

(AFTER LC-3)

RABBI HERBERT FRIEDMAN: I consider it an honour to have been invited here to speak to you. You must accept what I have to say as coming from the heart to the heart, because I appear here with some humility among you who have worked hard for your great ideals. Those ideals have sustained you. They will sustain me, and I hope that they can be transmitted far and wide in America so that more Jews will understand them.

I would like, first of all, to give you a statistical picture of where the campaign stands in America as of August 12. We have in cash (not including pledges of or promises) - \$ 36.7 m. At the same time last year, we had \$ 24.9 m. This means that as of this moment we have \$ 11.8 m. more than last year.

Last year, from September until December, for the balance of the year, we raised \$ 31.5 m. If we do the same this year - a large "if" and I will make no promises - you can add that sum to the amount which we already have. This would total \$ 58.2 m. - cash. The total last year was \$ 48.6 m. cash. This means that there is a possibility, on paper, of \$ 10 m. cash more this year.

I would like to be realistic and say that there is no chance of making \$ 10m. more. I think there is a possibility of between \$ 5 m. and \$ 7 m. more, when the year ends. If we get \$ 10 m., then we will all be very happy, but there is no point in saying things in advance that cannot be produced.

As far as pledges are concerned & not cash - the campaign this year will not raise more than last year. There is a

difference between cash and pledges. The pledges to the campaign last year were approximately \$57 m. of which \$48 m. was realized incash. I do not think that pledges this year will be more than \$57 m. or \$ 58.m. I have taken an estimate of 173 cities, which last year raised \$30,969,000. The same cities this year will raise \$30,911,000. There is only a difference of \$58,000 between the two years. It is clear for me, therefore, that there will be no difference in the pledges of this year's campaign, which means that the cash which will come in in 1956 may drop again. This is the trouble - this is the thing that we are afraid of.

This is the exact status at this moment. I will come back to the question of how we can improve next year's campaign.

Secondly, I would like to give you an historic survey of the past seven years.

First of all, there has been a very significant change in the structure of fundraising in America for all causes and the following are the comparative figures for 1948 and 1954. 1948 was the year of the War of Liberation, It was the year of independence and of the biggest campaign in America. In 1948, the Jews of the United States raised money for all purposes - Israel, the Joint Distribution Committee, local causes in the United States, all domestic programmes, building programmes - for everything - to the sum of \$243 m. In 1954, American Jews, for all causes raised \$ 180 m. There was a drop from '48 to '54 of \$63 m. It occurred in the area of money raised by the central welfare funds, whose total dropped from \$ 200 m. to \$ 105 m. All contributions to other independent campaigns for Israel went up, for the Weizmann Institute, the Technion, Hadassah, the Jewish National Fund - and all others - Building Fund campaigns in America went up. Independent membership dues of all organizations increased.

It can be seen, therefore, that there is a big shift

in the distribution of the Donations of the Jews in America. I have said "building funds" and I want you to know what the figures are, because there is a great deal of talk about this. These funds in America have become very new and powerful competitors for the dollars of American Jews. Here are figures which I think have not been presented before. In those years, from 1948 to 1954, hospitals were built in America costing \$ 80 m. homes for the aged \$ 16m., synagogues \$ 89 m. Jewish community centres, batei am, \$ 50 m. and various other buildings - religious, educational, social, health - \$20 m. A total of \$ 255 m. in capital investment in buildings in seven years. There is one main reason for this. It is that the Jewish population in America is shifting from the city to the suburbs and the buildings, the new centres, the new hospitals etc., are being built out in the suburbs. This is what I call an "inner migration". It will come to an end in a few years and I have one hope that in these new places which are being built in the suburbs we will be able to reach more Jews than we were able to do previously in the big cities, as in the suburbs and the smaller towns you can get more contact with the individual Jew. Therefore it is not necessarily a bad thing that all this money has been invested to this purpose.

One further point. Not only have funds been declining. The percentage which the U.J.A. has been receiving from the welfare funds has been reduced even more. In 1948, the U.J.A. received 74 per cent of the amount the welfare funds were able to accumulate, in 1954, it received 46%. Thus, not only was there a lessening of the amount which the welfare funds raise, there was a decline in the percentage the U.J.A. is receiving.

I have stressed two things: That the structure of fundraising is changing and that the U.J.A. is receiving a smaller share.

Now I would like to make the third and last point of this historical survey. The Jews of America are just as interested in Israel today as they were in 1948, if not more so, and there are figures to prove this. I stated that general fundraising had declined. There was a 25.9 per cent decline in all fundraising in America for all causes. How much do you suppose the figure has declined in money which has come to Israel from all ~~xxx~~ causes, U.J.A. plus all other campaigns not counting Bonds? The decline in funds directed to Israel from all causes in the same period of time was 24.9 per cent. This is almost exactly the same as the decline in fundraising in general in the United States. This proves to me that the Jews of America are more interested in Israel or are as interested as they have always been.

The amount of money that the Jews of America have spent upon themselves for all causes, including the building funds which I have mentioned reached \$255 million, was \$405 m. in seven years. The amount that has come to Israel, free money, not Bonds, from all sources, in the same years was \$ 495 m. This, plus the consolidation loan of last year of \$ 65 m. makes \$ 560 m. More money has come here, free money, than they have spent there. The interest in Israel has not diminished. ~~The Bonds (interest in Israel) has not diminished.~~
but the
The Bonds must be added to all the other figures, U.J.A. has suffered most in the decline in fundraising. There are many reasons for this, but I would like to stress only one - there has been a lessening of the acceptance of U.J.A. priority . The Jews of America - Zionists and non-Zionists - must be made to realize that the U.J.A. is the prime instrument for Israel's free dollar needs and that priority must be established by Israel and by the Zionist world also.

As I have said last year, \$45 m. in cash were raised by the U.J.A. All the other pre-Israel campaigns raised \$ 18 m. compared with \$ 48 m. I have no objection to the \$ 18 m; let it double and triple. But if the question is whether the U.J.A. is the prime instrument and can mobilize one third more than at present, then the ratio of \$ 18 m. to \$48 m. indicates that the U.J.A. is not, in the minds of Israel, and the Zionist world, the most important instrument. Many of the fights that we have in Israel America occur because an individual welfare fund has insufficient money to distribute. The local causes want more. The U.S.A. wants more. These good Jews, most of them, sit there, and argue over a few thousand dollars. If they raised more there would be no argument between local needs and Israel.

How can we help them raise more? This to me, is the prime question. The Zionist world is not as active in fundraising as it should be. I have no wish to criticize. I wish only to present the total view, the total picture. Anything else is fragmentary and makes no sense. We have been asked to raise a third more in funds, and perhaps you know what a strenuous effort this is going to require. If business goes on as usual in the fundraising field, we will not be able to do it - it is as simple as that. If business goes on as usual, where everyone thinks that his organization or his fund or his campaign is the most important, then, though the U.J.A. will continue to do everything it can, it will not be able to achieve what is required.

On the last point, I would like to talk briefly about two or three things in the future. I have hope and confidence that between the U.J.A. and the Bonds there will now be the best cooperation we can possibly manage. In all the speeches which I or any of our people make for the U.J.A., we speak about Bonds, and he speaks about U.J.A. They are one and the same thing and a Jew can give money and he can also loan money, or invest - you can think of Bonds either way - with no contradiction.

If we can present the overall view nobody will be hurt and Israel will win. I think you are aware that ~~in the beginning~~ ^{in the beginning} it was feared that Bonds might be turned over to the U.J.A. to pay for pledges, and that that would not be good. That fear is now without basis. From the time that Bonds were first sold, (four years ago) a total of ~~\$ 10.9 m.~~ \$ 10.9 m. in Bonds were turned in to the U.J.A. for payment. That is minor. \$ 200 m. worth of bonds have been sold. In the same period \$ 261 m. in cash was raised by the U.J.A. and only \$ 10.9 m. in bonds. This is not a serious percentage.

The second point about the future: Almost harder than the job of raising money is that of finding leadership, and we must begin the most intensive search to find leadership in America, especially among those of my generation. The first generation of Jews who came to America, whether from Vilna, or elsewhere held itself tightly to Jewishness, whether through religious influences or through national sentiment - it made no difference. The sons and daughters of that generation of Jews are now graduates of Yale and Harvard and Oxford and Cambridge in many instances. They are people with university educations and with very little Jewish loyalty or sentiment, knowledge or understanding. They are not antagonistic; they just don't know very much - tabula rasa. Now, the trick is to find some young men among these people who can come into the leadership of the U.J.A., bringing with them Jewish sentiment and feeling and spirit which will be carried through the country, which means, that the U.J.A. has to become both the educational and the fundraising instrument and this is almost impossible. It seems to me that there should have been others to help do the educational groundwork so that we could concentrate on fundraising. But if we must, we will try to do both. Again, I make no promises of success. I can only say that we must try to find, this new leadership; To carry this through does not mean that the job is finished when we pay for the passage of one OLEH from Casablanca to Haifa, and to think that he has been rescued and his immigration completed and that is all.

This is merely temporary. The long-range job is to bring the knowledge to the Jews of America that their responsibility lasts until the OLIM are changed from consumers into producers.

When this is done, we can begin to feel that the job is coming to an end. This is a long view, and there are those among our people who say that if you speak of the long view, you will lose short time money, because everyone will say, "Oh, I must continue to give for 30 years. I will divide my money into 30 payments. So each year you will get one portion because this goes forever. If I thought it would finish next year, I would give you a big gift once and finished." I am of the schools which says we must treat the Jews of America with maturity. Treat them with respect: give them knowledge in depth, knowledge of Israel, so that they can know the whole picture. If we can give them the long view, we will be fulfilling the role which I think the U.J.A. must play - the role of helping to educate a new generation of Jews in America, of helping to interpret Israel to America, of providing the funds on a steady basis until the job is finished.

I don't know if this can be accomplished, and I am certainly not trying to build an empire out of the U.J.A., to perpetuate it forever. I only say this this is the instrument which you have fashioned and which some of you have now dropped. That is a mistake. This is the instrument in which the Jews of America have confidence. Back it, support it, make it of prime importance once again so that it will do the job over the period of the next North African immigration and can be made much stronger than it was. One hundred million dollar campaign - I don't think so. Ten million dollars more, \$20 m. more - yes - if the U.J.A. is properly cultivated.