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U J A R E P O R T

V O L U M E I

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UJA report...

JANUARY 3, 1966 VOL. 1, NO. 1.

Conference Delegates Adopt 1966 Goal of \$73,420,000 Re-elect Max M. Fisher, General Chairman Inaugural Dinner Brings Record Response of \$6,700,000

As is traditional, the United Jewish Appeal's Annual National Conference held in New York City, December 9, 10 and 11, provided the setting for stirring events and great action.

It was a Conference at which 2,500 men and women -- key Jewish community leaders from every section of the country:

- UNANIMOUSLY endorsed a 1966 NATIONAL UJA GOAL of \$73,420,000 -- a figure 20 per cent more than the sum which was raised in 1965 -- to meet the survival needs of 816,680 Jews in Israel and 30 other countries.
- HELD the earliest INAUGURAL DINNER in UJA history, a pre-conference affair at the Waldorf-Astoria, on December 9th, where 185 contributions -- representing the pace-setting gifts of the individuals present -- totaling \$6,700,000 were announced.



"THESE WERE HONORED IN THEIR GENERATION AND WERE THE GLORY OF THEIR TIMES." UJA General Chairman Max M. Fisher poses with General Pierre Joseph Koenig, Commander-in-Chief of the Free French Forces; Field Marshal, The Earl Alexander of Tunis, and General Lucius D. Clay, Commander of the U.S. Armed Forces in Europe at pre-presentation ceremony of UJA Medals of Honor for the TV cameras. General Clay was chosen by General Dwight D. Eisenhower, who was unable to attend due to illness, to represent him.



GUEST'S EYE VIEW OF DAIS at Banquet Session of 28th Annual National Conference at the New York Hilton. Banquet, climaxing this historic and memorable event, was attended by more than 2,500.

- **RE-ELECTED** as General Chairman, **MAX M. FISHER**, of Detroit, thus assuring the strongest possible leadership for this UJA drive.
- **HONORED** Field Marshal, **THE EARL ALEXANDER OF TUNIS**; **GENERAL PIERRE JOSEPH KOENIG**, Commander-in-Chief of the Free French Forces; and **GENERAL LUCIUS D. CLAY**, who represented **GENERAL DWIGHT DAVID EISENHOWER**, Supreme Commander of the Allied Expeditionary Force. These three old comrades-in-arms from the Allied team that smashed Hitler's Reich each received a gold medal struck off by the UJA, both to commemorate the 20th anniversary of V-E DAY, and to honor them for liberating the surviving thousands of Europe's Jews from Hitler's death camps. **GENERAL EISENHOWER**, who could not attend due to illness, delegated his close wartime associate **GENERAL LUCIUS D. CLAY**, former Commander-in-Chief of the U.S. Forces in Europe, to accept the medal for him.
- **BROUGHT** together as **GUESTS OF HONOR** these outstanding leaders of the Jewish communities of the free world: **BARON GUY DE ROTHSCHILD**, President of the Fonds Social Juif Unifie of France; **ISRAEL M. SIEFF**, Honorary President of the Joint Palestine Appeal of Great Britain; **DR. ISRAEL GOLDSTEIN**, World Chairman, Keren Hayesod - United Israel Appeal, Jerusalem; and **SAMUEL BRONFMAN**, President of the Canadian Jewish Congress; **DR. ASTORRE MAYER** of

To get the 1966 UJA campaign "on the road," the delegates:

- ASSEMBLED a roster of Campaign Officers composed of the nation's most distinguished community leaders and fund raisers to lead the 1966 Nationwide Campaign. They are:

GENERAL CHAIRMAN: Max M. Fisher, Detroit.

NATIONAL CHAIRMAN representing UIA: Isadore Breslau, Washington, D.C.

NATIONAL CHAIRMAN representing JDC: Jack D. Weiler, New York.

NATIONAL CHAIRMEN: Albert B. Adelman, Milwaukee; Melvin Dubinsky, St. Louis, Israel D. Fink, Minneapolis; Edward Ginsberg, Cleveland; David Lowenthal, Pittsburgh; Joseph D. Shane, Los Angeles, and Philip Zinman, Camden, N.J.

NATIONAL WOMEN'S DIVISION CHAIRMAN: Mrs. Jack Karp, Los Angeles.

CHAIRMAN, ISRAEL EDUCATION FUND: Joseph Meyerhoff, Baltimore.

PRESIDENT, ISRAEL EDUCATION FUND: Charles J. Bensley, New York.

YOUNG LEADERSHIP CABINET CHAIRMAN: Leonard D. Bell, Lewiston, Me.

EXECUTIVE VICE-CHAIRMAN: Rabbi Herbert A. Friedman, New York.

HONORARY CHAIRMEN: Morris W. Berinstein, Albany; Joseph Meyerhoff, Baltimore; William Rosenwald, New York; Dewey D. Stone, Boston, and Edward M.M. Warburg, New York.

HONORARY NATIONAL CHAIRMEN: Samuel H. Daroff, Philadelphia; Joseph Holtzman, Detroit; Adolph Kessler, Denver; Albert A. Levin, Cleveland; Sol Luckman, Cincinnati, and Benjamin H. Swign, San Francisco.

HONORARY SPECIAL FUND CHAIRMEN: Joseph M. Mazer and Samuel Rubin, both of New York, and Robert W. Schiff, Columbus.

NATIONAL CO-TREASURERS: Abraham Goodman and Joseph I. Lubin, of New York.

SECRETARIES: Gottlieb Hammer, New York; and Charles H. Jordan, Geneva, Switzerland.

1966 CALENDAR OF EVENTS

January 14-16

Midwest Leadership Institute, Palmer House, Chicago.

January 22-23

South-Southwest Regional Conference, Statler Hilton Hotel, Dallas, Texas.

January 28-30

Western Regional Leadership Conference, Hotel Del Coronado, Coronado, Calif.

Italy, Chairman of the Standing Committee of European Jewish Community Services; DR. EDEL J. HORWITZ, President of the South African Zionist Federation; GREGORIO FAIGON, First Vice-President of the Delegation of Argentinian Jewish Organizations (DAIA); DJAMSHID KASHFI, Member of the Iranian Parliament, representing the Jewish community.

- INAUGURATED the HERBERT H. LEHMAN YOUNG LEADERSHIP AWARD, the recipients of which were ALAN SAGNER of Newark, the first Chairman of the UJA Young Leadership Cabinet; and JOSEPH H. KANTER, of Cincinnati, who succeeded him.

The 1966 Goal . . .

The 1966 goal of \$73,420,000 is designed to raise the funds for the vast immigration, absorption, relief, health, child care and reconstruction programs which the UJA agencies conduct in 31 countries. If attained, these funds will:

- PROVIDE \$45,600,000 to the JEWISH AGENCY to support an accelerated absorption program for some 200,000 immigrants from Asian and African countries now settled in 21 development towns throughout Israel; and to move thousands of Jewish immigrants from areas of distress in Europe, North Africa and Asia, to Israel.
- ALLOT \$22,500,000 to the JOINT DISTRIBUTION COMMITTEE to give life-sustaining aid to 400,000 needy and distressed Jews in Europe, North Africa and the Middle East, and for its vast medical and rehabilitation programs for aged, chronically ill and handicapped immigrants in Israel.
- ASSURE the NEW YORK ASSOCIATION FOR NEW AMERICANS \$1,270,000 to help receive a minimum of 10,000 Jewish newcomers who will enter the United States as a result of the implementation of the new immigration law, and the increased flow of Jewish refugees from Cuba; and PROVIDE a substantial sum to the UNITED HIAS SERVICE to meet the cost of migrating additional thousands of Jewish refugees to other havens, outside Israel.
- HELP close a major gap in the global budget of Jewish needs caused by the loss of \$17,500,000 in annual reparation payments from the Conference on Jewish Material Claims Against Germany, as follows: \$7,000,000 by the JOINT DISTRIBUTION COMMITTEE (equivalent to 25 per cent of its annual operating budget) \$10,000,000 by the JEWISH AGENCY FOR ISRAEL; and \$500,000 by the UNITED HIAS SERVICE.

By adopting a goal \$11,000,000 higher than the UJA raised nationally in 1965, the delegates faced squarely the fact, as RABBI HERBERT A. FRIEDMAN, UJA Executive Vice-Chairman stated, "That the authentic needs overseas are always many millions more than American Jews obtain in their fundraising efforts. In 1966, these will total more than \$116,000,000 for all of the UJA agencies. We have resolved the dilemma by presenting both sets of figures -- the full statement of needs, so that you can see the entire problem in depth and understand completely what is required; and a realistic goal of \$73,420,000, to try to meet at least a portion of those needs. Let us use the goal as a stimulus and a target to try to improve our performance; and let us use the statement of needs to remind us that there is still an enormous distance to be covered. . . in order to perform the tasks of life-saving and re-building entrusted to us."



Senator Jacob Javits, Israel M. Sieff, of England; Field Marshal, Lord Alexander of England and Max M. Fisher, General Chairman.



France's General Pierre Joseph Koenig and Baron Guy de Rothschild; Edward M. M. Warburg, JDC Honorary Chairman; Rabbi Herbert A. Friedman, Executive Vice-Chairman.



Philip Zinman, a National Chairman; William Rosenwald, an Honorary Chairman; Dr. Astorre Mayer of Italy and Samuel Bronfman of Canada.



Rabbi Isadore Breslau, a National Chairman; Dr. Israel Goldstein, World Chairman, Keren Hayesod—UIA; Melvin Dubinsky, a National Chairman and Mrs. Jack A. Karp, National WD Chairman.

UJA Officers Play Hosts to Distinguished Visitors From Abroad . . .



Israel D. Fink, a National Chairman; Samuel Daroff, an Honorary National Chairman.



Louis A. Pincus, Acting Chairman, Jewish Agency; Dewey D. Stone and Joseph Meyerhoff, Honorary Chairmen; Edward Ginsberg, a National Chairman.



Alan Sagner and Joseph H. Kanter, immediate past Young Leadership Cabinet Chairmen, receiving first Herbert H. Lehman Young Leadership Awards. Ambassador Avraham Harman in foreground.



David Lowenthal, a National Chairman; Joseph M. Mazer, an honorary Special Fund Chairman; Gregorio Faigon of Argentina; Charles H. Jordan, JDC Director-General; Ambassador Michael Aron, Israel Consul General, N.Y.; Joseph D. Shane, a National Chairman.



Charles J. Bensley, IEF President; Gottlieb Hammer, JAFI-UIA Executive Vice-Chairman; Albert A. Levin, an Honorary National Chairman; Albert B. Adelman, National Chairman.



Leonard D. Bell, Young Leadership Cabinet Chairman; Jack D. Weiler, a National Chairman; Djamshid Kashfi of Iran; Louis Broido, JDC Chairman and Ediel J. Horwitz of South Africa.

Remarks to Remember . . .

PRESIDENT LYNDON B. JOHNSON.-- "I salute the dedication of the United Jewish Appeal to the welfare of mankind and to the cause of freedom and dignity. Yours is a remarkable demonstration of voluntary effort for human improvement. . . As you continue to help others -- to ease the plight of the poverty-stricken, to aid the uprooted and homeless, and to battle prejudice and oppression -- you continue to have the esteem of free men everywhere."

MAX M. FISHER, UJA General Chairman.-- "No Jewish generation has risen to greater heights than yours in meeting its responsibility to fellow Jews in need. In the last 20 years, you have provided the United Jewish Appeal with more than \$1½ Billion in philanthropic funds -- which made possible the greatest job of reconstruction and revival ever undertaken by any Jewish generation. Now we have the opportunity again to help 800,000 of our fellow Jews who live in distress and despair in many dark corners of the world. . . and the privilege to go ahead with the rebuilding of that greatest of miracles, a reborn Jewish State."

AMBASSADOR AVRAHAM HARMAN.-- "What we need today is a deeper slogan - 'Live and help live.' - This is what was accomplished 20 years ago in the great act of liberation in Europe. . . and the liberation and the attainment of independence by so many new countries. This is the essence of the work of the United Jewish Appeal."

LOUIS A. PINCUS, Acting Chairman, and Treasurer, Jewish Agency for Israel.-- "We have become a people and a nation amongst the family of nations, holding a proud and equal place with other nations. We did this together, we in Israel and you outside Israel. But one thing is certain: without the Jews outside Israel, we could not have achieved what has been achieved."

BARON GUY DE ROTHSCHILD, President, Fonds Social Juif Unifié of France.-- "Nothing was less obvious twenty years ago than the re-emergence of Jewish life in Europe. I do not know if it was a miracle, but I do know for sure that without you American Jews, it would not and never would have been. From you we have received a lot and learned a lot."

ISRAEL M. SIEFF, Honorary President, Joint Palestine Appeal of Great Britain.-- "The Jews of the United States are famous for their understanding and idealism. These are momentous times, and without your material assistance, our task should be so much more difficult, not only in Israel, but in the Diaspora."

JACOB BLAUSTEIN, Senior Vice-President, Conference on Jewish Material Claims Against Germany; Honorary President, American Jewish Committee.-- ". . . The termination of German reparation funds creates a major gap in the global budget of Jewish needs. . . Understanding this situation and feeling we must do something material about it, there is only one way to do so -- we must give full, adequate and increased support to the present United Jewish Appeal campaign."

EDWARD M.M. WARBURG, JDC Honorary Chairman.-- "For twenty-five years, we have operated a lifeline of rescue, revival and rehabilitation. Yet, today, after all that we have given, after the millions whom we have saved and revived and rehabilitated, there are still hundreds of thousands that depend upon us, who look to us and who need us."

RABBI HERBERT A. FRIEDMAN, UJA Executive Vice-Chairman.-- "Our labor and effort, our fervor and funds are directed to the saving of Jewish life, the education of Jewish children, the building of the Jewish State. From these goals we will not be diverted -- not by fatigue nor impatience nor any premature sense of success."

UJA report...

FEBRUARY 15, 1966 VOL. 1, NO. 2.

Peak Performances by Key Communities Point to Higher Level of Fundraising in 1966 ...

What kind of a campaign year will 1966 be?

The exciting gains reported by most of the key communities strongly indicate that the forward momentum of 1965's successful campaign will be carried still further in 1966. That such a national pattern would develop was indicated as early as last October when 96 increased gifts of \$10,000 and over were pledged by the members of the UJA STUDY MISSION, and \$6,700,000 was raised at the UJA INAUGURAL DINNER last December. The spark provided by these two outstanding fundraising events has resulted in the following achievements:

- . TULSA's pacesetters contributing \$341,000 in initial gifts -- a sum exceeding the entire amount raised by that community's 1965 campaign!
- . CLEVELAND raising the largest amount ever achieved at a campaign opening meeting in that community -- \$2,135,000!
- . DETROIT's \$2,600,000 -- a sparkling gain of \$375,000 over last year!
- . PHILADELPHIA's excellent \$1,469,946 -- an inspiring \$186,000 increase over last year's \$1,284,000!
- . DALLAS jumping from \$376,346 to \$515,205!
- . BOSTON registering a magnificent \$243,460 gain (\$1,503,000 vs. \$1,259,540)!
- . NEWARK heading strongly into the new campaign year with a \$144,483 gain over last year's comparative values (\$641,300 vs. \$496,817)!
- . HOUSTON producing an initial gift effort totaling \$517,167, as against last year's comparative values of \$426,707!
- . PITTSBURGH posting a fine \$632,537, as against last year's \$541,283!
- . INDIANAPOLIS' \$319,595 -- representing a fine increase of \$89,146 over last year's comparative values!
- . BALTIMORE ringing up \$1,263,000 against last year's \$1,167,000!

Vanguard Communities . . .

So that you may share our optimism, here is a rundown on the country's pace-setting results:

COMMUNITY	COMPARATIVE VALUES		TOTAL RAISED
	1966	1965	1965
BALTIMORE	\$ 1,263,000	\$ 1,167,000	\$ 3,218,000
BOSTON	1,503,000	1,259,540	5,183,000
CLEVELAND	2,135,000		6,074,577
DETROIT	2,600,000	2,225,000	5,158,000
LOS ANGELES	705,450	610,450	6,766,000
MIAMI	601,759	465,319	1,435,080
NEWARK	641,300	496,817	2,397,500
PHILADELPHIA	1,469,946	1,284,000	4,505,000
PITTSBURGH	632,537	541,283	1,687,285
ST. LOUIS	296,017	272,012	1,541,000
SAN FRANCISCO	710,000	677,000	2,080,000
WASHINGTON	300,450	224,000	2,047,117
AKRON	65,250	60,700	403,682
BUFFALO	325,585	297,853	825,000
COLUMBUS	244,910	224,720	689,950
DALLAS	515,205	376,346	855,062
HARTFORD	269,000	237,500	875,000
HOLLYWOOD	146,000	124,000	200,200
HOUSTON	517,167	426,707	609,493
INDIANAPOLIS	319,595	230,449	475,000
LONG BEACH	91,800	65,200	243,000
LYNN	166,000	154,000	374,855
NASHVILLE	83,985	70,585	318,472
NEW ORLEANS	72,525	57,750	521,282
OAKLAND	64,500	41,750	502,000
PATERSON	118,793	103,501	361,678
PHOENIX	100,436	81,637	234,500
RICHMOND	28,000	25,200	320,000
TUCSON	102,000		185,000
TULSA	341,000	254,000	324,251
WORCESTER	162,500	148,430	495,000

1966 CALENDAR OF EVENTS

July 7-31

Young Leadership Mission to Europe and Israel

October 12 - November 2

Women's Division Mission to Europe and Israel

October 5-21

12th UJA Official Study Mission to Europe and Israel

Conferences are People

A great U.S. industrialist, a United States Senator, Israel Ambassadors, top UJA leaders, and a mixing of the younger generation, help make UJA conferences in Chicago, San Diego and Dallas inspiring events.



Herbert A. Friedman (l.) and Gershon Avner, Israel's Ambassador to Canada, (r.), chatting with Leonard Laser, Institute Chairman.



Three Young Leadership stalwarts—Richard S. Levitt, (l.), Leonard D. Bell, Young Leadership Cabinet Chairman, and Robert Max Schroyer, (r.).



These leaders helped produce the UJA's inspiring South-Southwest Conference, the weekend of Jan. 22-23, in Dallas. (l. to r.) Nolan Glazer, President of the Dallas Jewish Welfare Federation; UJA General Chairman Max M. Fisher; Conference Co-Chairman Jacob Feldman of Dallas; U.S. Senator Abraham A. Ribicoff of Connecticut; Conference Co-Chairman Sidney Feldman of Atlanta, and Dallas Deputy Mayor Joe H. Golman, Chairman of the 1966 local campaign.



Henry Ford II, joins Max M. Fisher in congratulating Sarah Goodman, Women's Division Honorary Chairman, on her 80th birthday which was celebrated at the Midwest Leadership Institute, the weekend of Jan. 14-16.



National Chairman Melvin Dubinsky, who chaired Midwest Institute Banquet session; Past General Chairman Joseph Meyerhoff and National WD Chairman Mrs. Myrtle Karp, enjoy a pre-dinner chat.



Bram Goldsmith, Chairman Western Region Leadership Conference, greets Senator Ribicoff.



Israel's Ambassador to the U.N., Michael Comay and Young Leadership Cabinet Vice-Chairman, Herbert J. Garon.



A group of enthusiastic college youngsters attending the UJA-Hillel Foundation sessions.

Remarks to Remember . . .

MAX M. FISHER, UJA General Chairman.-- "For twenty tremendous years we have been engaged in a great and historic program of revival. . . We have worked to strengthen our home communities -- with education -- with community centers -- and welfare activities of all kinds. We have worked to rebuild the position of Jewish populations overseas. And we have worked to insure the existence of a free and independent people in their own state of Israel."

HENRY FORD II, Chairman of the Board, Ford Motor Company.-- "Real and lasting security -- economic or otherwise -- cannot come until all men have been given the opportunity to know health, plenty, and dignity. That is the reason for our governmental foreign aid program. But just as private, voluntary effort is an essential supplement to government programs for domestic welfare, so is it equally essential for our nation's effort to help the peoples of other lands. I can think of no organization that has done more than the UNITED JEWISH APPEAL to demonstrate the value of private, voluntary aid in meeting the needs of people outside our own national borders. By giving sustenance to refugees from death and privation, you have not only rehabilitated individuals, but have helped create a thriving new society."

FORTUNE MAGAZINE, The Miracle of Jewish Giving.-- "Every fund raiser knows there are a lot of very rich people in the U.S. who just weren't brought up to give. . . 'But our Jewish brethren,' comments a Christian fund raiser, 'don't seem to have this kind of trouble.' It is not that Jews are simply more generous than people of other religions. . . Rather their effectiveness can be traced to. . . ancient Biblical and rabbinical teachings that make philanthropy the very core of Jewish values. . . This principle (Tzedakah) remains a prime force in Jewish life. . . The campaigns of the UJA and other leading charities are marvels of organization, but beyond that there does indeed seem to be a strong historic and religious thread that motivates its leaders."

U.S. SENATOR ABRAHAM RIBICOFF.-- "It is an honor and privilege to carry on the 4,000 year-old tradition of our people, to see that Jewish men, women and children remain alive; to give succor to Jews in need wherever they may be; to see that a people and a religion last to posterity. Any Jew who is in a position to give of himself to this sacred cause is a most fortunate person."

HERBERT A. FRIEDMAN, UJA Executive Vice-Chairman.-- "Our principal responsibilities in 1966 are: First, the financing of welfare and reconstruction programs which will benefit 816,680 Jewish men, women and children in 31 countries. Second, to speed the absorption of some 200,000 immigrants from Asian and African countries, who have been settled in 21 development towns throughout Israel. Third, to move an anticipated 52,000 Jewish immigrants annually from distressed areas of Europe, North Africa, and Asia to Israel and other havens. Fourth, to increase aid for 330,000 Jews living in want in Europe and in Moslem countries. Fifth, to make up the annual loss of \$17,500,000 sustained by the Jewish Agency, Joint Distribution Committee, and United HIAS Service, as a result of the cessation of German reparations."



UJA report...

MARCH 23, 1966 VOL. 1, NO. 3

Community Campaigns Running 13.6% Ahead of 1965 in Dollar Production...

The desire on the part of the American Jewish Community to give increased support to the Community Campaigns and UJA is strongly evident in the forward progress fundraising campaigns are making in every part of the country.

Latest reports (March 23) from 165 cities reveal that they have compiled \$35,147,000 for an impressive national gain of 13.6 per cent.

Significant, too, is the fact that the communities are raising this much money more quickly than they did last year. This is attested by the large number of local campaigns which report passing the 50 per cent mark of their complete results for 1965.

Setting the pace for the country are...

COMMUNITY	COMPARATIVE VALUES		PERCENTAGE OF INCREASE
	1966	1965	
BALTIMORE	\$1,733,061	\$1,599,031	8.4
BOSTON	1,695,000	1,425,000	18.9
CHICAGO	918,000	819,000	12.1
CINCINNATI	607,714	565,518	7.5
DETROIT	3,580,000	3,137,000	14.1
KANSAS CITY	412,000	395,850	4.1
LOS ANGELES	1,975,000	1,769,000	11.6
MIAMI	1,123,910	923,215	21.7
MILWAUKEE	750,000	660,000	13.6
MINNEAPOLIS	100,000	83,000	20.5
NEWARK	1,005,000	817,000	23.0
PHILADELPHIA	2,521,428	2,272,072	11.0
PITTSBURGH	915,120	786,571	16.3
ST. LOUIS	730,919	651,401	12.2
SAN FRANCISCO	1,148,000	1,074,000	6.9
WASHINGTON, D.C.	1,000,000	815,000	22.7
ALLENTOWN	212,000	192,000	10.4
ATLANTA	525,607	462,807	13.6
ATLANTIC CITY	142,423	122,817	16.0
BUFFALO	471,971	436,212	8.2
COLUMBUS	505,519	459,567	10.0
*DALLAS	945,662	757,952	24.8
DENVER	351,696	319,050	10.2
*FLINT	212,000	137,000	54.7
HARRISBURG	238,000	198,000	20.2

COMMUNITY	1966	COMPARATIVE VALUES		PERCENTAGE OF INCREASE
		1965		
HOLLYWOOD, FLA.	\$ 214,000	\$	184,000	16.3
**HOUSTON	666,297		609,493	9.3
INDIANAPOLIS	414,000		334,000	24.0
LONG BEACH, CAL.	159,800		144,400	10.7
LOUISVILLE	342,633		315,975	8.4
LYNN	223,000		202,000	10.4
NASHVILLE	269,484		245,566	9.7
NEW HAVEN	148,761		132,962	11.9
NEW ORLEANS	400,000		360,000	11.1
NORFOLK	301,150		228,000	32.1
OAKLAND	304,200		253,600	20.0
PASSAIC	185,000		163,500	13.1
PATERSON	155,105		140,600	10.3
PHOENIX	140,200		126,100	11.2
PORTLAND, ORE.	125,391		104,711	19.7
SAN ANTONIO	73,551		57,910	27.0
TOLEDO	247,715		207,215	19.5
TRENTON	219,000		188,000	16.5
TULSA	380,000		300,000	26.7
WORCESTER	200,200		182,000	10.0

*Unfinished, but past 1965's final figures **Finished ahead of 1965's final figures

Israel Education Fund Reports \$12,300,000 Raised

The UJA's Israel Education Fund has raised \$12,300,000 -- representing the gifts of 51 donors -- since its inception 17 months ago, it was reported by Joseph Meyerhoff, Chairman, and Charles J. Bensley, President. As a result of the Fund's successful efforts, 26 high schools, capable of enrolling 20,000 students, four libraries and a youth center are under construction, or in the active planning stages.

1966 CALENDAR OF EVENTS

April 23-24

UJA - CJFWF

Joint Young Leadership

Southern Regional Conference

Atlanta Americana Atlanta, Ga.

June 4-5

UJA - CJFWF

Joint Young Leadership

West Central Regional Conference

Hilton Inn Kansas City, Mo.

July 7-31

Young Leadership Mission to Europe and Israel

October 12 - November 2

Women's Division Mission to Europe and Israel

October 5-21

12th UJA Official Study Mission to Europe and Israel

UJA report...

APRIL 29, 1966 VOL. 1, NO. 4

Spring Campaigns Continue to Hold Firmly to Percentage Gains

The latest countrywide sampling reveals that all communities are still holding firmly to their high percentage gains.

This is an encouraging trend because many of the campaigns are past the halfway mark and entering the final phases wherein the bulk of the contributions are coming from the middle-giving brackets and general solicitations.

In the LARGE CITIES -- where every percentage point represents a significant sum -- the percentage gains range from 7.9 to 22.8! The INTERMEDIATE CITIES are showing great strength, too, as indicated by the fact that three campaigns which have already concluded, have far surpassed last year's figures -- TULSA by 23.4%; DALLAS by 18.8%; and HOUSTON by 9.3%. Seven more communities, while not yet concluded, have already surpassed last year's final figures by the following percentage points: FLINT, 35.7, NORFOLK, 30.1, INDIANAPOLIS 23.3, HARRISBURG, 20.4, HOLLYWOOD, FLA., 16.4, TRENTON, 11.0 and PHOENIX, 8.2

The Campaign Picture as of April 29

COMMUNITY	1966	COMPARATIVE VALUES		PERCENTAGE OF INCREASE
		1965		
BALTIMORE	\$2,260,000	\$2,060,500		9.7
BOSTON	3,150,000	2,739,394		15.0
CHICAGO	2,664,000	2,056,363		10.4
CINCINNATI	830,056	769,467		7.9
CLEVELAND	3,543,473	3,268,887		8.4
DETROIT	4,689,000	4,130,000		13.5
KANSAS CITY	595,548	551,000		8.1
LOS ANGELES	3,465,000	3,120,000		11.1
MIAMI	1,334,000	1,128,000		18.3
MILWAUKEE	1,072,254	954,727		12.3
MINNEAPOLIS	605,940	548,115		10.5
NEWARK	1,694,000	1,381,000		22.7
PHILADELPHIA	3,109,755	2,809,173		10.7
PITTSBURGH	1,230,000	1,060,345		16.0
ST. LOUIS	1,222,261	1,115,267		9.6
SAN FRANCISCO	1,562,000	1,484,000		5.3
WASHINGTON	1,320,000	1,075,000		22.8
AKRON	359,070	306,995		17.0
ALBANY	174,295	156,240		11.6

COMMUNITY	1966	COMPARATIVE VALUES		PERCENTAGE OF INCREASE
		1965		
ALLENTOWN	\$ 233,000	\$	212,000	9.9
ATLANTA	731,364		653,483	11.9
ATLANTIC CITY	254,000		237,000	7.2
BIRMINGHAM	309,000		295,000	4.7
BUFFALO	750,194		693,478	8.2
CAMDEN	153,227		137,853	11.2
COLUMBUS	650,610		599,666	8.5
DALLAS	1,016,000		855,062	18.8
DAYTON	171,565		146,927	16.8
DENVER	500,000		470,000	6.4
DES MOINES	159,720		148,800	7.3
FLINT	247,000		182,000	35.7
HARRISBURG	287,103		238,500	20.4
HARTFORD	650,000		590,000	10.2
HOLLYWOOD (Fla.)	227,000		195,000	16.4
HOUSTON	666,297		609,493	9.3
INDIANAPOLIS	481,000		390,000	23.3
LOUISVILLE	467,500		425,918	9.8
LYNN	297,902		271,565	9.7
MEMPHIS	292,000		272,800	7.0
NASHVILLE	300,000		270,000	11.1
NEW HAVEN	228,620		208,515	9.6
NEW ORLEANS	482,527		431,679	11.8
NORFOLK	366,879		281,906	30.1
OAKLAND	388,000		334,000	16.2
OMAHA	202,260		180,367	12.1
PASSAIC	255,780		231,200	10.6
PATERSON	246,501		221,474	11.3
PHOENIX	238,000		220,000	8.2
PORTLAND (Ore.)	186,000		163,000	14.1
ST. PAUL	342,210		300,010	14.1
SAN ANTONIO	125,333		108,000	16.0
SAN DIEGO	174,395		137,674	26.7
SCRANTON	172,000		161,750	6.3
SEATTLE	132,160		106,485	24.1
SOUTH BEND	93,252		77,955	19.6
SYRACUSE	180,607		162,835	10.9
TEANECK	107,075		98,032	9.2
TOLEDO	322,000		275,000	17.1
TRENTON	353,000		318,000	11.0
TUCSON	184,467		180,000	2.5
TULSA	400,000		324,251	23.4
WILKES-BARRE	164,160		145,497	12.8
WILMINGTON	132,000		122,000	8.2
WORCESTER	280,484		257,193	9.1

1966 CALENDAR OF EVENTS

UJA MISSIONS TO EUROPE AND ISRAEL

June 4-5

UJA - CJFWF Joint Young Leadership
West Central Regional Conference
Hilton Inn Kansas City, Mo.

July 7 - August 1

Young Leadership

October 5-21

12th UJA Official Study Mission

Oct. 11 - Nov. 1

Women's Division

UJA Maine Inaugural, Hosted by State's Governor, Nets 50% Increase



Under the sponsorship of Governor John H. Reed of Maine, Jewish leaders of that State met at the Governor's Mansion in Augusta, April 13th, to inaugurate the United Jewish Appeal's campaign on a statewide basis.

Thanks to the efforts of the United Jewish Appeal's State of Maine Committee, headed by Philip W. Lown, National Campaign Cabinet Member, and Leonard D. Bell, UJA Young Leadership Cabinet Chairman, 129 Jewish leaders announced gifts totalling \$229,400 -- an increase of approximately fifty per cent over last year's contributions.

Associated with Messrs. Lown and Bell in organizing this splendid effort were: Harold Alford, Harry A. Bass, Sumner P. Bernstein, Joseph Emple, Abraham Etscovitz, Judge A. Alan Grossman, Henry Jacobson, Max Kagan, Jacob Platz, Albert J. Schiro, Melvin L. Stone and Max G. Striar.

Pictured above (l to r) are the driving forces behind this wonderful start: Mr. Bell, Governor Reed, Mr. Lown, and Rabbi Arthur Lelyveld of Cleveland who was the guest speaker.

Denver Kickoff

MRS. JACK KARP, National Women's Division Chairman, helps the Denver Allied Jewish Campaign's Women's group to launch their drive. In the picture, L. to R. are: Mrs. Nate Bernstone, local chairman; Mrs. Stephen Gordon, co-chairman; and Mrs. Karp.



High Finance in New York

UJA General Chairman Max M. Fisher (L), who was the guest speaker at the UJA of Greater New York's Wall Street Investment Bankers and Commodities Division Dinner, joins Gustave L. Levy, a UJA NY General Chairman (R), in honoring Solomon Litt, a past Division Chairman. The event took place April 13 at the Bankers Club.



Zinman Heads \$40,000,000 Cash Drive



PHILIP ZINMAN

"The United Jewish Appeal cannot hope to meet its financial commitments to its agencies on a scale commensurate with their needs unless it can raise a minimum of \$40,000,000 in cash by June 30th." So warned Philip Zinman, National UJA Chairman, who is heading the National Cash Collection Campaign for the second successive year, in a special Appeal to campaign chairmen throughout the country.

"Over the past 12 years," Mr. Zinman said, "reparations payments from the Conference on Jewish Material Claims Against Germany have augmented vitally the funds raised through our annual UJA campaigns to enable the Jewish Agency, the Joint Distribution Committee and the United HIAS Service to carry out their vast programs of relief, immigration and resettlement. But with these ending the Jewish Agency

must suffer the loss of \$10,500,000; the JDC, \$7,000,000; the United HIAS Service, \$500,000 -- \$18,000,000 in all.

"In the face of such staggering losses, the UJA agencies have had no choice but to cut back on all essential aid programs, unfortunately, to the point where they now cannot fully perform their tasks of life-saving and re-building.

"Only a steady flow of cash can relieve this situation. If we can raise \$40,000,000 in time we can, among other things, assure thousands of children of destitute Jewish families that they will not have to go without shoes or warm clothing this year; stop the substitution of starches for health-protecting proteins in our child feeding programs; continue care to aged and destitute refugees; and end the drastic cut-backs in housing, welfare, medical aid and other assistance vital to the absorption of Israel's immigrants.

"Only by turning every dollar of every pledge into cash can we help avert tragic suffering among 816,000 Jewish men, women and children in Israel and 30 other lands throughout the world," Mr. Zinman said.

UJA report...

JUNE 3, 1966 VOL. 1, NO. 5

Spring Drives Ahead by 10.3%; Strong Finish by All Cities Would Assure 1966 as Another Successful Year

"Will the forward momentum of the successful 1965 campaign be carried still further in 1966? Will 1966 raise more money than 1965?"

The answer to that question is a clear-cut "YES", as shown in the following status report of all 1966 campaigns as of 31 May:

<u>AREAS</u>	<u>1966 CURRENT DRIVE</u>	<u>1965 COMPARATIVE VALUES</u>	<u>% OF INCREASE</u>
NATIONWIDE	\$72,817,000	\$66,632,000	9.3
NEW YORK CITY	<u>14,379,000</u>	<u>12,396,000</u>	<u>16.0</u>
GRAND TOTAL	\$87,196,000	\$79,028,000	10.3

The firmness of 1966's upward trend is further reflected by the final figures -- all on the plus side -- achieved by twelve major cities, and by the fact that twenty campaigns, still to be finished, have already surpassed their 1965 final figures. With nearly all of the other campaigns in advanced stages, and all holding firmly to their gains, the only question that remains is whether the finish will be as strong as the start. Maintaining enthusiasm to the end can make a difference of many thousands of dollars in the average campaign.

The Country's Pacesetters

<u>COMMUNITY</u>	<u>1966</u>	<u>1965 COMPARATIVE VALUES</u>	<u>PERCENTAGE OF INCREASE</u>
NEW YORK CITY	\$14,379,000	\$12,396,000	16.0
BALTIMORE	2,809,000	2,577,000	9.0
*BOSTON	5,492,000	5,125,000	7.2
CHICAGO	3,540,537	3,200,599	10.6
CINCINNATI	1,004,151	950,501	5.6
*CLEVELAND	6,268,652	6,074,577	3.2
*DETROIT	5,604,000	5,158,000	8.6
KANSAS CITY	928,444	867,500	7.0
LOS ANGELES	5,300,000	4,820,000	10.0
+MIAMI	1,502,554	1,274,000	17.9
MILWAUKEE	1,465,000	1,335,000	9.7
MINNEAPOLIS	930,394	859,056	8.3
+NEWARK	2,324,000	1,962,000	18.5
*PHILADELPHIA	4,637,000	4,505,000	2.9
*PITTSBURGH	1,807,225	1,687,285	7.1
*ST. LOUIS	1,605,000	1,541,326	4.1

* Final 1966 figures.

+ Unfinished, but ahead of 1965's final figures.

COMMUNITY	COMPARATIVE VALUES		PERCENTAGE OF INCREASE
	1966	1965	
SAN FRANCISCO	1,903,788	1,897,891	0.3
WASHINGTON	1,650,000	1,375,000	20.0
+AKRON	413,460	368,633	12.2
ALBANY	295,476	270,815	9.1
+ALLENTOWN	261,000	246,000	6.1
ATLANTA	880,429	780,441	12.8
ATLANTIC CITY	308,008	288,946	6.6
+BIRMINGHAM	317,000	293,000	8.2
BRIDGEPORT	70,626	53,540	31.9
BUFFALO	830,000	774,000	7.2
CAMDEN	274,520	238,854	14.9
+CANTON	231,200	227,000	1.9
+COLUMBUS	703,000	551,000	27.6
*DALLAS	1,020,000	855,062	19.3
DAYTON	372,910	326,723	14.1
DENVER	710,000	683,000	4.0
DES MOINES	214,215	201,890	6.1
ENGLEWOOD	118,783	72,651	63.5
+FLINT	273,641	185,470	47.5
+HARRISBURG	297,500	247,773	20.1
HARTFORD	865,000	795,000	8.8
+HOLLYWOOD, FLA.	232,000	196,000	18.4
*HOUSTON	666,297	610,990	9.1
+INDIANAPOLIS	513,923	428,267	20.0
LONG BEACH	211,000	201,000	5.0
+LOUISVILLE	575,548	538,207	6.9
LYNN	316,480	288,834	9.6
+MEMPHIS	339,269	319,031	6.3
+NASHVILLE	318,480	292,650	8.8
NEW HAVEN	290,000	258,500	12.2
*NEW ORLEANS	542,000	521,282	4.0
+NORFOLK	410,910	338,454	21.4
OAKLAND	460,000	408,000	12.7
OMAHA	365,479	335,532	8.9
PASSAIC	291,000	266,000	9.4
PATERSON	264,818	237,691	11.4
+PHOENIX	238,500	229,000	4.1
PORTLAND, ORE.	230,218	198,938	15.7
READING	115,297	110,491	4.3
RICHMOND	319,779	308,023	3.8
ST. PAUL	426,000	384,000	10.9
SALT LAKE CITY	102,200	101,300	0.9
SAN ANTONIO	197,820	176,566	12.0
SAN DIEGO	184,697	145,917	26.6
*SCRANTON	412,798	399,163	3.4
SEATTLE	251,440	210,014	19.7
SOUTH BEND	139,294	120,733	15.4
SPRINGFIELD, MASS.	226,439	214,339	5.6
SYRACUSE	278,080	254,371	9.3
TEANECK	155,835	145,417	7.2
+TOLEDO	411,747	356,434	15.5
+TRENTON	383,259	349,500	9.7
TUCSON	184,467	181,300	1.7
*TULSA	400,000	324,251	23.4
*WILKES-BARRE	403,910	385,040	4.9
WILMINGTON	224,000	232,500	3.7
WORCESTER	385,000	360,000	6.9

* Final 1966 figures.

+ Unfinished, but ahead of 1965's final figures.

Most Smaller Community Drives Also Show High Rate of Increases

In publishing a nationwide sample of community campaign results as large as the one which appears in this issue of the REPORT, it is inevitable that the splendid results achieved by the smaller communities will be overlooked, due to limitations of space.

Their annual allocations to the UJA, ranging from \$25,000 to \$100,000, may be small compared to the far greater sums received from the large and medium sized cities. However, in the aggregate, they represent a very significant portion of the total sum raised by each annual UJA campaign.

It is fitting, therefore, that this final issue for the spring campaign honor the following cities in that category for the significant percentage gains they have achieved so far this year:

	1966 <u>CURRENT RAISED</u>	1965 <u>COMPARATIVE VALUES</u>	<u>% OF INCREASE</u>
SACRAMENTO, CALIF.	\$ 20,410	\$ 15,950	28.0
SAN JOSE, CALIF.	80,632	68,100	18.4
ORLANDO, FLA.	35,700	23,490	52.0
SARASOTA, FLA.	39,430	27,220	44.9
WEST PALM BEACH	89,700	69,600	28.9
SAVANNAH, GA.	136,551	115,500	18.2
PEORIA, ILL.	101,144	83,501	21.1
SPRINGFIELD, ILL.	67,119	44,751	50.0
WESTFIELD, N.J.	42,074	34,230	22.9
NEWBURGH, N.Y.	35,933	28,133	27.7
UTICA, N.Y.	137,125	110,950	23.6
OKLAHOMA CITY, OKLA.	70,500	59,600	18.3
CHESTER, PA.	69,641	56,172	24.0
EASTON, PA.	47,550	40,656	17.0
ERIE, PA.	74,568	58,667	27.1
LOWER BUCKS COUNTY, PA.	45,550	38,106	19.5
CHARLESTON, S.C.	49,044	42,063	16.6
NEWPORT NEWS, VA.	77,460	58,925	31.5
PORTSMOUTH, VA.	58,000	47,000	23.4
PUERTO RICO	30,050	24,750	21.4
ROCKLAND CO., N.Y.	34,625	24,910	39.0

Remarks to Remember

"The United Jewish Appeal cannot hope to meet its financial commitments to its agencies on a scale commensurate with their needs unless it can raise a minimum of \$40,000,000 in cash by June 30th... Only by turning every dollar of every pledge into cash can we help avert tragic suffering among 816,680 Jewish men, women and children in Israel and 30 other lands throughout the world."

PHILIP ZINMAN, Chairman
National Cash Collection Campaign

May Was Also a Banner Month for Israel Education Fund With Construction Begun on 4 Projects

May groundbreaking ceremonies have marked the start of construction of major high schools in Ramle, Eilat and Ramat Hasharon and a public library in Kiryat Malachi, all projects of the UJA's Israel Education Fund.

The significance of the groundbreakings for the Theodore R. Racoosin Comprehensive High School in Ramle (May 19) and the Lea and Monroe Goldwater Comprehensive High School in Eilat (May 26) was underlined by the presence of New York City Superintendent of Schools Dr. Bernard E. Donovan. Dr. Donovan hailed Israel's high school progress, compared it favorably to New York's parallel effort to achieve population unity through education and called for continuing support by Americans of the Israel Education Fund.

The May 22 groundbreaking for the public library in Kiryat Malachi, sponsored by "Shelters for Israel, Inc." of Los Angeles inaugurated a deeply needed program of cultural expansion in one of Israel's least known and hardest-pressed development towns. On June 5, ground will be broken for the Kalman and Minnie Rothberg Vocational School, established in Ramat Hasharon by Sam Rothberg of Atlanta in memory of his parents.

The burst of groundbreaking ceremonies brought the total of Israel Education Fund schools under construction or in active planning to 26, and the number of public libraries to four. A youth center and several pre-kindergartens have also been activated.

1966 CALENDAR OF EVENTS

July 7 - August 1

Young Leadership Mission to Europe and Israel

September 28 - October 21

12th UJA Official Study Mission to Europe and Israel

October 11 - November 1

National Women's Division Study Mission to Europe and Israel

December 9 - December 11

UJA 28th Annual National Conference

New York Hilton Hotel

New York, N.Y.