a resettlement program for thousands of Indo-chinese, Cuban, Haitian, Polish and Russian refugees that has won national acclaim and saved our government millions of dollars. More such consortiums need to be developed.

THESE SAME AGENCIES also must develop closer relations with government. Responsibility for funding social programs now lies largely at the state level, and Gov. Thompson has asked for private know-how and expertise to help in planning. Agencies with track records of service must participate to insure the best use of limited money.

New partnerships and good planning will help maximize resources but will not eliminate the need for new dollars. If the business community is serious in seeking to stem "over-dependence on government," then business itself must sharply increase its philanthropic commitment. The new tax cut—the Economic Recovery Tax Act of 1981—raises the ceiling for corporate gifts from 5 to 10 percent of taxable income and offers strong incentives for gifts of appreciated property. During the past decade businesses have given away only about 1 percent of their pre-tax profits. All corporations now must recognize their responsibility to do much more.

For affluent individuals, too, new tax laws should stimulate increased giving. One

change, widely reported as negative for voluntary agencies, is the reduction of the top tax rate from 70 percent to 50 percent. I am not at all convinced that this will lead to reduced giving. I still like to think that people give from the heart, not just to add deductions to their tax returns.

Many other tax changes effectively create new—and disposable—resources for charitable giving. Insurance policies, "lead trusts" and other estate planning devices represent a wide new range of giving potential that social service agencies must acknowledge, understand and pursue if they are to survive.

The American public, of course, is the ultimate base of support. Income tax cuts, which started Oct. 1 and which will increase in coming years, will add to the take-home pay of every American wage earner.

People who do not otherwise itemize their tax deductions will be allowed to deduct \$25 in charitable gifts. By 1986 there will be no limit on the amount of such deductions. Donations of this type can become a valuable resource when added together. Everyone doing his or her share is the premise of the United Way campaign now under way in our community, and it deserves the support of every wage earner in our area.

I don't pretend that the actions I have suggested will solve all the problems. The cuts that have been made are deep and severe. Many people will be hurt. Some agencies will fail. The competition for private dollars will be intense. The firms, the foundations and the people who give should be vigilant and selective. They should not be reluctant.

IN HIS RECENT speech to the nation, President Reagan spoke of rekindling the spirit of American voluntarism. The Frenchman he referred to, Alexis de Tocqueville, described the American sense of neighborliness and community pride as "self-interest rightly understood." To me, that phrase encompasses the elements of security, opportunity and joy, the right of all to pursue happiness in a stable, healthy community.

Whether we like it or not, Reaganomics has shifted much of the responsibility for funding human services from government to the private sector of the economy. It also has given the American people and American business more dollars to spend. If we rightly understand our own self-interest, we must use a considerable part of our new-found funds to support and strengthen the communities in which we dwell.

Steven B. Nasatir is executive director of the Jewish Federation and Jewish United Fund of Metropolitan Chicago.

Date: March 11, 1982

To: Executive Directors, Campaign Directors
From: Melvyn H. Bloom
Subject: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 5

'82 CAMPAIGN REPORT: As of March 5, 1982, \$306.2 million has been raised in the 1982 Regular Campaign, a gain of \$41.2 million and an increase of 15.5% card for card over 1981. It is of interest to note that we are ahead of last year's pace by \$26.9 million and \$61.2 million ahead of the pace of 1980. Nevertheless, the card-for-card percentage increase is somewhat lower than that of the last two years, and we must make a concerted effort to stimulate a substantial increase in 49% of the values still outstanding.

To date, \$102 million has been raised for Project Renewal, including \$12.5 million pledged during the 1982 Campaign. I urge you to examine the pace of Renewal fundraising in your community. Major efforts are required to accelerate this process.

'81 CAMPAIGN REPORT: As of February 25, 1982, \$542.4 million has been raised in the 1981 Regular Campaign, an increase of \$34 million.

* * *

FORTHCOMING EVENTS

NATIONAL LEADERSHIP CONFERENCE: The 1983 UJA/Community Campaign will be launched at the National Leadership Conference, May 21-23, in Washington, D.C. This conference is a major campaign tool for your 1983 leadership, who will have an opportunity to meet Robert E. Loup, the new National Chairman to discuss the 1983 Campaign Plan and strategies and techniques for successfully developing effective responses to the challenges that confront us. Innovative methods and programs will be presented in seminars and workshops so your lay leadership will return home stimulated and invigorated for the 1983 Campaign.

General Ariel Sharon, Israel's Minister of Defense, will speak at the Saturday banquet on May 22. Appearing shortly after Israel's withdrawal from Sinai in accordance with the peace treaty, his appearance provides us with an excellent recruitment incentive for this important meeting.

The National Campaign Policy Board will convene in Washington on May 20 -- the Thursday preceding the National Leadership Conference -- for a special program that includes a briefing by ranking representatives of the Reagan Administration, a reception and concert at the Kennedy Center featuring Itzhak Perlman and a buffet supper hosted by Israeli Ambassador Moshe Arens.

VIP TOUR: Distinguished Israelis will join American Jewish community leaders on a coast to coast tour, meeting with community and regional leadership at the end of March and the beginning of April. Israel's former UN Ambassador Chaim Herzog and former Deputy Prime Minister Yigael Yadin will lead teams that will discuss the situation facing Israel after the April withdrawal from Sinai, as well as the urgent needs of the Jewish Agency. The groups will serve as catalysts in stimulating the Campaign and will also take a prominent role in major gift solicitations and community consultations. Meetings are tentatively planned for: Atlanta, Cleveland, Ft. Lauderdale, Los Angeles, Miami, New York City and South Broward.

NATIONAL YOUNG LEADERSHIP CONFERENCE: Vice President George H. Bush, Attorney General William French Smith, Israeli Ambassador Moshe Arens, UJA National Chairman Herschel W. Blumberg, National Chairman-designate Robert E. Loup, and Executive Vice Chairman Irving Bernstein are among the distinguished speakers focusing on issues of major concern to the American Jewish community at the third National Young Leadership Conference, March 14-16, in Washington, D.C.

Nearly 1,500 participants are expected to attend the three day conference, organized by the UJA Young Leadership Cabinet and the Young Women's Leadership Cabinet. Conference Co-Chairmen are Karen Adler of Washington, D.C. and Steven Greenberg of Metropolitan New Jersey.

WALK-A-THON: "Make every step count ... for Jewish life, freedom and renewal," is the slogan for the 1982 Walk-A-Thon which will take place on May 2, 1982, under the Chairmanship of Judy Slater Levy of Boston, who is also Women's Division Chairman of the Northeast Region. Last year 64,000 participants in 40 communities raised \$1,323,880. A special training seminar for lay and professional leaders will be held on March 16 at the Sheraton Inn at La Guardia airport. For further information, please contact Judy Kaufman at the national office. This year's goal is to raise \$1.7 million and involve 50 communities.

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CAMPAIGN REPORT

NATIONAL PALM BEACH DINNER: Former President Jimmy Carter addressed more than 400 guests at the UJA's first National Palm Beach Dinner in Palm Beach, Florida. National Vice Chairman Alan L. Shulman of Palm Beach served as Chairman of the event, which was held in cooperation with the New York City UJA/Federation of Jewish Philanthropies and the Jewish Federation of Palm Beach County. Associate Dinner Chairmen were Heinz Eppler of Palm Beach and Cecil N. Rudnick of New York. Pledges at the \$10,000 minimum event came to \$12.4 million for the 1982 Campaign. Project Renewal gifts were \$3.6 million.

Carter remained for the fundraising announcements and spontaneously praised the assembled guests. "I am grateful I stayed for the pledges," he remarked. "It was an inspiration to see your generosity and the worthiness of your cause." In his address he reminisced about the Camp David meeting, told how he "worked days and nights for Jacobo Timerman's freedom," and called attention to "the danger when good people remain silent by not speaking at all."

NATIONAL LEADERSHIP MISSION TO WASHINGTON: Under the leadership of National Vice Chairman Bernard M. Waldman of Hartford and Joseph Wilf of Central New Jersey, more than 200 participants from 25 communities journeyed to Washington for the UJA's one-day National Leadership Mission to Washington. With a \$10,000 minimum, \$5.7 million was raised for the 1982 Campaign, a dollar gain of \$1.1 million and an increase of 25%. Project Renewal pledges were \$2.7 million including \$584,000 in new money.

The group received briefings on international and domestic affairs from Secretary of State Alexander M. Haig, Jr., Senator Howard Metzenbaum of Ohio, Ehud Olmert, Member of the Israeli Knesset, Robert McFarlane, Deputy Assistant to the President for National Security Affairs, Geoffrey Kemp, Senior Staff Member of the National Security Council, Elizabeth Dole, Assistant to the President for Public Liaison, and Walter Stoessel, Deputy Secretary of State. About 20 senators came to the reception hosted by Metzenbaum, at which Haig was the principal speaker. In addition, the participants heard from Thomas Dine, Executive Director of the American Israel Public Affairs Committee, Mark Talisman, Director of the Washington office of the Council of Jewish Federations, and Congressman Tom Lantos, the only survivor of the Holocaust to serve in the United States Congress.

Your community can take part in a special trip to Washington organized by the UJA and the CJF designed to meet your needs. Fundraising during these trips has shown a dramatic increase. A few recent examples:

<u>Community</u>	<u>Amount Raised</u>	<u>% Increase</u>
Cleveland, OH	\$1,502,575 including \$82,000 in new money	26%
Louisville, KY	74,793	28%
Albany, NY (Young Leadership)	28,275	71%
Orlando, FL (Women's Division)	24,815	17%

For additional information on arranging a community trip to Washington, D.C., consult with your UJA regional office or call Ralph Grunewald at UJA Washington office, 202/547-0029.

WINTER PRESIDENT'S MISSION: One hundred and thirty-three Jewish leaders from 36 communities throughout the United States pledged \$3,287,050 at the first UJA Winter President's Mission in Jerusalem. This represented a card for card dollar gain of \$811,675 and an increase of 33%. New Project Renewal pledges were \$938,185, raising the total Project Renewal pledges for the group to \$2,469,185. Led by National Vice Chairman Bud Levin of St. Louis and West Central Regional Director Bill Lipper of Chicago, the participants met with new immigrants from threatened Jewish communities, visited Negev settlements, and toured 22 Project Renewal neighborhoods linked with their home communities. Despite a heavy snowstorm on the last day, President Yitzhak Navon came to address the group, citing Israel's achievements during the last 34 years.

SUPER SUNDAY: Under the leadership of National Vice Chairman Jerome J. Dick, of Washington, D.C., the UJA's second annual volunteer telethon to date has mobilized 26,500 volunteers in 110 communities to raise \$26,000,000, far surpassing last year's figure of \$19.1 million. The result is a new record for a peacetime mass appeal.

SOUTHWEST CONFERENCE: Addressing more than 500 leaders at the UJA Southwest Regional Conference in Houston, Senator Daniel Patrick Moynihan of New York called on his audience to "realize the intent of those who would destroy us before it is too late." He stressed the fact that in the recent General Assembly vote in favor of boycotting Israel, only 21 nations declared their opposition. Other speakers at the conference were former Israeli Ambassador Simcha Dinitz, and Congressman Tom Lantos of California, UJA National Chairman Herschel W. Blumberg and National Chairman-designate Robert E. Loup. Plaques were presented to community campaign chairmen by UJA National Vice Chairman Julius L. Levy, Jr., the Chairman of the Southwest Region, as he praised them for accepting their demanding leadership positions. National Vice Chairman Sandra Weiner of Houston, who served as Conference Chairman, and UJA Regional Director Sandor Sherman, deserve great credit for a most successful conference.

An \$18,000 minimum gift cocktail reception at the Conference raised \$1,217,750, a dollar gain of \$231,650 and an increase of 23%. Project Renewal gifts came to \$125,000. The singles \$500 minimum gift cocktail reception raised \$61,000, a dollar gain of \$21,000 and an increase of 53%. Individual solicitations by Herschel W. Blumberg, Robert E. Loup and Sandra Weiner resulted in pledges of \$214,600, a dollar gain of \$29,200 and an increase of 16%.

WOMEN'S DIVISION: Women from 15 communities pledged \$1.3 million at the annual UJA Women's Division recent luncheon in Palm Beach, Florida, a dollar gain of \$200,000 and an increase of 17% pledged by the same donors last year. Tel Aviv Mayor Shlomo Lahat spoke at the luncheon under the Chairmanship of Vivian Levin of Metropolitan New Jersey. Gifts by women through UJA's Women's Division programs accounted for some \$90 million raised in the '81 Campaign, approximately 17% of the total amount.

MAJOR GIFTS MEETINGS: A new UJA program of solicitation in Southern Florida resulted in a \$100,000 minimum Florida Breakthrough meeting at the home of Mr. and Mrs. Albert Segal in Boca Raton. Participants listened to Barbara Walters and pledged \$3,420,000, a dollar gain of \$607,000 and an increase of 21%. Project Renewal pledges raised \$75,000 in new money for a total of \$1,440,000. Those attending the meeting came from Boca Raton, Ft. Lauderdale, Hollywood and Palm Beach.

Las Vegas had 100 people at its Big Gifts campaign kickoff as Congressman Tom Lantos described the growing anti-Semitism around the world today. Pledges came to \$384,757, a dollar gain of \$101,760 and an increase of 36%. An additional \$15,000 was raised for Project Renewal.

San Francisco, at its Major Gifts Meeting, with Dr. Irving Greenberg speaking, raised \$1,887,800, a dollar gain of \$393,742 and an increase of 26%. Project Renewal pledges came to \$262,470.

Santa Barbara held an unusual leadership meeting with UJA President Irwin S. Field and former Federation President Irwin Goldenberg of Los Angeles. Pledges came to \$100,200, a dollar gain of \$42,200 and an increase of 73%. Project Renewal gifts came to \$20,000.

Orange County heard Senator Henry Jackson discuss the current international scene as the community raised \$267,100, a dollar gain of \$103,600 and an increase of 63%.

Fort Worth held its \$10,000+ Ambassador's Dinner with National Chairman Herschel W. Blumberg describing the needs at home and abroad. The results: \$524,320 raised for a dollar gain of \$189,460 and an increase of 57%. Project Renewal pledges came to \$296,300 of which \$141,000 was new Project Renewal money.

Greenwich held an \$1,800 minimum dinner and dance as UJA Executive Vice Chairman Irving Bernstein presented the issues of the 1982 Campaign. The results: \$326,137, for a dollar gain of \$114,670 and an increase of 54%.

The National Study Mission to Israel led by Steven and Linda Baren of Atlanta raised \$175,070, a dollar gain of \$75,835 and an increase of 76%. New Project Renewal pledges were \$70,950. Participants from the Southeast visited their twinned Project Renewal city of Kiryat Shmona.

* * *

PROJECT RENEWAL: Alan R. Crawford, Chairman of the Milwaukee Project Renewal Committee, recently wrote to Robert Russell, the Chairman of the National Project Renewal Committee:

"Milwaukee is taking on a direct involvement with Or Yehuda, our linked Project Renewal Community neighborhood. Feeling a need to enter into a new method of payment, the Milwaukee Jewish Federation will ... fund the social program budget on a 1/12th basis for the next fiscal year. If necessary, our Federation will borrow up to \$800,000 from its own reserves to meet its obligation. With our direct involvement and responsibility in this process, we understand that if these programs are to be carried out, we must adequately fund the social service budget."

Milwaukee is the first community in the nation to guarantee such a steady flow of Project Renewal funds to be paid on a monthly basis. Milwaukee leadership has set an example for the entire nation, a real act of statemanship. With a continuous flow of cash, the residents of Or Yehuda can make final plans for the improvement of their community.

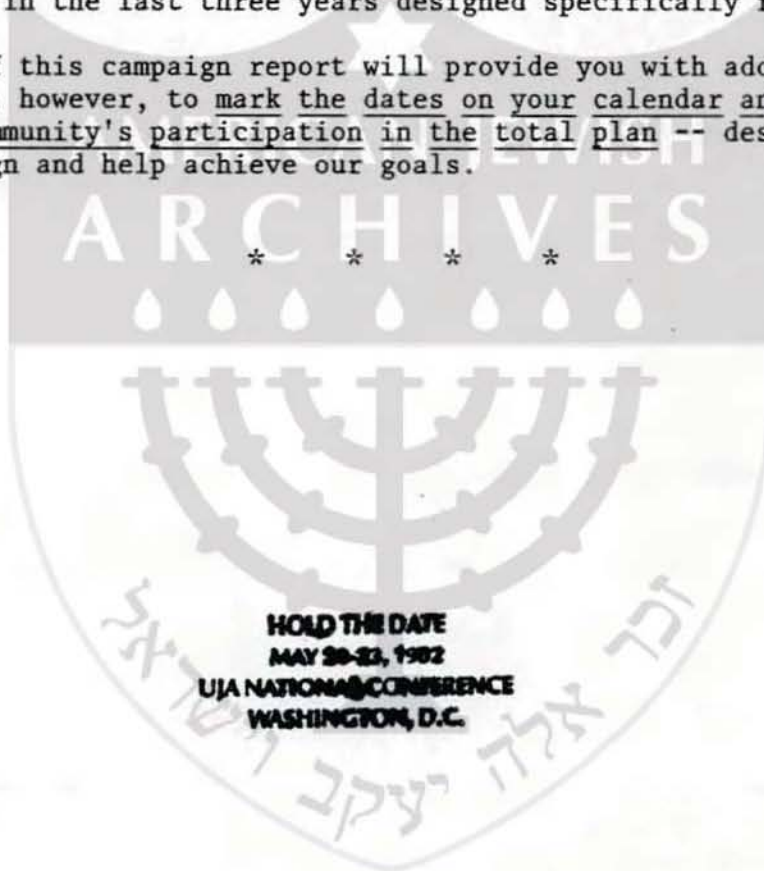
* * *

LIFTOFF '83: We are launching the 1983 Campaign with the most intensive Major Gifts program in our history. Our objective is to begin with major breakthrough increases in the '83 Regular Campaign as well as Project Renewal, setting a standard for the entire campaign and creating a momentum which should raise gifts in all categories. Beginning in April, UJA lay/professional leadership teams will conduct comprehensive consultations with community campaign leadership to develop maximum participation for LIFTOFF '83. The five-part agenda provides for involvement of large numbers of pacesetting givers in the critical early stages of the campaign:

- I. HINENI I: The first UJA National Assembly of \$100,000 and over contributors will take place in New York City from September 12-14.
- II. FLY-IN: Scheduled for September 21-25, FLY-IN is a major component of the program. It calls for utilizing teams of three leading Israeli and American personalities and bringing them directly into your community, aiming for 24 or more breakthrough face-to-face big gifts solicitations.

- III. CAMPAIGN LEADERSHIP GATHERING: Scheduled for October 10-15 in Israel, the objective is to bring some 1,000 people to Israel, representing the maximum number of communities, and demonstrating our solidarity through outstanding levels of increased giving. Participation will be limited to \$10,000 contributors and others in key leadership positions. There will be many opportunities for pre-missions and we expect to be sharing that information with you very soon.
- IV. INTERNATIONAL LEADERSHIP MEETING: Confirmed for October 17-20 in Geneva for contributors of \$250,000 and over. Recruitment includes potential donors from around the world as well as the United States.
- V. INSIDE WASHINGTON: This special mission for \$50,000 and over gives is planned for November 17-18, providing an in-depth post-election view of the nation's decision making process. It is the first UJA event in the last three years designed specifically for \$50,000 givers.

Future issues of this campaign report will provide you with additional details. It is important, however, to mark the dates on your calendar and begin planning now for your community's participation in the total plan -- designed to stimulate the 1983 Campaign and help achieve our goals.



Hers | Faye Moskowitz

NOW that I have reached 50, I find myself, more and more, stepping outside myself to see what is becoming of me. As my body thickens and my face seems to thumb its nose at the kindness of cosmetics, I select from the trick-or-treat bag of memory a feature here, a character trait there. I notice that I place my thumb on my chin, my fingers on my temple when I listen, just the way my father did, twist my Bobeh Stollman's skimmy brown hair into a knot at the back of my head. Some matches are obvious, but it has taken me years to realize that one of the women I have been becoming all along is an incarnation of the Pushke Lady.

Winter Sunday mornings in Detroit, my father and I would walk to the Warsaw Bakery on 12th Street to buy bagels. After cold that bit like an ax blade, runny noses, ice squeaking beneath our galoshes, we would stand inside the cinnamon-scented steam box until the fog on our glasses cleared enough for us to make the familiar choices from freshly laden bins and boxes piled high with crusty rolls and sugary cakes. No matter how early we came, the Pushke Lady was there before us, sitting in a chair safely out of the draft, shaking her canister under our noses. Jewish National Fund, Pioneer Women, Hadassah, milk for Jewish orphans, trees for Palestine — thanks to the Pushke Lady, no Jew would have to slather cream cheese on his bagel with a guilty conscience.

During the Depression, when we moved to a little town not far from Detroit, spring brought the tramps, pale and spindly, looking like plants do when they have had to reach too far to find the sun. Coming home from school, I would often spot a man at the back door looking for odd jobs, slouch hat or cotton cap held in both hands over his chest, hungry, and my mother would feed him: cold potatoes, bread, coffee; we had little enough ourselves. Drying her hands on a dish towel just inside the screened door, she would listen to the story as though she had not heard one like it many times before.

Miraculously, she always had a dollar or two put away from what my father gave her. Her "knippi," she called it, and more than once I saw her fish out a dime or a quarter from the old Droste's cocoa box where she kept it to send on his way a tramp whose story had particularly touched her heart. Afterward she would tell me, as though making excuses, "It's a mitzvah to feed the poor."

Our house was a regular stop for pious men in need of a kosher meal who might find themselves without time enough to reach Detroit or Chicago before sundown of a Friday night. "You're doing a mitzvah," my mother would say when I grumbled about giving up my bed to a stranger. What has become of them, those grizzled men in long, black coats, poring over yellowed prayer books by the light of our living room window on Shabbos mornings so long ago? My mother would believe they were in heaven now, saying prayers for all of us.

I reached adolescence just before the creation of the Jewish State, and although my family still felt, then, that Jews should wait for the Messiah to carry them back to Israel, they did not put on sack cloth when I joined the Labor Zionist Movement. Certainly I was doing what I had been brought up to do when I stood on a street corner holding a canister, vying with the newsboys for their customers' change. This time a new cause benefited, but the Pushke Lady's spirit hovered above me, crowing over every coin.

As a young-married, locked into a small suburban community by babies and a lack of transportation, I met my fellow prisoners by collecting door-to-door for the Torch Drive, the name given to the United Way Campaign in Michigan. In kitchen after kitchen, twin to my own, I drank coffee, shared recipes and surprising intimacies with barely post-adolescent women like myself. Almost always, I came away with a few dollars in my envelope to justify my visit and the sense that I had performed a mitzvah to justify my life.

The children grew, and I collected: Dollars for Democrats, March of Dimes on Roosevelt's birthday, Unicef on Halloween. Later, the Pushke Lady syndrome became more complicated. When my oldest daughter was 16, I took her with me to the Alabama state capital to meet the Freedom Marchers who had walked from Selma to Montgomery. We both still remember the voice of the Rev. Dr. Martin Luther King Jr. floating over our heads in the electric air and the long, sober train ride back with blinds drawn and lights out for fear of snipers. I didn't tell my daughter the trip was a mitzvah or even that it was part of her pushke training, but she knows it now.

Living in Washington during the 60's, we made our home a way station for peace marchers. The spaghetti pot bubbled, and the sleeping bags came out at the drop of a bull horn. We offered Band-Aids for blistered feet and legal aid for those arrested, and telephoned more than one hysterical parent to report a son or daughter in good hands. I have met people, perfect strangers, who accurately describe the inside of our house and tell me they were drop-ins for this march or that. They may not realize they stand at the head of a symbolic queue that began for me with an old man who carried a prayer book in his satchel — but I do.

Fund raising is computerized now; we're not quick to let strangers into our homes, and no one seems to be marching very much, but the Pushke Lady in me still believes the "knippi" makes a difference. The world grows larger and more complex, yet hunger and pain have not lost their simplicity or directness. Besides, the way things are, I need to store up all the mitzvahs I can get.

The Hers column is designed as a forum for writing by women. For several weeks it will be written by Faye Moskowitz, a teacher and writer living in Washington.

Date: April 6, 1982

To: Executive Directors, Campaign Directors
 From: Melvyn H. Bloom
 Subject: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 6

'82 CAMPAIGN REPORT: As of April 1, 1982, \$356.7 million has been raised in the 1982 Regular Campaign, a gain of \$47.1 million over last year's total of \$309.6 million and an increase of 15.2%.

Totals pledged as of April 1:

<u>Year</u>	<u>Total Pledged</u>	<u>Year Earlier (Card for Card)</u>	<u>Increase</u>
1982	\$356.7 million	\$309.6 million	15.2 %
1981	\$339.6 million	\$292.1 million	16.3 %
1980	\$302.0 million	\$258.6 million	16.8 %

The campaign is 59% complete. Still ahead of us: \$231.4 million in outstanding values.

To date, \$103.3 million has been raised for Project Renewal, including \$14 million pledged during the 1982 Campaign.

Collection Progress Report as of March 31:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$75,339,649	\$64,059,284	\$65,447,123
Project Renewal	\$ 5,850,478	\$ 3,392,523	\$ 2,945,565
Israel Education Fund	\$ 1,116,393	\$ 1,433,745	\$ 1,339,178
Totals	\$82,306,520	\$68,885,552	\$69,731,866

* * *

FORTHCOMING EVENTS

NATIONAL LEADERSHIP CONFERENCE: The 1983 UJA/Community Campaign will be launched at the National Leadership Conference, May 21-23, in Washington, D.C. Distinguished guests include General Ariel Sharon, Israel's Minister of Defense; Jeane Kirkpatrick, the United States Ambassador to the United Nations, and Moshe Arens, the new Israeli Ambassador.

Your leadership will also have an opportunity to meet Robert E. Loup, the new National Chairman, for a discussion and analysis of the 1983 Campaign Plan, as well as strategies and techniques for successfully developing effective responses to the challenges that confront us. A full agenda of campaign techniques and programs will be presented in seminars, including special workshops for campaign chairmen and executives, so that your lay leadership will return home stimulated and invigorated for the 1983 Campaign.

The National Campaign Policy Board will convene in Washington on May 20 -- the day preceding the National Leadership Conference -- for a special program that includes a reception and concert at the Kennedy Center featuring Itzhak Perlman, and a meeting with Senator Paul Sarbanes of Maryland. There will also be an Israeli buffet supper and members of the Israeli Diplomatic Corps will be our guests for the evening.

MISSION FROM ISRAEL: Reversing UJA Missions to Israel, two teams, each consisting of four ranking Israelis in key positions, will visit ten American Jewish communities from April 18-30. As representatives of the Jewish Agency, Project Renewal, UJA Overseas Programs and the Israeli Embassy, they will report on the current situation in Israel, discuss Jewish Agency and Project Renewal programs, aid in solicitation and fundraising meetings, and present highlights of the 1982-83 Missions program. Communities to be visited include Bridgeport, Central Jersey, Cincinnati, Greenwich, New Bedford, North Jersey, North Shore, Rhode Island, Rockland County and St. Louis.

SUPER SUNDAY: Under the leadership of National Vice Chairman Jerome J. Dick, of Washington, D.C., the UJA's second annual volunteer telethon to date has mobilized 30,845 volunteers in 117 communities to raise \$28,116,279, far surpassing last year's figure of \$19.1 million, and this year's goal of \$25 million. The result is a new record for a peacetime mass appeal. Mark your calendar now for Super Sunday '83! The date is January 23, 1983. Super Sunday training seminars will take place in Atlanta, Chicago, Los Angeles and Newark in September.

WALK-A-THON: This year's Walk-A-Thon will take place on May 2, 1982, under the chairmanship of Judy Slater Levy of Boston, who is also Women's Division Chairman of the Northeast Region. Last year, 64,000 participants in 40 communities raised \$1,323,880. This year's goal is to involve 50 communities and raise \$1.7 million. Twenty-five campaign directors, public relations directors and Walk-A-Thon Chairmen from 12 communities met recently in New York City to participate in an all day Walk-A-Thon workshop organized by the UJA.

NEW GIFTS: The National New Gifts Department has scheduled two workshops at the upcoming UJA National Leadership Conference to demonstrate its new video solicitation training package. This program is specifically designed to train lay leaders and professionals in face-to-face solicitations of prospects with no previous solicitation history. In addition, from July 14-16, 1982, the New Gifts Department is sponsoring a New Gifts Institute at Brandeis University. For further information, please contact Miriam Cantor, Director of the New Gifts Department, at the UJA national office.

DRAMATIC PRODUCTIONS: Can you enhance a campaign and excite new workers and givers with a dramatic program? Based on direct experience and the enthusiasm with which these productions are received year after year, the answer is YES! The UJA "stock company" includes Herschel Bernardi, Theodore Bikel, Giora Feidman, Lou Jacobi and many other outstanding American and Israeli performers. It should be emphasized that each show is individually tailored to the needs and budget of your community and, of course, to the availability of performers. For additional information, please contact Issachar Miron, Director of Creative Services, at the UJA.

FUNDRAISING SEMINAR IN ISRAEL: Our colleagues, Aryeh Nesher, UJA Director of Operation Breakthrough and an expert in solicitor training, and Martin Waxman, Campaign Director of the Baltimore Associated Jewish Charities and Welfare Fund, will be the instructors at this summer's fundraising seminar in Israel. We encourage you to utilize this excellent opportunity to enhance the professional development of your staff. Leaving New York on July 25 and returning on August 19, we have booked roundtrip reservations for \$847. There will not be any additional charge for an extension in Israel up to 60 days from the date of origin. Stop-overs or add-ons are not permitted. The Jewish Agency will cover the cost of room and board in Israel. Communities already participating include Chicago, Cincinnati, Louisville, New York, Omaha and Syracuse.

ARCHIVES

CAMPAIGN REPORT

HONOR ROLL: The following communities have already surpassed the totals raised in their 1981 Campaigns.

	<u>Current 1982 Campaign</u>	<u>Percentage Increase</u>	<u>Percentage Completed</u>	<u>Total 1981 Campaign</u>
(In thousands of dollars)				
Boca Raton	\$1,940	73.2	83.8	\$1,337
Columbia	400	63.0	84.7	289
Fort Worth	811	55.8	69.5	750
Honolulu	465	64.9	85.5	330
Houston	7,579	24.5	82.8	7,350
Phoenix	2,940	37.8	77.5	2,752
Puerto Rico	290	41.5	71.7	286
South Broward	4,534	21.8	87.6	4,250
St. Paul	2,285	15.3	90.3	2,194
Wilkes-Barre	1,000	8.6	100.0	921

NATIONAL YOUNG LEADERSHIP CONFERENCE: More than 1,500 young leaders from throughout the United States gathered in Washington, D.C. recently, for the Conference organized by the UJA Young Leadership Cabinet and the Young Women's Leadership Cabinet. They heard Vice President George H. Bush cite Israel as a "strategic ally" and declare that "Americans have a constitutionally guaranteed right to disagree."

VIP VISIT: Former Deputy Prime Minister Yigal Yadin and Chancellor of the Ben Gurion University of the Negev Josef Tekoah have been traveling across the country as part of a special VIP visit. Communities visited by Yadin included Fort Lauderdale, Los Angeles, Miami, Orange County and South Broward. Tekoah addressed the Southeast Regional Leadership in Atlanta and a combined meeting of the Northeast and Mid-Atlantic Regional Leadership in New York City.

MISSIONS: The Southwest Mission to Israel, led by Ben Statman of Dallas, raised \$220,466, a dollar gain of \$88,466 and an increase of 67%. New Project Renewal money came to \$154,900.

The first Physicians Mission under the leadership of National Vice Chairman Dr. Julius L. Levy of New Orleans raised \$38,327, a dollar gain of \$9,742 and an increase of 34%. New Project Renewal money was \$28,600.

Philadelphia's Mission to Washington, attended by 108 people, raised \$1,157,050, a dollar gain of \$242,696 and an increase of 27%. Project Renewal gifts were \$221,250.

AMERICAN JEWISH

MAJOR GIFTS MEETINGS: St. Louis held a \$6,000+ meeting with Marvin Hamlich. New money raised was \$164,000, a dollar gain of \$41,000 and an increase of 33%. The current campaign has raised \$3,622,000, a dollar gain of \$819,000 and an increase of 29%. Project Renewal to date is \$1,464,539.

North Jersey met with JDC President Henry Taub and pledged \$478,400, a dollar gain of \$60,100 and an increase of 14%. The campaign to date has raised \$1,467,000, a dollar gain of \$182,000 and an increase of 14%.

National Vice Chairman Samuel H. Miller of Cleveland was the guest speaker at Youngstown's \$5,000+ meeting. Everyone present pledged and the total was \$659,400, a dollar gain of \$85,500 and an increase of 15%. Project Renewal gifts were \$671,525.

WOMEN'S DIVISION: The National Women's Division held a \$6,000 minimum event at Palm Springs with Bernard Kalb. Sandy Smalley of Los Angeles was Chairman and Helene Galen of San Francisco served as hostess. Pledges were \$504,600, a dollar gain of \$122,150 and an increase of 32%. Project Renewal pledges were \$99,000.

Fourteen women from Rochester, N.Y., recently journeyed to New York City with Executive Director Michael Ostroff and Women's Division Director Helene Cohen for an intensive 1983 campaign analysis and planning session with UJA Women's Division National Chairman Harriet Sloane and National Women's Division Board members Judy Swedlow and Joyce Cohen. For information on a similar project for your community, please call Nan Goldberg, Director of the UJA Women's Division.

Shreveport held a Women's Division training program with Paula Zielonka and raised \$300,210, a dollar gain of \$99,800 and an increase of 50%. New Project Renewal gifts came to \$2,500. David Abrams, a former UJA staff member in the Southwest Region, is doing a fine job in his first year as the federation's executive director.

PROJECT RENEWAL: Elton J. Kerness, Executive Vice President of the UJA Federation of Greater Washington, is working on a community-wide fundraising dinner for Project Renewal in June. It is an attempt to acquire a wide range of support for Project Renewal with a \$1,000 minimum gift payable over five years. Synagogues and organizations have been asked to participate by: officially voting to be co-sponsors and having their names appear on all publicity, devoting at least one Board meeting to a complete presentation, appointing a chairman and committee, guaranteeing two tables of people for the dinner, and actively soliciting its members for the dinner. By utilizing this cooperative method it is hoped that an increasingly large segment of the community will support the community's projects in Shmuel Hanavi in Jerusalem.

Southwest Region Project Renewal: San Antonio increased its goal from \$1 million to \$1.5 million. Fort Worth increased its goal from \$600,000 to \$1 million. El Paso increased its goal from \$600,000 to \$800,000. The Southwest Region Project Renewal Chairman responsible for these cities is Bernard Appel of Fort Worth.

* * *

LIFTOFF '83: The 1983 Campaign will commence with the most innovative Major Gifts program in our history. This exciting series of programs was planned over a period of months in consultation with community professionals and lay leaders whose input and judgment played key roles in shaping the final decisions.

Our objective is to begin with major breakthrough increases in the '83 Regular Campaign as well as Project Renewal, setting a standard for the entire Campaign and creating a momentum which should raise gifts in all categories. Beginning this month, UJA lay/professional leadership teams will conduct comprehensive consultations with community campaign leadership to develop maximum participation for LIFTOFF '83. The five-part agenda provides for involvement of large numbers of pacesetting givers in the critical early stages of the campaign:

- I. HINENI I: The first UJA National Assembly of \$100,000 and over contributors will take place in New York City from September 12-14, under the leadership of H. Irwin Levy of Palm Beach and George Klein of New York City.
- II. NATIONAL FLY-IN: National Vice Chairman Sandra Weiner of Houston will chair this program scheduled for September 20-24. It will feature intensive community visits by teams of top Israeli and American personalities and national and local campaign leaders who will conduct face-to-face solicitations. The Israeli participants will include Abba Eban, Yitzhak Rabin, Mordecai Gur, the presidents of Israel's universities, army and air force generals, Members of the Knesset and distinguished industrialists, mayors, ambassadors and other high-ranking Israeli officials.
- III. CAMPAIGN LEADERSHIP GATHERING: Taking place in Israel from October 10-15 under the leadership of National Vice Chairmen Bud Levin of St. Louis, who will lead the mission, and H. Paul Rosenberg of Kansas City, who will serve as Program Chairman, the mission will bring more than one thousand community leaders to Israel for a spectacular program including a dramatic march through Jerusalem to the Western Wall, vividly demonstrating our solidarity and unity with the people of Israel. Participation is limited to \$10,000 contributors and others in key leadership positions.

There are 11 European cities for pre-gathering mission opportunities, a Sephardic Heritage Mission to Spain and Morocco and a Women's Division Cruise from Greece to Israel following the route of pre-state migration.

- IV. INTERNATIONAL LEADERSHIP MEETING: This will take place in Geneva from October 17-20, for contributors of \$250,000 and over. Under the chairmanship of National Vice Chairman Lee Scheinbart of Boston, recruitment includes potential donors from around the world as well as the United States.
- V. INSIDE WASHINGTON: Under the Chairmanship of National Vice Chairman Jerome J. Dick of Washington, D.C., this mission for \$50,000 and over gives is scheduled for November 17-18. The program will provide a post-election view of our nation's power center and will feature a top-level analysis of domestic and foreign policy issues.

Future issues of this campaign report will provide you with additional details. It is important, however, to mark the dates and events on your calendar and begin planning now for your community's participation in the total plan -- designed to stimulate the 1983 Campaign and help achieve our goals.



82 292 23

**HOLD THE DATE
MAY 20-23, 1982
UJA NATIONAL CONFERENCE
WASHINGTON, D.C.**

May 13, 1982

TO: Executive Directors, Campaign Directors
 FROM: Melvyn H. Bloom
 SUBJECT: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 7

'82 CAMPAIGN REPORT: As of May 6, 1982, \$408.6 million has been raised in the 1982 Regular Campaign, a gain of \$50.7 million over last year's total of \$357.9 million and an increase of 14.2%.

Totals pledged as of May 6:

<u>Year</u>	<u>Total Pledged</u>	<u>Year Earlier (Card for Card)</u>	<u>Increase</u>
1982	\$408.6 million	\$357.9 million	14.2 %
1981	\$391.3 million	\$340.2 million	14.9 %
1980	\$370.0 million	\$324.5 million	14.0 %

The campaign is 67% complete. Still ahead of us: \$183.7 million in outstanding values. There has been somewhat of a slowdown in pace recently and with summer rapidly approaching, it is essential all of us carefully review open gifts and determine what can be done to achieve the maximum results. Our leadership is willing to visit your community to assist you in any way possible in campaign completion, including the solicitation of your major outstanding cards.

To date, \$105.3 million has been raised for Project Renewal, including \$15.9 million pledged during the 1982 Campaign. Many communities are using this Spring period to focus on acceleration of Renewal campaigning.

Collection Progress Report as of May 7:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$ 93,811,285	\$86,348,284	\$78,826,634
Project Renewal	\$ 6,938,504	\$ 4,403,444	\$ 3,844,506
Israel Education Fund	\$ 1,187,960	\$ 1,722,917	\$ 1,654,239
Totals	\$101,937,749	\$92,474,645	\$84,325,379

* * *

FORTHCOMING EVENTS

NATIONAL LEADERSHIP CONFERENCE: The 1983 UJA/Community Campaign will be launched at the National Leadership Conference, May 21-23, in Washington, D.C. Distinguished guests include General Ariel Sharon, Israel's Minister of Defense; Jeane Kirkpatrick, the United States Ambassador to the United Nations; and Moshe Arens, the new Israeli Ambassador to the United States.

This conference will serve as an excellent campaign tool for training your community leaders. The agenda will highlight strategies and techniques for a successful response to the challenges that confront us. There will be workshops by skilled professional and lay leaders on Major Gifts, New Gifts, Overseas Programs, Training for Project Renewal Fundraising and Women's Division Campaigning. I strongly suggest that you utilize these workshops by stressing their importance to your lay leaders and emphasizing the benefits of their attendance at these sessions so they may return home knowledgeable and stimulated for the coming campaign. Communities are cordially invited to schedule consultations with Bob Loup and other national officers on 1983 campaign plans.

The Pinchas Sapir Awards for Campaign Excellence in 1981 will be presented to the Jewish communities of Philadelphia and Allentown, Pennsylvania for their extraordinary achievements.

The National Campaign Policy Board will convene in Washington on May 20 -- the day preceding the National Leadership Conference -- for a special program that includes a reception and concert at the Kennedy Center featuring Itzhak Perlman, and meetings with Senators Christopher J. Dodd of Connecticut, Paul S. Sarbanes of Maryland and Arlen Specter of Pennsylvania. Special programs include sessions on "American-Israeli Relations," "Dealing with OPEC in a Period of Oil Glut," and "Anti-Semitism of the 80's." There will also be an Israeli buffet supper and members of the Israeli Diplomatic Corps will be our honored guests for the evening.

LIFTOFF '83: We have already held fourteen community consultation meetings around the country and the results and enthusiasm have been most encouraging. Dozens of additional meetings are scheduled in the coming months. If you have not as yet arranged for a lay/professional team to meet with your leaders for a consultation on this -- the most comprehensive Major Gifts campaign opening program in our history -- then contact us immediately. Our goal is to develop maximum participation for LIFTOFF '83, and its five-part agenda provides for involvement of large numbers of pacesetting givers in the critical early stages of the campaign.

- I. HINENI I: The first UJA National Assembly of \$100,000 and over contributors will take place in New York City from September 12-14, under the leadership of H. Irwin Levy of Palm Beach and George Klein of New York City.
- II. NATIONAL FLY-IN: National Vice Chairman Sandra Weiner of Houston will chair this program, taking place from September 20-24. It will feature intensive community visits by teams of top Israeli and American personalities and national and local campaign leaders who will conduct face-to-face solicitations. Israeli participants will include the nation's most distinguished citizens: Abba Eban, Yitzhak Rabin, Mordecai Gur, the presidents of Israel's universities, army and air force generals, members of the Knesset, well-known industrialists, mayors, ambassadors, and other high-ranking officials.

III. CAMPAIGN LEADERSHIP GATHERING: Taking place in Israel from October 10-15 under the leadership of National Vice Chairmen Bud Levin of St. Louis and H. Paul Rosenberg of Kansas City, the mission will bring more than one thousand community leaders to Israel for a spectacular program including a dramatic march through Jerusalem, vividly demonstrating our solidarity and unity with the people of Israel. Participation is limited to \$10,000 contributors and others in key leadership positions.

There are 11 European cities for pre-gathering mission opportunities, a Sephardic Heritage Mission to Spain and Morocco and a Women's Division Cruise from Greece to Israel following the route of the pre-state migration. Also planned are a variety of exciting seminar opportunities for community groups in Israel before and after the Gathering itself.

IV. INTERNATIONAL LEADERSHIP GATHERING: This will take place in Geneva from October 17-20, for contributors of \$250,000 and over. Under the Chairmanship of National Vice Chairman Lee Scheinbart of Boston, recruitment includes potential donors from around the world as well as the United States.

V. INSIDE WASHINGTON: Under the Chairmanship of National Vice Chairman Jerome J. Dick of Washington, D.C., this mission for \$50,000 and over givers is scheduled for November 17-18. The program will provide a post-election view of our nation's power center and will feature a top-level analysis of domestic and foreign policy issues.

It is important to mark the dates and events on your calendar and begin planning now for your community's participation in the total plan -- designed to stimulate the 1983 Campaign and help you achieve your capacity goals.

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MISSIONS: Special upcoming missions include the following:

1. Hatikvah -- The National Singles Mission to Israel is a unique opportunity for introducing Israel to a segment of our community that has an enormous potential for involvement. The dates are July 18-28. Each UJA regional office has a staff person responsible for coordinating the mission who will be delighted to provide you with full details.
2. The Campaign Cabinet Study Mission (November 14-21) is a special program in Israel for community campaign cabinets. Open to divisional heads and key workers, this mission will focus on the role of Jewish leadership and will meet key governmental and Jewish Agency officials. Since reservations are being accepted on a first come first served basis, it is imperative that you plan for this mission now while a limited number of spaces is still available. Major communities which have already signed up include Cleveland, Detroit, Metropolitan New Jersey, New York City, and Philadelphia.
3. From Generation to Generation is aimed at those men and women who make substantial annual gifts but whose sons and daughters are not as actively involved and, conversely, there are young leaders who make excellent gifts but whose parents are only peripherally involved. The dates are November 28-December 5.

OVERSEAS PROGRAMS: THE CALENDAR FOR THE 1983 CAMPAIGN

JUNE 1982 - APRIL 1983

June	20 - 30	National Family Mission
July	11 - 21	National Family Mission
July	18 - 28	National Singles Mission
August	2 - 16	New Gifts Mission
August	8 - 18	National Family Mission
October	5 - 11	Pre-Gathering Programs in Europe and Israel
October	11 - 15	Campaign Leadership Gathering
October	15 - 20	Post-Gathering Programs in Europe and Israel
October	17 - 20	International Leadership Gathering in Geneva
October	21 - 31	National Study Mission I - Minimum gift \$1,500
October	27 -	
November	11	New Gifts Mission
October	31 -	National Study Mission II - Minimum gift \$1,000
November	10	
November	14 - 21	Campaign Cabinet Study Mission
November	28 -	From Generation to Generation
December	5	
November	28 -	National Study Mission III - Minimum gift \$1,000
December	8	
December	19 - 28	Rabbinical Leadership Mission
December	19 - 29	National Family Mission
December	20 - 30	University Students Mission
December	26 -	National Singles Mission
January	5	
January	9 - 17	National Chazon Mission
January	17 - 25	National Women's Division Training Mission
January	30 -	President's Mission
February	4	
February	6 - 16	National Study Mission IV
February	20 -	National Physicians and Attorneys
March	2	
March	6 - 16	National Study Mission V
April	10 - 20	National Young Leadership Mission

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CAMPAIGN REPORT

OPERATION UPGRADE: THE DEPARTMENT OF TRAINING AND LEADERSHIP DEVELOPMENT.

Operation Upgrade started out initially as a face to face solicitation program and was later developed into a solicitor training program. With the success of this program, Upgrade took it further by developing a Campaign Leadership Practicum, an Advanced Solicitation Program, utilizing video tape, and a new taped Video Cassette Solicitor Training Program.

As a result of the Upgrade training seminars scheduled in 35 communities within the last three months, 13 communities have raised \$739,127, a dollar gain of \$133,135 and an increase of 22%. During this same time period, 554 workers have been trained.

Upgrade has launched a recruitment campaign geared to attracting new leadership potential and expanding our corps of Upgraders to assist in new departmental program development. Along these lines ... a Project Renewal video tape training program outline has just been completed and a corps of specialized trainers is being organized to present this program to communities.

In order to reach out to every community around the country with our program, Upgrade has embarked on a regionalization effort by urging Regional Cabinets to appoint an Upgrade Chairman who will become part of a National Upgrade Advisory Board. The function of this Board will be to orient communities as to how Upgrade can assist them in the '83 Campaign and in community building in the years ahead.

MISSION FROM ISRAEL: Reversing UJA Missions to Israel, a team, consisting of four high-ranking Israelis in key positions, visited several communities from April 18-30 and held 25 meetings. As representatives of the Jewish Agency, Project Renewal, UJA Overseas Programs and the Israeli Embassy, they reported on the current situation in Israel, discussed Jewish Agency and Project Renewal programs, aided in solicitation and fundraising meetings, and presented highlights of the 1982-83 Missions program.

VIP VISIT: Former Deputy Prime Minister Yigal Yadin and Ben Gurion University Chancellor Josef Tekoah traveled across the country in April as part of a special UJA-sponsored VIP visit. Among the highlights: South Broward held a \$1,000 minimum event and raised \$250,000, a dollar gain of \$45,082 and an increase of 22%. New Project Renewal money was \$9,000. A Labor Zionist meeting in Los Angeles raised \$150,000, a dollar gain of \$30,000 and an increase of 25% plus \$20,000 in new Project Renewal money. The Western Los Angeles Inaugural Dinner raised \$104,290, a dollar gain of \$15,457 and an increase of 17%. New Project Renewal gifts came to \$11,650. Orange County, with the assistance of Yadin, and Regional Director David Sacks and his staff, organized a meeting in less than a week's time and held a \$1,000 minimum dinner, which raised \$645,000, a dollar gain of \$220,658 and an increase of 52%. New Project Renewal money was \$230,000.

WALK-A-THON: This year's Walk-A-Thon in 31 communities took place on May 2, under the chairmanship of Judy Slater Levy of Boston, who is also Women's Division Chairman of the Northeast Region. Additional communities have scheduled their walks during the coming weeks. Last year, 64,000 participants in 40 communities raised \$1,323,880.

MAJOR GIFTS: Hartford held its 14th annual Ambassador's Ball for \$7,500 and over givers and raised \$2,088,000, a dollar gain of \$620,000 and an increase of 33%. Total Project Renewal gifts to date are \$1,412,000.

Dayton held its Big Gifts event with Cleveland leader Al Ratner as the major speaker. The results: \$267,000 was raised, a dollar gain of \$67,104 and an increase of 33%. Total raised for Project Renewal to date is \$242,375.

Norristown held its Initial Gifts meeting, raising \$318,000, a dollar gain of \$52,000 and an increase of 20%.

Stamford has raised \$1,114,704 to date, a dollar gain of \$292,432 and an increase of 39% over last year.

REVERSE PROJECT RENEWAL MISSIONS: Bergen County, New Jersey, has taken a bold step as part of the overall effort in its Project Renewal partnership with the Dora neighborhood in Netanya. They have brought the project manager and his deputy from Israel for two intensive weeks of Project Renewal education and fund raising in Bergen County. Each day the Israelis met with various community groups to strengthen the growing relationship between the twinned communities. Solicitations, handled by the best solicitors in the federation, were an important segment of each day's schedule. Nearly \$500,000 in new pledges were generated during the two week program.

Bergen County had an exceptionally successful Project Renewal campaign last year, raising over two million dollars, which is two thirds of the community goal. Their program included a special Project Renewal Mission to Israel for major contributors under the leadership of Renewal Chairman Dr. Andrew Sklover. The Mission raised more than \$600,000.

Other communities are following the same pattern. Detroit has arranged for Ramle's project manager to conduct a wide range of Project Renewal fundraising meetings in the community. Birmingham has also brought a renewal professional from Rosh Ha'ayin and Pittsburgh is planning a similar effort this summer. Minneapolis has invited Dora Roth, an Israeli social worker, for a full schedule of campaign activities.

* * *

SPECIAL AWARDS: The B'nai B'rith Foundation recently presented the William Haber Award to UJA's University Programs Department. The annual award recognizes communal agencies and institutions whose highly original programming and innovative projects have strengthened the quality of Jewish life on campus.

The UJA University Programs Division won its award for its Student Advisory Board (SAB) project. Created in 1977 under the professional leadership of Judy Flumenbaum, national director, the Board began with nine members whose numbers have swelled to 80 today. The SABers, as they are known, are young Jewish leaders, who have served as chairpersons of a campus campaign and are now advising current campus campaign leaders. They illustrate the high caliber of commitment demonstrated by involved Jewish students who, in the 1980-1981 fundraising drive, mounted more than 160 campaigns and raised half a million dollars.

* * * *

June 22, 1982

TO: EXECUTIVE DIRECTORS, CAMPAIGN DIRECTORS
FROM: MELVYN H. BLOOM
SUBJECT: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 8

PEACE FOR THE GALILEE

As 23 northern Israeli settlements were hit by heavy shelling and massive artillery fire, causing death and destruction, thousands of residents began spending days and nights underground in humid bomb shelters. This was rarely reported by the world's media. Most of the damage was at settlements and projects which were established, settled, and supported by UJA/community campaigns.

President Herschel W. Blumberg, the 1982 National Chairman initiated the mobilization of UJA/community teams with a nation-wide conference call on June 8. He pointed out that "700 shells and rockets have been fired at civilian settlements in northern Israel during the past Shabbat, repeating an agonizing pattern that has gone on and on for far too many years.

"Fourteen thousand Israelis have made the final sacrifice in defense of the Jewish homeland. We must decisively demonstrate our total support of the life-saving, life-building efforts of Israel's people."

National Chairman Robert E. Loup and President Blumberg also sent telegrams to Prime Minister Menachem Begin and to Aryeh Dulzin, Chairman of the Jewish Agency Executive, outlining the steps UJA planned in its mobilization. Blumberg and Loup concluded, "Our hearts and prayers are with you and the people of Israel in the hope for a swift and successful resolution to the present crisis. We pledge our fullest to strengthening the partnership between the people of Israel and the American Jewish community."

Dulzin replied promptly: "Thank you for your warm expression of solidarity. We are working around the clock to render every possible service and help to the Galilee settlers and to all the people who are touched in any way by Jewish Agency institutions and programs. I cannot find words to describe the wonderful spirit of our people. Thanks again for the vigorous action you have undertaken."

Loup convened an emergency meeting of the national Officers of the United Jewish Appeal in New York City on June 10. They drew up a series of recommendations for community action in response to the conflict. The two objectives of this recommended program of community action are: maximum transmittal of cash to the Jewish Agency, and completion of the 1982 campaign at the highest achievable level. Both should be accomplished in the shortest possible period of time. Specifically, the recommendations called for the following action:

1. Maximum community leadership involvement in assignments for saturation coverage of all major accounts receivable.

2. Extensive visits and telephone operations covering all other accounts receivable.
3. Requests for advance payments from those whose accounts are up to date.
4. Grants and advances from community endowment or reserve funds.
5. Total coverage on an intensified basis of all 1982 outstanding values, which nationally total more than \$127 million. If brought in at par, these could produce \$600 million in the regular campaign total.
6. Resolicitation of all previous givers who declined to give this year.
7. Resolicitation of all gifts which were cuts from last year.
8. Resolicitation of all gifts considered below rating.
9. Selective resolicitation of satisfactory 1982 gifts from contributors who would welcome the opportunity for special expression of concern and commitment in view of the current crisis.
10. Outreach to the total community through rallies and other mass meetings for educational, informational and motivational purposes.

Our 1983 Campaign plan, beginning with its five major "Liftoff" programs is as vital as ever, but our current mobilization for CASH and completion of the 1982 campaign rapidly at the highest possible levels, must take priority over all other matters. The leadership, staff and all resources of UJA are ready to assist you in any way. Do not hesitate to call any member of the staff including myself.

To assist you in your mobilization for maximum cash payments, the UJA Public Relations Department has produced the following materials, virtually overnight:

1. A video cassette vividly portraying the damage and destruction caused by PLO attacks in northern Israel.
2. A camera-ready print advertisement for placement in your weekly American Jewish newspaper or any suitable general press outlet.
3. A direct mail appeal which can be changed to meet your local needs and then reproduced on your own stationery.
4. A special cash stuffer to be immediately utilized for this emergency.

If you have not received the video cassette, please call Sandy Reich, UJA Director of Audio-Visual Services. If you have not received the print ad, the direct mail appeal or the cash stuffers, please call Larry Siegel, UJA Director of Production.

CAMPAIGN REPORT

Total Raised as of June 18

<u>Year</u>	<u>Total Pledged</u>	<u>Year Earlier (Card for Card)</u>	<u>Increase</u>
1982	\$469.1 million	\$416.2 million	12.7 %
1981	\$457.8 million	\$401.5 million	14.0 %
1980	\$429.7 million	\$381.1 million	12.8 %

Out of \$127 million OV's in the 1982 campaign, we expect approximately 85 cents on the dollar, based on previous years. If we could bring in 100%, a dollar for each dollar outstanding, we could exceed \$600 million dollars.

Every community has its list of non-givers, skippers, cutters and what have you. Let's make an extra effort to reach these people as well, for in times of crisis, many give who would not normally do so.

Our leadership is willing to visit your community to assist you in any way possible in campaign completion, including the solicitation of your major outstanding cards.

To date, \$106.4 million has been raised for Project Renewal, including \$17.1 million pledged during the 1982 Campaign.

Cash Collection Progress Report as of June 18:

	<u>1982</u>	<u>1981</u>	<u>1980</u>
Regular & Emergency Campaigns	\$138,269,920	\$110,926,766	\$103,233,479
Project Renewal	\$ 8,807,867	\$ 5,432,666	\$ 4,489,748
Israel Education Fund	\$ 2,256,386	\$ 2,190,097	\$ 1,869,907
Totals	\$149,329,173	\$118,549,469	\$109,593,134

* * *

UJA lay leaders and professional staff worked long hours making calls around the country stressing the urgent need for CASH and campaign mobilization, to ensure the quality and continuity of Jewish life throughout the crisis. The response came in early and rapidly, indicating widespread community involvement:

Miami's 60 leaders present for the conference call immediately wrote checks for more than \$250,000 and have wired \$420,000 to the UJA to date. Dallas contacted over 1,000 people whose pledges are \$1,000+, as well as all contributors with outstanding cash balances of \$1,000+. Houston sent telegrams to its \$100,000+ givers, mailgrams to those givers of \$10,000+ and personalized letters to everyone involved in the '82 campaign. Bergen County, New Jersey collected \$110,000 in one night by making cash mobilization calls. Morris/Sussex, New Jersey wired

\$105,000. North Shore, Massachusetts sent out 6,500 letters. Oakland sent \$360,000 and Richmond wired \$250,000. Rockland County, New York has mobilized all 32 congregations for assistance in achieving maximum cash.

New York City which had previously set a cash goal of \$15 million increased it to \$25 million, advancing \$10 million interest free for immediate transmittal. More than a thousand people attended a Ft. Lauderdale, Florida rally, raising more than \$200,000. Pinellas County, Florida adopted a policy that "all money pledged and paid over and above pledges already made will be remitted to the UJA in full." Orange County, California scheduled a community-wide emergency fund-raising rally with General Nathan Sharoni as the guest speaker. As in Pinellas County, Orange County will send 100% of all additional paid pledges to the UJA for the benefit of the people of Israel. Norfolk, Virginia givers are taking out personal loans to pay pledges immediately. Columbia, South Carolina wired \$68,000.

CASH has just been received from the following: San Diego, \$200,000; Atlanta, \$850,000; Bergen County, New Jersey, \$750,000; San Francisco, \$1.3 million; Bridgeport, \$100,000; Richmond, \$250,000; Metropolitan New Jersey, \$364,000; Baltimore, \$350,000; Palm Beach, \$317,000, Milwaukee, \$300,000; South Jersey, \$300,000; Hartford, \$300,000, and Boston, \$1.435 million.

Allentown, Pennsylvania raised \$40,000 in cash at its June 13 rally and made a commitment for \$500,000 by June 30. Stamford, Connecticut, had 500 people at its rally and the community immediately wired \$125,000. Springfield, Massachusetts sent \$100,000 and is aiming for \$200,000.

Cleveland held a rally on June 15 and 800 people turned out, despite a tornado watch. General Benjamin Ben Eliezer, Federation President Larry Williams, Chairman of the Israeli Task Force Robert Silverman, and NJCRAC Chairman Bennet Yanowitz addressed the meeting. UJA National Vice Chairman Victor Gelb was on the dais in his capacity as National Allocations Chairman. President Williams announced that \$475,000 in cash, not loans, would be forwarded immediately to the UJA. He later announced that another million would be sent for a total of \$1.475 million. Included in this amount are past due receivables to the Israel Emergency Fund going back to the mid-70's.

Late reports indicate that the cost of the "Peace for the Galilee" operation is \$150 million per day in military costs plus an additional cost of five million dollars a day to the civilian economy.

There is also the possibility that a shortage of government funds will seriously jeopardize millions of dollars in government funding for humanitarian programs of the Jewish Agency including workshops for the aged, consolidation of existing settlements, housing, schools, higher education, and cultural centers.

A July 15 CASH quota has been initiated for major communities and each has been notified of this fact.

Our deeds and actions at this time demonstrate eloquently and effectively to a silent and apathetic world, that the partnership between the people of Israel and the American Jewish community grows stronger with each passing day, for its foundation is based on a love of Judaism and care and concern for our brethren, no matter where they may live. It's something in which all of us can justifiably take pride.

* * * *

July 23, 1982

TO: Executive Directors, Campaign Directors
FROM: Melvyn H. Bloom
SUBJECT: 1982 CAMPAIGN DEVELOPMENTS -- REPORT NO. 9

THE SPECIAL FUND

Participants in the Jewish Agency meetings last month visited Lebanon and analyzed the human needs of the people of Israel which have developed as a result of the economic burdens imposed by the struggle for the right to live in peace.

The Board of Governors of the Jewish Agency passed a special resolution calling upon "the Jewish communities of the free world to add a special fundraising commitment to the regular 1983 United Jewish Appeal and Keren Hayesod campaigns. The additional funds raised shall be applied exclusively to the support of those increased welfare, education and health services for which the Jewish Agency will undertake responsibility."

At an emergency session called by UJA National Chairman Robert E. Loup upon returning from Jerusalem, the national officers endorsed the resolution and called on American Jewish communities to promptly implement a separate special \$220 million fundraising campaign, in addition to the 1983 regular and Project Renewal campaigns. Communities will carry the Special Fund as a separate line on their 1983 pledge cards or create different pledge cards for the Fund.

The Special Fund will be the American Jewish community's share of the cost of the programs and services which traditionally have been the humanitarian responsibility of the Jewish Agency but which the Jewish Agency was unable to continue funding when UJA/community campaigns failed to provide adequate support. Since the people of Israel can no longer sustain these programs, the Agency must reassume the financial burden of providing them.

Communities are urged to establish guidelines for their campaigns that include provisions for accepting gifts to the Special Fund from donors who first match or increase their 1982 gifts during the 1983 campaign. This provision was included because we recognized the need to increase giving to the regular campaign in order to protect the integrity of established needs locally, nationally and overseas. At the same time, communities are urged to strive for substantial increases in pledges for Project Renewal to aid the residents of Israel's distressed immigrant neighborhoods.

We must raise \$220 million in additional money for the Special Fund while strengthening the '83 LIFTOFF program and augmenting the regular overall campaign plan. The magnitude of the challenge is considerable. However, I am confident that we will achieve our goals, for the outstanding success of our campaign will send a powerful message to a silent and apathetic world that the Jewish people will always care for one another and do what they must, regardless of the difficulties involved.

* * *

CALENDAR OF EVENTS

To help arrive at a consensus regarding the Special Fund, and to help stimulate an early and effective campaign effort, we have organized a number of special events following the Jewish Agency meetings:

1. July 1 Meeting with Major City Executives, New York City.
2. July 8 Meeting of UJA National Officers, New York City.
3. July 13 Meeting with Intermediate City Executives, Monterey, California.
4. July 18-22 Mission to Israel for the leadership of Headquarter communities.
5. August 1-5 Mission to Israel for the leadership of communities with campaigns of \$1 million and over.

(The tentative itinerary includes Lebanon, visits with wounded soldiers, government and Jewish Agency briefings, and a meeting with Prime Minister Menachem Begin.)

6. Every week from August 8 through September 12, except for the Labor Day weekend of September 5 Special weekly missions to Israel. Groups will leave every Sunday evening from New York City and return the following Friday morning. The all inclusive cost from New York is approximately \$1,300; the minimum commitment is \$5,000 per person. The tentative itinerary includes a visit to Lebanon (conditions permitting) and briefings from top military and government leaders.
7. August 9-13 Regional cluster meetings in New York, Cleveland, Miami, Atlanta, Los Angeles and Dallas with Finance Minister Yoram Aridor, Jewish Agency Treasurer Akiva Lewinsky and a representative of the Israeli Defense Forces. This is an excellent opportunity for solicitation and community consultation, in addition to briefing communal leadership.
8. August 13 Meeting with Small Cities Executives, Tamarack, N.Y.
9. August 16-20 Advance Fly-In for solicitation of leadership gifts and Special Fund consultations in communities.

* * *

COMMUNITY RESPONSE

Community response has been swift and dramatic:

Over 125 community leaders representing the 24 Headquarter communities left on July 18 to meet with high-ranking Jewish Agency and government officials, including Prime Minister Menachem Begin, for a first-hand analysis of the current situation.

Baltimore is accelerating its '83 campaign by two months, beginning August 1 and concluding with a Super Sunday program on December 5. The community has adopted a Special Fund campaign on a separate line, and a combined Special and Regular Fund goal of \$19 million for the '83 campaign. The objective is to double its support of UJA-funded services by raising 50% more money on the Regular and Special Fund lines, and holding local needs to a minimum.

Bergen County and Englewood, New Jersey held two joint meetings and raised over \$600,000. Two additional meetings are in the planning stages. Since the emergency began, Bergen County has sent over one million dollars in cash to the UJA.

Boston had 23 of its leaders in Israel last week on a special UJA fact-finding mission. They pledged \$970,000 for the regular '83 campaign plus an additional \$220,000 for the Special Fund. Five meetings for campaign workers and contributors were held when the group returned. As a further indication of its strong commitment, Boston transmitted over \$3 million in cash to the UJA during June, three times the previous year's total.

Chicago will send a top leadership group of 20-25 leaders to Israel on the August 8 weekly mission. Returnees will be used extensively to stimulate communal participation in Special Fund campaigning.

Cleveland inaugurated its Special Fund on July 12 as Israeli Ambassador Moshe Arens addressed a meeting of \$50,000+ contributors and raised \$1.1 million. With this meeting, the community began a six week Special Fund campaign not connected to the regular '82 or '83 campaigns. Additional meetings will take place at other giving levels and Shimon Peres will address a community-wide rally on August 5. The federation has also committed an additional one million dollars from its endowment fund. Cleveland's response to the current emergency sets a standard for the entire country.

Los Angeles became the first community in the country to launch an emergency "Campaign for Peace" from July 1 - August 31, scheduling a community-wide educational rally and briefing sessions. Telephone calls, mail campaigns and active personal solicitation have resulted in \$1.7 million to date, including \$300,000 pledged by Federation Board members and a grant of \$1 million from the Federation's Community Foundation.

New York City has scheduled a special mission for campaign leadership at the division level, and plans to send 30-40 people on the August 29 trip.

Pittsburgh has scheduled a \$10,000+ meeting on July 23 with Israeli Economic Minister Dan Halperin. The following week Rabbi Herbert Friedman will address a \$1,000+ meeting and a community-wide rally has been scheduled for August 12. The community will also make extensive use of phonathons and ads.

San Francisco is accelerating its campaign agenda and has scheduled a community-wide meeting for July 26. In addition, the community will be utilizing the special UJA weekly missions for maximum effectiveness.

CAMPAIGN REPORT

I am delighted to inform you that as of July 15, the 1982 UJA/Community campaign has raised \$501.1 million. We have broken the \$500 million barrier three months earlier than last year.

Following is a listing of communities whose cash remittances are substantially ahead of the 1981 pace as of June 30:

Akron, more than 50%; Albuquerque, 66%; Allentown, 50%; Beaumont, Tex., 50%; Birmingham, more than 50%; Boca Raton, more than 50%; Buffalo, 66%; Charlotte, N.C., more than 50%; Corpus Christi, exceeded 1981 cash total; Denver, 50%; Detroit, 50%; El Paso, more than 50%; Fall River, Mass., more than 50%; Ft. Lauderdale, exceeded 1981 cash total; Ft. Wayne, more than 66%; Framingham, Mass., more than 66%; Greensboro, N.C., exceeded 1981 cash total; Hartford, 80%; Indianapolis, more than 50%; Lower Bucks County, Pa., more than 50%; Lower Delaware, more than 60%; Metro New Jersey, 60%; Miami, 50%; Milwaukee, more than 50%; Mobile, exceeded 1981 cash total; Monmouth County, N.J., exceeded 1981 cash total; Morris-Sussex, N.J., 60%; Nashville, exceeded 1981 cash total; New Orleans, more than 50%; New York City, 60%; North Hudson, N.J., more than 50%; North Jersey, more than 50%; Northwest Indiana, exceeded 1981 cash total by THREE times; Oakland, more than 50%; Ocean City, Calif., exceeded 1981 cash total; Oklahoma City, more than 50%; Orange County, Calif., exceeded 1981 cash total; Orange County, N.Y., 70%; Palm Beach, more than 60%; Palm Springs, more than 60%; Passaic, N.J., more than 50%; Phoenix, more than 50%; Portland, exceeded 1981 cash total; Quad Cities, Ill., more than 60%; Raritan Valley, N.J., more than 50%; Reading, Pa., more than 50%; Rhode Island, more than 60%; Rochester, N.Y., more than 80%; Rockford, Ill., more than 50%; Sacramento, more than 50%; Salt Lake City, exceeded 1981 cash total by THREE times; San Antonio, exceeded 1981 cash total; San Diego, 50%; San Jose, 80%; Sarasota, 60%; Savannah, exceeded 1981 cash total; Scranton, more than 66%; Seattle, 50%; Sioux City, more than 50%; Southern Illinois, more than 50%; Southern New Jersey, 65%; Springfield, Mass., 66%; St. Paul, 80%; Stamford, exceeded 1981 cash total; Syracuse, 50%; Tampa, exceeded 1981 cash total; Tidewater, 60%; Toledo, 50%; Virginia Peninsula, exceeded 1981 cash total; Vineland, N.J., more than 60%; Waco, more than 60%; Waterbury, Conn., 60%; Westport, 60%; Wichita, 60%; Wilkes-Barre, 60%; Wilmington, 60%; Worcester, Mass., more than 60%; York, Pa., 66%.

As the days and weeks go by, the extraordinary need for maximum and rapid transmission of cash continues to grow. We must keep the momentum growing accordingly.

* * *

LIFTOFF '83

If you have not as yet arranged for a lay/professional team to meet with your leaders for a consultation on this -- the most comprehensive Major Gifts campaign opening program in our history -- then contact us immediately. LIFTOFF '83, and its five-part agenda, provide for involvement of a large number of pacesetter givers in the critical early stages of the campaign. Recent events make the success of the program more imperative than ever, and should serve to enhance levels of participation. The calendar of LIFTOFF events is as follows:

- | | |
|----------------------------------|-----------------|
| 1. Hineni I | September 12-14 |
| 2. National Fly-In | September 20-24 |
| 3. Campaign Leadership Gathering | October 10-15 |
| 4. Pre-Gathering Encounters | October 5-10 |

- | | |
|-------------------------------------|----------------|
| 5. Post-Gathering Encounters | October 15-20 |
| 6. International Leadership Meeting | October 17-20 |
| 7. Inside Washington | November 17-18 |

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SPECIAL ACHIEVEMENT: Issachar Miron, National Director of Creative Services and Educational Programs, was named a Fellow of the Jewish Academy of the Arts and Sciences in recognition of his musical, educational and literary attainments. Our heartiest congratulations to Issachar upon receiving the Academy's highest distinction.



Israel Counts the Costs of Lebanon War And Considers Unsavory Alternatives

By FREDERICK KEMPE

Staff Reporter of THE WALL STREET JOURNAL

JERUSALEM—The economic cost of the war in Lebanon will make Israel even more dependent on the United States for aid and credits—unless the government significantly lowers Israeli standards of living through higher taxes and wage controls.

That leaves Prime Minister Menachem Begin with unsavory alternatives: Further dependence on the

U.S. would give Washington greater potential leverage on Israeli decision making; but cutting down the economic well-being of the average citizen would harm Mr. Begin politically and hurt Israel generally. An economic squeeze would make it harder for Israel to attract more Jews to live in the country and would likely increase migration out of Israel.

The final cost of the war won't be tallied for weeks, but Shlomo Lorincz, chairman of the Finance Committee of the Israeli Knesset, or parliament, says the direct costs of the war are already about \$2.5 billion, more than 10% of Israel's gross national product, which is the total output of goods and services. Indirect costs, including loss of industrial production as a result of army reservists being called up, will be about \$500 million, says Ezra Sadan, director general of the Finance Ministry.

The amounts are small compared to the costs of the 1973 Yom Kippur war, when Israel lost an entire year's GNP. But Israel had to replace huge amounts of military equipment then, while material losses in Lebanon so far have been minimal.

However, the current financial burden comes at a worse economic time for Israel. Heavy government spending contributed to a 1981 international payments deficit of \$4.4 billion, compared with a \$3.8 billion deficit in 1980. Haim Ben-Sahar, president of Tel Aviv University and a former leading economist in the Israeli government, believes that on the basis of the first five months of 1982—before the war—the payments deficit for the full calendar year would be more than \$5 billion.

What Will U.S. Do?

"That means a greater dependence on foreign aid and a greater need to borrow and service debt," he says.

One of the major questions is how the U.S. government, economically hard pressed itself and politically cooling to Israel, will react to a request for more money. U.S. aid and credits to Israel already amount to about \$2.5 billion annually, and Israel gets a further \$400 million each year in gifts from American Jewish organizations.

"By means of its aid and credit, the U.S. has the power to determine whether or not there will be an economic crisis in Israel, as well as to specify its timing and scope," writes economist Asaf Razin in the May issue of the *Israel Economist*.

Mr. Razin, the University of Chicago-educated dean of the faculty of social sciences at Tel Aviv University, thinks 1983 will be a critical year as Israel's debt problems will increase significantly. This is because large loans granted by the U.S. after the 1973 war will begin to come due.

Thus far the U.S. has balked at using economic pressure on Israel, but Mr. Ben-Sahar and many others believe new U.S. Secretary of State George Shultz may change that. Mr. Shultz, treasury secretary under President Richard Nixon, will certainly recognize the potential for U.S. economic pressure as a means of influencing Mr. Begin's government.

"Whether he will use it to pressure Israel or to tempt Israel I don't know," Mr. Ben-Sahar observes, "but the chance he will use it somehow is great."

Desire for Independence

He believes overdependence on the U.S. is a problem government leaders must deal with immediately. "I hate to see this situation," he says. "The government assumes it can take risks and nothing will happen. And up to now they have been right. But if we want to remain independent politically, we should become less dependent economically."

He realizes that to do this, Israel must embark on a long, step-by-step process, but he advises Mr. Begin's government to use the war as an excuse to start now taking emergency measures that wouldn't be accepted during peacetime.

Mr. Begin's government is already trying this approach. It has increased the value-added tax by three percentage points, levied a tax on the sale of stocks by brokers and banks, and has put special "defense" levies on electricity and telephone bills, movie tickets, travel outside of Israel and assorted items such as washing machines and refrigerators.

But almost all of these emergency taxes, which didn't need the approval of the Knesset, expire July 31, and any extension will require parliamentary approval.

Moreover, government economists estimate that the emergency measures will raise far less than \$1 billion, or only about one-third of the currently estimated cost of the war. Clearly, the road from economic dependence on the U.S. will be a long one, and the political pitfalls of continued reliance on the U.S. will continue to worry Israeli leaders.

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